

The Shopify Store Glow-Up Checklist

The exact storefront makeover we run to turn browsers into buyers — without spending a cent more on ads.

6 conversion zones

40+ checkpoints

Do this week

Your store doesn't need more traffic. It needs to convert the traffic it has.

We're Virexo Media — an ecommerce growth agency that designs and rebuilds Shopify stores for D2C brands. This checklist is the same storefront “glow-up” pass we run on client stores before we ever touch their ad budget. It's built for founders and marketers who have visitors landing but too few of them buying.

Work through it zone by zone. Each section has a short checklist, a quick win you can ship today, and a do-this / not-that. Fix the zones in order — the top of the page does the heaviest lifting.

1 Above-the-Fold / Hero

The first screen on mobile decides whether they stay. You have about 7 seconds.

- ✓ One clear headline that says what you sell and who it's for — not a vague slogan.
- ✓ A single, high-quality hero image or short video of the actual product in use.
- ✓ One primary call-to-action button, visible without scrolling, in a contrasting color.
- ✓ A one-line value prop or proof point under the headline (free shipping, guarantee, rating).
- ✓ No carousel auto-sliders — they hide your message and slow the page.

Quick win: Rewrite your hero headline to the formula “[Outcome] for [who] — [the differentiator].” Ship it today.

2 Navigation & Search

If they can't find it in two taps, they leave.

- ✓ Menu has 5-7 items max, named the way customers think (“Shop”, not “Collections”).
- ✓ A visible search bar (60%+ of high-intent shoppers use it).
- ✓ Best-sellers or a clear “Start here” path within one tap of the homepage.
- ✓ Sticky header so the cart and menu follow the scroll.

Quick win: Add a “Best Sellers” link to your main menu — it's the highest-converting collection you have.

3 Product Pages

This is where the sale is actually won or lost.

- ✓ Multiple images: in-use, scale, detail, and at least one with text-on-image benefit.
- ✓ Benefit-led bullets above the fold; full description below for the readers.
- ✓ Price, shipping, and returns visible without scrolling.
- ✓ Reviews/ratings near the buy button, not buried at the bottom.
- ✓ A bold, single add-to-cart button that contrasts with everything around it.

Quick win: Move your review stars directly under the product title. Social proof at the decision point lifts add-to-carts.

4 Trust & Social Proof

New visitors don't know you. Borrow credibility everywhere.

- ✓ Real customer reviews with photos — on the homepage and product pages.
- ✓ Trust badges near checkout (secure payment, guarantee, easy returns).
- ✓ An honest returns/guarantee policy stated in plain language.
- ✓ A visible "About" story so the brand feels like real people.
- ✓ User-generated content or a tagged-photos section if you have it.

Quick win: Add a money-back or satisfaction guarantee line under the buy button. It removes the #1 hesitation.

5 Mobile & Speed

Most of your traffic is on a phone, and most of it is impatient.

- ✓ Pages load in under ~3 seconds on mobile (test on a real phone, not just desktop).
- ✓ Compressed images and a lightweight theme — no app bloat you don't use.
- ✓ Tap targets and buttons are thumb-sized; text is legible without zooming.
- ✓ Sticky add-to-cart on mobile product pages.
- ✓ No intrusive pop-up the instant the page loads.

Quick win: Audit your installed apps and delete every one you don't actively use. Each adds load time.

6 Cart & Checkout CTAs

The last few taps leak the most money.

- ✓ Free-shipping threshold shown in the cart with progress ("\$12 away from free shipping").
- ✓ Express checkout (Shop Pay / Apple Pay / Google Pay) enabled.
- ✓ No surprise costs — show shipping and totals early.
- ✓ One clear CTA per step; remove distractions and extra links at checkout.
- ✓ An abandoned-cart email/SMS flow live to recover the drop-offs.

Quick win: Turn on Shop Pay and a free-shipping bar today — two of the fastest conversion lifts on Shopify.

Do this

- One primary action per screen
- Lead with benefits and proof
- Design mobile-first
- Show price, shipping & returns early

Not that

- Auto-playing hero carousels
- Stock photos with no people
- Walls of feature jargon
- Hiding reviews at the bottom

The mistakes that quietly kill conversions

Five storefront leaks we see most often

- **Designing for desktop.** The store looks great on a laptop and falls apart on the phone where 70%+ of traffic actually is.
- **A vague hero.** A pretty image and a clever tagline that never says what you sell or why it's better.
- **Proof buried.** Great reviews exist, but they're three scrolls below the buy button instead of next to it.
- **Too many choices.** Five buttons, three pop-ups, and a mega-menu — so the visitor chooses nothing.
- **Speed neglected.** App after app added over time, each shaving conversion off every single visit.

ILLUSTRATIVE EXAMPLE — HYPOTHETICAL FIGURES

What “good” can look like

Take a hypothetical store getting 10,000 visits a month at a 1.4% conversion rate. Nothing changes about the traffic — only the storefront gets the glow-up above:

Hero rewritten + single CTA	clarifies the offer in 7 seconds
Reviews moved to the buy button	proof at the decision point
Shop Pay + free-shipping bar	fewer checkout drop-offs
Result (illustrative)	1.4% → 2.1% conversion = same traffic, ~50% more orders

Figures are illustrative to show the mechanism, not a guaranteed or client-specific result.

Want the glow-up done for you?

Virexo Media designs and rebuilds high-converting Shopify stores for D2C brands — hero to checkout, mobile-first, built to turn the traffic you already have into revenue. You bring the product; we build the store that sells it.

[Book a Free Strategy Call](#)

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50+

Shopify stores built

D2C

& Shopify specialists

US-first

+ UK, UAE, CA, AU, IN

Run this checklist on your store this week. Fix the hero first, then work down the zones. When you want a designer's eye on it — or you'd rather hand the whole rebuild to a team that does this every day — we're one call away.