Ecommerce Conversion Audit

Thirty-one checks across discovery, product pages, checkout and trust, judged on mobile first.

Work top to bottom. Every item is either confirmed in the live store or it goes on the fix list with an owner. Judge on mobile first, because that is where the majority of your sessions are.

Product listing and discovery

- [ ] **1.** Category pages load a meaningful set of products within two seconds on a mid-range phone.
- [ ] **2.** Product cards show price, availability and a real image, with no clipped text at small widths.
- [ ] **3.** Filters and sorting preserve the URL state so a filtered list can be shared and returned to.
- [ ] **4.** The primary product image is consistent across the range, so browsing feels like one shop.
- [ ] **5.** Search returns sensible results for misspellings and synonyms, not an empty page.

Product detail

- [ ] **6.** Price, delivery cost and delivery date are visible without opening a tab.
- [ ] **7.** The add-to-cart button is sticky or repeated as the page scrolls on mobile.
- [ ] **8.** Variants are selectable with clear stock feedback per option, not after the click.
- [ ] **9.** Photography shows scale, detail and in-use context, not only a cut-out on white.
- [ ] **10.** Reviews show count, rating distribution and at least one critical review answered.
- [ ] **11.** Returns, warranty and sizing information is inline, not buried in a policy page.
- [ ] **12.** Cross-sells are relevant to the item viewed, not a random dump of the catalogue.

Basket and checkout

- [ ] **13.** The basket is reachable in one tap from any page, with the item count visible.
- [ ] **14.** Delivery cost and options appear before the customer enters an address.
- [ ] **15.** Guest checkout exists and is not hidden below account creation.
- [ ] **16.** Checkout is a single column with a visible progress indicator.
- [ ] **17.** Form fields use correct input types so mobile keyboards and autofill work.
- [ ] **18.** Postcode lookup or address autocomplete is offered for delivery addresses.
- [ ] **19.** Payment methods are shown as recognisable logos early, not only at the final step.
- [ ] **20.** Error messages say what is wrong and preserve everything already typed.
- [ ] **21.** The order confirmation states what happens next and when it will arrive.

Trust

- [ ] **22.** A phone number, email or live chat is visible on product and checkout pages.
- [ ] **23.** Delivery and returns terms are written in plain English, with timescales in days.
- [ ] **24.** Reviews and generated brand trust signals are real and attributable.
- [ ] **25.** Security is visible where it matters: https, recognisable payment badges, no surprise fees.

Performance and technical

- [ ] **26.** Core Web Vitals pass in field data for product and checkout templates.
- [ ] **27.** Third-party scripts in checkout are justified. Each one costs response time and trust.
- [ ] **28.** Analytics tracks view item, add to cart, begin checkout and purchase, with revenue attached.
- [ ] **29.** Abandoned checkout recovery exists and is tested end to end.
- [ ] **30.** Inventory and price data stay in sync with the operational systems behind them.
- [ ] **31.** A test order is placed weekly by a human, on a phone, using a real card.

Most stores recover three to five percent of revenue by fixing delivery clarity, guest checkout and mobile product pages. That is the order we would work in too.