

# Your personalized Site Audit: **domain.com**

This Comprehensive Site Audit provides a detailed analysis of your Shopify store across four critical areas: Web Development, Performance, Conversion Rate Optimization (CRO), and Search Engine Optimization (SEO).

Our color-coded grading system simplifies the evaluation of your store's performance and highlights the number of potential growth opportunities. This audit is not merely about identifying areas for improvement; it's about delivering actionable insights that can significantly enhance your online presence, outperform your competition, and increase conversions.

Executive Summary	Our Approach	Opportunities
<b>Web Development and Best Practices</b>	Are you making the most of Shopify and its features to optimise the customer experience as well as the content production and internal operational processes?	4
<b>Search Engine Optimization</b>	Get more organic traffic and better ranking in Search Engines like Google.	4
<b>Conversion Rate Optimisations</b>	What are the areas that we feel offer the most potential for conversion rate optimization?	12
<b>Web Performance</b>	Where and why is your storefront slow and what can be done to improve?	4

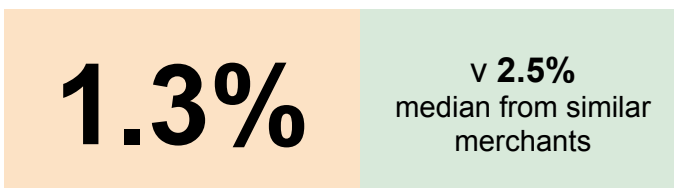
### Colour Key

Needs improvement
Moderate
Performing well

### Our Top 3 Opportunities

- #24 Top search term optimisation
- #28 Largest Contentful Paint (LCP) failing
- #6 Currency select configuration

### Conversion Rate (90d)



## Web Development & Best Practices



**Analysis by: Juan Navarrete**  
Technical Architect - Web Development



### Custom fonts

- 1 Use [Shopify-hosted](#) fonts as opposed to Google-hosted fonts.

*Upload your fonts to the code editor by adding a new asset to your theme.*

### Improve Accessibility

- 2 Details such as alt attribute for images, links with [discernible](#) text, among others.

*Conducting a detailed accessibility review for best practices and basic details to ensure main items are covered.*

### Shopify 2.0 theme features

- 3 The current theme is not a 2.0 theme, thus, it can't use the [features](#) provided with this architecture. It seems like some efforts have been made to have certain things closer to 2.0 but not all.

*Determine the best path to have specific business needs covered by 2.0 features by migrating those areas, like the Product Detail Page.*

### Github integration

We've noted the online store isn't connected to GitHub via our native integration.

- 4 The Shopify GitHub integration lets you connect a GitHub account or organisation with a Shopify login. This connection helps you to make and track changes to online store theme code. It also helps you to collaborate with other developers and share progress in real time.

*More information can be found in here:*  
<https://shopify.dev/docs/themes/tools/github>

## Conversion Rate Optimisation



Analysis by: *Fabian Engeln*

Technical Architect - Conversion Rate Optimisation



### General site metrics and usability

<b>Conversion rate</b>	2.39%
<b>Bounce rate</b>	54.72%
<b>Mobile traffic</b>	79%
<b>Desktop traffic</b>	16%
<b>Onsite searches (90d)</b>	32,000
<b>Catalogue size</b>	7,256

The conversion rate is low compared to similar sized retailers. There are also high bounce rates on important pages such as products and collections. The *sale* and *new arrivals* collection pages receive the highest number of sessions. We therefore recommend focussing on optimising the collection and products pages where we see most improvement potential.

Due to the large volume of onsite searches coupled with the large catalogue size we see a big potential for improving conversions via high intent searches.

### Homepage recommendations

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There are good new-in recommendations and products of the week. Bestsellers or sale products could be added to quickly convert new customers and add them as potential new loyal and repeat buyers.

*Adjust the theme code to add additional recommendation slots.*

### Sale and new arrivals collection ranking

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Currently, the product ranking on these collection pages is manual. Since there are many products, the ranking makes a big difference in terms of conversion on these top accessed pages. Is the ranking based on best-sellers, biggest reduction first, product page views, high click through rates etc.?

*Adjust the ranking in collection settings.*

### Size options on product tiles

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Size options do not seem to be very intuitive, since clicking on them only changes the UI in a subtle way. It is not obvious which option is selected and perhaps more importantly what action is required of the user. To improve this, either the selection of a size could prompt the user to add that size to the cart, immediately trigger an add to cart, trigger a product page view with the size pre-selected or the options are removed from the collection page, since

*Experiment/test which actions lead to higher add to cart rates and implement winning variant via theme code change.*

likability of an add-to-cart is generally low on collection pages.

### Product image quality and selection

19 Some product images can be improved in quality which will improve conversion rates. Over detailed/realistic photography may lead to less user interest. An image filter could be applied to remove imperfections from clothing image or images selected/removed.

*Review image quality and selection.*

### Show full product reviews

20 Some products suggest that the product was rated but the reviews are not visible. Check if it is possible to move the individual product reviews directly to product detail pages. This can significantly increase conversion rates.

*Assess review implementation and adjust theme code.*

### Improve product details page recommendations

21 Consider adding a product type filter to the “you may also like” suggestions, so that the product type is based on the currently shown product. That way, more relevant alternatives could be shown.

*Add a Liquid filter for the product type to the recommendation slot for “YOU MAY ALSO LIKE” on product pages..*

### Add recommendations to cart / checkout

22 The ‘related’ recommendations are very relevant, especially if the recommended items are less expensive than the main product to be purchased. Consider adding the recommendations to the cart / the checkout as well.

*The cart would be implemented via Liquid in the theme code and the checkout could be adjusted by using a product offering checkout extension.*

### Mobile optimisation

23 Some features like banners above collection pages, filters and others are not optimised for mobile, even though mobile traffic is high. Make sure to display banners also on mobile, show filters on full screen to improve usability.

*Implement via theme code changes.*

### Top search term optimisation

Optimise the top search terms, for example:

*Evaluate product catalogue for high volume searches and missing products.*

- 24
- *Lorem ipsum dolor* 0 results
  - *sit amet, consectetur* Just search results page, no visuals
  - *adipiscing elit* Just search results page, no visuals
  - *sed do eiusmod* Just search results page, no visuals
  - *tempor incididunt* Just search results page, no

*Consider brand and collection page redirects (theme code)*

- results
- *ami* Very broad results, also from other brands

*Apply decomposition synonyms like  
tempor incididunt = sitamet, adipiscing  
elit = adipiscingelit etc. (discovery app)*

*Show visual elements like banners  
(theme code)*

*Explore additional possibilities to browse  
the vast catalogue like a product finder /  
visual product type filter (theme code)*

## Longtail optimisation

Optimise a sample of the longtail of search queries, for example:

- “Lorem ipsum dolor” vs. “Loremipsum dolor”  
Different search results
- “tempor incididunt” Different search results
- “sed do eiusmod” No results

*Apply additional term transformations before they're  
being sent to the search server to equalise variants  
(theme code)*

*Optimise 0 results pages by showing product  
recommendations / search results for individual words  
of terms (theme code)*

## Visual filters

Consider more engaging and visual ways for users to use filters. Examples are:

*Vendor filter value icons  
Visual product types as images above the search result list*

*Implement via theme code changes.*

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# Web Performance



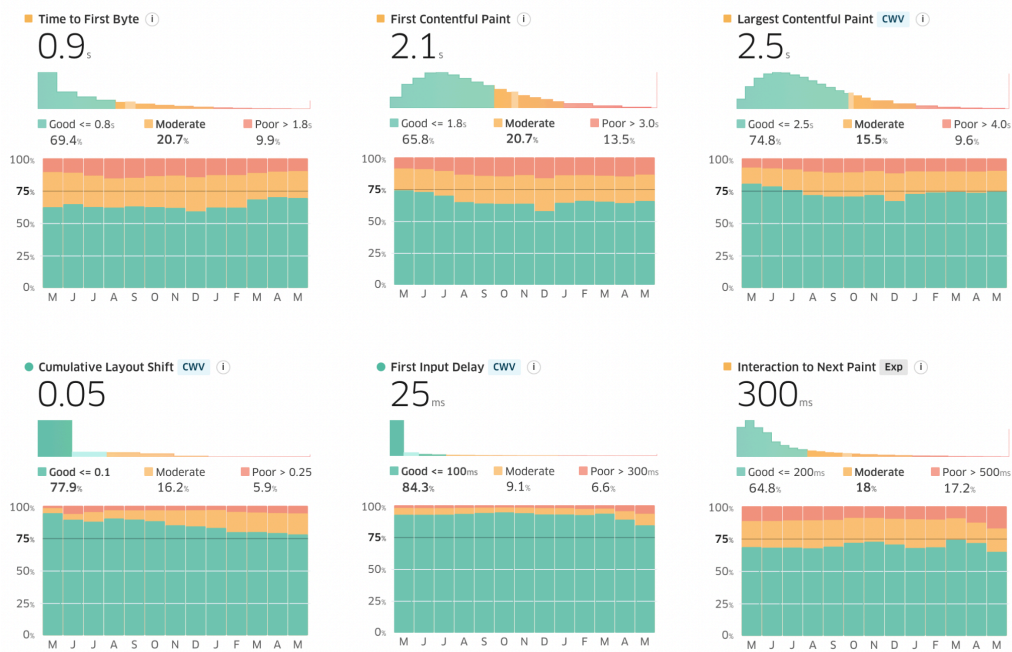
**Analysis by Sia Karamalegos**  
 Technical Architect - Web Performance



## Team Introduction

Our Web Performance team can tell you where and why your site is slow and provide clear recommendations of what to improve. We focus on Core Web Vitals because they are fundamental to how search engines such as Google rank your store and therefore directly impacts both the acquisition of customers as well as the likelihood of those customers remaining on your store and converting, by completing a purchase.

Here are some key observations, including Core Web Vitals across the site that require improvement:



## Largest Contentful Paint (LCP): 2.9s

**29** Measures the time from when the page starts loading to when the largest text block or image element is rendered on the screen. Resources: [LCP](#)

*You are currently failing this assessment, the target at the 75th percentile is 2.5s, you are 2.9s.*

## Cumulative Layout Shift (CLS): 0.17s

**30** Measures the cumulative score of all unexpected layout shifts that occur after the page starts loading. Resources: [CLS](#)

*You are currently failing this assessment, the target at the 75th percentile is 0.1, you are 0.17.*

## Collections Page

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Example: **Consequat**  
[Page performance metrics](#)

*This page type has high LCP and CLS caused by sale banners and low prioritisation of key content.*

## Product Page

32

Example: **Lorem ipsum dolor**  
[Page performance metrics](#)

*This page type has high LCP caused by low prioritisation of key content.*