

SHOPIFY STORE TEARDOWN | SAMPLE REPORT

10 fixes ranked by revenue impact

plus a 90-day growth plan

PREPARED FOR	PREPARED BY	DATE
Meadowline Candle Co. (fictional example store)	CSIC Services	October 2026

Illustrative sample. Meadowline Candle Co. is a fictional store, and every figure in this document is invented to show the format. A real teardown uses your own Shopify, GA4, Search Console and ad-account data.

Store snapshot

30,000 sessions per month	1.3% overall conversion rate	\$68 average order value	~\$26k revenue per month
64% of sessions are on mobile	0.8% vs 2.1% mobile vs desktop conversion	30% of sessions from organic search	4.1 s mobile load time (LCP)

Also: about 380 orders per month, and Google Ads spend of \$3,000 per month at roughly a 2.0x return.

What we found

Meadowline gets enough traffic. The money leaks after the click: mobile visitors, who are most of the audience, rarely get past the product page, and most abandoned checkouts are never followed up. Organic growth has flattened because collection pages carry no copy for category searches to match.

The three biggest fixes

1. Rebuild the mobile product page so price, shipping, reviews and add-to-cart sit on the first screen.
2. Add a three-email abandoned-checkout sequence.
3. Clean up Google Ads search terms and the Shopping product feed.

Planning range: roughly **\$3,000 to \$9,000** more revenue per month by day 90 (about 12 to 35% on today's ~\$26k), if the fixes ship. This is an estimate, not a forecast. Method and assumptions are on page 5.

The 10 fixes, ranked by estimated monthly revenue impact

Ranked by the midpoint of each range. Effort: Low = under a day, Medium = a few days to two weeks.

#	FIX	WHERE	WHY IT COSTS SALES	EFFORT	EST. IMPACT / MO
1	Rebuild the mobile product page above the fold	Top 25 product pages, mobile	Mobile is 64% of visits but converts at 0.8% against 2.1% on desktop. Price, shipping time and reviews sit below the first screen, and add-to-cart scrolls away.	Medium	\$2,600 to \$3,900
2	Add a three-email abandoned-checkout sequence	Email tool, Shopify admin	One reminder goes out at one hour. Nothing follows, so most abandoned checkouts are never recovered.	Low	\$950 to \$1,900
3	Clean up Google Ads search terms and the Shopping feed	Google Ads, Merchant Center	\$3,000 a month returns about 2.0x. Broad terms trigger unrelated searches, titles are short, and many products lack GTINs.	Medium	\$900 to \$1,800
4	Rewrite the top 8 collection pages	Collection pages	Default names and no intro copy, so category searches have nothing to match. Organic growth has flattened.	Medium	\$800 to \$1,600
5	Show express checkout (Shop Pay, Apple Pay, Google Pay) early	Cart and product pages	Phone buyers hit a full address form before they can pay.	Low	\$800 to \$1,600
6	Merchandise the homepage by margin, not launch date	Homepage, featured collections	A few high-margin products drive most profit but get one of six homepage slots.	Low	\$500 to \$1,200
7	Replace supplier descriptions and add Product schema	Top 25 product pages	Copied supplier text competes with dozens of stores. No price or availability markup is present.	Medium	\$400 to \$900
8	Link blog guides to collections and products	Blog, collection pages	Guides earn visits but send few readers on to products.	Low	\$300 to \$900
9	Trim app scripts and speed up mobile loading	Theme, 14 installed apps	Nine apps load scripts on every page. Mobile LCP is 4.1 s against a 2.5 s target.	Medium	\$300 to \$800
10	Point internal links at clean product URLs	Theme templates	Collection pages link to /collections/x/products/y, splitting link signals across duplicate paths.	Low	\$200 to \$600

Impact is estimated extra revenue per month once the fix is live. Ranges are estimates, not forecasts. Fixes overlap (for example 1, 5 and 9 all act on mobile conversion), so the ranges must not be added together. See page 5.

The top three, in detail

1 Rebuild the mobile product page

\$2,600 to \$3,900 / mo

WHAT WE SAW	On a sample of five mobile product pages, price, delivery time and review count sit below the first screen. Add-to-cart scrolls out of view after the image gallery.
WHAT TO CHANGE	Show price, rating, delivery estimate and add-to-cart on the first screen. Make add-to-cart sticky. Cut the mobile gallery to four images. Move the returns line next to the button.
HOW WE ESTIMATED	19,200 mobile sessions a month (64% of 30,000) x a lift of 0.2 to 0.3 points in conversion = about 38 to 58 extra orders x \$68 average order value.

2 Add an abandoned-checkout sequence

\$950 to \$1,900 / mo

WHAT WE SAW	A single email goes out one hour after abandonment. Nothing follows after that.
WHAT TO CHANGE	Three emails at 1 hour, 24 hours and 72 hours. Show the cart contents, keep the first two plain reminders, and offer an incentive only in the last one.
HOW WE ESTIMATED	About 700 abandoned checkouts a month x 2 to 4% recovered = 14 to 28 orders x \$68.

3 Clean up Google Ads and the Shopping feed

\$900 to \$1,800 / mo

WHAT WE SAW	Broad-match terms trigger unrelated searches. Product titles lack material, size and scent. Many products have no GTIN, which limits Shopping reach.
WHAT TO CHANGE	Add negative keywords from the last 90 days of search terms. Rewrite titles as brand, product, material and size. Add GTINs. Separate branded from non-branded campaigns.
HOW WE ESTIMATED	\$3,000 a month at today's 2.0x return gives \$6,000 in sales. Lifting the return to 2.3 to 2.6x gives \$6,900 to \$7,800, so \$900 to \$1,800 more at the same spend.

Fixes 4 to 10 follow the same format in a full teardown: what we saw, what to change, and how the impact range was worked out.

Your 90-day growth plan

Fixes are sequenced so the quickest revenue gains come first and fund the slower ones. Numbers in brackets refer to the ranked list.

DAYS 1 TO 30 | STOP THE LEAKS

ACTIONS

- Rebuild the mobile product page on the top 25 products [1]
- Launch the three-email abandoned-checkout sequence [2]
- Move express checkout up on cart and product pages [5]
- Add negative keywords, rewrite feed titles, add GTINs [3]
- Check that Shopify and GA4 agree on orders, revenue and time zone

WE MEASURE

- Mobile conversion rate
- Recovered checkouts and their revenue
- Google Ads return on spend
- Orders: Shopify vs GA4

DAYS 31 TO 60 | REBUILD THE FOUNDATION

ACTIONS

- Rewrite the top 8 collection pages with intro copy and clear titles [4]
- Rework the homepage around margin and bestsellers [6]
- Fix theme templates to link to clean product URLs [10]
- Remove unused apps and the scripts they leave behind

WE MEASURE

- Organic clicks to collection pages (Search Console)
- Homepage click-through to product pages
- Pages indexed vs submitted

DAYS 61 TO 90 | COMPOUND

ACTIONS

- Rewrite descriptions and add Product schema on the top 25 products [7]
- Publish two buying guides that link to collections [8]
- Finish script trimming and re-test mobile speed [9]
- Test one new campaign structure in Google Ads

WE MEASURE

- Organic sessions to product pages
- Mobile LCP (target under 2.5 s)
- Orders from organic search

Day 90 decision. We review each metric against the starting numbers, report what moved and what did not, and agree whether a monthly plan makes sense for the next quarter.

How these estimates were made

Every impact figure follows the same logic: **extra orders x average order value**. Each range uses a low and a high assumption for the lift. We show the working so you can challenge it.

ASSUMPTION	VALUE IN THIS SAMPLE
Monthly sessions	30,000 (64% mobile, 36% desktop)
Conversion rate	0.8% mobile, 2.1% desktop, about 1.3% overall (about 380 orders)
Average order value	\$68, so about \$26k revenue per month
Abandoned checkouts	About 700 per month
Google Ads	\$3,000 per month at a 2.0x return
Overlap and execution	Not every fix ships and fixes overlap, so we plan on capturing 40 to 60% of the summed range

Putting it together. The ten ranges sum to \$7,750 to \$15,200 per month. Taking 40 to 60% of that gives the planning range on page 1: about \$3,000 to \$9,000 per month by day 90.

What these numbers are not. They are not a forecast or a guarantee. Results depend on traffic, seasonality, how quickly changes ship and what competitors do. The point of a teardown is to show where the leaks are and what each is probably worth, so you can decide what to fix first.

What a real teardown draws on. Your Shopify reports, GA4, Search Console, Google Ads and Merchant Center data, a review of the theme and installed apps, and a walkthrough of your own store on a phone. Your figures replace every number in this sample.

Want this for your store?

Start with a free mini session. If it is useful, the full teardown is \$500 with no contract: ten ranked fixes for your store and a 90-day plan.

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