

 01 · THE REVEAL

a real Shopify store

Up to *\$11,138* a month in recoverable revenue.

An evidence-based conversion audit. Every finding cites a screenshot, metric, or DOM capture from your live store. No generic checklists, no filler.

Executive *summary*

What we looked at, what we found, and how to read the numbers.

22

FINDINGS, EVIDENCE-
BACKED

10

PRIORITIZED HERE

80

DETERMINISTIC CHECKS

\$11,138

UPPER RECOVERABLE / MO

Priority mix



5 HIGH 14 MEDIUM 3 LOW

We captured your key pages (homepage, collections, product pages, cart, and checkout entry) on desktop and mobile, ran the deterministic checks, measured Core Web Vitals, and layered AI-assisted analysis of first impressions, trust, and copy on top. Findings are ranked by expected revenue impact, weighted by confidence and the effort to fix.

How to read the dollar figures. Every estimate is a range built from stated assumptions, never a promise.

- industry-median assumptions (no store data provided yet): 30,000 monthly sessions, 2.0% conversion rate, \$60 AOV

Fixing several findings does not simply add the ranges together: overlapping traffic means the realistic total sits below the sum.

Top 10 *findings*

Ranked by impact, weighted by confidence and effort. Each cites the evidence it came from.

#1 · Homepage main content loads slowly on mobile

SEVERITY 5/5

\$778 to \$2,592 / mo

HIGH IMPACT

MODERATE

PERFORMANCE

HOME

WHAT WE SAW

lcpMs (mobile) = 48543.399, threshold > 2500

WHY IT MATTERS

Every second of mobile load time sheds paid-traffic visitors before they see anything.

THE FIX

Compress/resize the hero image, preload it, ship modern formats (WebP/AVIF), and defer non-critical app scripts.

EVIDENCE · metric-lh-home-mobile

#2 · A popup covers the homepage on the first mobile visit

SEVERITY 3/5

\$259 to \$1,296 / mo

MEDIUM IMPACT

QUICK-WIN

MOBILE-UX

HOME

WHAT WE SAW

popup covers the page on first load (dismissed automatically: false)

WHY IT MATTERS

An email popup before the visitor has seen a single product trades long-shot list growth for guaranteed first-impression damage (and is a Google interstitial signal on mobile).

THE FIX

Delay the popup to 30s / 50% scroll / exit-intent, and cap it to one impression per session.

EVIDENCE · facts-home · screenshot-home-mobile · screenshot-home-popup-before

#3 · No return or refund policy link on the product page

SEVERITY 3/5

\$162 to \$810 / mo

MEDIUM IMPACT

QUICK-WIN

TRUST

PDP-2

WHAT WE SAW

Not present in the captured product page content.

WHY IT MATTERS

Returns anxiety is a top-3 purchase objection; burying the policy in the footer makes the buyer leave the PDP to resolve it.

THE FIX

Add a "Free 30-day returns" (or actual policy) link or accordion directly under the add-to-cart button.

EVIDENCE · facts-pdp-2 · screenshot-pdp-2-mobile

#4 · Homepage downloads too much data on mobile

SEVERITY 3/5

\$259 to \$1,296 / mo

MEDIUM IMPACT

MODERATE

PERFORMANCE

HOME

WHAT WE SAW

totalByteWeight (mobile) = 9150994, threshold > 3000000

WHY IT MATTERS

Multi-megabyte pages are slow on the mid-range Android phones most mobile shoppers actually use.

THE FIX

Compress images sitewide, cap hero video, and remove unused fonts/weights.

EVIDENCE · metric-lh-home-mobile

#5 · Product page main content loads slowly on mobile

SEVERITY 5/5

\$350 to \$1,166 / mo

HIGH IMPACT

MODERATE

PERFORMANCE

PDP-1

WHAT WE SAW

lcpMs (mobile) = 24284.92, threshold > 2500

WHY IT MATTERS

Ad clicks land here; slow PDPs burn ad spend directly.

THE FIX

Optimize the first gallery image (dimensions, format, preload) and lazy-load everything below the fold.

EVIDENCE · metric-lh-pdp-1-mobile

#6 · Full-screen cookie modal blocks entire funnel on first load

SEVERITY 5/5

\$270 to \$900 / mo

HIGH IMPACT

MODERATE

TRUST

WHAT WE SAW

On first load of the homepage, both product pages, and the cart, a full-viewport Cookiebot modal titled 'This website uses cookies' covers everything including the hero, product image, price, and Add to Cart / checkout button. The only visible content behind it is the top announcement bar ('Free Shipping When you Spend Over £50') and, on the PDP, a sliver of the '100+ Bought Today' badge. The visitor must read a consent paragraph and choose Allow all, Customize, or Deny before seeing any content. The deterministic check confirms the popup is not auto-dismissed and appears immediately.

WHY IT MATTERS

Every visitor's first five seconds are spent on a legal modal instead of the product or value proposition, across the whole funnel. This kills the first impression and inflates bounce, especially on paid mobile traffic landing directly on a PDP, and adds friction at the cart where purchase intent is highest.

THE FIX

Replace the full-screen blocking modal with a slim bottom-anchored banner (under 20% of viewport height) that leaves the hero, product content, and CTA visible behind it, and default to a lightweight Accept/Reject bar rather than a full takeover.

EVIDENCE · screenshot-home-popup-before · screenshot-pdp-1-popup-before · screenshot-pdp-2-popup-before · screenshot-cart-popup-before · facts-home

#7 · Mobile LCP of 48s makes homepage unusable

SEVERITY 5/5

\$194 to \$648 / mo

HIGH IMPACT

MODERATE

MOBILE-UX

WHAT WE SAW

Mobile LCP on the homepage is measured at 48.5 seconds, mobile performance score is 0.32, total JS payload is 3.78MB, and total page weight is 9.15MB, all far past acceptable thresholds.

WHY IT MATTERS

A near 49-second largest contentful paint means most mobile visitors see a blank or partially rendered page and abandon before the hero, offer, or CTA ever paints, making every other above-the-fold consideration moot for a large share of traffic.

THE FIX

Audit and defer or remove unused third-party scripts (review widget, analytics, duplicate tag manager), compress hero imagery, enable lazy-loading below the fold, and set a JS budget under 1MB to bring LCP under 3 seconds on mobile.

EVIDENCE · [metric-lh-home-mobile](#) · [network-home](#)

#8 · Mobile PDP LCP of 24s costs product-page sales

SEVERITY 5/5

\$194 to \$648 / mo

HIGH IMPACT

MODERATE

MOBILE-UX

WHAT WE SAW

The Largest Contentful Paint on mobile for the Tallow Face Cream PDP measures 24,284 ms, nearly 10x the 2,500 ms threshold.

WHY IT MATTERS

A 24-second LCP on a product page means most mobile visitors leave before they even see the product image or price, directly costing sales on the pages that matter most for conversion.

THE FIX

Compress hero and gallery images, defer non-critical scripts (consent script and review widget are likely culprits), and enable lazy loading below the fold to bring PDP LCP under 2.5 seconds.

EVIDENCE · [metric-lh-pdp-1-mobile](#)

#9 · Low Lighthouse mobile performance score on the homepage

SEVERITY 3/5

\$259 to \$1,296 / mo

MEDIUM IMPACT

STRUCTURAL

PERFORMANCE

HOME

WHAT WE SAW

performanceScore (mobile) = 0.32, threshold < 0.7

WHY IT MATTERS

Composite indicator - a low score usually means several of the above are stacking.

THE FIX

Work the individual LCP/CLS/JS findings; the score follows.

EVIDENCE · [metric-lh-home-mobile](#)

#10 · Homepage loads too much JavaScript

SEVERITY 3/5

\$259 to \$1,296 / mo

- MEDIUM IMPACT
- STRUCTURAL
- PERFORMANCE
- HOME

WHAT WE SAW

totalJsBytes (mobile) = 3781393, threshold > 1000000

WHY IT MATTERS

App bloat is the silent Shopify tax - each SDK is a toll on every single pageview.

THE FIX

Audit installed apps, remove dead ones AND their leftover script tags, load nonessential scripts after interaction.

EVIDENCE · metric-lh-home-mobile

Your *roadmap*

The same findings, grouped by effort. Ship top to bottom.

● Quick wins THIS WEEK

1. Delay the popup to 30s / 50% scroll / exit-intent, and cap it to one impression per session.
2. Add a "Free 30-day returns" (or actual policy) link or accordion directly under the add-to-cart button.

● Moderate THIS MONTH

1. Compress/resize the hero image, preload it, ship modern formats (WebP/AVIF), and defer non-critical app scripts.
2. Compress images sitewide, cap hero video, and remove unused fonts/weights.
3. Optimize the first gallery image (dimensions, format, preload) and lazy-load everything below the fold.
4. Replace the full-screen blocking modal with a slim bottom-anchored banner (under 20% of viewport height) that leaves the hero, product content, and CTA visible behind it...
5. Audit and defer or remove unused third-party scripts (review widget, analytics, duplicate tag manager), compress hero imagery, enable lazy-loading below the fold, and se...
6. Compress hero and gallery images, defer non-critical scripts (consent script and review widget are likely culprits), and enable lazy loading below the fold to bring PDP ...

● Structural THIS QUARTER

1. Work the individual LCP/CLS/JS findings; the score follows.
2. Audit installed apps, remove dead ones AND their leftover script tags, load nonessential scripts after interaction.

Methodology *and limits*

How this was produced, and what it can and cannot tell you.

What we did. Automated capture of your key pages (desktop 1440px, mobile 390px), Lighthouse performance measurement, 80 deterministic checks from a research-based library, and AI-assisted visual and copy analysis in which every accepted finding must cite captured evidence. Findings without evidence are discarded by design.

What the dollar figures are. Conservative ranges derived from stated assumptions (listed on the summary page). They are directional estimates for prioritization, not forecasts. Share your real traffic, conversion rate, and AOV and we recompute with your numbers.

What we could not see. Anything behind payment (final checkout steps unless manually captured), your analytics, email flows, and ad traffic quality. A finding may already be on your roadmap; the value here is prioritization by expected revenue impact.

Want this implemented?

Fernhollow Growth works the roadmap above in priority order, starting with the quick wins.

FERNHOLLOW GROWTH 2026 · PREPARED FOR THE STORE OWNER