

CRO

The Conversion-First Storefront Checklist

The checks that separate a store that sells from a store that just looks nice — in priority order.

By Dynara Digital · 7 min read · Updated Sep 2026

A beautiful store that doesn't convert is an expensive brochure. Conversion isn't about more design — it's about removing friction and answering the buyer's next question before they have to ask it. Run these checks in order; the top ones move the most money.

Above the fold (highest impact)

- The promise is clear in **5 seconds**: what it is, who it's for, why it's better.
- One primary call to action, visually dominant. Not three competing buttons.
- Proof is immediate — reviews, star rating, or a recognizable trust signal in view without scrolling.
- Loads fast on mobile. Every second of load time bleeds conversions, and most of your traffic is on a phone.

If the top of the page doesn't sell, nothing below it gets the chance to.

Product page

- Benefit-led copy first, specs second. People buy the outcome, then justify with details.
- Objection handling built into the page: shipping, returns, "will this work for me?"
- Real reviews with photos near the buy button, not buried at the bottom.
- Clear pricing and any bundle/subscribe option presented as the obvious choice.

Cart & checkout (where money leaks fastest)

- Fewest possible form fields. Every field is a place to abandon.
- Express payment options (Shop Pay, Apple Pay) visible immediately.
- Shipping cost shown early — surprise fees at checkout are the #1 abandonment cause.
- Trust badges and a visible return/guarantee at the moment of payment.

Mobile-first, always

Most DTC traffic is mobile. If you QA on desktop only, you're optimizing the version most of your buyers never see. Every check above should be verified at roughly 390px wide, on a real phone, on real network speed.

THE ONE-LINE VERSION

Sell above the fold, answer objections on the product page, strip friction from checkout — and test it all on mobile first.

