

A better route from browse to buy.

7 ways to turn more Shopify visitors into customers

Seven practical checks for your storefront. One clear action per check. Start with the evidence, choose one change, then measure what happened.

7 CHECKS. ONE NEXT MOVE.

For Shopify founders and ecommerce teams.
Practical guidance, not a promise of a conversion lift.

01

Put the delivery promise beside the buy button

A shopper deciding whether to buy needs to know when the order can arrive and what delivery costs. A policy link in the footer leaves that question unanswered at the moment it matters.

CHECK YOUR STORE

Open your three most-visited product pages on a phone. Without opening another page, can you find the delivery estimate, shipping price or threshold, and any destination restrictions? Check a real destination in each market you serve.

MAKE ONE CHANGE

Add one accurate delivery line beside the buy button. Use the rates and fulfilment timings your store can actually support. Link to the full shipping policy for exceptions.

WHAT THIS LOOKS LIKE

Example only: Dispatches in 1-2 working days. UK delivery £3.95; free over £60. Confirm these details against your own operations before publishing.

MEASURE WITH CARE

Watch product-page-to-cart rate and revenue per visitor. If you change a free-shipping threshold, include shipping subsidy and gross margin in the decision.

DONE WHEN

A shopper can understand delivery timing and cost without leaving the product page.

02

Make the next tap obvious on mobile

A useful product description cannot help if popups, sticky banners or unclear options block the route to adding the right item. Walk the page as a first-time shopper would.

CHECK YOUR STORE

In a private mobile browser, open a product, choose a variant and add it to the cart. Dismiss only what a customer would need to dismiss. Check that selected options, stock status and the button's result are clear.

MAKE ONE CHANGE

Remove one obstruction from the buying path: a banner covering the button, an unclear size selector, or a cart confirmation that hides the next step. Keep essential consent controls usable.

WHAT THIS LOOKS LIKE

Instead of an unexplained disabled button, show: Choose your size. After adding an item, confirm the selected size and offer a clear View cart action.

MEASURE WITH CARE

Compare mobile add-to-cart rate and cart-to-checkout rate. Check errors and accessibility as well as clicks; more clicks alone do not prove a better purchase journey.

DONE WHEN

Someone can select the right item and reach the cart on a phone without assistance.

03

Answer the question that holds the purchase up

The missing answer changes by product. For clothing it may be fit; for skincare, ingredients; for homeware, dimensions. Put the answer where a shopper needs it rather than adding more general copy.

CHECK YOUR STORE

Read recent support questions and reviews for your best-selling product. Group repeated questions, then check whether the product page answers the most common one in plain language.

MAKE ONE CHANGE

Add a short answer to the most repeated buying question near the relevant choice. Include the evidence: a size chart, dimensions, ingredients list or a useful product image.

WHAT THIS LOOKS LIKE

Illustrative apparel answer: Between sizes? Compare your measurements with the size chart before choosing. Use your actual garment measurements and fit guidance.

MEASURE WITH CARE

Track conversion for the affected product and support contacts about that question. Review return reasons too, so extra orders do not hide a worse fit decision.

DONE WHEN

The most common pre-purchase question has a specific, easy-to-find answer.

04

Make returns clear before checkout

Uncertainty about returns can make a purchase feel risky. A concise summary helps shoppers understand the commitment while the full policy carries the detail.

CHECK YOUR STORE

On a product page and in the cart, look for the return window, item conditions, who pays return postage and relevant exclusions. Compare the summary with your current policy.

MAKE ONE CHANGE

Add a short returns summary and a visible link to the full policy. Be explicit about final-sale items, hygiene exclusions or personalised products where relevant.

WHAT THIS LOOKS LIKE

A useful format: Return window / condition required / return postage / exclusions. Fill it with your actual terms; do not imply free returns if customers pay.

MEASURE WITH CARE

Watch checkout starts and completed orders alongside return rate, refund cost and support questions. A clearer policy should set an accurate expectation.

DONE WHEN

The summary and full policy agree, including costs and exclusions.

05

Remove surprises from the cart

The cart is where shoppers check what they are committing to. Unexpected charges, unclear discounts or lost selections can interrupt a purchase even when the product page did its job.

CHECK YOUR STORE

Add a product and a variant, apply a valid discount, change quantity and continue to checkout. Check your main shipping markets. Compare the cart subtotal with the final payable total and explain differences.

MAKE ONE CHANGE

Fix the first avoidable surprise you find. Show known shipping costs or explain when they are calculated. Make discounts, quantities and selected variants easy to review.

WHAT THIS LOOKS LIKE

If shipping depends on address, say Shipping calculated at checkout and link to the rates. If duties may apply, explain them before payment using your actual market settings.

MEASURE WITH CARE

Track cart-to-checkout and checkout completion by device and market. Check revenue per visitor and margin if the change affects discounts or delivery costs.

DONE WHEN

The shopper can explain the total and verify the items before paying.

06

Give the product room to load

Large images and unnecessary scripts can delay the moment a shopper can see and use a page. Improve the real experience on your important pages before chasing a score.

CHECK YOUR STORE

Review Shopify's web performance reporting and test a top product page on a phone. Look for delayed main images, shifting controls and sluggish taps. List apps loading scripts on that page.

MAKE ONE CHANGE

Choose one evidenced bottleneck. Serve an appropriately sized main image, avoid lazy-loading the first visible product image, or remove a redundant app embed after checking its purpose on a duplicate theme.

WHAT THIS LOOKS LIKE

Load the visible hero image promptly. Lazy-load images farther down the page. Test cart, variants and analytics after changing any app or script.

MEASURE WITH CARE

Compare real-user LCP, INP and CLS where available. Check purchases and errors too. A single lab run varies and cannot establish a conversion improvement.

DONE WHEN

The change improves the identified loading or interaction problem without breaking the buying path.

07

Choose one change and measure the result

A list of observations is a starting point. Store data helps you choose what deserves attention; a fair comparison helps you understand whether the change helped.

CHECK YOUR STORE

For each issue, note the affected pages, relevant traffic, evidence, effort and risk. Identify the event you want to improve and the business metric that must not get worse.

MAKE ONE CHANGE

Write a one-change brief: observation, proposed change, primary metric, guardrail, owner and review date. Use a controlled test where traffic supports it. With low traffic, use cautious before-and-after evidence and record other changes.

WHAT THIS LOOKS LIKE

Hypothesis: a clear delivery line reduces uncertainty. Change: add the current delivery promise beside Add to cart. Primary metric: revenue per visitor. Guardrails: margin, refunds and checkout errors.

MEASURE WITH CARE

Choose the measurement plan before launch. Do not call a winner from a few orders or repeated peeking. Record an inconclusive result honestly and check promotions, traffic mix and seasonality.

DONE WHEN

One approved change has a written measurement plan and an owner.

Start with your store.

Use the seven checks to choose what to investigate. A storefront observation is a hypothesis. Your sessions and orders help decide what matters; measurement tells you what changed.

1. Pick one issue with clear evidence.
2. Write the change, metric and guardrail.
3. Assign an owner and review date.

WANT THE CHECKS APPLIED TO YOUR STORE?

Get your free Liftable scan.

No install. Storefront evidence, a clear next step.

liftable.dev/#scan

Want to discuss what you found? rich@liftable.dev

SOURCES AND SCOPE

Shopify: Ecommerce checkout best practices

Shopify: Theme performance best practices

Liftable: How we measure

Original Liftable guidance, informed by the sources above. Examples are illustrative. Outcomes depend on your store, traffic and implementation. Not affiliated with Shopify.