

VIREXO MEDIA

FREE GUIDE

# The 7-Point Shopify Store **Audit**

Getting traffic but **no sales**? Run this quick self-audit to find — and fix — what's quietly costing you orders this week.

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A practical playbook for **D2C & Shopify founders** from **Virexo Media** — an ecommerce growth agency that designs and rebuilds stores that convert.



# Why your store has traffic but no sales

If visitors are landing but not buying, it's almost never a traffic problem — it's a **conversion** problem. The average Shopify store converts about **1.4%**; the top 10% convert at **4.7%+**. That gap is rarely luck. It's the same handful of leaks, repeated across thousands of stores: a slow site, a desktop-first design, a vague offer, thin trust, and a checkout that asks for too much.

## Who this is for

Founders and marketers running a live Shopify (or D2C) store who are getting clicks but not enough orders. Work through the seven checks below in about 30 minutes, score yourself, and you'll know exactly where your money is leaking — and what to fix first.

## How to score your store

Give your store **0, 1, or 2** on each of the seven points (0 = broken, 1 = okay, 2 = dialed in). Add them up for your **Store Health Score** out of 14:

**0-7**

Leaking sales. Fix the basics first — every point here is costing you orders right now.

**8-11**

Solid foundation. Tighten the weak points to climb toward the top 20%.

**12-14**

Top-10% territory. Protect it and optimize at the margins.

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## Site speed & Core Web Vitals

THE SILENT CONVERSION KILLER

### CHECK

On a **real phone** (not just desktop), time your homepage and a product page. Aim for a Largest Contentful Paint under ~2.5 seconds.

### WHY IT MATTERS

40% of shoppers abandon a site that takes 3+ seconds to load, and past 3 seconds the probability of a bounce jumps by ~90%. On mobile, every second is revenue.

### THE FIX

Compress hero images to WebP (<150KB), enable lazy-loading, delete unused apps/scripts, choose a lightweight theme, and cut autoplay video on the homepage.

**Do:** one sharp <150KB hero image.

**Not:** a 4MB stack of autoplay banners.

**2**

## Mobile-first experience

WHERE 75% OF YOUR SALES HAPPEN

### CHECK

Run the entire buying flow on your phone with **one thumb**. Can you reach every button and finish checkout without pinching or zooming?

### WHY IT MATTERS

75%+ of Shopify sales now happen on mobile. A store designed on desktop and only "checked" on mobile later is quietly leaking its biggest revenue source.

### THE FIX

Design mobile-first: a sticky add-to-cart bar, large tap targets (≥44px), key info above the fold, and a real test on a mid-range Android — not just the latest iPhone.

**Do:** sticky add-to-cart on mobile.

**Not:** tiny links crammed edge to edge.

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## Hero & offer clarity

### THE 5-SECOND TEST

#### CHECK

Show your homepage to someone for **5 seconds**, then hide it. Can they tell you what you sell and why it's better than the alternative?

#### WHY IT MATTERS

Visitors decide in seconds. A vague hero ("Welcome to our store") wastes your most valuable pixels and pushes the decision off the screen.

#### THE FIX

One clear value-prop headline, one primary CTA, one hero offer. Lead with the **outcome** the customer gets — not your brand name or a generic "Shop now".

**Do:** "Sleep cooler in 30 nights — or your money back."

**Not:** "Welcome / Shop our collection."

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## Trust signals

### THE FASTEST FREE CONVERSION LIFT

#### CHECK

Within the first screen, can a stranger find **reviews, a guarantee, secure-checkout cues, and real photos** — not just your own marketing claims?

#### WHY IT MATTERS

Adding verified reviews, a guarantee, and real customer photos can lift conversion by ~18% with no change to ads or pricing. Trust is the cheapest lever you have.

#### THE FIX

Embed verified reviews above the fold, add a clear guarantee + return policy, show UGC/real photos, and place payment/security badges right by the buy button.

**Do:** star ratings + photos beside the price.

**Not:** "Trusted by thousands" with zero proof.

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## Product page persuasion

### WHERE THE BUYING DECISION IS MADE

#### CHECK

Does each product page answer "**why this, why now, why you**" with benefit-led copy, multiple images, and reviews?

#### WHY IT MATTERS

A healthy add-to-cart rate is ~8–15% of product views. Consistently below 8% usually means the product page — not the traffic — is the problem.

#### THE FIX

Lead with benefits, answer the top 3 objections, add multiple angles + lifestyle shots + a short demo video, surface reviews, make shipping/returns obvious, and keep add-to-cart sticky.

**Do:** benefit bullets + objection handling.

**Not:** a wall of specs and one tiny photo.

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### Checkout friction

THE LAST, MOST EXPENSIVE LEAK

#### CHECK

Count the taps and form fields from cart to confirmation. Is shipping shown **before** checkout? Are express-pay options switched on?

#### WHY IT MATTERS

Around 70% of carts are abandoned, and unexpected shipping cost at checkout is the #1 reason. Every extra field and surprise bleeds orders you already paid to acquire.

#### THE FIX

Show shipping (or a free-shipping threshold) early, enable Shop Pay / Apple Pay / Google Pay, allow guest checkout, and strip the form to the fewest fields possible.

**Do:** express pay + shipping shown upfront.

**Not:** a surprise \$12 fee on the final step.

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### Tracking & traffic quality

STOP GUESSING, START MEASURING

#### CHECK

Are visitors actually **viewing products**? Where do they drop in the funnel? Is GA4 + Shopify analytics set up and watched?

#### WHY IT MATTERS

Traffic quality beats volume. If most visitors bounce before they ever see a product page, the problem is the traffic source — and more of it just wastes money.

#### THE FIX

Set up GA4 + Shopify funnel reports, watch product-view and add-to-cart rates, match each traffic source to real buyer intent, and cut channels that never convert.

**Do:** measure product-view → ATC → checkout.

**Not:** buy more cold traffic to a leaky store.

*"More traffic" is the most expensive way to fix a conversion problem. Plug the leaks first — then every visitor you already have is worth more.*

## Total it up

Add your seven scores. Under 8 and you're leaving real money on the table — start at the top of this list and work down. The good news: these are the highest-leverage fixes in ecommerce, and most can be done in days, not months.

# Common mistakes that quietly cost you sales

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- ! **Designing on desktop only.** Your customers are on phones – design there first, decorate the desktop second.
- ! **Chasing more traffic instead of fixing conversion.** Doubling a 1.4% store's traffic is far more expensive than lifting it to 2.6%.
- ! **App bloat.** Fifteen apps loading on every page is the most common hidden cause of a slow, janky store.
- ! **A hero that names the brand, not the benefit.** "Welcome to [Brand]" tells the visitor nothing about why to buy.
- ! **Hiding shipping cost until the last step.** The single biggest driver of cart abandonment – surface it early.
- ! **Zero social proof.** No reviews, no photos, no guarantee – so first-time buyers have no reason to trust you.
- ! **Three competing CTAs.** When everything is a priority, nothing is. Give each page one clear next step.
- ! **No analytics.** If you can't see where visitors drop, you're optimizing blind and fixing the wrong thing.

## What "good" looks like

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### ILLUSTRATIVE EXAMPLE – NOT A GUARANTEE OF RESULTS

A store getting 20,000 visits/month at the average **1.4%** converts about **280 orders**. Tighten these seven points and lift conversion to **2.6%** – squarely mid-pack, not heroic – and the same traffic now produces about **520 orders**.

That's roughly **85% more revenue without spending a single extra dollar on ads**. The work is real, but the math is why conversion is the highest-ROI place to start. (Figures are illustrative to show the mechanics; your results depend on your store, traffic, and offer.)

# Want this done for you?

Virexo Media designs and rebuilds fast, mobile-first Shopify stores that convert — and we start every engagement with a **free store audit**. We'll score your store on these seven points, show you exactly what's costing you orders, and (if you want) build the fixes for you. Clear, practical, no hype — just a store that turns the traffic you already have into sales.

[Get your free store audit →](#)

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