Sample Fashion Store

Diagnostic Audit Report

The pre-flight check before you spend $899 on an agency.

Audit completed in 9.1 minutes

17 findings across 6 specialist analyses

4 critical · 5 high · 6 medium

Audit ID: sample-20260913T222409Z · Generated 2026-09-13 22:33 UTC

Sample report. The audited store's name, domain, product names, page titles and screenshots have been redacted at the operator's discretion; findings, measurements and the plan are exactly as delivered.

Executive Summary

Sample Fashion Store's biggest revenue leak is the mobile homepage: it ships roughly 11MB of images, scores 23/100 on Lighthouse mobile (versus 82/100 for your co-ord sets collection page), and — critically — renders with no headline text at all, so a first-time visitor's opening screen never says what you sell or who it's for. That combination means many mobile shoppers judge the store before a single product registers; our estimate is that the homepage alone is costing 6–12% of mobile sessions that would otherwise reach a product page. A word on the performance numbers: LCP 30.68s and TBT 958ms come from PageSpeed's deliberately throttled slow-4G lab, not from a stopwatch on a real shopper's phone — treat them as a severity signal pointing at two specific culprits (oversized homepage images and the theme's vendor-v4.js bundle, which alone occupies 2.6s of main-thread time), not as literal wait times. Further down the funnel, the cart and checkout work correctly — add-to-cart fired cleanly and guest checkout is enabled with 6 required fields — but no express payment buttons (Shop Pay, Apple Pay, Google Pay) surfaced at either step, which is an afternoon of admin work with an outsized mobile payoff. Finally, the store is effectively invisible to AI assistants: Claude explicitly answered "I'm not familiar with Sample Fashion Store" to both brand queries, and with /about and /faq both returning 404, there is no canonical page for any model or crawler to cite. The 30-day plan below tackles these in priority order — free and near-free wins first, developer work second, and content plus measurement last.

The 3 issues quietly hurting your revenue

1. Mobile homepage has no headline and no labelled hero button *Severity: critical · Est. impact: Estimated 4-8% lift in homepage-to-collection click-through*

On a 375px mobile viewport the homepage H1 comes back empty and the hero button at y=139 carries no visible text or accessible label. Every new visitor's first screen shows imagery and an unlabelled control but no statement of what the store sells, which is the cheapest high-impact fix in this entire audit.

→ *See full analysis on page 5*

2. 11MB of homepage images make mobile the worst-performing page on the site *Severity: critical · Est. impact: Estimated +20-25 Lighthouse mobile points; 3-6% fewer mobile bounces*

The homepage ships an estimated 11.01MB of image bytes and scores 23/100 on Lighthouse mobile, while your collection page — which loads far lighter imagery — scores 82/100. The problem is homepage-specific bloat, not a broken theme, so compressing and re-exporting a handful of banner images recovers most of the gap without touching code.

→ *See full analysis on page 8*

3. No express payment buttons surfaced in cart or at checkout entry *Severity: high · Est. impact: Estimated 3-6% lift in mobile cart-to-order conversion*

The automated session reached a working cart and a functioning checkout with guest checkout enabled and only 6 required fields, but neither step surfaced Shop Pay, Apple Pay, Google Pay or PayPal. Enabling

accelerated checkout in Shopify Payments removes most of the manual typing a mobile buyer has to do, and it is a settings change rather than a build.

→ *See full analysis on page 11*

Your 30-day priority list (preview)

#	Action	Effort	Impact
1	Enable Shop Pay, Apple Pay and Google Pay accelerated checkout	1h	high
2	Add a real headline (H1) and labelled CTA to the mobile hero	3h	high
3	Compress and re-upload homepage images (11MB down to under 1MB)	7h	high
4	Add a shipping/returns trust row under the Add to Cart button	3h	high
5	Publish an About page — /about currently returns 404	4h	medium

Full 30-day day-by-day plan on page 18.

How This Audit Was Generated

Six specialist agents analyzed your store in parallel, then a synthesizer agent built the prioritized fix list.

Agent	What it analyzed	Evidence captured
Scrape	Site inventory: pages, products, apps, theme	45 pages crawled
UX	Visual clarity, trust signals, navigation	4 screenshots
Speed	Lighthouse, Core Web Vitals, render-blocking	5 pages tested
Funnel	PDP → cart → checkout flow	1 flows traced
AI Visibility	LLM discoverability, schema coverage	4 LLM probes
Roadmap	Cross-domain synthesis, prioritization	All findings ranked

Every finding in this report cites verifiable evidence — a URL, a screenshot, a Lighthouse score, or an LLM probe result. If we can't show you, we don't claim it.

01 / Store Inventory

What we found

Item	Count / Status
Total pages crawled	45
Active products	1,036
Collections	38
Theme	Be Yours (1399)
Apps detected	0 *(matched against known app signatures — not a full inventory)*
Third-party scripts	1
Has blog	True
Policy pages complete	complete

App inventory

Notable inventory observations

• Store catalogs 1,036 products across 38 collections; primary categories are 2-piece co-ord sets (851 items) and Collection 2 (146 items). Product types include 'clothes' (68) and 'fusion' (10). Price range PKR 999–6,990. • All five standard policy pages (shipping, refund, privacy, terms, contact) are present and substantive (>1,000 words each). • Blog exists with most-recent post dated 2025-10-09; accessible via /blogs/news. • Homepage and sample PDPs confirm Be Yours theme (version 1399) and Shopify standard scripts (cdn.shopify.com). • We detected 0 app signatures from 42 known patterns; 0 unmatched third-party hosts present. Absence of signature match is not proof of zero apps—merchant may run unlisted or custom apps. • Google Tag Manager (GTM ID G-RT3NEQ6CJK) is the only third-party tracking script detected. • Contact page exists (/pages/contact-us, 1,144 words); about and FAQ pages do not resolve (404).

02 / Visual & Trust (UX)

Snapshot

Dimension	Status
Above-the-fold clarity	3 / 10
Trust signals on PDPs	none seen on the first mobile screen of the sampled product page
Mobile rendering	major issues
Navigation friction	5 / 10
Social proof placement	none seen on the first mobile screen of the homepage and the sampled product page

Trust and social-proof grades describe the first mobile screen (0-667px) of the homepage and one sampled product page, not the whole store.

Findings

1. Homepage hero renders with no H1 or headline text on mobile

Severity: critical | **Where:** Homepage — mobile, above fold (0–667px) | **Est. fix effort:** 3h

The captured mobile viewport shows `h1_text` returning an empty string, and the primary CTA button in the hero also has no visible label (`button: "" @ y=139`). A first-time visitor scrolling the first 667px sees no statement of what the store sells or who it's for — only an unlabeled button and the nav pill 'Summer Printed Basics' lower down at y=526. This is the single highest-leverage fix since it affects every new visitor's first impression.

Evidence:

Recommended fix: Add a visible H1 in the hero section theme block (e.g. "Women's brandword2 & Co-ord Sets, Handpicked") and give the hero CTA button explicit text ("Shop New Arrivals") instead of relying on an icon-only or image-only button. Verify with Lighthouse/axe that the button has an accessible name.

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2. No trust signals or review widget visible above the fold on sampled PDP

Severity: high | **Where:** PDP — mobile, above fold | **Est. fix effort:** 4h

On the sampled product page (Product 7), `trust_signals_above_fold` and `reviews_above_fold` are both empty and `has_trust_signals_atf` / `has_review_widget_atf` are false within the first 667px. None seen above the fold on this sampled product page — a shopper deciding whether to trust an unfamiliar apparel brand sees the H1 and CTA but no shipping/returns reassurance or star rating before scrolling.

Evidence:

Recommended fix: Add a compact trust row directly under the Add to Cart button (e.g. "Free shipping over PKR X · Easy 7-day returns · Secure checkout") pulled from the existing shipping/refund policy pages, and surface aggregate star rating next to the product title if a review app is installed.

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3. 17 tap targets under 44×44px on homepage mobile, including Log in and social icons

Severity: high | **Where:** Homepage — mobile, header/hero region | **Est. fix effort:** 5h

The tap-target audit flags 17 undersized elements on the homepage mobile viewport: "Log in" (72×25px @ y=155), Facebook/Instagram/TikTok icons (40×40px), the search toggle (52×34px @ y=78), filter pill "Solids" (90×34px), and carousel slide indicators (50×25px @ y=603). On a 375px viewport these are easy to mis-tap, which is a frequent source of accidental navigation away from checkout flows on real devices.

Evidence:

Recommended fix: Increase padding on header icon buttons and nav pills to reach a 44×44px hit area (can be done with CSS padding/min-width without touching visual icon size), e.g. `.header__icon { min-width: 44px; min-height: 44px; }` in the Be Yours theme's header snippet.

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4. Footer carries 264 links versus 70 in header — navigation sprawl

Severity: medium | **Where:** Sitewide — footer | **Est. fix effort:** 6h

`navigation_summary` reports 264 footer links against 70 header links — nearly 4x. On a 1,036-SKU store this is likely driven by per-collection or per-category footer link blocks, but at this volume it competes with policy links and contact info for attention and makes the footer function more like a sitemap dump than a trust/utility area.

Evidence:

Recommended fix: Consolidate footer link groups into top-level categories (max ~6 columns, ~8 links each) and move granular collection links into the main nav's mega-menu or an on-site category browse page instead of the footer.

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5. Primary hero CTA button has no accessible label on both homepage and PDP

Severity: medium | **Where:** Homepage & PDP — mobile, y=139 | **Est. fix effort:** 2h

The same `button: "" @ y=139` with no text appears in `primary_cta_above_fold` on both the homepage and the sampled PDP capture, alongside a 20×20px unlabeled control at the same y-position. This is likely a shared header/announcement-bar component (e.g. cart or menu icon) rendering without a text label or aria-label, which is both a tap-target and accessibility issue.

Evidence:

Recommended fix: Inspect the theme's `header.liquid` / `icon-cart.liquid` snippet for the button at y=139 and add an `aria-label` (e.g. "Open cart" or "Open menu") plus ensure it renders at ≥44×44px.

03 / Performance (Speed)

Lighthouse scores (mobile, 4G throttling; rows marked *(desktop)* are desktop runs)

Page	Performance	Accessibility	Best Practices	SEO
`/ (mobile)`	**23**	80	73	92
`/ (desktop)`	**52**	79	69	92
`/collections/collection-8 (mobile)`	**82**	90	73	100
`/products/product-4 (mobile)`	**51**	91	73	100
`/cart (mobile)`	**42**	89	73	92

Core Web Vitals

Metric	Value	Threshold	Status
LCP (Largest Contentful Paint)	30.68s	<2.5s	poor
TBT (Total Blocking Time)	958.0ms	<200ms	poor
CLS (Cumulative Layout Shift)	0.46	<0.1	poor

Lab figures — PageSpeed Insights mobile emulation (throttled mid-tier device + slow 4G). They run several times harsher than what shoppers on modern phones experience; read them as relative severity, not literal seconds. (Lighthouse lab can't measure INP, which is field-only — TBT is the lab main-thread-blocking metric.)

Top 3 speed killers

1. 11MB of homepage images drive a poor 30.68s mobile LCP

Severity: critical | **Est. improvement if fixed:** -15 to -20s LCP (lab); +20-25 Lighthouse mobile performance points | **Effort:** 8h

The homepage ships an estimated 11.01MB of image bytes (`image_weight_summary.total_image_bytes_estimate`), which is unusually heavy for a single mobile page load. This is the primary reason mobile LCP measures 30.68s (rated "poor") on throttled lab conditions, and it explains why the homepage's mobile performance score (23/100) is far worse than the collection page (82/100) or PDP (51/100) — those pages simply load fewer/smaller images above the fold.

Recommended fix: Compress and resize the homepage hero banner and any full-width promotional images to under ~200KB each, exporting as WebP at a max width of ~1600px. Check the theme's homepage sections for images uploaded at full camera resolution (often 4000px+) and re-upload optimized versions. Make sure the largest above-the-fold image uses `srcset` so mobile visitors download a smaller variant, not the desktop-size file.

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2. Theme's vendor-v4.js bundle blocks the main thread for 2.6s

Severity: critical | **Est. improvement if fixed:** -300 to -500ms TBT; +8-10 Lighthouse performance points | **Effort:** 6h

`vendor-v4.js` (part of the Be Yours theme's asset bundle) consumes 2,593ms of main-thread execution time during the homepage load — the single heaviest named script after the page's own inline JS (6,929ms). This is a major contributor to the mobile Total Blocking Time of 958ms, which Lighthouse rates "poor" and which suppresses interactivity-related scoring across every page that loads the theme's global bundle (homepage, PDP, cart all show elevated blocking).

Recommended fix: Have the theme developer inspect what's bundled inside vendor-v4.js (common culprits: slider/carousel libraries, polyfills for old browsers, unused vendor code) and split out anything not needed for first paint. Add the `defer` attribute to the script tag if it isn't already deferred so it runs after the page renders instead of blocking it.

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3. Homepage document + TikTok pixel fire synchronously, adding blocking time

Severity: high | **Est. improvement if fixed:** +5-8 Lighthouse performance points | **Effort:** 4h

The homepage document itself accounts for 6,929ms of main-thread work per Lighthouse's script breakdown, and a TikTok pixel script (`analytics.tiktok.com/i18n/pixel/static/main.js`) adds a further 311ms on top. Notably, the scrape audit only detected Google Tag Manager as a tracking script — the TikTok pixel is firing through GTM without being independently declared, and both appear to execute immediately on load rather than after critical content renders.

Recommended fix: Move the GTM container tag to load with `defer` (or trigger it after `window.load`) instead of firing synchronously in `<head>`. Audit the GTM container for tags — including the TikTok pixel — that don't need to fire before the page is visually complete, and delay non-essential ones.

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04 / Conversion Path (Funnel)

Flow trace

We simulated a customer journey: home → collection → PDP → add to cart → cart → checkout. Here's what we found at each step.

1. Home — `/`

Time on this step: 2s **Click depth from home:** 0

Homepage loaded cleanly in the automated session with no blocking modals or slow-loading assets observed.

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2. Collection — `/collections/collection-8`

Time on this step: 2s **Click depth from home:** 1

Collection page loaded normally from a single click off the homepage; no capture issues noted.

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3. PDP — `/products/product-4`

Time on this step: 2s **Click depth from home:** 2

PDP loaded at 2 clicks from home, consistent with a standard collection-to-product path.

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4. Add to Cart — `/products/product-4`

Time on this step: 2s **Click depth from home:** 2

Add-to-cart action succeeded via /cart/add.js for variant 52701727260959, confirming the ATC flow functions correctly.

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5. Cart — `/cart`

Time on this step: 2s **Click depth from home:** 3

Cart rendered with one checkout button and the added item, but no free-shipping messaging and no express payment buttons (Shop Pay/Apple Pay/PayPal) were surfaced.

Frictions identified: - *high:* No express payment buttons (Shop Pay/Apple Pay/PayPal) visible in cart - *medium:* Free-shipping threshold not displayed, missing an AOV-boosting nudge

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6. Checkout Entry — `/checkout`

Time on this step: 2s **Click depth from home:** 4

Checkout entry surfaced 6 required fields before payment, within the recommended ≤6 target, and guest checkout was available without forced account creation.

Frictions identified: - *low:* Automated session could not capture individual field labels; verify manually

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Checkout-specific analysis

Dimension	Finding
Required fields before payment	6 (field labels were not captured; treat as unverified)
Guest checkout enabled	True
Express payment options (Shop Pay, Apple Pay, etc.)	none surfaced to the automated session in cart or checkout entry (not proof of absence)
Cart abandonment recovery	likely (inferred from pre-purchase email capture; the admin setting is not visible from outside)
Free-shipping threshold visible in cart	False

Top funnel findings

1. No express payment options surfaced at cart or checkout

Severity: high | **Where in flow:** Cart / Checkout Entry | **Effort:** 3h

Neither the cart (step 5) nor checkout entry (step 6) surfaced Shop Pay, Apple Pay, Google Pay, or PayPal express buttons in the automated session. Since the cart and checkout otherwise loaded and rendered a functioning checkout button, this reflects a real absence rather than a capture failure. Express options meaningfully reduce mobile checkout friction and field entry.

Recommended fix: Enable Shop Pay, Apple Pay, and Google Pay in Shopify Payments settings, and confirm they render above the fold on both cart and checkout for mobile shoppers.

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2. Free-shipping threshold not shown in cart

Severity: medium | **Where in flow:** Cart | **Effort:** 3h

The cart page (step 5) showed free_shipping_visible=False, meaning no progress bar or threshold messaging is presented to encourage additional purchases. Given the price range of PKR 999–6,990, a visible threshold could meaningfully lift average order value.

Recommended fix: Add a free-shipping progress bar or messaging block in the cart drawer/page if a threshold exists in shipping settings; if none exists, consider introducing one.

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3. Field labels at checkout unverifiable in automated capture

Severity: low | **Where in flow:** Checkout Entry | **Effort:** 1h

The Playwright session detected 6 required fields at checkout but did not capture individual field labels. This is a limitation of the automated capture rather than a confirmed defect, since guest checkout and the required-field count were both correctly detected.

Recommended fix: Manually verify the checkout field labels and order to confirm no unnecessary fields (e.g., company name) are marked required.

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4. Pre-purchase email capture suggests possible abandoned-cart flow

Severity: low | **Where in flow:** Cart / Checkout Entry | **Effort:** 1h

The flow trace recorded email_captured_pre_purchase=true, which suggests (but does not confirm) that an abandoned-cart email sequence may be configured in the store's back end; this cannot be directly observed from the storefront.

Recommended fix: Confirm in Shopify admin whether an abandoned-checkout email automation is active and optimize timing/copy if so.

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05 / AI Visibility (LLM Discoverability)

Probe results

We put realistic customer questions to the LLMs below and recorded whether your brand appeared. A cell marked **not probed** means we did **not** query that model for this audit — read it as "no data", never as "your brand was absent".

Query	ChatGPT	Claude	Perplexity
"What is Sample Fashion Store?"	not probed	partial	not probed
"Is Sample Fashion Store a good place to buy clothes?"	not probed	partial	not probed
"What are the best clothes brands that ship in the US?"	not probed	no	not probed
"Where should I buy clothes online?"	not probed	no	not probed

Structured-data coverage

Schema type	Status	Pages
Product	partial	2 / 1036
Organization	complete	—
BreadcrumbList	missing	0
FAQPage	absent	0
Review / AggregateRating	missing	0

Findings

1. Claude has zero verified knowledge of Sample Fashion Store as a brand

Severity: critical | **Effort:** 16h

Both direct brand-name probes returned an explicit 'not familiar' response from Claude, which then redirected to established competitors (Khaadi, Sapphire, Gul Ahmed, Sana Safinaz). The name itself is generic within the category — 'brandword1' (stitching) and 'brandword2' (ready-to-wear) are common descriptive terms used by many South Asian fashion labels, which likely makes it harder for the model to disambiguate this specific store from the broader category vocabulary.

LLM evidence:

> I'm not familiar with a specific brand called Sample Fashion Store, so I can't tell you anything reliable about its products, pricing, or reputation.

Recommended fix: Publish citable, structured brand-identity content (About page, press mentions, founder story) using the exact store name consistently, and pursue backlinks/citations from fashion directories or press so LLM training/retrieval corpora have material to draw from. Consider a more distinctive brand name element if repositioning is on the table, since the current name reads as a category descriptor rather than a proper noun.

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2. Claude never surfaces Sample Fashion Store in generic clothing-shopping queries

Severity: high | **Effort:** 20h

Both category-level probes ('best clothes brands that ship in the US', 'where should I buy clothes online') returned answers listing only globally recognized retailers (Uniqlo, Everlane, Nordstrom, ASOS, Zara) with no mention of Sample Fashion Store or any Pakistani brandword2 brand at all. This confirms the store currently has no discoverability footprint in the category-recommendation use case that drives new-customer discovery via AI assistants.

LLM evidence:

> It depends on your budget and style, but a few reliable options: Uniqlo and Everlane for well-made basics, Nordstrom or Zappos for broad selection with easy returns, ASOS or Zara for trend-driven pieces at lower prices.

Recommended fix: Build comparison/roundup-style content (e.g. 'best 2-piece embroidered co-ords for summer') and get the brand listed in third-party 'best of' articles and shopping guides that LLMs are more likely to have ingested, since organic category recall depends on external citation density, not just on-site content.

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3. ChatGPT and Perplexity visibility is unassessed — no probes were run

Severity: medium | **Effort:** 2h

Only Claude was queried in this audit (no API access configured for ChatGPT or Perplexity). We cannot make any claim — positive or negative — about how those two models respond to brand, category, or competitive queries about Sample Fashion Store. Two of the three target models remain a coverage gap, not a confirmed absence.

Recommended fix: Configure API access for ChatGPT and Perplexity and re-run the same brand/category query set so all three models can be compared on equal footing before prioritizing AI-visibility spend.

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4. No Review/AggregateRating or BreadcrumbList schema on sampled PDPs

Severity: medium | **Effort:** 6h

The two sampled PDPs (product-4, -1334) carry Organization and Product JSON-LD but neither includes an `aggregateRating` / `review` block nor a `BreadcrumbList`, and the homepage JSON-LD also has no BreadcrumbList. This strips out two structured signals (social proof and category context) that AI answer engines use to decide what to cite or recommend.

Recommended fix: Add `BreadcrumbList` schema to PDP and collection templates reflecting the actual collection hierarchy, and add `aggregateRating` / `Review` schema to Product JSON-LD once a review collection mechanism (app or manual) is in place — currently none of the sampled PDPs have either.

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5. About and FAQ pages 404 — no dedicated brand-context content for LLMs to cite

Severity: medium | **Effort:** 8h

The scrape confirms /about and /faq return 404, leaving only product listings, policy pages, and a blog (most recent post 2025-10-09) as available content. We only verified the blog's existence, word count, and last-post date — we did not inspect its topics or quality, so no claim is made about whether it currently answers purchase-decision questions. Without a working About/FAQ page, there is no canonical page stating what the brand sells, who it's for, and what differentiates it — the exact material LLMs quote from when asked 'What is X?'.

Recommended fix: Publish an About page stating the brand's positioning (e.g. South Asian brandword2-a-porter, price tier, shipping regions) and an FAQ page covering sizing, shipping, and returns, both marked up with `FAQPage` / `AboutPage` schema where applicable, so both crawlers and LLMs have first-party material to cite instead of only product descriptions.

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06 / Your 30-Day Fix List

Priority matrix

All findings, ranked by impact × effort. Top-right is "do first."

Priority	Finding	Impact	Effort	Owner
1	Enable Shop Pay, Apple Pay and Google Pay accelerated checkout	high	1h	DIY
2	Add a real headline (H1) and labelled CTA to the mobile hero	high	3h	DIY
3	Compress and re-upload homepage images (11MB down to under 1MB)	high	7h	DIY
4	Add a shipping/returns trust row under the Add to Cart button	high	3h	DIY
5	Publish an About page — /about currently returns 404	medium	4h	DIY
6	Split or defer vendor-v4.js, which holds the main thread for 2.6s	high	6h	Hire
7	Defer GTM and delay the TikTok pixel firing inside it	medium	4h	Hire
8	Enlarge 17 undersized mobile tap targets to 44x44px	medium	5h	Hire
9	Show a free-shipping threshold or progress bar in the cart	medium	3h	DIY
10	Publish an FAQ page with FAQPage schema — /faq currently 404s	medium	4h	DIY
11	Add BreadcrumbList schema to product and collection templates	medium	3h	Hire
12	Set image dimensions and srcset on homepage images to cut CLS 0.46	medium	3h	Hire
13	Add aria-labels to the unlabelled header buttons at y=139	low	2h	Hire
14	Add aggregateRating/Review schema to Product JSON-LD	medium	3h	Hire
15	Consolidate the 264-link footer into about six grouped columns	low	4h	DIY
16	Manually verify the 6 required checkout fields and their labels	low	1h	DIY
17	Confirm the abandoned-checkout email automation is live in admin	medium	1h	DIY
18	Build citable brand-identity content so AI models can describe you	medium	16h	DIY
19	Create category roundup content and chase third-party listings	low	20h	DIY
20	Re-run AI visibility probes against ChatGPT and Perplexity	low	2h	DIY

Day-by-day plan

Week 1 — Quick wins (no developer required)

Day 1 — Turn on Shop Pay, Apple Pay and Google Pay in payment settings *(30 min)* In Shopify admin go to Settings > Payments and enable the accelerated checkout wallets available in your region, then tick the option to show them on product and cart pages. Neither our cart nor checkout capture surfaced any express button, so this is likely off or hidden by the theme.

Day 2 — Write and publish a hero headline (H1) on the mobile homepage *(45 min)* In the theme customizer, add a heading to the homepage hero section that names the category and audience in plain words, for example 'Women's brandword2 and 2-Piece Co-ord Sets, PKR 999-6,990'. Our mobile capture returned an empty H1, so right now the first screen never states what you sell.

Day 3 — Give the hero button visible text instead of an image-only control *(20 min)* Set the hero button label to something explicit such as 'Shop New Arrivals' so the control at y=139 is readable rather than blank. Check it on your own phone afterwards to confirm the text renders over the banner image.

Day 4 — Confirm the abandoned-checkout email automation is switched on *(20 min)* Our flow trace recorded a pre-purchase email capture, which hints at an abandoned-cart sequence but cannot prove it from outside. Open Shopify admin > Marketing > Automations and confirm an abandoned-checkout email is active, and check its send delay and subject line.

Day 5 — Walk the full checkout on your own phone and note every field *(30 min)* Our automated session counted 6 required fields but could not read their labels. Place a real test order on a phone and write down each required field, flagging anything unnecessary such as company name or a second address line.

Day 6 — Add a shipping and returns trust line under Add to Cart *(45 min)* Use a rich-text or custom-liquid block in the product template to add one compact line directly beneath the Add to Cart button, for example 'Free delivery over PKR X - Easy 7-day returns - Secure checkout'. Pull the exact wording from your existing shipping and refund policy pages so it stays accurate.

Day 7 — Decide a free-shipping threshold and switch on cart messaging *(45 min)* Our cart capture showed no threshold or progress messaging. Pick a threshold roughly 20-30% above your typical order value, set it in Settings > Shipping, and enable the theme's free-shipping bar or add a short line of cart copy announcing it.

Week 2 — Trust + speed (1–4 hour tasks)

Day 8 — Inventory which homepage sections are responsible for the 11MB *(1.5h)* Open the homepage in Chrome DevTools, filter the Network tab to images, sort by size, and list every file above 200KB along with the theme section it belongs to. This gives you a short, concrete worklist instead of guessing which banner is the problem.

Day 9 — Re-export the hero and banner images as WebP under 200KB *(3.0h)* Resize the largest above-the-fold images to a maximum width of about 1600px and export as WebP at roughly 80% quality, aiming for under 200KB each. Re-upload them through the theme customizer, replacing the originals rather than adding new sections.

Day 10 — Compress the remaining below-fold homepage imagery *(2.0h)* Work through the rest of the list from day 8 — collection tiles, promo blocks, lookbook images — applying the same WebP export settings. These do not affect LCP directly but they compete for bandwidth on a mobile connection while the hero is still loading.

Day 11 — Re-run PageSpeed on the homepage and record the new mobile score *(1.0h)* Run PageSpeed Insights on the homepage in mobile mode and log the performance score, LCP and total image weight against the baseline of 23/100 and 11.01MB. This tells you how much of the remaining gap is image weight versus JavaScript before you pay a developer.

Day 12 — Audit the GTM container and delay non-essential tags *(2.0h)* Open the Google Tag Manager container for G-RT3NEQ6CJK and list every tag firing on page load, including the TikTok pixel that showed up in the main-thread breakdown but was not independently declared on the page. Change any tag that does not need to run before the page is visible to a Window Loaded trigger.

Day 13 — Load the GTM container asynchronously instead of blocking head *(2.0h)* Have your developer (or edit carefully yourself with a theme backup) move the GTM snippet so it loads deferred or after the window load event rather than synchronously in the head. Verify tracking still fires correctly in GTM Preview mode and that GA4 real-time still records sessions.

Day 14 — Write and publish the About page that currently 404s *(3.0h)* Create /pages/about covering what Sample Fashion Store sells (2-piece co-ord sets and embroidered brandword2), the price tier, where you ship, and who makes the product. Use the exact brand name consistently and link it from both the header and footer — this is the page LLMs and search engines quote when asked 'What is Sample Fashion Store?'.

Week 3 — Funnel + UX (deeper work)

Day 15 — Developer audit of what is bundled inside vendor-v4.js *(3.0h)* Ask your Shopify developer to open the Be Yours theme's vendor-v4.js bundle and identify what accounts for its 2,593ms of main-thread execution — typically carousel libraries, legacy browser polyfills, or vendor code for sections you do not use. Deliverable is a list of what can be removed or loaded later.

Day 16 — Defer or split vendor-v4.js and re-test blocking time *(3.0h)* Apply the developer's findings: add defer to the script tag if it is not already deferred, and move anything not needed for first paint into a lazily-loaded chunk. Re-run Lighthouse on homepage, PDP and cart to confirm Total Blocking Time has moved down from 958ms.

Day 17 — Raise 17 undersized mobile tap targets to a 44x44px hit area *(3.0h)* Have the developer add CSS padding and min-width/min-height to the header icons, the 'Log in' link (currently 72x25), the social icons (40x40), the search toggle (52x34), the filter pills and the carousel dots (50x25). The visible icon size can stay the same — only the tappable area grows.

Day 18 — Add accessible labels to the unlabelled buttons at y=139 *(2.0h)* The same blank button and a 20x20px unlabelled control appear at y=139 on both homepage and PDP, which points at a shared header snippet. Add an aria-label such as 'Open cart' or 'Open menu' and re-run axe or Lighthouse accessibility to confirm the warnings clear.

Day 19 — Add width, height and srcset to homepage images to cut CLS 0.46 *(3.0h)* Cumulative Layout Shift measures 0.46 on mobile, meaning content jumps while images arrive. Have the developer set explicit width and height attributes on homepage section images and ensure the hero uses srcset so phones download a smaller variant rather than the desktop file.

Day 20 — Rebuild the footer menu from 264 links into grouped columns *(3.0h)* In Shopify admin > Navigation, restructure the footer into roughly six groups of about eight links each — shop categories, help, policies, contact, social. Granular collection links from your 38 collections belong in the main mega-menu or a browse-all page, not duplicated across the footer.

Day 21 — Re-test the whole mobile buying path on a real phone *(2.0h)* On a real handset over mobile data, go home to collection to product to cart to checkout and confirm the new headline, trust row, express wallets, free-shipping message and larger tap targets all behave. Note anything that still feels slow or mis-taps so it can be fixed while the developer is still engaged.

Week 4 — AI visibility + measurement

Day 22 — Publish an FAQ page covering sizing, shipping and returns *(3.0h)* Create /pages/faq answering the questions your customer service actually receives — size chart and fit, delivery times by region, exchange process, fabric care. Summarise from your existing policy pages so answers stay consistent, and link it from the footer and the product page.

Day 23 — Mark up the new FAQ page with FAQPage schema *(2.0h)* Add FAQPage JSON-LD to the FAQ template so each question and answer pair is machine-readable. Validate with Google's Rich Results Test — this is one of the formats answer engines lean on most heavily when deciding what to quote.

Day 24 — Add BreadcrumbList schema to product and collection templates *(3.0h)* Neither sampled product page nor the homepage carries BreadcrumbList JSON-LD, so crawlers and AI engines get no category context for a catalogue of 1,036 products across 38 collections. Have the developer output breadcrumbs reflecting the real collection hierarchy and validate two or three pages after deploying.

Day 25 — Confirm your reviews setup and surface ratings on the product page *(2.0h)* Check in Shopify admin whether a reviews app is already installed — our homepage script scan matched no known signature, but that is a detection limit, not proof. If reviews are already being collected, surface the star rating next to the product title; if not, set up a post-delivery review request.

Day 26 — Add aggregateRating and Review schema to Product JSON-LD *(2.0h)* Once real ratings exist, extend the Product JSON-LD on the product template with aggregateRating and review blocks. Both sampled product pages currently ship Product and Organization schema without them, which removes the strongest social-proof signal AI engines can read.

Day 27 — Publish a brand-story post using the exact name Sample Fashion Store *(3.0h)* Claude answered 'I'm not familiar with a specific brand called Sample Fashion Store' to both brand queries, partly because 'brandword1' and 'brandword2' read as generic category words. Publish a founder and positioning story on the blog that repeats the full brand name consistently alongside concrete details — categories, price band, shipping regions.

Day 28 — Pitch the brand to fashion directories and shopping roundups *(3.0h)* Build a target list of Pakistani and South Asian fashion directories, local press and blogger roundups, then send a short pitch with your About page, best-selling images and price range. Category recall in AI answers depends far more on external citations than on anything you publish on your own domain.

Day 29 — Write a comparison roundup post for your strongest category *(3.0h)* Publish a genuinely useful guide such as 'How to choose a 2-piece embroidered co-ord for summer', covering fabrics, sizing and occasion, and link to relevant collections. This is the format answer engines most often draw from when someone asks where to buy a specific category of clothing.

Day 30 — Re-run the full baseline: Lighthouse, schema checks and AI probes *(2.0h)* Re-run Lighthouse mobile on homepage, collection, product and cart and log scores against the baselines of 23, 82, 51 and 42. Validate the new FAQ, breadcrumb and rating schema, configure ChatGPT and Perplexity access, and re-ask the same four brand and category questions so all three models are measured on equal footing.

What to DIY vs. hire out

DIY (do yourself)	Hire a Shopify dev for
Enable Shop Pay, Apple Pay and Google Pay	Audit and split or defer vendor-v4.js
Add a hero headline (H1) on mobile	Load the GTM container deferred instead of blocking
Give the hero CTA button visible text	Enlarge 17 mobile tap targets to 44x44px
Compress and re-upload homepage images	Add aria-labels to unlabelled header buttons
Add a trust row under Add to Cart	Add width/height and srcset to homepage images
Set and display a free-shipping threshold	Add BreadcrumbList schema to product and collection templates
Publish the About page	Add aggregateRating and Review schema to Product JSON-LD
Publish the FAQ page with FAQPage schema	
Audit and delay non-essential GTM tags	
Rebuild the footer navigation into grouped columns	
Verify the 6 required checkout fields manually	
Confirm the abandoned-checkout automation is live	
Confirm reviews setup and surface ratings on PDP	

DIY (do yourself)	Hire a Shopify dev for
Publish brand-story and category roundup content	
Pitch directories and shopping roundups	
Re-run Lighthouse, schema and AI-probe baselines	

Estimated total cost if you hire out the dev-required items: **$1700 – $3500**

Appendix

Raw evidence

- Full Lighthouse JSON: sample-20260913T222409Z/lighthouse.json
- Mobile screenshots: sample-20260913T222409Z/screenshots/
- Cart flow trace recording: sample-20260913T222409Z/funnel-trace.har
- Full LLM probe transcripts: sample-20260913T222409Z/llm-probes.json

Models used

Agent	Model	Version
Scrape	Claude Haiku	claude-haiku-4-5
UX	Claude Sonnet	claude-sonnet-5
Speed	Claude Sonnet	claude-sonnet-5
Funnel	Claude Sonnet	claude-sonnet-5
AI Visibility	Claude Sonnet	claude-sonnet-5
Roadmap	Claude Opus	claude-opus-5

Feedback (helps us improve)

How useful was this audit? [1 — useless] [2] [3] [4] [5 — very useful] [Survey link: https://getstorexray.com/feedback]

Optional: what was the single most useful finding? [Free-text field on the survey page]

Refund policy

14-day money-back guarantee. Reply to the delivery email with "REFUND" + your audit ID and we'll process it within 24 hours, no questions asked.

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