

100 items across 16 categories. For each: the problem, the outcome you're after, and 2 actions to get there.

## PERFORMANCE & FOUNDATIONS

- 1. Slow store kills CVR**  
Mobile LCP < 2.5s, INP < 200ms
  - Audit with Shopify Web Performance + PageSpeed Insights
  - Strip unused apps, compress images to WebP, defer third-party scripts
- 2. Theme bloat from years of edits**  
Clean codebase on modern OS 2.0 theme
  - Audit theme.liquid for orphaned snippets and abandoned app code
  - Migrate to Dawn-based or current premium theme; rebuild not patch
- 3. Mobile as desktop afterthought**  
Mobile CVR within 70% of desktop CVR
  - Walk full purchase flow on real device, not just dev tools
  - Test thumb reach, tap targets  $\geq 44\text{px}$ , sticky ATC, slide-out cart
- 4. Pixels firing inconsistently**  
GA4, Meta, TikTok events match orders  $\pm 2\%$ 
  - Audit with Meta Pixel Helper, GA DebugView, real test purchase
  - Reconcile event counts weekly against Shopify reports
- 5. Browser-only tracking post-iOS 14**  
CAPI/server-side feeding events with match quality  $> 7$ 
  - Enable Meta CAPI, Google Enhanced Conversions, TikTok Events API
  - Pass hashed email, phone, IP, user agent on every event
- 6. Console errors degrading UX**  
Zero JS errors on PDP, cart, checkout
  - Open DevTools console on key pages, fix or remove offending apps
  - Set up error monitor (Sentry or similar) for ongoing visibility
- 7. Heavy images blocking first paint**  
Above-fold images < 200KB via Shopify CDN
  - Use responsive image\_url with width params, prefer WebP
  - Preload LCP image, never lazy-load above the fold
- 8. Custom fonts blocking render**  
No FOIT, font swap < 100ms
  - Self-host fonts via theme assets, use font-display: swap
  - Preload only the weights actually used above the fold

## INFORMATION ARCHITECTURE & NAVIGATION

- 9. Mega menu doesn't reflect catalog**  
Any product reachable in  $\leq 2$  clicks from homepage
  - Map catalog to categories users actually search for
  - Add visual nav with collection thumbnails for top 6 categories
- 10. No predictive search**  
Search-driven sessions convert 2-3x site average
  - Install Searchanise, Klevu, or Boost AI Search
  - Tune synonyms, redirects, surface collections + products + content
- 11. Collection filters missing or unhelpful**  
Users narrow  $> 100$  SKUs to relevant subset in  $< 3$  taps
  - Add filters for size, color, price, use-case, fit
  - Use metafields and native filter system, not legacy tag hacks
- 12. No breadcrumbs or internal linking**  
Average pages per session  $> 4$  on PDP entries
  - Enable breadcrumbs, add "shop the look" / related collection blocks
  - Link contextually from blog content into collections and PDPs
- 13. Homepage doesn't answer "what & why"**  
First-time visitor knows category, value prop, trust in 5s
  - Lead with clear hero, brand promise, and primary CTA
  - Add 4-icon trust strip (shipping, returns, guarantee, reviews)

## PRODUCT DETAIL PAGES

- 14. Amateur or inconsistent photography**  
Every PDP has 6+ images: studio, scale, lifestyle, detail, in-use, packaging
  - Build shot list template, shoot in batches with consistent lighting
  - Include human/scale reference for non-apparel SKUs
- 15. No product video on PDPs**  
30-60s video on every hero SKU
  - Film product demo + UGC-style testimonial per top SKU
  - Embed via native Shopify video, autoplay muted with captions
- 16. Descriptions are walls of text**  
Scannable copy: hero benefit, bullets, expandable details
  - One-line outcome, 3-5 benefit bullets, specs in accordion
  - Address top 5 objections inline (fit, materials, shipping, returns)
- 17. Variant pickers confuse users**  
Variant selection obvious in  $< 3\text{s}$ 
  - Color swatches not dropdowns, show variant images on selection
  - Disable (don't hide) out-of-stock variants with "notify me" capture
- 18. Sizing anxiety drives returns**  
Return rate from sizing issues drops 30%+
  - Add size guide modal with body measurements and fit notes
  - Show "true to size / runs small" data from reviews
- 19. No sticky ATC on mobile**  
Sticky ATC visible on scroll on every PDP
  - Add sticky bar with title, price, variant, ATC at viewport bottom
  - A/B test - most stores see 5-15% lift in PDP  $\rightarrow$  ATC
- 20. Reviews buried or missing**  
Review summary above fold, full reviews mid-PDP
  - Show star rating + count next to product title
  - Use Judge.me, Okendo, Yotpo, or Look; surface photo reviews
- 21. PDP doesn't cross-sell or bundle**  
AOV up 8-15% from PDP-level offers
  - Add "frequently bought together" or "complete the look" below ATC
  - Use Rebuy, Shop Quiz, or native bundles with discount nudge
- 22. No urgency for limited inventory**  
Honest scarcity signals where they exist
  - Show "only X left" only when truly low - never fake
  - Skip "X people viewing" unless real; faking erodes trust

## COLLECTION PAGES

- 23. Generic product grids**  
Top collections have merchandised, on-brand experience
  - Add collection hero, intro copy (SEO), and curated order
  - Mix products with editorial blocks for top collections
- 24. No quick-add from grid**  
Mobile users add to cart without leaving collection
  - Enable quick-add for single-variant, drawer for multi-variant
  - A/B test: usually positive on commodity, mixed on considered
- 25. Filter taxonomy mismatches customers**  
Filter usage on collections  $> 30\%$  of sessions
  - Survey customers or analyze search queries for language
  - Map filters to metafields, not tags; align across collections
- 26. No merchandising control**  
Bestsellers and new arrivals pinned in optimal positions
  - Use manual sort or Shogun/Boost for rules-based sorting
  - Pin launches and high-margin SKUs in positions 1, 4, 7 on mobile

## CART & CHECKOUT

- 27. **Full-page cart adds friction**  
Cart-to-checkout rate up 5-10%
  - Switch to slide-out drawer cart, keep customer on page
  - Show shipping threshold bar and 1-2 cross-sells in cart
- 28. **Free shipping threshold hidden**  
AOV climbs to threshold for 25%+ of orders
  - Show "\$X away from free shipping" in cart and announcement bar
  - Set threshold at 1.3-1.5x current AOV based on margin math
- 29. **Shop Pay disabled or buried**  
Shop Pay used on 30%+ of mobile checkouts
  - Enable Shop Pay, place button at top of checkout
  - Add Shop Pay Installments for SKUs over \$50
- 30. **Cart upsells generic or overwhelming**  
Attach rate on cart offer 5-10%
  - Show 1-2 contextual offers: "add for \$X more, get free shipping"
  - Use Rebuy, ReConvert, or UpCart
- 31. **Checkout untouched (Plus)**  
Extensions live: trust badges, gifts, shipping protection
  - Use Checkout Extensibility for upsells, custom fields, validation
  - Test shipping protection, gift wrap, order notes for AOV
- 32. **Address entry friction on mobile**  
Address abandonment drops, especially international
  - Enable Google address autocomplete in checkout
  - Pre-fill country from IP for international visitors
- 33. **Express payments not visible**  
Apple Pay/Google Pay/Shop Pay on 40%+ of mobile checkouts
  - Surface express buttons at top of cart and checkout
  - Test "buy now" on PDP for one-click Shop Pay flow
- 34. **No post-purchase upsell**  
5-10% of orders take one-click upsell
  - Use ReConvert, AfterSell, or native post-purchase pages
  - Offer one complementary product at small discount, no friction

## TRUST & SOCIAL PROOF

- 35. **Low review volume vs. order count**  
Review request response rate >15%
  - Send post-purchase requests with photo incentive (points/credit)
  - Time request to expected delivery + 7-14 days
- 36. **UGC not surfaced on site**  
UGC galleries on home, PDP, and collection pages
  - Pull tagged Instagram/TikTok via Foursixty, Pixlee, or similar
  - Make UGC shoppable; tag products in user content
- 37. **Trust signals missing or generic**  
Proof of legitimacy visible without scrolling
  - Show real press mentions, certifications, total customers
  - Avoid generic badges; use brand-relevant proof
- 38. **Founder/brand story buried**  
About page in top 5 visited, contributes to CVR
  - Tell why brand exists, who's behind it, what's different
  - Include real photos of founders, factory, or process
- 39. **No guarantee or risk reversal**  
Returns/guarantee is a feature, not fine print
  - Offer clear guarantee (30-day, "love it or send it back")
  - Surface on PDP near ATC, not just footer

## EMAIL MARKETING

- 40. **No proper welcome flow**  
Welcome flow generates 25-35% of email revenue
  - Build 4-6 emails: brand story, bestsellers, education, social proof, offer
  - Test single discount upfront vs. earned discount across series
- 41. **Abandoned cart underperforming**  
Abandoned cart recovers 8-15% of abandons
  - 3-email series: 1hr reminder, 24hr objection-handling, 48hr offer
  - Add SMS to same flow, deduplicated by channel preference
- 42. **Browse abandonment missing**  
Browse flow contributes 5-10% of email revenue
  - Trigger after 2+ product views without ATC
  - Pull viewed product images dynamically
- 43. **Post-purchase stops at "thanks"**  
Post-purchase drives second-order rate up 10%+
  - Series: confirmation, shipping, how-to-use, review request, cross-sell
  - Educate to set expectations and reduce support tickets
- 44. **No win-back for lapsed customers**  
Win-back recovers 3-5% of churned customers monthly
  - Trigger at 90/120/180 days since last order
  - Escalating offers; final email: "should we unsubscribe you?"
- 45. **No replenishment flow (consumables)**  
Repeat purchase rate up 15%+ on consumables
  - Calculate average days-between-orders per SKU
  - Trigger at 80% of that window with one-click reorder
- 46. **Campaign cadence inconsistent**  
2-4 sends per week, list health stable
  - Build 90-day calendar tied to launches, holidays, content
  - Segment heavily - never send everything to everyone
- 47. **No list segmentation beyond "subscribed"**  
Top 5 segments drive 70% of email revenue
  - Segment by engagement, purchase history, AOV tier, category, source
  - Suppress 90-day non-openers to protect deliverability

## SMS

- 48. **SMS list small or non-existent**  
SMS list reaches 10-20% of email list size
  - Two-tap collection at checkout, exit intent, post-purchase
  - Compliance: clear opt-in, frequency disclosure, easy STOP
- 49. **SMS treated as duplicate email**  
SMS-exclusive offers, shorter urgent copy
  - Use SMS for time-sensitive: launches, restocks, flash sales, cart
  - Keep <160 chars, one CTA, brand-identifiable opener
- 50. **No SMS automations beyond welcome**  
Automations drive >50% of SMS revenue
  - Abandoned cart, browse, post-purchase, win-back flows
  - Use Postscript, Attentive, or Klaviyo SMS for unified profile

## PAID ACQUISITION

- 51. **Meta account structure outdated**  
Consolidated structure aligned to ASC and CBO
  - Run 1-2 ASC + 1-2 broad CBO + branded retargeting
  - Avoid over-segmentation; let the algorithm work
- 52. **Creative volume too low to scale**  
8-15 new creatives shipped per week
  - Build creative production pipeline (in-house or agency)
  - Mix UGC, founder POV, static, motion, problem/solution, testimonial
- 53. **No UGC pipeline**  
Steady stream of authentic creator content monthly
  - Use Insense, Billo, or Trend for paid UGC at scale
  - Brief tightly: hook, problem, product reveal, proof, CTA
- 54. **Hooks recycled, ads die fast**  
3-5 hook variations per winning concept tested weekly
  - Keep a hook bank (curiosity, contrarian, listicle, comparison)
  - Iterate first 3 seconds - 80% of performance lives there
- 55. **Google Shopping feed not optimized**  
Feed quality high; impression share growing
  - Optimize titles: brand + type + key attribute + color + size
  - Use Feedonomics, DataFeedWatch; fix disapprovals weekly
- 56. **Brand search uncontested**  
Brand search ROAS very high, defensive coverage 100%
  - Always run brand campaigns; competitors bid on your name
  - Use exact match, branded sitelinks, high-quality landing pages
- 57. **Pmax running unsupervised**  
Pmax incremental, not just brand cannibalization
  - Exclude brand terms via account-level negatives
  - Feed good creative + structured feeds; review search terms monthly
- 58. **TikTok ads treated like Meta**  
TikTok contributes incremental revenue at target CAC
  - Native creative only, test Spark Ads on creator content
  - Lower attribution expectations; measure with incrementality/MMM
- 59. **Attribution noise, wrong decisions**  
Triangulated view: platform, GA4, post-purchase survey
  - Add "how did you hear about us" survey (KnoCommerce, Fairing)
  - Compare blended CAC to platform-reported CAC monthly
- 60. **Cold traffic landing on homepage**  
Dedicated landing pages for top campaigns
  - Build advertorial, listicle, quiz landers matching ad creative
  - Use Replo, Shogun, or PageFly; test mobile-first

## SEO & ORGANIC

- 61. **No technical SEO baseline**  
Crawlable, indexable, no broken redirects
  - Run Screaming Frog or Ahrefs audit; fix 4xx/5xx and redirect chains
  - Submit sitemap.xml to GSC; monitor coverage weekly
- 62. **Collections not ranking for category terms**  
Top collections rank page 1 for primary keywords
  - Add intro copy (200-400 words), H1 matching keyword, internal links
  - Use rel=canonical correctly; avoid pagination indexing issues
- 63. **Product pages missing schema**  
Rich results showing in SERPs
  - Implement Product, Offer, AggregateRating, Review schema
  - Validate with Rich Results Test; review apps add this automatically
- 64. **No content engine**  
4-8 SEO-targeted articles per month
  - Build cluster strategy: pillars + articles linking to collections
  - Target buying-intent keywords first, then awareness
- 65. **Internal linking weak**  
Top collections receive contextual links from across site
  - Link from blog to collections/PDPs with descriptive anchor text
  - Add automated "related articles" and "related products" blocks
- 66. **Backlink profile thin**  
Steady DR growth, links from in-niche publications
  - Pitch product reviews to publications, gift guide outreach in Q4
  - Use HARO/Connectively or Featured.com for expert quotes
- 67. **Hundreds of thin/duplicate pages indexed**  
Index bloat down, crawl budget on money pages
  - Noindex tag pages, filter URLs, and search results
  - Consolidate near-duplicate collections; 301 deprecated SKUs

## RETENTION & LTV

- 68. **No loyalty program (or unused one)**  
Loyalty members spend 30%+ more, repeat 2x more
  - Use Smile, LoyaltyLion, or Yotpo; tier rewards meaningfully
  - Promote in welcome flow, post-purchase, account page
- 69. **No subscription on consumables**  
Subscription drives 20%+ of revenue on eligible SKUs
  - Use Recharge, Skio, Stay AI, or Loop Subscriptions
  - Offer 10-15% subscribe & save; surface on PDP prominently
- 70. **No referral program**  
Referrals drive 5-10% of new customers at low CAC
  - Use Friendbuy, Referral Candy, or Yotpo Referrals
  - Two-sided incentive (give \$X, get \$X) outperforms one-sided
- 71. **Reorder reminders missing**  
Repeat orders increase 10-20%
  - Trigger based on average days-between-orders per SKU
  - Combine email + SMS + on-site banner for logged-in customers
- 72. **No zero-party data collected**  
Personalize email, ads, on-site based on stated prefs
  - Add quiz (Octane AI, Shop Quiz) at top of funnel + post-purchase
  - Pass quiz answers to Klaviyo profiles for segmentation
- 73. **NPS not measured**  
Monthly NPS tracked, detractor outreach loop closed
  - Send NPS 14 days post-delivery via Delighted or Klaviyo
  - Route detractors to support; promote promoters into UGC
- 74. **No VIP or top-customer recognition**  
Top 10% of customers feel like top 10%
  - Send hand-written notes, early access, gifts to top spenders
  - Build VIP segment in Klaviyo with exclusive launches
- 75. **Win-back not segmented**  
Win-back conversion 3x improved
  - Segment by AOV tier, category, churn reason if known
  - Personalize offer and recs to past purchase
- 76. **LTV not tracked or used**  
Cohort LTV visible by acquisition channel and month
  - Use Lifestimely, Triple Whale, or Shopify Audiences
  - Make CAC decisions on 60/90-day LTV, not first-order AOV

## CUSTOMER SERVICE

- 77. **Tickets scattered across channels**  
Single helpdesk; first response under 4 hours
  - Consolidate to Gorgias, Zendesk, or Re:amaze
  - Use macros for top 20 questions; track resolution time + CSAT
- 78. **No AI chat / self-service**  
30-50% of pre-purchase questions self-resolved
  - Deploy AI chat (Gorgias Automate, Tidio) on help docs
  - Surface on PDP, cart, checkout with product-aware context
- 79. **Returns process manual and painful**  
Self-serve portal; refund/exchange in <48hrs
  - Use Loop, Returnly, or AfterShip Returns for branded portal
  - Push exchanges over refunds with bonus credit; recover 30-50%
- 80. **Shipping notifications generic**  
Branded tracking pages drive repeat visits and revenue
  - Use Shop app + AfterShip or Wonderment for branded tracking
  - Add product recs and content to tracking page
- 81. **No help center or FAQ**  
Top 50 questions answered without contact
  - Build searchable articles: shipping, returns, product care, sizing
  - Link from PDP, cart, footer; route AI chat to articles

## OPERATIONS & FULFILLMENT

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- 82. Self-fulfillment limiting growth**  
3PL handling fulfillment, <1% error, 1-day shipout
  - Evaluate 3PLs (ShipBob, ShipMonk, Stord) on rates and integrations
  - Parallel pilot before full migration; protect peak season
- 83. Inventory forecasting based on gut**  
Stockout rate <2%, inventory turns improving
  - Use Cogsy, Inventory Planner, or Genie for demand forecasting
  - Factor in lead times, seasonality, marketing calendar
- 84. Stockouts on bestsellers**  
Bestsellers in stock 95%+ of the time
  - Set safety stock and reorder points; automate POs at threshold
  - Use "back in stock" capture (Klaviyo, Back in Stock app)
- 85. Shipping rates costing more than charged**  
Shipping margin neutral or positive blended
  - Negotiate carrier rates annually; use 3PL negotiated rates
  - Test free shipping threshold raises and flat-rate vs. real-time
- 86. Unboxing experience generic**  
Customers post unboxing organically
  - Branded mailer, tissue, thank-you card, sample, sticker
  - Cost-engineer unboxing as marketing line item
- 87. Vendor terms not optimized**  
Better terms, predictable lead times, MOQ in your favor
  - Renegotiate annually; ask for net-30/net-60 over upfront
  - Diversify suppliers for top SKUs to reduce single-source risk
- 88. Cash conversion cycle strangling growth**  
Negative or short cash cycle
  - Push for net-60 with vendors, faster payment via Shop Pay
  - Consider inventory financing only after CAC payback is solid

## ANALYTICS & FINANCE

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- 89. No single source of truth dashboard**  
Daily numbers visible in 30 seconds
  - Use Triple Whale, Polar Analytics, or custom Looker Studio
  - Top metrics: revenue, orders, AOV, blended CAC, margin, CVR
- 90. No cohort analysis**  
Cohort revenue curves visible by month and channel
  - Track 30/60/90/180-day repeat rate by acquisition cohort
  - Identify best-performing months/channels and double down
- 91. LTV:CAC ratio not calculated**  
3:1 or better LTV:CAC at 60-day mark for paid
  - Calculate by acquisition channel, not just blended
  - Adjust spend by channel based on payback, not last-click ROAS
- 92. Contribution margin unknown**  
True margin after COGS, fulfillment, shipping, fees, returns
  - Build unit economics in a sheet; update quarterly
  - Make CAC decisions on contribution margin, not gross margin
- 93. Marketing measurement single-source**  
Triangulated: platform, MMM, and incrementality
  - Run quarterly geo holdouts or platform pause tests
  - Use Northbeam, Rockerbox, or post-purchase survey
- 94. Funnel conversion not broken down**  
Visibility: PDP→ATC→checkout→purchase by device
  - Use Shopify funnel reports, GA4, or Lucky Orange/Hotjar
  - Identify worst mobile step and fix monthly

## INTERNATIONAL & MARKETS

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- 95. Single-market store only**  
Markets configured for top 3-5 international countries
  - Use Shopify Markets for currency, language, domain, payment
  - Localize pricing, payment methods, shipping, top messaging
- 96. Local payment methods missing**  
iDEAL, Klarna, Bancontact, Pix live where relevant
  - Audit Shopify Payments coverage; add Stripe or local PSPs
  - Display payment logos on PDP and cart per region
- 97. No localized SEO or content**  
Organic traffic from international markets growing
  - Configure hreflang tags; translate top collections and PDPs
  - Prioritize high-traffic, high-margin pages over full translation

## BRAND & TEAM

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- 98. No brand book or design system**  
Consistent identity across site, ads, packaging, email
  - Document logo, colors, typography, voice, photography style
  - Build Figma component library shared with agencies/freelancers
- 99. Content production ad hoc**  
Quarterly content calendar with assigned owners
  - Plan campaigns 90 days out: launches, seasonal, partnerships
  - Use Notion or Asana board; weekly creative review meeting
- 100. Founder bottlenecks growth**  
Key roles in place: ops, growth, retention, creative
  - First hires: ops/CX, performance marketer, then creative lead
  - Hire 3 months before you "need to"; document SOPs as you go