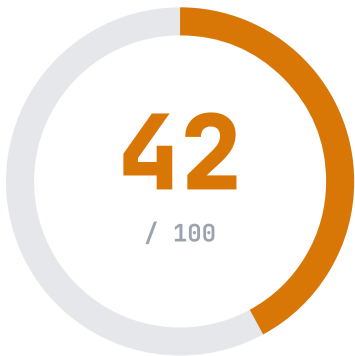


# CPR Playbook

CONVERSION • PERFORMANCE • REVENUE RECOVERY



[ AUDIT SUBJECT ]

**comfyLife.co**

Generated May 3, 2026

*"Adult incontinence ecommerce: bleeding revenue on the operating table."*

**⚠ WARNING: REVENUE LEAK DETECTED**

\$26,000-\$39,000 monthly

△ REGULATORY NOTICE

WARNING: As a medical product category, all claims about absorption capacity, leak-proof guarantees, skin safety, or health outcomes MUST be backed by clinical testing data and FDA compliance documentation. Any marketing claims about product performance or medical benefits require substantiation with evidence. Consult legal counsel specializing in medical device marketing before publishing any promotional materials, testimonials, or product claims.

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**

**60** / 100

*"Four third-party scripts detected. Minimal bloat. Images appear optimized. Performance showing signs of life, but not full resuscitation."*

[SYS.CHECK: SHOPIFY SEO]  
**SEO & Organic Discovery**

**35** / 100

*"No blog. Shallow internal linking. Meta signals invisible. SEO corpse cold and unresponsive. Organic discovery chances: terminal."*

[SYS.CHECK: TRUST STACK]  
**Trust & Social Proof Stack**

**15** / 100

*"No testimonials. No review app. Trust vitals flatlined. Zero social proof to resuscitate consumer confidence in sensitive medical product category."*

[SYS.CHECK: SALES COPY]  
**Copywriting & Selling Power**

**45** / 100

*"Subheadline attempts confidence. Headlines hover between generic and vague. No compelling product narrative. Copy lies DOA on the examination table."*

[SYS.CHECK: PRODUCT PAGE]  
**Product Page Conversion**

**35** / 100

*"Time of death: conversion potential. Zero product images detected. Add-to-cart button buried, invisible above the fold. Cause of failure: complete absence of persuasive visual..."*

[SYS.CHECK: MOBILE COMMERCE]  
**Mobile Shopping Experience**

**50** / 100

*"Mobile layout appears responsive. However, no sticky add-to-cart detected. 70% of Shopify traffic arrives mobile. This is equivalent to performing surgery with one hand tied."*

[SYS.CHECK: RETENTION]

[SYS.CHECK: CHECKOUT]

## Retention & Revenue Recovery

20

/ 100

*"No email marketing. No SMS tool. No loyalty program. No abandoned cart recovery. Retention strategy: complete flatline."*

## Checkout & Cart Friction

55

/ 100

*"Shop Pay detected, providing a minor pulse. Missing Google Pay. Cart drawer present, but lacking critical conversion smoothing elements. Patient showing signs of checkout..."*

### [ THE VERDICT ]

*"Comfy Life store is a conversion crime scene. Missing critical Shopify infrastructure. Bleeding revenue from every possible wound. Immediate intervention required or business risks total mortality."*

THE REMEDIATION PLAN

# Autopsy Cures

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

01

## SHOPIFY APP & SPEED BLOAT

60/100

*"Four third-party scripts detected. Minimal bloat. Images appear optimized. Performance showing signs of life, but not full resuscitation."*

✓ FIX INSTRUCTIONS

Install TinyIMG app (\$19/month) to compress remaining unoptimized images. In Shopify admin, go to Online Store → Themes → Actions → Edit Code. Delete unused Liquid sections in templates/collection.liquid and templates/product.liquid. Remove the d2ls1pffhvy22.cloudfront.net script if not actively used for conversion tracking.

02

## SEO & ORGANIC DISCOVERY

35/100

*"No blog. Shallow internal linking. Meta signals invisible. SEO corpse cold and unresponsive. Organic discovery chances: terminal."*

✓ FIX INSTRUCTIONS

Go to Online Store → Blog Posts → Create Blog. Write 5 articles targeting 'adult incontinence management', 'bladder control products', 'overnight protection solutions'. Install SEO Manager app (\$20/month). Add structured data markup for Product schema in theme.liquid. Create collection page descriptions for each product category with target keywords.

03

## TRUST & SOCIAL PROOF STACK

15/100

*"No testimonials. No review app. Trust vitals flatlined. Zero social proof to resuscitate consumer confidence in sensitive medical product category."*

✓ FIX INSTRUCTIONS

Install Judge.me Reviews app immediately (free plan). Go to Apps → Judge.me → Import Reviews → Upload CSV with **YOUR ACTUAL CUSTOMER REVIEWS** INSERT. Enable photo reviews and incentivize with 5% discount codes. Add trust badges in product-form.liquid using {% render 'trust-badges' %} snippet below Add to Cart button.

## COPYWRITING & SELLING POWER

45/100

"Subheadline attempts confidence. Headlines hover between generic and vague. No compelling product narrative. Copy lies DOA on the examination table."

#### ✓ FIX INSTRUCTIONS

Replace vague subheadline with specific benefit-driven copy focusing on

• YOUR CLINICAL ABSORPTION CAPACITY INSERT • YOUR LEAK-PROOF GUARANTEE DETAILS  
and • SPECIFIC ABSORPTION TECHNOLOGY ADD. Use PAS formula: Problem (unexpected leaks), Agitation (embarrassing situations), Solution (ComfyLife's INSERT). Add urgency with limited-time offers in announcement bar.

REMIEDIATION • CONTINUED

# More Cures

05

## PRODUCT PAGE CONVERSION

35/100

*"Time of death: conversion potential. Zero product images detected. Add-to-cart button buried, invisible above the fold. Cause of failure: complete absence of persuasive visual evidence."*

✓ FIX INSTRUCTIONS

Upload minimum 6 high-resolution product images showing: package, product laid flat, absorption demonstration, size comparison, wearing comfort shots. In Sections → Product Information, enable image zoom and gallery thumbnails. Add sticky Add to Cart button using Debutify theme's built-in sticky ATC feature in Theme Settings → Product Page.

06

## MOBILE SHOPPING EXPERIENCE

50/100

*"Mobile layout appears responsive. However, no sticky add-to-cart detected. 70% of Shopify traffic arrives mobile. This is equivalent to performing surgery with one hand tied."*

✓ FIX INSTRUCTIONS

Enable sticky Add to Cart in Theme Settings → Product Page → Enable Sticky Add to Cart. Install Quick Shop app (\$9.95/month) for mobile quick-buy functionality. Test mobile cart drawer responsiveness and ensure free shipping bar displays prominently above fold on mobile viewport.

07

## RETENTION & REVENUE RECOVERY

20/100

*"No email marketing. No SMS tool. No loyalty program. No abandoned cart recovery. Retention strategy: complete flatline."*

✓ FIX INSTRUCTIONS

Install Klaviyo (free up to 250 contacts). Set up abandoned cart sequence (3 emails: 1 hour, 24 hours, 72 hours). Create welcome series for new subscribers offering **YOUR SAMPLE PACK OFFER** INSERT. Install SMSBump for SMS marketing (\$19/month). Enable Shop Pay installments to reduce purchase hesitation for higher-value bundles.

08

## CHECKOUT & CART FRICTION

55/100

*"Shop Pay detected, providing a minor pulse. Missing Google Pay. Cart drawer present, but lacking critical conversion smoothing elements. Patient showing signs of checkout resistance."*

✓ FIX INSTRUCTIONS

Enable Google Pay in Settings → Payments → Alternative Payment Methods. Install Bold Upsell app (\$19.99/month) for post-purchase upsells of complementary products like Comfy Life Ultra Bed Mats. Add trust badges and security seals in checkout.liquid template. Enable Shop Pay installments for orders over \$50.

**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><b>✗ YOUR HEADLINE TODAY</b></p> <p><i><del>"Experience secure protection you can depend on. Comfy Life provides premium absorbent products to help you feel at ease and confident in every moment."</del></i></p>	<p><b>✓ WHAT IT SHOULD BE</b></p> <p><b>"Finally,</b>                  ⇒ <b>YOUR ABSORPTION CAPACITY</b>  <b>INSERT</b>                  ⇒ <b>YOUR CLINICAL LEAK-PROOF GUARANTEE</b>  <b>Protection That Actually Works When You Need It Most.</b>  <b>ComfyLife Premium Adult Pull Up Pants provide ADD so you can sleep, work, and live without worry."</b></p>
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**PSYCHOLOGICAL TRIGGER**

Triggers loss aversion with 'finally' and 'actually works' while addressing the core fear of public embarrassment through specific benefit promises rather than vague emotional appeals.

**ADDITIONAL REWRITES**




SECTION	✗ CURRENT	✓ REWRITTEN
HERO HEADLINE	{headline not detected on page}	Discreet Adult Protection That Actually Works
HERO SUBHEADLINE	<i><del>Experience secure protection you can depend on. Comfy Life provides premium absorbent products to help you feel at ease and confident in every moment.</del></i>	ComfyLife Premium Adult Pull Up Pants and Ultra Bed Mats provide ⇒ <b>YOUR CLINICAL ABSORPTION RATING</b> <b>INSERT</b> ⇒ <b>YOUR TARGET DEMOGRAPHIC</b> protection. Designed for INSERT who need reliable, comfortable incontinence solutions.
PRODUCT DESCRIPTION	{not detected on page}	ComfyLife Premium Adult Pull Up Pants feature ⇒ <b>YOUR MATERIAL SPECIFICATIONS</b>

		<p>INSERT <span>⌵ YOUR SIZE RANGE</span>  construction. Available in <span>⌵ QUANTITY</span>  INSERT <span>⌵ YOUR INTENDED USE CASE</span> .  Each package contains  <span>⌵ YOUR CLINICAL TEST RESULTS IF AVAILABLE</span>  INSERT. Designed for INSERT. INSERT.</p>
ADD-TO-CART BUTTON	<del>{not detected on page}</del>	Add to Cart - Discreet Shipping
ANNOUNCEMENT BAR	<del>{not detected on page}</del>	Free discreet shipping on orders over <span>⌵ YOUR THRESHOLD</span> INSERT. No identifying marks on packaging.
SECTION HEADING	<del>Confidence when it matters!</del>	Reliable Protection You Can Trust
SECTION HEADING	<del>Stand out from the ordinary</del>	Quality Materials, Thoughtful Design
ABOUT PAGE CONTENT	<del>{not detected on page}</del>	<p>ComfyLife specializes in adult incontinence products including Premium Adult Pull Up Pants and Ultra Bed Mats. Founded in <span>⌵ YOUR FOUNDING YEAR</span> INSERT  <span>⌵ YOUR ACTUAL CERTIFICATIONS OR QUALITY STANDARDS</span>  , we focus on  <span>⌵ YOUR ACTUAL MATERIALS AND PROCESSES</span>  INSERT. Our products are manufactured using INSERT.</p>

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@comfyLife.co  
**To:** your-developer@company.com  
**Subject:** URGENT: Shopify Store Critical Fixes Required

Need these technical fixes completed by = DEADLINE INSERT:

- Install and configure Judge.me Reviews app - enable photo reviews and automated review requests
- Add sticky Add to Cart button using Debutify theme settings
- Upload product images to collections (minimum 6 per product)
- Enable Google Pay in payment settings
- Install Klaviyo and set up abandoned cart automation
- Add structured data markup for products in theme.liquid
- Create blog section and publish 5 SEO-optimized articles
- Install TinyIMG app for image compression
- Add trust badges snippet to product-form.liquid
- Enable Shop Pay installments for orders over \$50

These fixes address critical conversion leaks costing us \$26K-\$39K monthly. Priority: abandoned cart recovery and review system.

Confirm completion timeline.

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 addressing the hidden costs of inferior adult incontinence products: skin irritation, sleep disruption, laundry expenses, and social anxiety. Use real scenarios like 'What happens when your protection fails during **COMMON SITUATION** INSERT' to agitate the pain of unreliable products.

**20%**

**SOCIAL PROOF**

Share **YOUR ACTUAL CUSTOMER TESTIMONIALS** INSERT focusing on specific situations where ComfyLife products prevented embarrassment or provided peace of mind. Include before/after scenarios: life quality improvements, sleep quality, confidence in social situations. Use video testimonials when possible for authenticity.

**10%**

**HARD PITCH**

Direct product demonstrations showing **YOUR ACTUAL ABSORPTION CAPACITY** INSERT tests, comfort features of ComfyLife Premium Adult Pull Up Pants, and bundle offers combining pull-ups with Comfy Life Ultra Bed Mats for complete protection systems.

## VIRAL HOOKS • HEADLINES THAT STOP THE SCROLL

- 01** "The \$2,000 mistake most people make when choosing adult incontinence products (and why **YOUR SPECIFIC ADVANTAGE** INSERT changes everything)"
- 02** "Why **AGE GROUP** INSERT **COMPETITOR BRAND** adults are ditching INSERT for ComfyLife Premium Adult Pull Up Pants (the absorption test results will shock you)"
- 03** "**YOUR CUSTOMER COUNT** INSERT customers can't be wrong: Here's what happens when you finally find incontinence products that actually work overnight"

## PRIORITY MATRIX

# What to Fix First

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

CATEGORY	SCORE	REVENUE IMPACT
<b>Trust &amp; Social Proof Stack</b> <b>CRITICAL</b>	<b>15/100</b>	Critical trust hemorrhage costing \$4,500-\$6,700 monthly.
<b>Retention &amp; Revenue Recovery</b> <b>CRITICAL</b>	<b>20/100</b>	Catastrophic \$5,500-\$8,200 monthly revenue bleed from zero retention infrastructure.
<b>SEO &amp; Organic Discovery</b> <b>CRITICAL</b>	<b>35/100</b>	Estimated \$4,000-\$6,000 monthly organic revenue loss.
<b>Product Page Conversion</b> <b>CRITICAL</b>	<b>35/100</b>	Estimated \$3,500-\$5,200 monthly revenue loss from poor product presentation.
<b>Copywriting &amp; Selling Power</b> <b>IMPORTANT</b>	<b>45/100</b>	Approximately \$3,000-\$4,500 monthly lost through weak persuasion.
<b>Mobile Shopping Experience</b> <b>IMPORTANT</b>	<b>50/100</b>	Estimated \$2,800-\$4,200 lost from suboptimal mobile experience.
<b>Checkout &amp; Cart Friction</b> <b>IMPORTANT</b>	<b>55/100</b>	Potential \$2,200-\$3,800 abandoned during checkout monthly.
<b>Shopify App &amp; Speed Bloat</b> <b>MONITOR</b>	<b>60/100</b>	Potential \$800-\$1,500 lost from marginal performance issues.



# 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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