SAMPLE on an invented store. **Get yours free**, with a call and one fix done for you. Get my free report

One Bit Launch 9 October 2026

STORE GROWTH REPORT

yourstore.com

Prepared for Sample store owner. Checked the way a shopper sees it on a phone. Platform: Shopify.

68 out of 100

SETUP CHECKLIST SCORE · LOSING SALES IN 3 OF 7 AREAS

On a phone, shoppers have to scroll about 1.6 screens before they can add anything to the cart, and that is the biggest thing holding your sales back.

Good news first: Google can read your store, your ads are reporting sales data, and your trust and email basics are in place. What is costing you sales sits on the product page and in loading time, where the buy button is 1.6 screens down, Tabby and Tamara are not shown, and your homepage scores 38 out of 100 on a phone. Start by moving the buy button up, then add a pay later option, then make the pages lighter, and after that test product suggestions.

Where your store is losing sales

A shopper's path, from finding you to coming back. Each line says how a problem there costs you sales.

- **Getting found** · Good — All good
  Google can read your prices, stock and sitemap, so your products have a fair chance in search.
- **Ads that pay for themselves** · Good — All good
  Meta, Google Analytics and product views are all reporting, so your ads can learn who really buys.
- **The first few seconds** · Losing sales — 2 of 3 to fix
  Your homepage scores 38 out of 100 on a phone and weighs 6.2 MB, so visits are lost early.
- **Making the sale** · Losing sales — 2 of 6 to fix
  The buy button sits 1.6 screens down and we did not see Tabby or Tamara on the product page.
- **Trust** · Good — All good
  Reviews, a returns promise, a policy link and WhatsApp are all there, so new shoppers have less to worry about.
- **Bigger orders** · Losing sales — 1 of 3 to fix
  You show a free delivery goal, but we did not see any product suggestions, so orders stay small.
- **Customers coming back** · Good — All good
  Email sign-up, an email tool and correct email settings are in place, so past buyers can hear from you again.

Do these three first

1
Move the buy button higher on phones
1 to 3 hours

2
Show pay later on the product page
1 to 3 hours plus the provider's approval

3
Make your store load faster on phones
half a day to 2 days

Your own report includes a 20 minute call
We go through these jobs with you, answer your questions and tell you what we would do first if it were our store.
Get your own free report

Your jobs, in order

Ordered by how close each one is to the sale and how sure we are about it. Start with Job 1.

Job 1 · Making the sale

Move the buy button higher on phones

WHAT WE SAW

On a phone, the 'Add to cart' button on your product page sits about 1.6 screens down. Shoppers have to scroll before they can buy.

WHY THIS IS COSTING YOU SALES

> Every shopper who lands on that product page must scroll 1.6 screens to find the button, and some stop before they get there.

DO THIS IN SHOPIFY

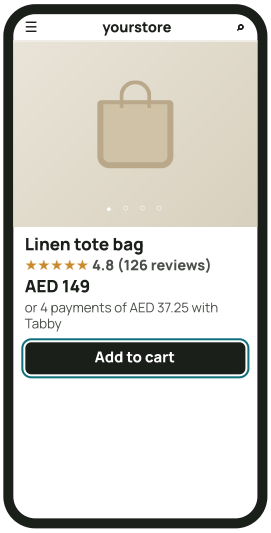
1. Open Online Store > Themes > Customize, then choose a product page from the page menu at the top.
2. In the left panel, drag the 'Buy buttons' block higher, just under the title and price.
3. Move long blocks (description, tabs, icons) below the buy button.
4. Save and open the product on your phone to check.

HOW YOU WILL KNOW IT WORKED

> Open any product on your phone. You should see the price and the buy button without scrolling.

Who: you, or a developer or freelancer **Time:** 1 to 3 hours

WHAT GOOD LOOKS LIKE



The price and the buy button are visible **without scrolling**.
Illustration, not a real store

Job 2 · Making the sale

Show pay later on the product page

WHAT WE SAW

We did not see Tabby or Tamara on your product page. Shoppers who would split the payment only find out at checkout, if at all.

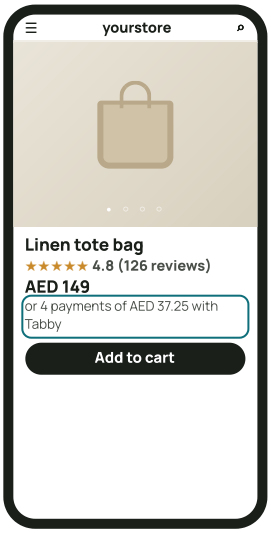
WHY THIS IS COSTING YOU SALES

> A shopper deciding on your product page cannot see a pay later option, so the price can feel too big and they leave before checkout.

DO THIS IN SHOPIFY

1. Apply with Tabby or Tamara (both take a fee on each order and approve stores case by case, so ask for the fee and whether you qualify first), then install their app from the Shopify App Store.
2. Then open Online Store > Themes > Customize > a product page and add the provider's app block under the price, so the instalment amount shows on the product page, not only at checkout.

WHAT GOOD LOOKS LIKE



The **instalment amount** right under the price.
Illustration, not a real store

HOW YOU WILL KNOW IT WORKED

> Open a product on your phone. Under the price you should see something like 'or 4 payments of ...'.

Who: you **Time:** 1 to 3 hours plus the provider's approval

Job 3 · The first few seconds

Make your store load faster on phones

WHAT WE SAW

Google's speed test scores your homepage 38 out of 100 on a phone. The page makes a phone download 6.2 MB, and we look for under 2 MB.

WHY THIS IS COSTING YOU SALES

> That extra 4 MB is extra waiting on mobile data, so people leave your homepage before they see a single product.

DO THIS IN SHOPIFY

1. In Shopify admin, open Apps and remove any app you no longer use. Many apps keep loading code on every page even after you stop using them.
2. Open Online Store > Themes. If your theme says an update is available, update it (newer themes load faster).
3. Re-upload your biggest homepage and product images at no more than 2,000 pixels wide.
4. Ask your developer to load the first homepage image straight away and every other image only when the shopper scrolls to it.

HOW YOU WILL KNOW IT WORKED

> Run your homepage through pagespeed.web.dev on a phone setting before and after. The phone score should go up and the page should feel faster on your own phone over mobile data.

Who: a developer or freelancer **Time:** half a day to 2 days

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Job 4 · Bigger orders WORTH TESTING

Test product suggestions on the product page

WHAT WE SAW

The product page we checked does not suggest any other products. A shopper who came for one item leaves with one item.

WHY THIS IS COSTING YOU SALES

> This one is worth testing: your product page shows no second item, so there is nothing inviting these shoppers to add more.

DO THIS IN SHOPIFY

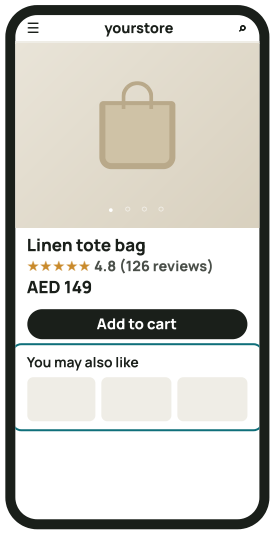
1. Open Online Store > Themes > Customize > a product page and add the 'Related products' (or 'Product recommendations') section.
2. For hand-picked pairs, use the Shopify Search & Discovery app to choose complementary products.

HOW YOU WILL KNOW IT WORKED

> Under your best seller, shoppers see other products that go with it.

Who: you **Time:** 1 to 2 hours

WHAT GOOD LOOKS LIKE



You may also like under the product.
Illustration, not a real store

Your store, stage by stage

Everything we checked (26 checks scored, 1 we could not check or that do not apply to you). "Worth a look" means we saw a sign of a problem but cannot be sure from outside your store; we will check it with you on the call.

Getting found Good

> **Why this matters for sales:** Shoppers search before they buy. If Google cannot read your store properly, it shows a competitor's product first and the click goes to them.

Google can read your prices, stock and sitemap, so your products have a fair chance in search.

Price and stock readable by Google	Yes	**Good**
Search result description	82 characters	**Good**
Sitemap for Google	Found	**Good**

Ads that pay for themselves Good

> **Why this matters for sales:** Ad platforms learn who to show your ads to from the sales your store reports back. If that link is missing, you pay for clicks from people who were never going to buy.

Meta, Google Analytics and product views are all reporting, so your ads can learn who really buys.

Meta (Facebook and Instagram) pixel	Found	**Good**
Google Analytics	Found	**Good**
Product views reported to your ad platforms	Seen in our test	**Good**

The first few seconds Losing sales

How this stops more sales: Most of your shoppers are on a phone. If the page is slow or something blocks it, they go back to what they were doing, and that visit is lost before they see a single product.

Your homepage scores 38 out of 100 on a phone and weighs 6.2 MB, so visits are lost early.

Real shoppers: how long the page takes to show	Google has no real-visitor timing for this page yet	Could not check
Google's speed test on a phone	38 / 100	Fix
Homepage size	6.2 MB	Fix
Nothing blocks the page when it opens	Clear	Good

Making the sale Losing sales

How this stops more sales: The product page is where the decision happens. Every extra scroll, missing photo or unanswered question gives the shopper a reason to wait, and most never come back.

The buy button sits 1.6 screens down and we did not see Tabby or Tamara on the product page.

Buy button visible without scrolling	1.6 screens down	Fix
Buy button stays on screen while scrolling	Not seen	Worth a look
Product photos	5 photos	Good
Product video	Not seen	Worth a look
Pay later (Tabby or Tamara) on the product page	Not seen	Fix
Delivery time shown near the buy button	Shown	Good

Trust Good

Why this matters for sales: A new shopper does not know you yet. Without reviews, a clear returns promise and an easy way to ask a question, many decide it is not worth the risk.

Reviews, a returns promise, a policy link and WhatsApp are all there, so new shoppers have less to worry about.

Reviews or star ratings on the product page	Shown	Good
Returns or guarantee promise near the buy button	Shown	Good
Returns policy linked	Linked	Good
Easy way to ask a question	Yes	Good
WhatsApp or live chat	Yes	Good

Bigger orders Losing sales

How this stops more sales: Getting a shopper to add one more item costs far less than finding a new shopper. Without suggestions, bundles or a free delivery goal, most orders stay small.

You show a free delivery goal, but we did not see any product suggestions, so orders stay small.

Suggestions for other products ("you may also like")	Not seen	Fix
Bundle or multi-buy offer	Not seen	Worth a look
Free delivery goal shown	Shown	Good

Customers coming back Good

Why this matters for sales: Your past buyers are your cheapest sales. If you are not collecting emails, or your emails land in spam, you pay for every sale again from scratch.

Email sign-up, an email tool and correct email settings are in place, so past buyers can hear from you again.

Email sign-up on the homepage	Found	Good
Email marketing tool	Found	Good
Email settings that keep you out of spam	Set up correctly	Good

What you are already doing well

- Google can read your prices and stock, your sitemap is there, and your description is 82 characters.
- Your Meta pixel, Google Analytics and product view reporting are all working, so your ads get the data they need.
- Reviews, a returns promise near the buy button, a contact option and WhatsApp are all in place for new shoppers.

Your checklist

Print this page and tick each job off.

- [ ] **Move the buy button higher on phones** · you, or a developer or freelancer · 1 to 3 hours
- [ ] **Show pay later on the product page** · you · 1 to 3 hours plus the provider's approval
- [ ] **Make your store load faster on phones** · a developer or freelancer · half a day to 2 days
- [ ] **Test product suggestions on the product page** · you · 1 to 2 hours

Next steps

1. Your free 20 minute call. Included with this report. We go through your jobs and answer your questions.

Get your own free report

2. Priority Fix Pack. We do your top jobs for you and show you the before and after. Fixed price, agreed in writing after the call, and the cost of this report comes off it.

3. Conversion Sprint. For stores with steady traffic: a focused month on your product pages, checkout and offers, with the changes measured.

For your developer

The same jobs, written for whoever builds your store.

Job 1: Move the buy button higher on phones

On a phone, the 'Add to cart' button on your product page sits about 1.6 screens down, so shoppers must scroll before they can buy.

1. On mobile (390x844), the add-to-cart button should sit within the first screen of the product page.
2. Move the price, variant picker and add-to-cart above the description, tabs and badges in the product template.
3. Keep the main image first, but limit its height on mobile so the buy area is still visible.

Job 2: Show pay later on the product page

We did not see Tabby or Tamara on your product page. Shoppers who would split the payment only find out at checkout, if at all.

1. Integrate the market's BNPL provider and enable its on-site messaging widget under the product price, not just at checkout.

Job 3: Make your store load faster on phones

Google's speed test scores your homepage 38 out of 100 on a phone. Your homepage makes a phone download 6.2 MB before it is complete. We look for under 2 MB, because every extra MB is extra waiting on mobile data.

1. Measure first: run PageSpeed Insights on the homepage and the main product page and note the largest items.
2. Serve images in WebP/AVIF at display size; preload and eager-load the LCP image, lazy-load everything below the fold.
3. Remove unused third-party scripts and apps; defer non-critical JavaScript.
4. Re-test the same pages and compare.

Job 4: Test product suggestions on the product page

The product page we checked does not suggest any other products, so a shopper who came for one item leaves with one item.

1. Add a 'You may also like' / complementary products section to the product template, hand-picked for best sellers.

How we checked: on 9 October 2026 we loaded your homepage and one product page (https://yourstore.com/products/everyday-tote) in a real browser set to a phone screen (iPhone size), from a test computer in France. A visitor from your own country may see a different language, currency or popup. Speed figures come from Google PageSpeed Insights and, where Google has enough data, from real Chrome users. We only read what any visitor can see; anything inside your checkout, your admin or behind a login is not checked. The score counts only the checks that apply to your store. Report reference SAMPLE.

Questions or feedback on this report? Reply to our email in Arabic or English, whichever you prefer.

One Bit Launch runs its own online stores, zamani and Coloring Palestine, and builds and fixes stores for other brands.