CODEWHIZ

FREE STORE AUDIT · SAMPLE REPORT

Kettle & Co.

https://kettleandco.example

Prepared for	**Sam Taylor, founder**
Platform	**Shopify, theme “Dawn”**
Reviewed by	**A senior developer, CodeWhiz**
Date	**30 October 2026**

Kettle & Co. is a made-up brand. The store, numbers and findings in this sample are invented to show what a CodeWhiz store audit looks like.

SUMMARY

Where your store stands

Kettle & Co. looks good and explains each tea well. The biggest thing holding sales back is speed on phones: four apps load on every page and the homepage banner is very large, so the first screen takes over four seconds. Start there, then show delivery times next to the Add to cart button.

54
Phone speed
Needs work

88
Desktop speed
Needs work

15
Changes suggested
3 high impact

The five changes that matter most

1. **Four apps load on every page, even where they aren't used**
   Speed on phones · High impact · From $500
2. **The homepage banner is a 2.4 MB image**
   Speed on phones · High impact · Free
3. **Delivery time isn't shown next to Add to cart**
   Product pages · High impact · From $250 per change
4. **The add-to-cart button scrolls away on phones**
   Product pages · Medium impact · From $250 per change
5. **Best sellers sit below three banners on phones**
   Homepage and menus · Medium impact · From $250 per change

PART 1 OF 8

Speed on phones

Most of your visitors arrive on a phone, so we measure there first.

Page	Phone score	Desktop score	Main content shown (phone)	Page weight
Home	54	88	4.2 s	3,610 KiB
Collection	61	90	3.6 s	2,240 KiB
Product	48	85	4.6 s	2,980 KiB

Biggest outside scripts on your homepage: Chat widget (380 KB, 410 ms blocking); Pop-up app (260 KB, 220 ms blocking); Reviews app (240 KB, 150 ms blocking); Currency converter (190 KB, 110 ms blocking).

Four apps load on every page, even where they aren't used

High impact

WHAT WE SAW

A chat widget, a pop-up, your reviews app and a currency converter add 1.1 MB and almost a second of waiting to every page on a phone.

WHY IT MATTERS

Every extra second before the first screen appears loses visitors, and phones on mobile data feel it most.

WHAT TO DO

Remove the currency converter (Shopify Markets already shows local prices), load reviews only on product pages, and start the chat widget after the page has loaded.

We can do this: Speed fix — **From $500**

The homepage banner is a 2.4 MB image

High impact

WHAT WE SAW

The banner is the largest thing on the homepage and the last part of the first screen to appear on a phone.

WHY IT MATTERS

It's the first thing people see. Until it loads, the page looks empty.

WHAT TO DO

Save it as a WebP image under 300 KB and upload it again. Shopify then serves smaller sizes to phones on its own.

You can do this yourself — **Free**

PART 2 OF 8

Homepage and menus

Best sellers sit below three banners on phones

Medium impact

WHAT WE SAW

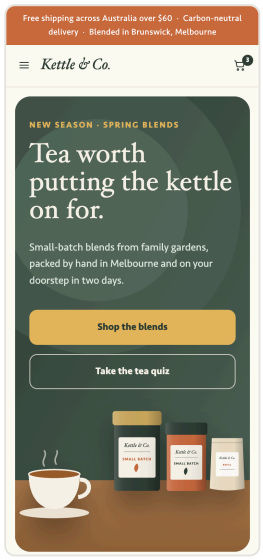
On a phone, the first product appears after three full-screen banners.

WHY IT MATTERS

Visitors who don't see a product in the first two screens rarely scroll further.

WHAT TO DO

Move the best sellers row straight under the main banner, and shorten the banners on phones.



We can do this: Theme customisation — **From $250 per change**

Menu labels don't match how people shop

Low impact

WHAT WE SAW

The menu reads "Collections, Journal, Visit".

WHY IT MATTERS

New visitors look for the kind of tea they want, not your section names.

WHAT TO DO

Rename them "Shop tea", "Gifts" and "Brewing guides" in Online Store, Navigation.

You can do this yourself — **Free**

PART 3 OF 8

Collections and search

No way to filter 48 teas by type or caffeine

Medium impact

WHAT WE SAW

All teas are in one list with sorting only.

WHY IT MATTERS

People who want a caffeine-free evening tea have to read every product.

WHAT TO DO

Add filters for tea type, caffeine and flavour with Shopify's Search & Discovery app and product metafields.

We can do this: Theme customisation

From $250 per change

PART 4 OF 8

Product pages

Delivery time isn't shown next to Add to cart

High impact

WHAT WE SAW

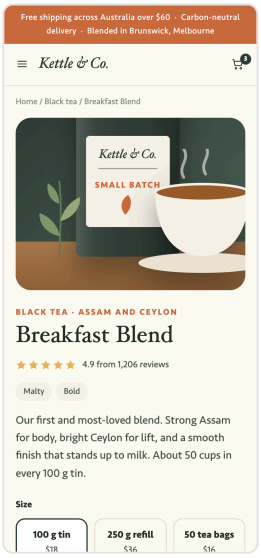
Delivery costs and times are only on a separate Delivery page.

WHY IT MATTERS

Unexpected delivery costs and times are among the top reasons people leave at checkout.

WHAT TO DO

Add a line under the button, such as "Free delivery over $60 · Ships in 2 days".



We can do this: Theme customisation

From $250 per change

The add-to-cart button scrolls away on phones

Medium impact

WHAT WE SAW

After the photos and description, shoppers have to scroll back up to buy.

WHY IT MATTERS

A button that stays in view on long product pages usually lifts add-to-carts on phones.

WHAT TO DO

Add a slim bar with the price and Add to cart that appears once the main button scrolls out of view.

We can do this: Theme customisation — **From $250 per change**

The star rating sits at the bottom of the page

Medium impact

WHAT WE SAW

Reviews show only below the description, so shoppers miss them.

WHY IT MATTERS

A rating near the price is one of the strongest reasons to trust a small brand.

WHAT TO DO

Switch on the star rating under the product title in your reviews app's settings.

You can do this yourself — **Free**

PART 5 OF 8

Cart and checkout

Express payment buttons only appear at checkout

Medium impact

WHAT WE SAW

Shop Pay, Apple Pay and Google Pay aren't offered in the cart.

WHY IT MATTERS

Shoppers who already use them can pay in two taps, without typing an address.

WHAT TO DO

Turn on dynamic checkout buttons in your theme's cart settings.

You can do this yourself — **Free**

The free delivery threshold isn't shown in the cart

Medium impact

WHAT WE SAW

Free delivery over $60 is only mentioned in the footer.

WHY IT MATTERS

Showing how close someone is to free delivery is a simple way to raise the order value.

WHAT TO DO

Add a progress line to the cart, such as "You're $12 away from free delivery".

We can do this: Theme customisation — **From $250 per change**

PART 6 OF 8

Trust and content

The returns policy is hard to find

Low impact

WHAT WE SAW

It's linked only from the bottom of the footer.

WHY IT MATTERS

First-time buyers check returns before they trust a new shop.

WHAT TO DO

Link it under the Add to cart button and in the cart.

You can do this yourself — **Free**

PART 7 OF 8

Search basics

Page title	“Kettle & Co. – Small-batch tea from Melbourne”
Meta description	133 characters
Main headings (H1) on the homepage	2
robots.txt and sitemap	Found / Found

Product descriptions repeat the supplier's wording

Medium impact

WHAT WE SAW

Several descriptions match text used by other shops selling the same teas.

WHY IT MATTERS

Google tends to show the original, so these pages are harder to find.

WHAT TO DO

Rewrite the ten best sellers first, in your own voice, with how each tea tastes and when to drink it.

You can do this yourself — **Free**

The homepage has two main headings

Low impact

WHAT WE SAW

Both the logo and the banner title are marked as the main heading (H1).

WHY IT MATTERS

One clear main heading helps Google understand what the page is about.

WHAT TO DO

Keep the banner title as the only H1.

We can do this: Theme customisation — **From $250 per change**

PART 8 OF 8

Store protection

Secure connection (HTTPS)	Yes
Email sender record (SPF)	Found
Email spoofing policy (DMARC)	Found, policy “none”
Outside scripts on the homepage	8 sources

Email spoofing protection isn't switched on

Medium impact

WHAT WE SAW

Your domain's DMARC policy is set to "none".

WHY IT MATTERS

Scammers can send emails that look like they come from your shop, for example fake order or refund emails.

WHAT TO DO

Ask whoever manages your domain to change the DMARC policy to "quarantine" once its reports look clean.

You can do this yourself — **Free**

Two apps you removed still load their code

Low impact

WHAT WE SAW

Your homepage loads scripts from two apps that are no longer installed.

WHY IT MATTERS

Leftover code slows every page and may send visitor data to companies you no longer use.

WHAT TO DO

Remove the leftover snippets from your theme.

We can do this: Theme customisation — **From $250 per change**

ACTION PLAN

Everything in one list

Start with the high-impact changes. Prices are fixed before we start, paid in stages, with 30 days of free fixes after launch.

Quick wins you can do yourself

Change	Part	Impact	Price
The homepage banner is a 2.4 MB image	Speed on phones	High	Free
The star rating sits at the bottom of the page	Product pages	Medium	Free
Express payment buttons only appear at checkout	Cart and checkout	Medium	Free
Product descriptions repeat the supplier's wording	Search basics	Medium	Free
Email spoofing protection isn't switched on	Store protection	Medium	Free
Menu labels don't match how people shop	Homepage and menus	Low	Free
The returns policy is hard to find	Trust and content	Low	Free

Changes we can make, at a fixed price

Change	Part	Impact	Price
Four apps load on every page, even where they aren't used	Speed on phones	High	From $500
Delivery time isn't shown next to Add to cart	Product pages	High	From $250/change
Best sellers sit below three banners on phones	Homepage and menus	Medium	From $250/change
No way to filter 48 teas by type or caffeine	Collections and search	Medium	From $250/change
The add-to-cart button scrolls away on phones	Product pages	Medium	From $250/change
The free delivery threshold isn't shown in the cart	Cart and checkout	Medium	From $250/change
The homepage has two main headings	Search basics	Low	From $250/change
Two apps you removed still load their code	Store protection	Low	From $250/change

Next step: a 20-minute call

We'll walk you through this report, answer your questions and help you decide what to do first. There's no obligation.

Book the call · **hello@thecodewhiz.com** · **thecodewhiz.com**

This report is based on your store's public pages on 30 October 2026, seen on a phone and a laptop. Speed numbers come from Google PageSpeed Insights and change from run to run. Every change is one that usually helps stores sell more, but we can't promise a particular result.