

VIREXO MEDIA · FREE GUIDE

# The Store Leak Audit

7 mistakes quietly killing your ecommerce sales — and how to plug each one this week.

**FREE FIX-IT CHECKLIST INSIDE**

**VIREXO MEDIA**

ECOMMERCE GROWTH FOR D2C & SHOPIFY BRANDS

# Most stores don't have a traffic problem. They have a leak problem.

Virexo Media builds and optimizes high-converting Shopify and D2C stores. We made this guide for founders and marketers who are getting visits but not enough sales — the people staring at analytics wondering where everyone went. The good news: the fixes below are things you can act on this week, mostly without spending a rupee more on ads. Work through the seven, top to bottom.

## 1 Your store is too slow — especially on mobile

**Why it costs you:** Shoppers bail on pages that take more than ~3 seconds to load, and Google / Deloitte's retail research found that even a 0.1s speed improvement measurably lifts conversion rates. Speed is the first impression you never see.

### NOT THIS

Ten apps, giant uncompressed hero images, autoplay video, a heavy theme you never trimmed.

### DO THIS

Compress images (WebP), remove unused apps, lazy-load below the fold, pick a lightweight theme.

**Quick win (15 min):** Run your homepage and top product page through Google PageSpeed Insights, then compress the 3 biggest images it flags.

## 2 Weak product pages that don't answer the buyer

**Why it costs you:** The product page is where the buying decision is actually made. Thin descriptions, two photos, and zero answers to obvious questions force the shopper to guess — and guessing shoppers leave.

### NOT THIS

One stock photo, a spec dump, no sizing/shipping/returns info, no social proof.

### DO THIS

5+ real photos, benefit-led copy, answer the top 3 buyer questions on the page, reviews near the buy button.

**Quick win:** Pick your best-selling product and add the 3 questions customers email you most — answered right on the page.

## 3 Surprise costs that only show up at checkout

**Why it costs you:** Per the Baymard Institute, unexpected extra costs (shipping, fees, tax revealed late) are the single most common reason people abandon carts — cited by roughly half of abandoners.

### NOT THIS

Hiding shipping until the final step, then watching carts evaporate.

### DO THIS

Show shipping early, set a free-shipping threshold, and put a progress bar ("You're \$12 away from free shipping").

**Quick win:** Add a shipping estimate to the cart drawer and a free-shipping bar to the header.

## 4 A clunky, too-long checkout

**Why it costs you:** Baymard's research puts the average documented cart-abandonment rate around 70%, and a complicated or too-long checkout is one of the biggest drivers. Every extra field is a chance to lose the sale.

### NOT THIS

Forced account creation, 15 form fields, no express payment options.

### DO THIS

Enable guest checkout, cut fields to the essentials, turn on Shop Pay / Apple Pay / Google Pay.

**Quick win:** Switch on accelerated checkout buttons in your theme settings today — it's a toggle.

## 5 No trust signals

**Why it costs you:** A first-time visitor doesn't know you. With no reviews, no guarantee, no clear return policy and no real contact details, the safe choice for them is to not buy.

### NOT THIS

Zero reviews, no policies, a generic "info@" and nothing that says a real human is behind the store.

### DO THIS

Reviews on product pages, a money-back guarantee, visible return/shipping policy, secure-checkout cue.

**Quick win:** Install a review app and add a one-line guarantee badge under your add-to-cart button.

## 6 You capture no emails and never follow up

**Why it costs you:** Most first-time visitors won't buy on visit one. With no email/SMS capture and no automated follow-up, you pay to get them once and then lose them forever.

### NOT THIS

No popup, no welcome email, no abandoned-cart reminder — traffic in, traffic gone.

### DO THIS

Offer real value for an email, then run a welcome flow + an abandoned-cart flow on autopilot.

**Quick win:** Turn on a single abandoned-cart email — it's the highest-ROI automation you can ship in an hour.

## 7 Mobile treated as an afterthought

**Why it costs you:** The majority of ecommerce traffic is on phones. If your store was designed on a desktop and never properly tested on mobile, you're leaking your biggest audience by default.

### NOT THIS

Tiny tap targets, text you have to pinch-zoom, a buy button that scrolls off-screen.

### DO THIS

Thumb-friendly buttons, readable type, a sticky add-to-cart, and a checkout tested end-to-end on a phone.

**Quick win:** Buy something from your own store on your phone right now. Whatever annoys you, fix that first.

## Common pitfalls (read before you start)

- ! Chasing more traffic to fix a conversion problem — you'll just pay to pour water into a leaky bucket.
- ! Changing ten things at once, so you never learn which fix actually moved the needle. Change, measure, then change again.
- ! Copying a big competitor's look without their data, budget, or brand trust behind it.
- ! Ignoring on-site search and filtering — high-intent shoppers who can't find it, don't buy it.
- ! No analytics events on add-to-cart and checkout steps, so you're guessing where the leak even is.

## What good looks like

Example (illustrative): a store gets **8,000 visits a month** and converts at **1.2%** — about **96 orders**. Plug the checkout and product-page leaks and lift conversion to **1.9%**, and the **same traffic** becomes **~152 orders**. That's **~58%** more revenue with **zero extra ad spend**.

*Figures are illustrative, to show the math — not a guaranteed or actual client result.*

## Want this done for you?

Virexo Media builds and optimizes high-converting Shopify & D2C stores — from speed and product pages to checkout, trust, and the automations that recover lost sales. We find the leaks, then fix them.

50+ Shopify stores built · 6x average organic traffic growth in 6 months · \$2.4M+ in revenue generated for clients.

[Book a Free Strategy Call](#)

virexomedia.com · we'll audit your store's biggest leak, free.