

FREE PLAYBOOK · 2026 EDITION

The 300-Point Shopify CRO Playbook

The exact checklist we use to turn Shopify browsers into buyers,
in plain English.

304

CHECKPOINTS

8

PAGE-BY-PAGE CHAPTERS

Plain

ENGLISH, NO JARGON

WHY WE MADE THIS

Most stores do not have a traffic problem. They have a conversion problem.

Here is the uncomfortable truth about ecommerce: the average Shopify store turns somewhere between one and three of every hundred visitors into a customer. Which means 97 to 99 people out of every hundred you worked hard (and paid) to attract leave without buying a thing.

You can fix that by buying more traffic. It is the expensive way, and it is the way most brands choose. Or you can quietly fix the dozens of small frictions, doubts and dead ends that send ready-to-buy people away, and sell more to the exact same traffic you already have. That is conversion rate optimisation, and it is the highest-return work in your whole business.

This playbook is the working checklist our team runs when we audit a Shopify store. It is 300-plus specific, proven checkpoints across every page a customer touches, from the home page to the thank-you page. We have stripped out the jargon and written every one in plain English, with the why behind it, so you can read it on a Sunday afternoon and start fixing things on Monday.

Work through it honestly. Tick what you already do well. Flag what you do not. Then start at the top of your highest-impact list and work down. You do not need all 300 to move the needle. The first ten you fix will pay for the rest.

— *The team at D2C Prominence*

How to use this playbook

01

Score yourself honestly

Go page by page. For each point, ask is this true of my store today, yes or no. Be your own toughest critic, that is where the wins hide.

02

Sort by impact

Every point carries an impact rating. Knock over the High-impact items first. They move revenue the most for the least effort.

03

Mind the effort

Each point also shows a rough effort level, so you can grab the quick wins this week and plan the bigger jobs for later.

04

Fix, measure, repeat

Change one thing at a time where you can, watch your conversion rate, then move to the next. Small, steady gains compound fast.

IMPACT RATING

HIGH IMPACT

Moves revenue the most.
Do these first.

MEDIUM IMPACT

Solid, dependable gains.
Schedule these next.

QUICK WIN

Small lift, usually fast to fix.
Easy ticks.

EFFORT TO FIX

EASY

A quick settings or copy change.

MODERATE

A bit of design or app setup.

BIGGER JOB

Dev work or a new tool.
Worth planning.

Contents

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The Whole Store

Foundations that work on every page

Before any single page can sell, the bones of your store have to feel fast, clear and trustworthy. These are the universal wins, speed, navigation, search, the cart and the footer, that quietly lift conversions everywhere at once.

General

14 POINTS

001 Make your key pages load in under five seconds

Every extra second of loading quietly sends shoppers back to Google. Speed is the cheapest sale you will ever make.

HIGH IMPACT

BIGGER JOB

002 Put a clear next step on every page

Even your 404 and About pages should point somewhere useful, so a curious visitor never hits a dead end.

QUICK WIN

EASY

003 Make buttons obviously tappable

If a shopper has to guess what is clickable, they hesitate, and hesitation kills sales.

MEDIUM IMPACT

EASY

004 Let people dismiss the cookie bar in two seconds

A clumsy cookie pop-up is the first thing they meet. Do not turn the welcome mat into a wrestling match.

QUICK WIN

EASY

005 Offer a wishlist or save-for-later

It is the smallest yes you can ask for, and it gently pulls people toward buying.

MEDIUM IMPACT

BIGGER JOB

006 Start button labels with an action word

Shop Now beats Submit every time. Tell people exactly what happens next.

MEDIUM IMPACT

EASY

007 Do not make plain text look like a link

False buttons frustrate people. If it cannot be clicked, it should not look like it can.

MEDIUM IMPACT

EASY

008 Leave breathing room between buttons

Cramped buttons cause fat-finger mistakes on mobile, and mistakes make people give up.

QUICK WIN

EASY

009 Let buyers add one more item without re-entering payment

Right after they buy, they trust you most. Make a one-tap add-on effortless and your average order grows.

HIGH IMPACT

BIGGER JOB

010 Keep your logo in the same spot, linked to home

It is the universal take-me-back button. Shoppers expect it, so give it to them.

MEDIUM IMPACT

MODERATE

011 Add a subtle nudge to your main button

A gentle pulse draws the eye to the one thing you want them to click.

MEDIUM IMPACT

MODERATE

012 Do not ambush new visitors with pop-ups

Asking for an email before you have earned attention just gets your tab closed.

MEDIUM IMPACT

EASY

013 Lead with your best offer at the very top

Free shipping or a deal, with a reason to act now, turns browsers into buyers from the first scroll.

HIGH IMPACT

EASY

014 Make the offer bar bold with a clear button

A deal nobody notices is a deal nobody uses.

HIGH IMPACT

EASY

Navigation

6 POINTS

015 Keep menus wide, not deep

People find things faster when options are visible, not buried three clicks down.

MEDIUM IMPACT

MODERATE

016 Show people where they are

Highlighting the current section stops that lost feeling that makes shoppers bounce.

MEDIUM IMPACT

EASY

017 Name categories the way customers think

If the label does not match what is inside, people assume you do not stock what they want.

HIGH IMPACT

EASY

018 Put shopping links first, company links last

Lead with what they came to buy. About Us can wait at the bottom.

HIGH IMPACT

EASY

019 Keep policy links out of the main menu

Privacy and terms belong in the footer. The top menu is for selling.

MEDIUM IMPACT

EASY

020 Make the menu, search and cart follow as they scroll

When the next step is always one tap away, more people take it.

MEDIUM IMPACT

BIGGER JOB

Search bar

13 POINTS

021 Put a visible search box near the top

Searchers are your hottest buyers. Do not make them hunt for the search bar.

HIGH IMPACT

MODERATE

022 Add autocomplete to your search

Finishing their thought for them gets shoppers to the right product faster.

HIGH IMPACT

BIGGER JOB

023 Suggest both products and categories as they type

It quietly shows the breadth of your range and shortcuts the path to buy.

MEDIUM IMPACT

BIGGER JOB

024 Show what they searched and let them tweak it

Easy edits keep a near-miss search from becoming an exit.

MEDIUM IMPACT

MODERATE

025 Rank results by relevance, not chance

The best match should be first. Burying it sends people back to Google.

MEDIUM IMPACT

MODERATE

026 Turn empty searches into helpful suggestions

No results is a dead end. Offer ideas and you keep the shopper in the store.

QUICK WIN

MODERATE

027 **Make sure your top searches return great results**

Check what people actually search for, and make those queries shine.

MEDIUM IMPACT

MODERATE

028 **Show example searches in the box**

A small hint teaches people how to find more, and find it faster.

MEDIUM IMPACT

EASY

029 **Make the search field wide enough to read**

People want to see what they typed. A tiny box feels broken.

QUICK WIN

EASY

030 **Make the Enter key run the search**

It is what everyone expects. Breaking it feels glitchy.

QUICK WIN

EASY

031 **Use the magnifying-glass icon**

It is the universal sign for search. No one has to wonder what the box does.

MEDIUM IMPACT

EASY

032 **Show recent and trending searches on tap**

It sparks ideas before they have even typed a word.

MEDIUM IMPACT

MODERATE

033 **Forgive typos, plurals and synonyms**

A misspelling should not cost you a sale. Smart search catches what people mean.

MEDIUM IMPACT

BIGGER JOB

Cart widget in the header

5 POINTS

034 Keep the cart in the top-right of every page

Shoppers look there by habit. Meet them where their eyes already go.

HIGH IMPACT

BIGGER JOB

035 Show a mini-cart with totals and items

A quick peek reassures people what is in their basket without leaving the page.

HIGH IMPACT

MODERATE

036 Show how close they are to free shipping

You are nine dollars away is one of the most reliable ways to lift order size.

HIGH IMPACT

BIGGER JOB

037 Link straight to cart and checkout from the mini-cart

Once they are ready, get out of the way and let them pay.

HIGH IMPACT

EASY

038 Turn an empty cart into a shopping prompt

Instead of a sad empty box, point them to your best-sellers.

QUICK WIN

MODERATE

Footer

7 POINTS

039 Repeat your big promises in the footer

Free shipping, easy returns, real numbers shipped. People who scroll to the bottom need a reason to scroll back up and buy.

HIGH IMPACT

MODERATE

040 Add a back-to-top link

On long pages it is a small kindness that keeps people moving, not leaving.

QUICK WIN

EASY

041 Show there is a real business behind the store

An address or a team photo turns a faceless site into someone people trust with their card.

MEDIUM IMPACT

EASY

042 Make returns and privacy easy to find

Nervous buyers check the fine print before they buy. Hiding it costs you the sale.

QUICK WIN

EASY

043 Show security badges and a reassuring line

Shop with confidence plus a trust seal calms the last-second jitters.

MEDIUM IMPACT

EASY

044 Link your socials with follower counts

An active, followed brand feels safe to buy from.

QUICK WIN

EASY

045 Link your main categories in the footer

It is a second chance to guide people to what they came for.

MEDIUM IMPACT

EASY



The Home Page

Your five-second first impression

A stranger decides whether to stay or leave in about five seconds. Your home page has one job: prove you sell what they want, look like a brand worth trusting, and point them toward shopping.

General

15 POINTS

046 Open with your headline offer and a reason to act

The top of the home page is prime real estate. Put your strongest deal there.

HIGH IMPACT

EASY

047 Keep the home page clean and confident

People judge your store in half a second. A calm, polished page earns the next click.

HIGH IMPACT

BIGGER JOB

048 Make it instantly clear what you sell

If a stranger cannot tell what you sell in five seconds, they leave.

HIGH IMPACT

EASY

049 Guide the eye with a clear pecking order

Lead people through the page in the order you choose, instead of letting them wander.

HIGH IMPACT

MODERATE

050 Say why you, in one line

A simple tagline tells people why to buy from you and not the other tab.

HIGH IMPACT

EASY

051 Use real, high-quality images

Stock clip art screams not legit. Real photos build instant trust.

MEDIUM IMPACT

MODERATE

052 Offer one or two clear buttons up top

Give people an obvious place to start, like Shop best-sellers.

HIGH IMPACT

EASY

053 Flag any deals or limited offers near the top

A little urgency up high gives people a reason to act today, not someday.

HIGH IMPACT

MODERATE

054 Spell out what makes you worth choosing

Vegan, cruelty-free, thousands shipped this month. Give people reasons to feel good buying.

HIGH IMPACT

EASY

055 Show your top categories first, with photos

Pictures pull people in faster than text links ever will.

MEDIUM IMPACT

EASY

056 Create best-sellers and sale shortcuts

These pages flip people into shopping mode the moment they click.

MEDIUM IMPACT

MODERATE

057 Feature a handful of hero products

Too much choice freezes people. A short, strong list moves them.

HIGH IMPACT

MODERATE

058 Make it easy to reach you from the home page

A visible chat, email or phone number reassures the cautious buyer.

MEDIUM IMPACT

EASY

059 Show returning visitors what they viewed before

Pick up where they left off and you shorten the path back to buying.

HIGH IMPACT

MODERATE

060 Tell your founder story and mission

People buy from people. A real story turns a store into a brand worth backing.

MEDIUM IMPACT

MODERATE

Social proof

6 POINTS

061 Put real customer reviews on the home page

Strangers trust other shoppers far more than they trust your marketing.

HIGH IMPACT

MODERATE

062 Show your Trustpilot or Google rating

An independent score does the convincing for you.

HIGH IMPACT

EASY

063 Display awards and certifications

Third-party stamps borrow credibility you cannot claim yourself.

HIGH IMPACT

EASY

064 Show where you have been featured

As-seen-in logos make a new brand feel established overnight.

HIGH IMPACT

EASY

065 Show logos of brands you work with or stock

Familiar names lend you their trust by association.

MEDIUM IMPACT

EASY

066 Show real customer photos from Instagram

Nothing sells like real people happily using your product.

HIGH IMPACT

MODERATE



Category Pages

Where browsing becomes choosing

Category pages are your digital shop floor. Good sorting, clean product cards and smart filters turn aimless browsing into a confident shortlist, and a shortlist is one step from a sale.

General

7 POINTS

067 Let shoppers sort the list

By price, popularity or newest. Control helps people find their match faster.

HIGH IMPACT

MODERATE

068 Put sorting in the top-right, above the products

It is where people look for it. Predictable beats clever.

MEDIUM IMPACT

EASY

069 Use clear, plain category names

Clever names confuse. Say what is in the aisle.

MEDIUM IMPACT

EASY

070 Choose grid or list to suit the products

Images-first for fashion, details-first for spec-heavy goods. Match the layout to the decision.

HIGH IMPACT

MODERATE

071 Show how many products are in the list

It sets expectations and quietly signals you have plenty of choice.

MEDIUM IMPACT

EASY

072 Add a short category description for Google

A little well-written copy helps the page get found, without cluttering the view.

HIGH IMPACT

BIGGER JOB

073 Keep their place when they hit back

Dumping people at the top after one peek makes them give up the hunt.

HIGH IMPACT

MODERATE

Product cards (list)

12 POINTS

074 Show three or four products per row

Enough to compare, not so many it overwhelms.

HIGH IMPACT

EASY

075 Lead each category with your winners

Your best-sellers sell themselves. Put them where they are seen first.

HIGH IMPACT

MODERATE

076 Show a second photo on hover

A quick alternate angle answers a question before they have to click.

MEDIUM IMPACT

MODERATE

077 Keep product images consistent

A tidy, uniform grid is easy to scan, and an easy scan keeps people browsing.

HIGH IMPACT

BIGGER JOB

078 Keep product cards the same size

Ragged layouts feel messy and make the eye work harder than it should.

HIGH IMPACT

MODERATE

079 Show available sizes and colours on the card

People spot their option without clicking, which saves them a step.

HIGH IMPACT

MODERATE

080 Put the essentials on every card

Title, price, rating and discount up front means fewer clicks to a decision.

HIGH IMPACT

MODERATE

081 Add a view-product button on hover

A gentle prompt invites the click instead of waiting for it.

HIGH IMPACT

MODERATE

082 Flag low stock on the card

Only one left turns a maybe into a now.

HIGH IMPACT

MODERATE

083 Show sold-out items too

Seeing what is gone makes your low-stock warnings believable.

MEDIUM IMPACT

BIGGER JOB

084 Add badges like Best-seller or New

A small tag tells people what to look at first.

HIGH IMPACT

MODERATE

085 Let people get an email when stock returns

A sold-out product can still capture a customer instead of losing one.

HIGH IMPACT

MODERATE

Filters

10 POINTS

086 Offer clear filters, especially on mobile

When you stock a lot, good filters are the difference between finding and leaving.

HIGH IMPACT

BIGGER JOB

087 **Make filters easy to spot**

Hidden filters do not get used, and unused filters do not help anyone buy.

HIGH IMPACT

MODERATE

088 **Put the most-used filters first**

Lead with size, colour or price, whatever people reach for most.

MEDIUM IMPACT

MODERATE

089 **Show only filters that fit the category**

Irrelevant options just add noise and slow the decision.

HIGH IMPACT

MODERATE

090 **Make it obvious which filters are on**

People need to see and easily clear what they picked, or they feel trapped.

HIGH IMPACT

BIGGER JOB

091 **Let people stack multiple filters**

Real shopping is blue and under fifty dollars and in stock. Allow it.

HIGH IMPACT

BIGGER JOB

092 **Put filters where people expect them**

Left side or up top, below the title. Familiar placement gets used.

HIGH IMPACT

MODERATE

093 **Update results instantly when a filter changes**

Waiting for a page reload breaks the flow and the patience.

HIGH IMPACT

BIGGER JOB

094 **Keep filters within reach as they scroll**

People refine as they browse. Do not make them scroll back up to do it.

MEDIUM IMPACT

MODERATE

095 Use colour swatches and price sliders

Tapping a colour beats reading the word blue. Make filtering feel effortless.

HIGH IMPACT

BIGGER JOB



CHAPTER 04

Product Pages

Where the decision gets made

This is the moment of truth. Photos, price, proof and a fearless buy button all have to line up. Get the product page right and everything upstream finally pays off.

General

5 POINTS

096 Add a sticky bar with the price and buy button

However far they scroll, buying stays one tap away.

HIGH IMPACT

BIGGER JOB

097 Let shoppers ask a question easily

A quick answer at the moment of doubt saves the sale.

HIGH IMPACT

MODERATE

098 Show breadcrumbs back to the category

They help people explore more without getting lost.

HIGH IMPACT

BIGGER JOB

099 Capture emails for out-of-stock items

Do not waste the interest. Turn a sold-out moment into a future sale.

HIGH IMPACT

BIGGER JOB

100 Make the back button behave

Sending people somewhere unexpected is a fast way to lose them.

HIGH IMPACT

BIGGER JOB

Product overview (above the CTA area)

6 POINTS

101 Write descriptive product titles

Say what it is plainly. Vague names make people work to understand.

HIGH IMPACT

EASY

102 Make the product name stand out

It should be the first thing the eye lands on.

HIGH IMPACT

EASY

103 Keep titles short enough for Google

Under 65 characters shows in full in search, so nothing important gets cut.

MEDIUM IMPACT

EASY

104 Add a benefit-led subtitle

One line on why it is worth it, using words that make people feel something.

HIGH IMPACT

EASY

105 Show the star rating near the title, linked to reviews

A rating and read-the-reviews link invites a click that builds confidence.

HIGH IMPACT

EASY

106 List the top benefits beside the title

A few ticks up high let skimmers say yes fast.

HIGH IMPACT

EASY

Image gallery

8 POINTS

107 Lead with a great main photo

Online, the photo is the product. Make the first one your best.

HIGH IMPACT

MODERATE

108 **Let people zoom in, especially on mobile**

They cannot touch it, so let them get close. Detail builds trust.

MEDIUM IMPACT

MODERATE

109 **Show several photos from different angles**

More angles answer more silent questions, and answered questions buy.

HIGH IMPACT

MODERATE

110 **Show thumbnails of the other images**

People like to know how much there is to see before they start tapping.

HIGH IMPACT

BIGGER JOB

111 **Add a product video**

Seeing it in motion or in use does the selling that words cannot.

HIGH IMPACT

BIGGER JOB

112 **Add arrows to move between photos**

Easy navigation keeps people exploring instead of bouncing.

HIGH IMPACT

MODERATE

113 **Support swiping on mobile**

It is how phones work. Anything else feels broken.

HIGH IMPACT

MODERATE

114 **Show photos for each colour or version**

People want to see the exact one they are buying, not a stand-in.

HIGH IMPACT

MODERATE

115 Make Add to Cart the boldest thing on the page

Never let the buy button hide. It is the whole point of the page.

HIGH IMPACT

EASY

116 Make size and colour easy to tap

Big, well-spaced options stop the misclicks that frustrate phone shoppers.

HIGH IMPACT

EASY

117 Update the photo when they pick a variant

Choosing red should show the red one. It confirms they are getting what they want.

HIGH IMPACT

EASY

118 Gently remind people to pick a size first

Better a friendly nudge than a confusing error after they click buy.

HIGH IMPACT

EASY

119 Update price and image instantly on selection

No reloads. Instant feedback keeps the momentum toward buying.

HIGH IMPACT

EASY

120 Put a size chart right by the size picker

Removing the will-it-fit doubt removes a big reason to hesitate.

HIGH IMPACT

MODERATE

121 Show sizes in the units they use

Centimetres or inches, kilos or pounds. Familiar numbers make a confident buyer.

HIGH IMPACT

MODERATE

122 Note the model's size and height

It helps people picture the fit on themselves, not just the model.

HIGH IMPACT

EASY

123 Use plus and minus buttons for quantity

Easier than a dropdown, and it updates the price as they go.

MEDIUM IMPACT

MODERATE

124 Say what the button does

Add to Cart or Proceed to secure checkout removes any guesswork.

HIGH IMPACT

EASY

125 Confirm clearly when something is added

A visible cart bump reassures people it worked, so they do not add it twice or give up.

HIGH IMPACT

MODERATE

126 Change the button after they add

Added, then Go to cart, guides them smoothly to the next step.

HIGH IMPACT

MODERATE

127 Make the price easy to find

Hunting for the price creates friction. Show it proudly, especially a deal.

HIGH IMPACT

EASY

128 Keep the price beside the buy button

People want price and buy together when they decide.

HIGH IMPACT

EASY

129 Show prices in their currency

Mental currency conversion is friction. Remove it.

HIGH IMPACT

MODERATE

130 Give the buy button its own colour

It should pop off the page, not blend into everything else.

MEDIUM IMPACT

MODERATE

131 Be upfront about any extra charges

Surprise costs at checkout are the number-one reason carts get abandoned.

HIGH IMPACT

BIGGER JOB

132 Highlight free shipping by the button

It is often the final reason someone clicks buy.

HIGH IMPACT

MODERATE

133 Show delivery time and cost near the button

When will it arrive and what does it cost, answered here, keeps them moving.

HIGH IMPACT

BIGGER JOB

134 Show in-stock status by the button

Confirming it is available right now removes a quiet doubt.

HIGH IMPACT

MODERATE

135 Show the old price and the saving

A crossed-out price and save 30 percent makes the deal feel real.

HIGH IMPACT

MODERATE

136 Spell out returns and your guarantee

A safety net makes people braver about clicking buy.

HIGH IMPACT

MODERATE

137 Offer one-tap payment options

PayPal, Apple Pay and Google Pay skip the form and the friction.

HIGH IMPACT

BIGGER JOB

138 Offer buy-now-pay-later on bigger items

Splitting the price into four makes an expensive yes feel easy.

HIGH IMPACT

BIGGER JOB

Social proof

8 POINTS

139 Show your press and as-seen-in logos

Borrowed credibility makes a new brand feel trusted.

HIGH IMPACT

EASY

140 Show rich reviews with photos and names

A real face, name and verified-buyer tag makes a review impossible to fake-feel.

HIGH IMPACT

BIGGER JOB

141 Make reviews visually pop

A subtle highlight draws the eye to your best persuasion.

HIGH IMPACT

MODERATE

142 Show happy customers using the product

Real people, real faces. It is proof your product delivers.

HIGH IMPACT

BIGGER JOB

143 Let people filter reviews by star rating

Skeptics go straight to the three-star reviews. Letting them builds trust, not less.

HIGH IMPACT

BIGGER JOB

144 Show how many people have bought

Thousands shipped this month is herd-proof that it is safe to join in.

MEDIUM IMPACT

MODERATE

145 Add a video testimonial

A real customer on camera is the most convincing proof there is.

HIGH IMPACT

BIGGER JOB

146 Show your follower numbers

A big, engaged following signals a brand worth buying from.

MEDIUM IMPACT

MODERATE

Conversion and AOV 'boosters'

8 POINTS

147 Offer buy-more-save-more tiers

Best value on the three-pack nudges people to spend a little more, happily.

HIGH IMPACT

BIGGER JOB

148 Suggest the perfect add-on

Goes-great-with recommendations lift the order with zero extra traffic.

HIGH IMPACT

BIGGER JOB

149 Offer discounted bundles

A bundle feels like a deal and quietly raises the average order.

HIGH IMPACT

BIGGER JOB

150 Add honest urgency

Order in 12 minutes, ships today, turns later into now.

HIGH IMPACT

MODERATE

151 Show real scarcity

Only three left is a gentle push off the fence, as long as it is true.

HIGH IMPACT

MODERATE

152 Show recent buyer activity

Eighteen people bought this today proves you are not the only one who likes it.

HIGH IMPACT

BIGGER JOB

153 Highlight any giving-back

A feel-good reason can tip a close decision your way.

HIGH IMPACT

MODERATE

154 Show shoppers-also-viewed

It keeps people browsing your store instead of leaving to compare elsewhere.

HIGH IMPACT

BIGGER JOB

Product description

10 POINTS

155 Make the description easy on the eyes

Big enough text, short lines and space. Hard-to-read copy does not get read.

HIGH IMPACT

MODERATE

156 Break it into scannable bites

People skim. Bullets and bold benefits let them get it at a glance.

HIGH IMPACT

MODERATE

157 Tuck long sections into tidy accordions

Especially on mobile, it keeps the page short and the buy button close.

HIGH IMPACT

MODERATE

158 Title sections by benefit, not feature

Stays cold for 24 hours beats vacuum insulation. Lead with what they get.

HIGH IMPACT

MODERATE

159 Show exactly what is in the box

Removing the what-do-I-actually-get doubt removes a reason to wait.

HIGH IMPACT

MODERATE

160 Answer common questions on the page

Every answered worry is a saved sale and a saved support email.

HIGH IMPACT

MODERATE

161 Make the spec table easy to read

Clear rows and spacing help detail-driven buyers say yes.

MEDIUM IMPACT

MODERATE

162 Help people compare your options

Make the choice for them and they are less likely to leave to do it elsewhere.

HIGH IMPACT

BIGGER JOB

163 Show how easy it is to use

Three simple steps lowers the fear of a complicated product.

HIGH IMPACT

MODERATE

164 Embed real social posts about you

A screenshot of a happy tweet or DM feels more honest than a polished review.

HIGH IMPACT

BIGGER JOB



CHAPTER 05

Landing Pages

One page, one job, one sale

A direct-response landing page strips away every distraction and drives a single decision. No menu to wander into, no footer to escape through, just a focused path from headline to checkout. You will spot a lot of the product-page wins repeated here on purpose: a landing page has to do the whole selling job alone, so the fundamentals matter twice as much. The new points below are the ones built specifically for that single-minded, no-exits format.

General

4 POINTS

165 Send the buy button straight to checkout

On a focused landing page, skipping the cart removes a step where people drop off.

HIGH IMPACT

MODERATE

166 Keep a sticky buy bar with the price

However far they read, buying stays one tap away.

HIGH IMPACT

BIGGER JOB

167 Remove escape routes

No menu, no footer links. A landing page has one job: this one sale.

HIGH IMPACT

BIGGER JOB

168 Offer a quick way to ask a question

Answer the last doubt on the spot and you keep the sale.

HIGH IMPACT

MODERATE

Product overview (above the CTA area)

6 POINTS

169 Write descriptive product titles

Say what it is plainly. Vague names make people work to understand.

HIGH IMPACT

EASY

170 Make the product name stand out

It should be the first thing the eye lands on.

HIGH IMPACT

EASY

171 Keep titles short enough for Google

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172 Add a benefit-led subtitle

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HIGH IMPACT

EASY

173 Show the star rating near the title, linked to reviews

A rating and read-the-reviews link invites a click that builds confidence.

HIGH IMPACT

EASY

174 List the top benefits beside the title

A few ticks up high let skimmers say yes fast.

HIGH IMPACT

EASY

Image gallery

9 POINTS

175 Use a clean, standard layout

Photos on the left, pitch and button on the right. Familiar feels trustworthy.

HIGH IMPACT

MODERATE

176 Lead with a great main photo

Online, the photo is the product. Make the first one your best.

HIGH IMPACT

MODERATE

177 Let people zoom in, especially on mobile

They cannot touch it, so let them get close. Detail builds trust.

MEDIUM IMPACT

MODERATE

178 Show several photos from different angles

More angles answer more silent questions, and answered questions buy.

HIGH IMPACT

MODERATE

179 Show thumbnails of the other images

People like to know how much there is to see before they start tapping.

HIGH IMPACT

BIGGER JOB

180 Add a product video

Seeing it in motion or in use does the selling that words cannot.

HIGH IMPACT

BIGGER JOB

181 Add arrows to move between photos

Easy navigation keeps people exploring instead of bouncing.

HIGH IMPACT

MODERATE

182 Support swiping on mobile

It is how phones work. Anything else feels broken.

HIGH IMPACT

MODERATE

183 Show photos for each colour or version

People want to see the exact one they are buying, not a stand-in.

HIGH IMPACT

MODERATE

184 Make Add to Cart the boldest thing on the page

Never let the buy button hide. It is the whole point of the page.

HIGH IMPACT

EASY

185 Make size and colour easy to tap

Big, well-spaced options stop the misclicks that frustrate phone shoppers.

HIGH IMPACT

EASY

186 Update the photo when they pick a variant

Choosing red should show the red one. It confirms they are getting what they want.

HIGH IMPACT

EASY

187 Gently remind people to pick a size first

Better a friendly nudge than a confusing error after they click buy.

HIGH IMPACT

EASY

188 Update price and image instantly on selection

No reloads. Instant feedback keeps the momentum toward buying.

HIGH IMPACT

EASY

189 Put a size chart right by the size picker

Removing the will-it-fit doubt removes a big reason to hesitate.

HIGH IMPACT

MODERATE

190 Show sizes in the units they use

Centimetres or inches, kilos or pounds. Familiar numbers make a confident buyer.

HIGH IMPACT

MODERATE

191 Note the model's size and height

It helps people picture the fit on themselves, not just the model.

HIGH IMPACT

EASY

192 Use plus and minus buttons for quantity

Easier than a dropdown, and it updates the price as they go.

MEDIUM IMPACT

MODERATE

193 Say what the button does

Add to Cart or Proceed to secure checkout removes any guesswork.

HIGH IMPACT

MODERATE

194 Make the price easy to find

Hunting for the price creates friction. Show it proudly, especially a deal.

HIGH IMPACT

EASY

195 Keep the price beside the buy button

People want price and buy together when they decide.

HIGH IMPACT

EASY

196 Show prices in their currency

Mental currency conversion is friction. Remove it.

HIGH IMPACT

MODERATE

197 Give the buy button its own colour

It should pop off the page, not blend into everything else.

MEDIUM IMPACT

EASY

198 Be upfront about any extra charges

Surprise costs at checkout are the number-one reason carts get abandoned.

HIGH IMPACT

BIGGER JOB

199 Highlight free shipping by the button

It is often the final reason someone clicks buy.

HIGH IMPACT

MODERATE

200 Show delivery time and cost near the button

When will it arrive and what does it cost, answered here, keeps them moving.

HIGH IMPACT

BIGGER JOB

201 Show in-stock status by the button

Confirming it is available right now removes a quiet doubt.

HIGH IMPACT

MODERATE

202 Show the old price and the saving

A crossed-out price and save 30 percent makes the deal feel real.

HIGH IMPACT

MODERATE

203 Spell out returns and your guarantee

A safety net makes people braver about clicking buy.

HIGH IMPACT

MODERATE

204 Offer one-tap payment options

PayPal, Apple Pay and Google Pay skip the form and the friction.

HIGH IMPACT

BIGGER JOB

205 Offer buy-now-pay-later on bigger items

Splitting the price into four makes an expensive yes feel easy.

HIGH IMPACT

BIGGER JOB

206 Repeat why you are worth buying from

Free shipping, thousands delivered, cruelty-free. Reasons to feel safe saying yes.

HIGH IMPACT

EASY

207 Show your press and as-seen-in logos

Borrowed credibility makes a new brand feel trusted.

HIGH IMPACT

EASY

208 Show rich reviews with photos and names

A real face, name and verified-buyer tag makes a review impossible to fake-feel.

HIGH IMPACT

BIGGER JOB

209 Make reviews visually pop

A subtle highlight draws the eye to your best persuasion.

HIGH IMPACT

MODERATE

210 Show happy customers using the product

Real people, real faces. It is proof your product delivers.

HIGH IMPACT

BIGGER JOB

211 Let people filter reviews by star rating

Skeptics go straight to the three-star reviews. Letting them builds trust, not less.

HIGH IMPACT

BIGGER JOB

212 Show how many people have bought

Thousands shipped this month is herd-proof that it is safe to join in.

MEDIUM IMPACT

MODERATE

213 Add a video testimonial

A real customer on camera is the most convincing proof there is.

HIGH IMPACT

BIGGER JOB

214 Show your follower numbers

A big, engaged following signals a brand worth buying from.

MEDIUM IMPACT

MODERATE

Conversion and AOV 'boosters'

9 POINTS

215 Offer a one-click upsell right after they buy

The yes-moment is the best time to ask for a little more. They already have their wallet out.

HIGH IMPACT

BIGGER JOB

216 Offer buy-more-save-more tiers

Best value on the three-pack nudges people to spend a little more, happily.

HIGH IMPACT

BIGGER JOB

217 Suggest the perfect add-on

Goes-great-with recommendations lift the order with zero extra traffic.

HIGH IMPACT

BIGGER JOB

218 Offer discounted bundles

A bundle feels like a deal and quietly raises the average order.

HIGH IMPACT

BIGGER JOB

219 Add honest urgency

Order in 12 minutes, ships today, turns later into now.

HIGH IMPACT

MODERATE

220 Show real scarcity

Only three left is a gentle push off the fence, as long as it is true.

HIGH IMPACT

MODERATE

221 Show recent buyer activity

Eighteen people bought this today proves you are not the only one who likes it.

HIGH IMPACT

BIGGER JOB

222 Highlight any giving-back

A feel-good reason can tip a close decision your way.

HIGH IMPACT

MODERATE

223 Show shoppers-also-viewed

It keeps people browsing your store instead of leaving to compare elsewhere.

HIGH IMPACT

BIGGER JOB

Product description

10 POINTS

224 Make the description easy on the eyes

Big enough text, short lines and space. Hard-to-read copy does not get read.

HIGH IMPACT

MODERATE

225 Break it into scannable bites

People skim. Bullets and bold benefits let them get it at a glance.

HIGH IMPACT

MODERATE

226 Tuck long sections into tidy accordions

Especially on mobile, it keeps the page short and the buy button close.

HIGH IMPACT

MODERATE

227 Title sections by benefit, not feature

Stays cold for 24 hours beats vacuum insulation. Lead with what they get.

HIGH IMPACT

MODERATE

228 Show exactly what is in the box

Removing the what-do-I-actually-get doubt removes a reason to wait.

HIGH IMPACT

MODERATE

229 Answer common questions on the page

Every answered worry is a saved sale and a saved support email.

HIGH IMPACT

MODERATE

230 Make the spec table easy to read

Clear rows and spacing help detail-driven buyers say yes.

MEDIUM IMPACT

MODERATE

231 Help people compare your options

Make the choice for them and they are less likely to leave to do it elsewhere.

HIGH IMPACT

BIGGER JOB

232 Show how easy it is to use

Three simple steps lowers the fear of a complicated product.

HIGH IMPACT

MODERATE

233 Embed real social posts about you

A screenshot of a happy tweet or DM feels more honest than a polished review.

HIGH IMPACT

BIGGER JOB



CHAPTER 06

The Cart

The nervous moment before they pay

The cart is where buyers get cold feet. Reassurance, clarity and a few gentle nudges here are the difference between a completed order and an abandoned one.

General

16 POINTS

234 Keep the cart clean and calm

The cart is where nerves spike. A tidy page keeps people moving to pay.

HIGH IMPACT

BIGGER JOB

235 Add gentle urgency in the cart

Reserved for 10 minutes nudges people to finish now, not later.

HIGH IMPACT

MODERATE

236 Show how close they are to free shipping

Add nine dollars for free shipping is one of the easiest ways to grow the order.

HIGH IMPACT

BIGGER JOB

237 Celebrate when they unlock free shipping

A bold green you-have-earned-free-shipping feels like a win and seals the deal.

HIGH IMPACT

MODERATE

238 Keep the cart when they come back

Most people buy on a later visit. An empty cart makes them start over, or not at all.

HIGH IMPACT

BIGGER JOB

239 Show full details for each item

Picture, variant, quantity, price. No surprises means no second-guessing.

HIGH IMPACT

MODERATE

240 Show the right photo for each variant

The red dress should look red. It confirms they got what they picked.

HIGH IMPACT

MODERATE

241 Let people change quantity easily

And update the total instantly, so they stay in control.

HIGH IMPACT

BIGGER JOB

242 Make removing an item simple

Trapping people with an item they do not want makes them ditch the whole cart.

HIGH IMPACT

MODERATE

243 Show the expected delivery date

Knowing when it arrives is often the last thing people check before buying.

HIGH IMPACT

MODERATE

244 Flag low stock in the cart

Only one left nudges the hesitant to finish before it is gone.

HIGH IMPACT

MODERATE

245 Offer help right in the cart

A quick answer here can rescue a wobbling sale.

HIGH IMPACT

EASY

246 Show returns info without leaving the cart

Use a small pop-up, not a link away. Never send people out of the cart.

HIGH IMPACT

MODERATE

247 Keep the coupon box subtle

A big enter-code box sends people to Google hunting for codes, and some do not come back.

HIGH IMPACT

MODERATE

248 Offer a tempting add-on in the cart

A cheap, relevant extra with a deal lifts the order at the last moment.

HIGH IMPACT

BIGGER JOB

249 Let people save items for later

Better they park an item than delete it and forget you.

MEDIUM IMPACT

BIGGER JOB

CTA area

9 POINTS

250 Show the subtotal by the checkout button

People want to see the total right where they commit.

HIGH IMPACT

MODERATE

251 Show estimated tax up front

No nasty surprise at the final step means fewer abandoned carts.

HIGH IMPACT

MODERATE

252 Show how much they are saving

A clear total saving makes people feel smart for buying.

HIGH IMPACT

EASY

253 Make checkout the clear next step, top and bottom

Long carts need the button in both places so it is never out of reach.

HIGH IMPACT

EASY

254 Add a lock icon to the checkout button

A small security cue calms the nerves right before they pay.

MEDIUM IMPACT

MODERATE

255 Put a trust seal under the button

Shop with confidence at the decision point reassures the cautious.

HIGH IMPACT

EASY

256 Show PayPal and other wallets

Some people only trust their preferred wallet. Offer it and you keep them.

HIGH IMPACT

BIGGER JOB

257 Show buy-now-pay-later options

On pricier carts, monthly payments make the total feel doable.

HIGH IMPACT

BIGGER JOB

258 Add a quiet continue-shopping link

Let people add one more thing without feeling like they have lost their cart.

MEDIUM IMPACT

EASY



CHAPTER 07

Checkout

Remove every last reason to leave

Most lost sales die at checkout. Every extra field, surprise cost or moment of doubt sheds buyers. This chapter is about making the final stretch effortless.

General

10 POINTS

259 Let people buy as a guest

Forcing an account is a top reason carts die. Let them just pay.

HIGH IMPACT

BIGGER JOB

260 Show progress through checkout

A progress bar tells people the end is near, so they keep going.

HIGH IMPACT

MODERATE

261 Make each step's next action clear

People relax when they know exactly what happens when they click.

HIGH IMPACT

EASY

262 Never make people start over after an error

Wiping a form over one typo is how you lose a ready buyer.

HIGH IMPACT

MODERATE

263 Show a clear order summary before they pay

A final, honest recap builds the confidence to hit pay.

HIGH IMPACT

MODERATE

264 Add a trust seal at the pay button

Right at the riskiest moment, a little reassurance goes a long way.

HIGH IMPACT

EASY

265 Remove distractions from checkout

No menu, no footer. Every link out is a chance to wander off and not pay.

HIGH IMPACT

EASY

266 Make your privacy policy easy to find

When you ask for personal details, people want to know they are safe.

MEDIUM IMPACT

EASY

267 Offer help during checkout

A stuck shopper with no one to ask is an abandoned cart.

HIGH IMPACT

EASY

268 Make the pay button the boldest element

At the final step, there should be zero doubt about what to click.

HIGH IMPACT

EASY

Conversion and AOV 'boosters'

3 POINTS

269 Add a one-click upsell after they pay

They have already bought. A relevant add-on now is almost free revenue.

HIGH IMPACT

MODERATE

270 Offer cheap order bumps

Gift wrap, priority shipping, insurance under three dollars. Small yeses add up fast.

HIGH IMPACT

BIGGER JOB

271 Keep gentle urgency at checkout

Finish in 12 minutes, ships today, keeps people from drifting off.

HIGH IMPACT

MODERATE

Log in and registration

3 POINTS

272 Let returning customers log in

Do not make loyal buyers retype everything. Reward them with speed.

HIGH IMPACT

BIGGER JOB

273 Keep password rules sane

Fussy requirements at checkout make people quit. Do not let them.

HIGH IMPACT

MODERATE

274 Make password reset painless

A forgotten password should not cost you the sale.

HIGH IMPACT

BIGGER JOB

Forms

22 POINTS

275 Use a single-column form

Eyes flow straight down. Side-by-side fields get missed and slow people down.

HIGH IMPACT

MODERATE

276 Ask for the fewest fields possible

Every extra field is another chance to give up. Cut what you do not need.

HIGH IMPACT

MODERATE

277 Use floating labels

So people always see what a field is for, even after they have filled it.

HIGH IMPACT

BIGGER JOB

278 Ask for the email first

If they bail, you can still follow up. It is your safety net.

HIGH IMPACT

MODERATE

279 Show example text in fields

A sample like john@gmail.com makes it obvious what to type.

HIGH IMPACT

EASY

280 Offer billing-same-as-shipping

Nobody wants to type their address twice.

HIGH IMPACT

MODERATE

281 Make payment choices easy to tap

Fiddly radio buttons on mobile cost you sales at the final step.

HIGH IMPACT

MODERATE

282 Show where to find the CVV

A tiny image saves people flipping their card and losing their place.

HIGH IMPACT

MODERATE

283 Set card fields on a subtle grey

It signals this part is secure and steadies nervous fingers.

HIGH IMPACT

EASY

284 Let people Tab between fields

Fast typers expect it. Breaking it feels clunky.

QUICK WIN

MODERATE

285 Show the number pad for number fields

For postcodes and phone numbers, the right keyboard speeds things up.

MEDIUM IMPACT

MODERATE

286 Show the email keyboard for email fields

An at-symbol key within reach is a small kindness that adds up.

MEDIUM IMPACT

MODERATE

287 **Size fields to their content**

A short box for a postcode quietly tells people what to enter.

HIGH IMPACT

EASY

288 **Make optional versus required obvious**

Guessing what is needed slows people down and causes errors.

HIGH IMPACT

EASY

289 **Say why you need their phone number**

For delivery updates only calms the why-do-you-want-this worry.

HIGH IMPACT

EASY

290 **Autocomplete addresses**

Fewer typos, fewer failed deliveries, faster checkout.

MEDIUM IMPACT

BIGGER JOB

291 **Check fields as they are filled**

A green tick as they go feels reassuring. A red flag catches mistakes early.

HIGH IMPACT

MODERATE

292 **Write helpful error messages**

Tell people exactly what is wrong and how to fix it, not just invalid.

HIGH IMPACT

MODERATE

293 **Never ask for the same thing twice**

Repetition feels careless and tests people's patience.

HIGH IMPACT

MODERATE

294 **Auto-fill what you can**

Type the postcode, fill the city. Less typing, more finishing.

HIGH IMPACT

BIGGER JOB

295 **Save their progress if they leave**

Let people pick up where they left off instead of starting again.

HIGH IMPACT

MODERATE

296 **Add a one-tap clear button to fields**

Easy fixes keep people moving instead of fighting their keyboard.

MEDIUM IMPACT

MODERATE



The Thank-You Page

The most-read page you never optimise

The thank-you page is read by every single buyer, at the exact moment they trust you most. It's wasted on most stores. Used well, it grows the order and books the next one.

General

5 POINTS

297 Confirm the order clearly and celebrate it

A warm you-are-all-set turns a transaction into a good feeling about your brand.

HIGH IMPACT

MODERATE

298 Recap exactly what they bought

A clear summary reassures people the right thing is on its way.

HIGH IMPACT

MODERATE

299 Tell them when it arrives and who is delivering

It answers the very next question and cuts where-is-my-order emails.

HIGH IMPACT

BIGGER JOB

300 Make it easy to reach you

Post-purchase questions handled well turn buyers into repeat buyers.

HIGH IMPACT

EASY

301 Explain how to track the package

Self-serve tracking keeps anxious buyers happy and your inbox quiet.

MEDIUM IMPACT

MODERATE

302 Offer a one-click add to the order

Add it now and we ship it together. Easy extra revenue while trust is highest.

HIGH IMPACT

BIGGER JOB

303 Give a coupon for next time or a friend

It books the next purchase and turns a buyer into a promoter.

HIGH IMPACT

MODERATE

304 Put everything in the confirmation email

The receipt, the upsell and the coupon, all where they will look for it later.

HIGH IMPACT

BIGGER JOB

WHEN YOU WOULD RATHER WE JUST DID IT

You have the checklist. We have the team that runs it every day.

Reading this is the easy part. Finding the hours to audit every page, prioritise the fixes, brief a developer and actually ship them, while you run the rest of your business, is the hard part.

That is exactly what we do. D2C Prominence is an AI-powered Shopify-Ops team for direct-to-consumer brands. We turn this checklist into a prioritised plan, ship the fixes, and pair it with the bottom-of-funnel advertising that brings the right people to your newly optimised store.

Start with a free Shopify CRO audit. We will run your store against this exact playbook and hand you a prioritised action plan, yours to keep whether or not you work with us.

[Get your free Shopify CRO audit →](#)

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