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PREPARED FOR LIVID

SAMPLE FINDINGS REPORT

86% of your traffic lands on one page. That page is where sales leak.

A Shopify CRO audit of Shop Livid, covering the homepage, product page, cart and checkout. Includes an off-site review of traffic, range, pricing and acquisition. Every finding was verified and ranked by what it costs.

7,757	86%	1.6%	4.5%
SESSIONS AUDITED	LAND ON ONE PRODUCT PAGE	THAT PAGE CONVERTS	HOMEPAGE CONVERTS

Shop Livid (Livid Melbourne) | shoplivid.com

Prepared 11 October 2026

1. BASELINE

A healthy store with one concentrated problem.

Scope: homepage, product detail page, cart and checkout. Windows: Google Analytics 28 Sep to 4 Oct 2026, Shopify 28 Sep to 4 Oct and 21 to 27 Sep, visitor behaviour and scroll data over 30 days.

TRAFFIC, 7 DAYS

7,757

sessions from 6,425 users. Facebook paid brings 79% of all traffic, Google organic 9%.

MOBILE SHARE

91%

of sessions are on mobile, with 5% on desktop and 4% on tablet. Bounce rate is 43.6%.

TRUE CONVERSION RATE

2.36%

Shopify's figure. Analytics shows 2.09% because it under-counts orders by 13 to 15%.

WEEK OVER WEEK

-27.3%

Traffic fell and conversion held flat, so the dip is traffic-driven, not a conversion failure.

THE MOST IMPORTANT READ

86% of traffic lands directly on one product page, and that page converts at roughly a third of the rate of your homepage.

LANDING PAGE	SESSIONS	CONVERSION	BOUNCE	ENGAGEMENT
Product page (iPhone leather case)	6,690	**1.6%**	46%	56.8%
Homepage	647	**4.5%**	16%	85.5%

The same product sells far better when the visitor meets the brand first. That points away from the cart and checkout. It is a cold-traffic-on-a-product-page problem: paid social is being sent to a merchandising page that assumes the visitor already knows who you are, and 46% leave without engaging.

Everything in this audit is read through that lens. The product page is the storefront, and it is currently built as a catalogue entry.

2. WHAT WE FOUND

Four findings, each with a fix you can approve.

PRODUCT PAGE | WHERE THE MONEY IS LOST

A mystery discount overlay interrupts the buy decision, and its taps often do nothing.

A floating "Claim mystery discount" tab leads to a four-step flow that asks for an email and a mobile number before showing a 5% code, on a page where the visitor has not yet decided to buy. Over 30 days its controls drew about 4,600 taps across roughly 4,400 sessions that produced no response, including about 1,370 sessions on the main claim button.

Two problems: it interrupts, and its interaction is unreliable.

CART

The cross-sell offers the item already in the bag.

With the A$99 iPhone Leather Case in the cart, the "You may also like" drawer leads with the same case in another variant. The MagSafe Card Wallet, AirPods case and Apple Watch strap only come after. The best cross-sell position at the highest-intent moment is spent re-offering what the customer just chose.

CART

The cart does not confirm the free shipping you promise.

The announcement bar promises free shipping over A$80 on every page. The cart total is A$99, yet the cart says "Taxes and shipping calculated at checkout". The shipping policy page never states the A$80 threshold, and a product page FAQ says free shipping on all orders. Three statements of one benefit, none confirmed where the visitor decides.

HOMEPAGE

The page sells two phone generations in one scroll, and shows no prices.

The hero reads "iPhone 18 Pro Cases" while a section further down still reads "iPhone 17 Pro Cases" with a 17 Pro image. No price appears above the fold, on the category tiles or on any product block. The homepage already converts at 4.5% without prices, so a clear price and a direct buy path should lift it further.

3. RANKED BY WHAT THEY COST YOU

Seven verified issues, ranked.

#	ISSUE	SURFACE	COSTS YOU	EFFORT
1	Mystery-discount overlay interrupts the buy decision	Product page	Add-to-cart rate	Low
2	Cart cross-sell leads with the item already in the bag	Cart	Cart to checkout rate, order value	Low
3	Cart does not confirm unlocked free shipping	Cart	Cart to checkout rate	Trivial
4	Review widget shows unanswered questions as reviews	Product page	Social proof quality	Trivial
5	Homepage mixes iPhone 18 and iPhone 17 Pro	Homepage	Landing relevance, bounce	Trivial
6	No prices on the homepage	Homepage	Click-through to products	Medium
7	Begin-checkout tracking under-fires against actual orders	Tracking	Every funnel number below the product page	Medium

Phase 1: this week, defects and missed promises

1. Remove the mystery-discount overlay from the product page, or cut it to a single email step for first-time visitors only. **Direct impact on add-to-cart rate.**
2. Change the cart cross-sell to exclude the product in the bag and lead with the MagSafe Card Wallet, AirPods case or Apple Watch strap.
3. Add a free-shipping confirmation line to the cart drawer, and state the A$80 threshold on the shipping policy page.
4. Fix the homepage section so the whole page speaks to one phone generation.

Phase 2: this month, after Phase 1 lands

5. Add prices to the homepage category tiles and product blocks, with a direct path to buy.

4. BEYOND THE STOREFRONT

Where the next revenue is, outside the website.

The same audit looks past the store at traffic quality, range, markets, pricing and acquisition, benchmarked against five competitors.

ORGANIC VS PAID, VALUE PER SESSION

4.8x

Each Google organic session is worth 4.8 times a paid Meta session, and paid Meta brings 79% of all traffic.

ACCESSORIES PER CASE SOLD

14.6%

Roughly one accessory for every seven case buyers. Vendor-reported norms for new handset buyers are 2.3 to 3.1 within six months.

UK CONVERSION VS AUSTRALIA

4.06%

Against 2.51% at home, yet standard delivery to the UK and Canada is quoted at 7 to 14 business days.

DISCOUNTS, WEEK TO 4 OCT

7.9%

of gross sales went on discounts in the week to 4 Oct, on a brand whose argument is quality.

Off-site levers, in the order you can work them

#	LEVER	WHY IT MATTERS
1	**Shift spend toward owned and organic**	Organic is worth 4.8x more per session. Moving it from 8.6% of sessions to 20% changes the economics of the business.
2	**Fix the ad-to-landing promise**	72% of sessions arrive from inside the Meta apps and leave in under 35 seconds.
3	**Build email and SMS around a clean capture**	74% of visitors are new, and one four-step overlay is the only capture running.
4	**Broaden the range along the MagSafe spine**	Four products in the catalogue. Competitors monetise dozens of categories.
5	**Open an affiliate and creator programme**	Every competitor benchmarked has at least one acquisition channel Livid has none of. 1,110 reviews at 4.5 give creators something to work with.

Figures in AUD. Industry attach-rate norms are vendor-reported, not independently audited. Source-quality flags are listed in the full audit.

Find what is costing your store sales.

Eulav runs this audit on your store, then tests the fixes you approve. See a measurable lift in your first 30 days, or get a refund.

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