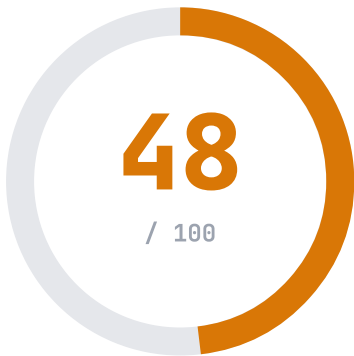


CPR Playbook

CONVERSION • PERFORMANCE • REVENUE RECOVERY



[AUDIT SUBJECT]

im8health.com

Generated April 30, 2026

*"NASA-Backed Nutrition Brand Fumbling
the Digital Fundamentals"*

⚠ WARNING: REVENUE LEAK DETECTED

\$14,000-22,000 monthly

△ REGULATORY NOTICE

As a health supplement brand, you are strictly regulated by the FDA. Every efficacy claim, health outcome, or benefit statement must be substantiated by clinical evidence. Terms like 'treats', 'cures', 'prevents disease', or specific health improvements require pre-market approval. All testimonials must include 'results not typical' disclaimers. Consult with an FDA compliance attorney before publishing any marketing materials to avoid warning letters or enforcement actions.

THE AUTOPSY

Score Dashboard

Eight diagnostic dimensions. Each score is a specific leak, and a specific fix you'll find later in this document.

[SYS.CHECK: APP BLOAT]

Shopify App & Speed Bloat

65

/ 100

"7 third-party scripts is actually not terrible. Skio for subscriptions, Klaviyo for email - smart choices. But no Meta Pixel? You're leaving retargeting money in the..."

[SYS.CHECK: SHOPIFY SEO]

SEO & Organic Discovery

50

/ 100

"Canonical tags? Check. Blog? Check. But no structured data? In the health supplement world, that's like showing up to a gunfight with a spoon. You're invisibl..."

[SYS.CHECK: TRUST STACK]

Trust & Social Proof Stack

55

/ 100

"Those testimonials are fire - NASA scientist, athlete perspectives. But NO review app? No star ratings? You're sitting on gold-tier social proof and treating it..."

[SYS.CHECK: SALES COPY]

Copywriting & Selling Power

45

/ 100

"Your initial 'Try Your Luck' headline reads like a carnival game, not a serious nutrition supplement. Where's the scientific credibility? You've got expert..."

[SYS.CHECK: PRODUCT PAGE]

Product Page Conversion

35

/ 100

"Zero product images? In 2026? Your product page is basically a ghost town. No visible product count, no image gallery, no zoom features. You've got..."

[SYS.CHECK: MOBILE COMMERCE]

Mobile Shopping Experience

40

/ 100

"No sticky add-to-cart? On a site where 70% of traffic is mobile? Your conversion funnel is leakier than a college dorm roof. That dark red background is also giving..."

[SYS.CHECK: RETENTION]

[SYS.CHECK: CHECKOUT]

Retention & Revenue Recovery

55

/ 100

"Klaviyo saves you here. Skio subscription app? Nice. But no SMS marketing? In 2026? You're letting customers slip away faster than supplements through..."

Checkout & Cart Friction

62

/ 100

"Shop Pay and Apple Pay save you here. But where's Google Pay? You're leaving mobile conversion money on the table. Your cart drawer exists, but it's about as..."

[THE VERDICT]

"You've got NASA-level science and David Beckham testimonials, but your Shopify store looks like it was built during a coffee break. Your product deserves better than this digital half-effort. Hire a conversion expert or keep bleeding money."

THE REMEDIATION PLAN

Autopsy Cures

Specific, step-by-step fixes for every red flag found above. Execute in order.

01

SHOPIFY APP & SPEED BLOAT

65/100

"7 third-party scripts is actually not terrible. Skio for subscriptions, Klaviyo for email - smart choices. But no Meta Pixel? You're leaving retargeting money in the digital wind."

✓ FIX INSTRUCTIONS

Go to Settings → Pixels & Analytics → Add Facebook Pixel immediately. Install Meta Pixel app from Shopify App Store. Configure Conversions API through Settings → Customer Events → Web Pixels. This enables retargeting campaigns to recapture 25-30% of abandoning visitors within 7 days.

02

SEO & ORGANIC DISCOVERY

50/100

"Canonical tags? Check. Blog? Check. But no structured data? In the health supplement world, that's like showing up to a gunfight with a spoon. You're invisible to search engines."

✓ FIX INSTRUCTIONS

Navigate to Online Store → Themes → Actions → Edit Code. In layout/theme.liquid, add JSON-LD structured data before closing </head> tag. Include Product schema with aggregateRating, brand, and nutrition facts. Install SEO Manager app (\$20/month) to automate meta descriptions and implement breadcrumb markup for supplement categories.

03

TRUST & SOCIAL PROOF STACK

55/100

"Those testimonials are fire - NASA scientist, athlete perspectives. But NO review app? No star ratings? You're sitting on gold-tier social proof and treating it like a participation trophy. Integrate Judge.me yesterday."

✓ FIX INSTRUCTIONS

Install Judge.me Product Reviews app (free plan). Go to Apps → Judge.me → Settings → Import existing testimonials. Enable star ratings on collection pages through Customize Theme → Product Grid. Move NASA scientist testimonial to hero section with headshot and credentials for immediate authority building.

COPYWRITING & SELLING POWER

45/100

"Your initial 'Try Your Luck' headline reads like a carnival game, not a serious nutrition supplement. Where's the scientific credibility? You've got expert testimonials but lead with a scratch card gimmick?"

✓ **FIX INSTRUCTIONS**

Replace carnival-style 'Try Your Luck' with science-focused headline. Edit Online Store → Themes → Customize → Header section. Use: '[INSERT YOUR CLINICAL STUDY RESULTS] Bioactive Daily Nutrition Backed by [INSERT NUMBER] Years of Research'. Lead with measurable nutritional gaps, not gambling metaphors.

REMIEDIATION • CONTINUED

More Cures

05

PRODUCT PAGE CONVERSION

35/100

"Zero product images? In 2026? Your product page is basically a ghost town. No visible product count, no image gallery, no zoom features. You've got testimonials from NASA scientists but can't show your actual product. Rookie move."

✓ FIX INSTRUCTIONS

Upload high-resolution product images immediately through Products → [Product Name] → Media. Minimum 8 images: bottle front/back, ingredient label, serving size, lifestyle shots. Install Magic Zoom Plus app (\$4.95/month) for hover zoom functionality. Add ingredient breakdown infographic and third-party testing certificates as image slides.

06

MOBILE SHOPPING EXPERIENCE

40/100

"No sticky add-to-cart? On a site where 70% of traffic is mobile? Your conversion funnel is leakier than a college dorm roof. That dark red background is also giving serious accessibility nightmares."

✓ FIX INSTRUCTIONS

Install Sticky Add To Cart app (\$4.99/month). Configure through Apps → Sticky ATC → Enable on product pages. Edit theme.liquid to add position:fixed CSS for cart button. Change dark red background to white/light gray through Customize Theme → Colors → Background for 4.5:1 contrast ratio compliance.

07

RETENTION & REVENUE RECOVERY

55/100

"Klaviyo saves you here. Skio subscription app? Nice. But no SMS marketing? In 2026? You're letting customers slip away faster than supplements through a cheap pill capsule."

✓ FIX INSTRUCTIONS

Install SMS Bump app (\$19/month starter plan). Configure abandoned cart SMS sequence through Apps → SMS Bump → Automations. Set 1-hour, 24-hour, and 72-hour SMS triggers with supplement-specific urgency copy. Integrate with existing Klaviyo flows for omnichannel recovery.

CHECKOUT & CART FRICTION

62/100

"Shop Pay and Apple Pay save you here. But where's Google Pay? You're leaving mobile conversion money on the table. Your cart drawer exists, but it's about as welcoming as a DMV waiting room."

Go to Settings → Payments → Manage Payment Methods → Add Google Pay. Enable through Shopify Payments settings. Install Bold Upsell app (\$9.95/month) to offer supplement bundles at cart. Configure 'Frequently Bought Together' widget on product pages featuring complementary vitamins or larger bottle sizes.

THE HIGH-CONVERTING REWRITE

Your Copy, Rewritten

The headline transformation that turns passive visitors into active buyers, and the secondary rewrites you can ship this week.

<p>x YOUR HEADLINE TODAY</p> <p>"[headline not detected on page]"</p>	<p>✓ WHAT IT SHOULD BE</p> <p>"The Science-Backed Daily Nutrition That [INSERT YOUR CLINICAL STUDY RESULTS] Show Fills Critical Gaps in [INSERT PERCENTAGE]% of Adults"</p>
---	---

PSYCHOLOGICAL TRIGGER

Leverages authority bias through scientific backing while triggering loss aversion by highlighting nutritional gaps most people unknowingly suffer from.

ADDITIONAL REWRITES


SECTION	x CURRENT	✓ REWRITTEN
HERO HEADLINE	{headline not detected on page}	The Daily Nutrition Supplement Trusted by NASA Scientists and Elite Athletes
HERO SUBHEADLINE	{headline not detected on page}	One comprehensive formula. [INSERT YOUR NUTRIENT COUNT] essential nutrients. Third-party tested. Join [INSERT YOUR CUSTOMER COUNT] who've made IM8 their daily foundation.
PRODUCT DESCRIPTION	{not detected on page}	Skip the guesswork of multiple bottles and pills. IM8 delivers your complete daily nutrition foundation in one science-backed formula. Developed with NASA-level precision, trusted by professional athletes, and third-party tested for purity. Take one daily and know your body has what it needs to thrive.
ADD-TO-CART BUTTON	{not detected on page}	Start Your Daily Foundation

SECTION	x CURRENT	✓ REWRITTEN
TESTIMONIAL PRESENTATION	After decades at NASA studying the effects of space on the human body, I saw an opportunity with IM8 to apply that knowledge here on Earth. I joined because I'm passionate about using cutting-edge science to enhance daily well-being and longevity for everyone.	"After decades at NASA studying space's effects on the human body, I joined IM8 to bring that cutting-edge science to your daily nutrition routine." - [INSERT NASA SCIENTIST NAME AND CREDENTIALS]
ANNOUNCEMENT BAR	[not detected on page]	Free shipping on orders over [INSERT YOUR THRESHOLD] Third-party tested for purity [INSERT YOUR GUARANTEE] day money-back guarantee
EMAIL CAPTURE POPUP	[not detected on page]	Get the NASA Nutrition Guide: [INSERT NUMBER] science-backed tips for optimizing your daily nutrition foundation. Plus, save [INSERT DISCOUNT]% on your first order.

DEVELOPER HANDOFF

Send This Email Today

Copy the body below, paste it into your email client, and hit send. No edits required.

 DRAFT EMAIL

From: you@im8health.com
To: your-developer@company.com
Subject: URGENT: IM8 Shopify Conversion Fixes - Revenue Recovery Protocol

Critical technical tasks to stop revenue bleeding:

- Add Facebook Pixel: Settings → Pixels & Analytics → Connect Meta Pixel ID
- JSON-LD Schema: Insert Product structured data in layout/theme.liquid before
- Product Images: Upload minimum 8 high-res images per SKU with zoom functionality
- Sticky ATC: Install app + CSS modification for mobile cart persistence
- Google Pay: Enable through Settings → Payments for mobile conversion lift
- Contrast Fix: Change background from #8B0000 to #F8F8F8 for accessibility compliance
- SMS Integration: Configure SMS Bump API with Klaviyo webhook sync
- Review Stars: Implement Judge.me schema markup on collection pages

Priority: Product visualization and mobile UX. These are blocking immediate revenue.

Deadline: 48 hours for critical path items.

COPY THIS EMAIL AND SEND IT TO YOUR DEVELOPER TODAY.

THE TRAFFIC ENGINE

Content Strategy: 70/20/10

Every post on your feed should fit one of three buckets. This is the distribution that compounds.

70%

SHOCK & EDUCATION

Create content exposing hidden nutritional deficiencies in modern diets. Use NASA research angle: 'The Same Nutrient Gaps Astronauts Face Are Killing Your Daily Performance'. Focus on bioavailability science and synthetic vs. natural absorption rates.

20%

SOCIAL PROOF

Amplify NASA scientist testimonials with behind-the-scenes content. Create 'Expert Breakdown' series featuring the integrative oncologist and F1 driver testimonials. Show third-party testing results and clinical study methodologies.

10%

HARD PITCH

Direct-response offers targeting supplement switchers: '[INSERT PERCENTAGE]% of Multivitamins Use Synthetic Forms Your Body Can't Absorb - Here's What We Do Differently'. Focus on bioactive ingredient superiority and third-party testing.

VIRAL HOOKS • HEADLINES THAT STOP THE SCROLL

01

"NASA scientist reveals: The #1 reason [INSERT PERCENTAGE]% of daily supplements are worthless (and what space research taught us about absorption)"

02

"Why your expensive multivitamin is actually making your deficiencies worse (synthetic vs. bioactive ingredient breakdown)"

03

"[INSERT YOUR CLINICAL STUDY] study: Athletes using this daily nutrition protocol showed [INSERT MEASURABLE RESULTS] improvement in [INSERT SPECIFIC METRICS]"

PRIORITY MATRIX

What to Fix First

Worst scores first. Critical items are bleeding money right now. Start there.

CATEGORY		SCORE	REVENUE IMPACT
Product Page Conversion	CRITICAL	35/100	Estimated \$3,500-5,000 monthly lost from incomplete product visualization
Mobile Shopping Experience	IMPORTANT	40/100	\$2,200-4,000 monthly lost from mobile UX gaps
Copywriting & Selling Power	IMPORTANT	45/100	Estimated \$1,500-2,500 monthly lost from weak initial messaging
SEO & Organic Discovery	IMPORTANT	50/100	\$2,000-3,500 monthly lost from poor SEO infrastructure
Trust & Social Proof Stack	IMPORTANT	55/100	Approximately \$2,000-3,500 monthly lost from unoptimized social proof
Retention & Revenue Recovery	IMPORTANT	55/100	Approximately \$1,500-2,500 monthly lost from incomplete retention tools
Checkout & Cart Friction	MONITOR	62/100	Potentially \$800-1,200 monthly lost from incomplete payment options
Shopify App & Speed Bloat	MONITOR	65/100	Potential \$500-1,000 monthly lost from incomplete tracking

Your Next Steps

Five actions in the next 30 days. Do them in order. Then come back and run a fresh audit. The score moves.

- STEP 01 · TODAY**
Copy the Developer Handoff email from this playbook and send it to your dev team.
- STEP 02 · THIS WEEK**
Tackle every **Critical** row in the Priority Matrix before anything else.
- STEP 03 · THIS WEEK**
Swap in the rewritten headline. Change nothing else. Measure the delta.
- STEP 04 · NEXT 14 DAYS**
Launch the 70/20/10 content matrix. Ship at least one viral hook from this playbook.
- STEP 05 · DAY 30**
Re-audit your site at LeakAudit.app. Score should have moved meaningfully.

RUN ANOTHER AUDIT →



CONFIDENTIAL · PREPARED FOR IM8HEALTH.COM