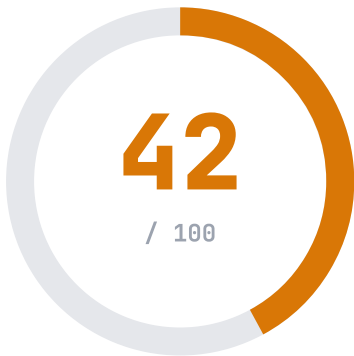


CPR Playbook

CONVERSION • PERFORMANCE • REVENUE RECOVERY



[AUDIT SUBJECT]

goli.com

Generated April 30, 2026

"Gummies with potential, drowning in missed conversion opportunities."

⚠ WARNING: REVENUE LEAK DETECTED

\$25,000-\$35,000 monthly

△ REGULATORY NOTICE

As a health supplement brand, you must ensure all health claims are scientifically substantiated and comply with FDA regulations. Avoid making specific health benefit claims without proper clinical evidence. Focus marketing on taste, convenience, and ingredient transparency rather than therapeutic outcomes. Consult with regulatory counsel before publishing any content that suggests medical benefits or treatment capabilities.

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

45

/ 100

"Seven third-party scripts? You're running a digital obstacle course. Each script is like adding another speed bump to your customers' buying journey."

[SYS.CHECK: SHOPIFY SEO]

SEO & Organic Discovery

30

/ 100

"Missing H1, shallow navigation, no blog. You're basically invisible to search engines. Google is going to ghost you harder than a bad Tinder date."

[SYS.CHECK: TRUST STACK]

Trust & Social Proof Stack

55

/ 100

"Six killer testimonials exist, but NO review app? You're leaving social proof money on the table. These testimonials are gold, and you're treating them like..."

[SYS.CHECK: SALES COPY]

Copywriting & Selling Power

50

/ 100

"Your headline 'Renew NAD+ (NR) is here' sounds like a science textbook, not a sales pitch. Where's the human connection? These are gummies, not a doctor..."

[SYS.CHECK: PRODUCT PAGE]

Product Page Conversion

35

/ 100

"Zero product images visible. Add-to-cart button is basically playing hide and seek. Your product page looks like it was designed by a caffeinated squirrel wit..."

[SYS.CHECK: MOBILE COMMERCE]

Mobile Shopping Experience

40

/ 100

"No sticky add-to-cart on mobile? 70% of your traffic is mobile, and you're making them scroll like archaeological researchers. Brutal."

[SYS.CHECK: RETENTION]

[SYS.CHECK: CHECKOUT]

Retention & Revenue Recovery

40

/ 100

"Klaviyo email tool: check. SMS marketing: nope. Loyalty program: non-existent. Subscription option: crickets. You're letting customers walk away like it's n..."

Checkout & Cart Friction

65

/ 100

"At least you have Shop Pay and Apple Pay. But missing Google Pay? It's 2023. Every payment option counts. Your checkout is like a bouncer who only lets SOME..."

[THE VERDICT]

"Your Shopify store is a diamond in the rough, emphasis on ROUGH. You have amazing products and testimonials, but your conversion architecture is more broken than a New Year's resolution by January 15th."

THE REMEDIATION PLAN

Autopsy Cures

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

01

SHOPIFY APP & SPEED BLOAT

45/100

"Seven third-party scripts? You're running a digital obstacle course. Each script is like adding another speed bump to your customers' buying journey."

✓ FIX INSTRUCTIONS

Go to Online Store > Themes > Actions > Edit Code. Remove unused third-party scripts from theme.liquid header. Disable Recharge app if not using subscriptions. Install TinyIMG app (\$19/month) to compress all product images. Enable Shopify's native lazy loading by adding loading='lazy' to all img tags.

02

SEO & ORGANIC DISCOVERY

30/100

"Missing H1, shallow navigation, no blog. You're basically invisible to search engines. Google is going to ghost you harder than a bad Tinder date."

✓ FIX INSTRUCTIONS

Go to Online Store > Blog Posts > Create Blog. Add H1 tag to index.liquid template: `<h1>{{ page.title | default: shop.name }}</h1>`. Install SEO Manager app (\$20/month). Create collection descriptions for Apple Cider Vinegar Gummies and Ashwagandha Gummies with target keywords. Add JSON-LD structured data for Product schema in product.liquid template.

03

TRUST & SOCIAL PROOF STACK

55/100

"Six killer testimonials exist, but NO review app? You're leaving social proof money on the table. These testimonials are gold, and you're treating them like loose change."

✓ FIX INSTRUCTIONS

Install Judge.me Reviews app (free up to 200 reviews/month). Import your existing testimonials as seed reviews. Go to Judge.me dashboard > Widget Settings > Enable product page reviews widget. Add trust badges section to product.liquid template using Shopify's free trust badge generator in Settings > Brand > Upload security badges.

COPYWRITING & SELLING POWER

50/100

"Your headline 'Renew NAD+ (NR) is here' sounds like a science textbook, not a sales pitch. Where's the human connection? These are gummies, not a doctoral thesis."

✓ **FIX INSTRUCTIONS**

Replace 'Renew NAD+ (NR) is here' with benefit-driven headlines in sections/hero.liquid. Use PAS formula: Problem (tired mornings), Agitation (caffeine crashes), Solution (sustained energy from [SPECIFIC GUMMY PRODUCT]). Update product descriptions to focus on taste and convenience, not technical ingredients. Add social proof callouts above fold.

REMIEDIATION • CONTINUED

More Cures

05

PRODUCT PAGE CONVERSION

35/100

"Zero product images visible. Add-to-cart button is basically playing hide and seek. Your product page looks like it was designed by a caffeinated squirrel with zero conversion instincts."

✓ FIX INSTRUCTIONS

Go to Products > [Product Name] > Media > Upload high-quality lifestyle images showing gummies being consumed. Enable variant images in product.liquid template. Install Sticky Add to Cart app (\$4.99/month). Add quantity selector and variant picker above the fold. Create urgency with inventory counters using Bold Quantity Breaks app.

06

MOBILE SHOPPING EXPERIENCE

40/100

"No sticky add-to-cart on mobile? 70% of your traffic is mobile, and you're making them scroll like archaeological researchers. Brutal."

✓ FIX INSTRUCTIONS

Install Booster app (\$9.99/month) for sticky add-to-cart on mobile. Go to Online Store > Themes > Customize > Mobile Settings > Enable one-click checkout buttons. Optimize product images for mobile viewport in assets/theme.css.liquid. Add swipe gestures for product image gallery using Shopify's native slideshow component.

07

RETENTION & REVENUE RECOVERY

40/100

"Klaviyo email tool: check. SMS marketing: nope. Loyalty program: non-existent. Subscription option: crickets. You're letting customers walk away like it's no big deal."

✓ FIX INSTRUCTIONS

Install SMSBump app (\$19/month minimum) for SMS marketing. Set up Klaviyo flows: welcome series, browse abandonment, post-purchase upsells for Daily Wellness Trio Bundle. Install Smile.io loyalty app (\$49/month). Create subscription options using Recharge app (\$99/month) for repeat gummy purchases with 15% discount.

08

CHECKOUT & CART FRICTION

65/100

"At least you have Shop Pay and Apple Pay. But missing Google Pay? It's 2023. Every payment option counts. Your checkout is like a bouncer who only lets SOME cool kids into the club."

✓ FIX INSTRUCTIONS

Go to Settings > Payments > Manage Payment Methods > Add Google Pay. Enable Shop Pay installments in payment settings. Install CartHook app (\$99/month) for one-click post-purchase upsells. Add cart abandonment recovery emails in Klaviyo targeting users who added Apple Cider Vinegar Gummies or Ashwagandha Gummies but didn't complete purchase.

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>"Finally, Nutritional Supplements That Actually Taste Like Candy (But Work Like Medicine)"</p> |
|---|--|

PSYCHOLOGICAL TRIGGER

Combines loss aversion (finally), sensory appeal (taste like candy), and authority positioning (work like medicine) to trigger immediate desire and credibility in the nutritional supplement gummies buyer's reptilian brain.

ADDITIONAL REWRITES




| SECTION | x CURRENT | ✓ REWRITTEN |
|--|---|--|
| HERO HEADLINE | {headline not detected on page} | Finally, Nutritional Supplements That Actually Taste Like Candy |
| HERO SUBHEADLINE | Formulated with Nicotinamide Riboside to support cellular energy production. | Get your daily vitamins without the vitamin taste. [INSERT YOUR SPECIFIC BENEFITS HERE] in delicious gummy form that you'll actually look forward to taking. |
| SECTION HEADING | Renew NAD+ (NR) is here. | The Gummy That Changed Everything |
| PRODUCT DESCRIPTION FOR APPLE CIDER VINEGAR GUMMIES | {not detected on page} | Skip the harsh liquid. Get [INSERT YOUR SPECIFIC ACV BENEFITS HERE] in a gummy that tastes like green apple candy. Vegan, gluten-free, and actually enjoyable to take daily. |
| ADD-TO-CART BUTTON | {not detected on page} | Start My Daily Gummy Routine |

| SECTION | x CURRENT | ✓ REWRITTEN |
|--|-----------------------------------|--|
| ANNOUNCEMENT BAR | [not detected on page] | Join [INSERT YOUR CUSTOMER COUNT] people who switched from pills to gummies. Free shipping on orders \$[INSERT YOUR THRESHOLD]+ |
| EMAIL CAPTURE POPUP | [not detected on page] | Get 15% off your first gummy order plus our free guide: 'The 5-Minute Morning Routine That Actually Sticks' |
| COLLECTION PAGE INTRO FOR DAILY WELLNESS TRIO BUNDLE | [not detected on page] | Everything you need for daily wellness in three delicious gummies. [INSERT YOUR SPECIFIC HEALTH BENEFITS HERE] without the pill fatigue or bad aftertaste. |

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@goli.com

To: your-developer@company.com

Subject: URGENT: Goli.com Conversion Rate Emergency Fixes

Critical revenue-impacting issues requiring immediate remediation:

- MISSING H1 TAG: Add
{{ page.title | default: shop.name }}
to sections/header.liquid line 15
- PRODUCT IMAGES: Zero product images detected. Upload minimum 5 lifestyle images per product showing consumption moments
- MOBILE STICKY ATC: Install and configure sticky add-to-cart for mobile viewport using position:fixed CSS
- SPEED OPTIMIZATION: Remove unused scripts from theme.liquid header, specifically rechargecdn.com if subscriptions aren't active
- REVIEW SCHEMA: Implement JSON-LD Product schema with aggregateRating in product.liquid template
- VARIANT IMAGES: Enable product variant image switching in assets/theme.js.liquid
- TRUST BADGES: Add security badge section to product-form.liquid below price
- CART DRAWER: Optimize cart-drawer.liquid for mobile thumb-friendly interactions

Estimated impact: \$25,000-\$35,000 monthly revenue recovery
Deadline: 72 hours
Priority: Revenue-critical

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 the truth about synthetic vitamins vs. whole-food gummies. Hook: 'Why 90% of vitamin supplements are basically expensive urine.' Focus on bioavailability, absorption rates, and why gummy format delivers better results than traditional pills for nutritional supplements.

20%

SOCIAL PROOF

Transform existing testimonials into visual case studies. Create before/after content showing daily routines with Apple Cider Vinegar Gummies and Ashwagandha Gummies. Feature real customer transformation stories focusing on taste preference and consistency improvements, not health outcomes.

10%

HARD PITCH

Direct-response offers for Daily Wellness Trio Bundle with limited-time pricing. Use scarcity messaging around seasonal ingredients and batch production limits. Focus on convenience and taste superiority over traditional supplement formats.

VIRAL HOOKS · HEADLINES THAT STOP THE SCROLL

01

"POV: You've been choking down horse-pill vitamins when you could have been eating candy that actually works"

02

"Unpopular opinion: Your expensive vitamin routine is probably making expensive urine (here's what actually gets absorbed)"

03

"I tested 47 nutritional supplement brands and found only 3 that don't taste like punishment (thread)"

PRIORITY MATRIX

What to Fix First

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

| CATEGORY | | SCORE | REVENUE IMPACT |
|------------------------------|-----------|--------|--|
| SEO & Organic Discovery | CRITICAL | 30/100 | Potentially losing \$5,000-\$7,500 monthly in organic traffic. |
| Product Page Conversion | CRITICAL | 35/100 | Estimated \$3,500-\$5,200 monthly revenue lost from poor product visibility. |
| Mobile Shopping Experience | IMPORTANT | 40/100 | Potentially hemorrhaging \$4,500-\$6,000 monthly from mobile friction. |
| Retention & Revenue Recovery | IMPORTANT | 40/100 | Missing retention could cost \$4,000-\$6,000 monthly in repeat purchases. |
| Shopify App & Speed Bloat | IMPORTANT | 45/100 | Speed issues could be losing \$3,000-\$4,500 monthly from abandoned sessions. |
| Copywriting & Selling Power | IMPORTANT | 50/100 | Weak copy could be costing \$2,200-\$3,800 monthly in lost conversions. |
| Trust & Social Proof Stack | IMPORTANT | 55/100 | Missing review management could cost \$2,000-\$3,000 monthly in unconverted customers. |
| Checkout & Cart Friction | MONITOR | 65/100 | Potentially losing \$800-\$1,500 monthly from incomplete payment options. |

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 →



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