Free Shopify Conversion Audit Checklist

A practical worksheet for finding where shoppers lose clarity or confidence—from the first landing page to checkout—and turning observations into a prioritized improvement plan.

STORE URL	AUDIT DATE
PRIMARY AUDIENCE	REVIEWER
PRIMARY TRAFFIC SOURCES	PRIORITY MARKET(S)

How to use this checklist

Review representative pages on desktop and real mobile devices. For each item, assign a score, capture evidence, and record the next action. Test realistic customer paths rather than evaluating isolated screens.

0 · Missing	1 · Weak	2 · Adequate	3 · Strong
Not present or unusable	Creates clear friction	Works but can improve	Clear and consistent

Evidence first. Analytics can show where behaviour changes; customer questions, usability observations, search terms, and support conversations can help explain why. This checklist does not promise a sales outcome and is not legal, tax, privacy, accessibility, or regulatory advice.

DISCOVERY

Homepage, navigation & collections

Can a qualified visitor understand the offer and reach a suitable product without unnecessary interpretation?

- [ ] **Immediate offer clarity**

  The first mobile and desktop screens identify what is sold, who it serves, why it is relevant, and the next action.

  Score: 0 · 1 · 2 · 3

- [ ] **Campaign continuity**

  Landing-page language, imagery, price context, and offer continue the promise made by the traffic source.

  Score: 0 · 1 · 2 · 3

- [ ] **Credible first impression**

  Brand identity, photography, typography, and business information feel deliberate and consistent.

  Score: 0 · 1 · 2 · 3

- [ ] **Primary navigation**

  Labels reflect customer language; the menu remains manageable and exposes the most important routes.

  Score: 0 · 1 · 2 · 3

- [ ] **Search and findability**

  Search handles common terms and useful synonyms; zero-result states offer a productive next step.

  Score: 0 · 1 · 2 · 3

- [ ] **Collection architecture**

  Categories match how customers compare products rather than only the internal catalogue structure.

  Score: 0 · 1 · 2 · 3

- [ ] **Filters and sorting**

  Controls support meaningful decisions, work on mobile, and preserve state predictably.

  Score: 0 · 1 · 2 · 3

- [ ] **Product cards**

  Images, names, price context, variants, availability, and badges are readable and comparable.

  Score: 0 · 1 · 2 · 3

- [ ] **Dead ends and empty states**

  Unavailable products, empty collections, and no-result searches lead to useful alternatives.

  Score: 0 · 1 · 2 · 3

- [ ] **Promotion hierarchy**

  Banners and offers do not compete with navigation, obscure products, or introduce contradictory terms.

  Score: 0 · 1 · 2 · 3

EVIDENCE / PAGE URLS	SECTION SCORE	PRIORITY

EVALUATION

Product-page review

Does the page answer the questions a customer needs to make a confident product decision?

- [ ] **Product title and summary**

  The product type and central benefit are specific, scannable, and aligned with the landing promise.

  Score: 0 · 1 · 2 · 3

- [ ] **Benefit and feature hierarchy**

  Benefits explain value; specifications and features provide the detail needed to verify fit.

  Score: 0 · 1 · 2 · 3

- [ ] **Product imagery**

  Views cover appearance, detail, scale, context, and meaningful differences between variants.

  Score: 0 · 1 · 2 · 3

- [ ] **Video or demonstration**

  Motion is used when it reduces uncertainty and remains optional, controlled, and performant.

  Score: 0 · 1 · 2 · 3

- [ ] **Variants and availability**

  Options are understandable, selectable, and reflected accurately in imagery, price, and inventory status.

  Score: 0 · 1 · 2 · 3

- [ ] **Price and offer clarity**

  Price, recurring terms, bundles, discounts, and eligibility conditions are explained without ambiguity.

  Score: 0 · 1 · 2 · 3

- [ ] **Materials, ingredients or fit**

  Relevant dimensions, compatibility, composition, care, size, or fit information is easy to locate.

  Score: 0 · 1 · 2 · 3

- [ ] **Shipping and returns**

  Decision-stage summaries answer key questions and link to complete, consistent policies.

  Score: 0 · 1 · 2 · 3

- [ ] **Proof and FAQs**

  Genuine reviews, customer content, comparisons, and FAQs appear where they can resolve a real doubt.

  Score: 0 · 1 · 2 · 3

- [ ] **Primary call to action**

  The action remains visible, specific, and connected to variant, availability, and error states.

  Score: 0 · 1 · 2 · 3

UNANSWERED CUSTOMER QUESTIONS	SECTION SCORE	PRIORITY

USABILITY

Mobile UX, speed & trust

Test representative devices, pages, locations, and connection conditions—not a single ideal path.

Mobile navigation

Menus, search, filters, and account or cart access remain clear and easy to operate by touch.

Score: 0 · 1 · 2 · 3

Touch controls and forms

Buttons, fields, selectors, focus states, and error messages are readable and usable without precision tapping.

Score: 0 · 1 · 2 · 3

Pop-ups and overlays

Promotions and consent layers do not hide core content or trap navigation on small screens.

Score: 0 · 1 · 2 · 3

Visual hierarchy

Long pages are broken into meaningful sections; sticky elements do not overlap critical content.

Score: 0 · 1 · 2 · 3

Image and video weight

Media is appropriately sized, compressed, and loaded according to its role in the decision.

Score: 0 · 1 · 2 · 3

Apps, scripts and fonts

Every dependency has a clear purpose and does not introduce avoidable delay or instability.

Score: 0 · 1 · 2 · 3

Business transparency

Contact details, company information, full policies, and support routes are easy to verify.

Score: 0 · 1 · 2 · 3

Payment confidence

Available payment methods are represented accurately and without decorative security claims.

Score: 0 · 1 · 2 · 3

Guarantees and claims

Terms are specific, supportable, and linked to the information needed to understand them.

Score: 0 · 1 · 2 · 3

Brand consistency

Campaigns, landing pages, products, cart, emails, and support materials feel part of one system.

Score: 0 · 1 · 2 · 3

DEVICE / PERFORMANCE NOTES	SECTION SCORE	PRIORITY

COMMITMENT

Cart, checkout & Canadian context

Confirm the product, total, fulfilment expectations, and next step stay coherent through completion.

☐ Cart accuracy

Products, variants, quantities, prices, and edits are clearly represented and recoverable.

Score: 0 · 1 · 2 · 3

☐ Cost expectations

Discounts, shipping, taxes, recurring terms, and other charges do not create avoidable surprises.

Score: 0 · 1 · 2 · 3

☐ Guest and account paths

Account prompts support rather than obstruct first-time purchase, where the store configuration allows.

Score: 0 · 1 · 2 · 3

☐ Checkout errors

Address, payment, inventory, and discount problems provide a clear explanation and next action.

Score: 0 · 1 · 2 · 3

☐ Payment options

Methods reflect customer needs and operational support across the intended markets and devices.

Score: 0 · 1 · 2 · 3

☐ Province-level shipping

Coverage and timing expectations are clear for the Canadian destinations the business serves.

Score: 0 · 1 · 2 · 3

☐ English and French

Where appropriate, language choices extend coherently through navigation, content, support, and campaigns.

Score: 0 · 1 · 2 · 3

☐ U.S. cross-border journey

Currency, delivery, duties, returns, and support expectations are explained for U.S. customers.

Score: 0 · 1 · 2 · 3

☐ Post-purchase clarity

Confirmation, fulfilment updates, support, and returns instructions continue the store's promises.

Score: 0 · 1 · 2 · 3

☐ Professional review

Qualified advisers review applicable legal, tax, privacy, accessibility, language, and regulatory duties.

Score: 0 · 1 · 2 · 3

CHECKOUT SCENARIO / EVIDENCE	SECTION SCORE	PRIORITY

MEASUREMENT

Analytics review & action plan

Use data to locate changes in behaviour, then pair it with qualitative evidence to investigate causes.

☐ Core event validation

Product views, add-to-cart, checkout, purchase, search, and other key events fire as intended.

Score: 0 · 1 · 2 · 3

☐ Traffic-source quality

Landing performance is reviewed by source, campaign, location, and intent—not aggregate sessions alone.

Score: 0 · 1 · 2 · 3

☐ Device behaviour

Mobile and desktop journeys are compared at meaningful decision points rather than by traffic total.

Score: 0 · 1 · 2 · 3

☐ Funnel definitions

Product engagement, add-to-cart, checkout initiation, and completion are consistently defined.

Score: 0 · 1 · 2 · 3

☐ Landing-page performance

High-volume destinations are assessed against the promise and audience of each source.

Score: 0 · 1 · 2 · 3

☐ Qualitative evidence

Support questions, on-site search, user testing, reviews, and observations add context to behaviour.

Score: 0 · 1 · 2 · 3

☐ Baseline and ownership

Current conditions, measurement windows, owners, and dependencies are documented before changes.

Score: 0 · 1 · 2 · 3

☐ Optimization or redesign

Localized issues are separated from structural, brand, content-management, or app-dependency limitations.

Score: 0 · 1 · 2 · 3

Priority action register

FINDING, EVIDENCE & NEXT ACTION	IMPACT	EFFORT	OWNER

FROM AUDIT TO EXECUTION

Turn findings into a focused roadmap

A long issue list is not yet a plan. Group findings by customer impact, evidence, effort, dependencies, and ownership. Protect working parts of the store while deciding what requires a correction, an experiment, focused optimization, or structural redesign.

01 · URGENT DEFECTS

Correct broken journeys first

Prioritize errors that stop discovery, variant selection, cart use, checkout, payment, or accurate customer communication.

02 · CLARITY IMPROVEMENTS

Resolve known questions

Improve proposition, navigation, product information, shipping context, calls to action, and support content where evidence shows uncertainty.

03 · TESTABLE HYPOTHESES

Define what you expect to learn

State the observed problem, proposed change, affected audience, success signal, measurement window, and limits before running a test.

04 · STRUCTURAL WORK

Separate redesign needs

Document limitations in templates, mobile patterns, content management, brand expression, app dependency, integrations, or market architecture.

Decision notes

THREE ACTIONS TO BEGIN NOW

EVIDENCE STILL NEEDED

INTERNAL OWNERS AND DEPENDENCIES

EXTERNAL SUPPORT REQUIRED

Review cadence

BASELINE DATE AND MEASURES

NEXT REVIEW DATE

Keep the scope honest. Conversion work can improve clarity, usability, measurement, and the conditions for confident purchasing, but it cannot guarantee sales. Results also depend on demand, traffic quality, product-market fit, price, operations, and competition. For legal, tax, privacy, accessibility, language, or regulatory requirements, consult qualified professionals.