

Conversion Rate Optimisation Audit

Retail & E-Commerce

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Audit your store for why visitors do not buy — a funnel diagnosis from landing to checkout with likely issues and fixes, quick wins, trust builders and A/B test ideas. Fill in your details below.

Purpose of this tool & output

Find why visitors do not buy and fix it

How the output is used

Use the audit to find why visitors do not buy and to prioritise the fixes that lift conversion.

Who should vet it

A CRO/e-commerce specialist, to confirm the findings and test plan.

Important cautions

AI-generated audit; validate with your analytics before acting.

Companion documents

- D2C Brand Launch Plan
- Shopify / Website Setup Guide
- Brand Story & Messaging
- Product Page Copywriter
- Subscription Model Designer
- Checkout & Payments Optimiser

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.