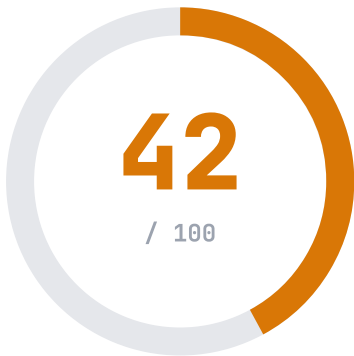


# CPR Playbook

CONVERSION • PERFORMANCE • REVENUE RECOVERY



[ AUDIT SUBJECT ]

**goli.com**

Generated April 30, 2026

*"Goli: A gummy supplement store that's lost its vitamins."*

**⚠ WARNING: REVENUE LEAK DETECTED**

\$25,000-\$35,000 monthly in missed revenue opportunities

**△ REGULATORY NOTICE**

As a health supplement company, your niche requires all health claims to be scientifically substantiated and FDA compliant. Terms like 'cellular energy production' and supplement benefits must be backed by clinical evidence or use FDA-approved structure/function claim language. Consult legal counsel familiar with dietary supplement regulations before publishing any marketing materials that make health claims or therapeutic benefits.

**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

**50**

/ 100

"Seven third-party scripts? You're running a digital traffic jam. Each second of load time can drop conversions by 7%. Your site is moving slower than a...

[SYS.CHECK: SHOPIFY SEO]

## SEO & Organic Discovery

**35**

/ 100

"No visible H1, shallow navigation, no blog. You're basically invisible to search engines. Google's gonna look at your site and say, 'Who dis?'"

[SYS.CHECK: TRUST STACK]

## Trust & Social Proof Stack

**25**

/ 100

"No review app? No trust badges? Your social proof is hanging by a thread of testimonials. You've got customer love letters, but zero systematic trust...

[SYS.CHECK: SALES COPY]

## Copywriting & Selling Power

**40**

/ 100

"Your headline 'RENEW NAD+ (NR) IS HERE' sounds like a science textbook sneezed. Where's the emotional hook? Your subheadline about 'cellular energy...

[SYS.CHECK: PRODUCT PAGE]

## Product Page Conversion

**35**

/ 100

"Your product pages are thinner than the gummies you're selling. Zero visible product images, no description, and an add-to-cart button playing hide...

[SYS.CHECK: MOBILE COMMERCE]

## Mobile Shopping Experience

**55**

/ 100

"70% of Shopify traffic is mobile, and your sticky add-to-cart button is MIA. Your design looks decent, but you're making mobile shoppers work harder than the...

[SYS.CHECK: RETENTION]

[SYS.CHECK: CHECKOUT]

## Retention & Revenue Recovery

45

/ 100

*"Klaviyo is your lone retention hero. No SMS, no loyalty program, no subscription option. You're treating customer retention like an optional vitamin, not a..."*

## Checkout & Cart Friction

65

/ 100

*"Props for having Shop Pay and Apple Pay, 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 ]

*"Your Shopify store is a health supplement that needs its own supplement. You've got potential, but right now you're running a digital storefront that's more placebo than powerhouse. Time for a complete conversion makeover."*

## THE REMEDIATION PLAN

# Autopsy Cures

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

01

## SHOPIFY APP &amp; SPEED BLOAT

50/100

*"Seven third-party scripts? You're running a digital traffic jam. Each second of load time can drop conversions by 7%. Your site is moving slower than a gummy dissolving in molasses."*

## ✓ FIX INSTRUCTIONS

Go to Online Store → Themes → Actions → Edit Code. Remove scripts from Visually.io (live.visually-io.com) and Albacross (c.albss.com) from theme.liquid head section. Install TinyIMG app (\$9/month) to compress product images. Set up Shopify's native image optimization in Settings → Files. Audit remaining 5 scripts and defer non-critical JavaScript using async attributes.

02

## SEO &amp; ORGANIC DISCOVERY

35/100

*"No visible H1, shallow navigation, no blog. You're basically invisible to search engines. Google's gonna look at your site and say, 'Who dis?'"*

## ✓ FIX INSTRUCTIONS

Go to Online Store → Blog Posts → Create Blog. Add H1 tag to homepage template: edit sections/hero.liquid and wrap main headline in <h1> tags. Create collection page descriptions in Products → Collections → [Collection Name] → Search Engine Listing Preview. Install JSON-LD structured data for Product schema in product.liquid template using Shopify's native structured data markup.

03

## TRUST &amp; SOCIAL PROOF STACK

25/100

*"No review app? No trust badges? Your social proof is hanging by a thread of testimonials. You've got customer love letters, but zero systematic trust building. It's like showing up to a sales pitch in pajamas."*

## ✓ FIX INSTRUCTIONS

Install Judge.me Reviews app (free plan). Go to Apps → Judge.me → Settings → Install review widgets on product pages and homepage. Add Shopify's native trust badges in Checkout Settings → Order Processing → Additional Scripts. Install McAfee SECURE badge (\$99/year) or display existing SSL certificate badge in footer.liquid template.

## 04

*"Your headline 'RENEW NAD+ (NR) IS HERE' sounds like a science textbook sneezed. Where's the emotional hook? Your subheadline about 'cellular energy production' will put people to sleep faster than a melatonin gummy."*

**✓ FIX INSTRUCTIONS**

Replace subheadline 'Formulated with Nicotinamide Riboside to support cellular energy production' with benefit-driven copy. Edit homepage section files to add visible H1 headline. Use PAS formula: Problem (tired mornings), Agitation (synthetic caffeine crashes), Solution (natural energy gummies). Test headlines using Shopify's native A/B testing in Online Store → Themes → Customize.

REMIEDIATION • CONTINUED

# More Cures

05

## PRODUCT PAGE CONVERSION

35/100

*"Your product pages are thinner than the gummies you're selling. Zero visible product images, no description, and an add-to-cart button playing hide and seek. Shopify stores with complete product pages see 22% higher conversion rates. You're basically running an invisible store."*

✓ FIX INSTRUCTIONS

Upload high-resolution product images (minimum 6 per product) via Products → [Product Name] → Media. Write 150-200 word product descriptions focusing on benefits, not ingredients. Add size guide using existing app. Install sticky Add to Cart button: edit product.liquid template and add position: sticky CSS to .product-form class.

06

## MOBILE SHOPPING EXPERIENCE

55/100

*"70% of Shopify traffic is mobile, and your sticky add-to-cart button is MIA. Your design looks decent, but you're making mobile shoppers work harder than they should for some gummy vitamins."*

✓ FIX INSTRUCTIONS

Go to Online Store → Themes → Customize → Mobile view. Enable sticky Add to Cart button in theme settings. Test mobile checkout flow and ensure cart drawer opens properly on mobile. Add mobile-specific product image zoom functionality by editing product-media.liquid template with touch event handlers.

07

## RETENTION & REVENUE RECOVERY

45/100

*"Klaviyo is your lone retention hero. No SMS, no loyalty program, no subscription option. You're treating customer retention like an optional vitamin, not a critical nutrient."*

✓ FIX INSTRUCTIONS

Install Smile.io Loyalty app (\$49/month) or Yotpo Loyalty (free tier). Set up SMS marketing with Klaviyo SMS (\$20/month for 150 contacts). Create subscription options using ReCharge app (\$99/month) for auto-delivery of Daily Wellness Trio Bundle and Ashwagandha Gummies. Configure automated email sequences in existing Klaviyo for cart abandonment and post-purchase.

## CHECKOUT & CART FRICTION

65/100

*"Props for having Shop Pay and Apple Pay, but where's Google Pay? You're leaving mobile conversion money on the table. Your cart drawer exists, but it's about as compelling as unsweetened gummy*

**✓ FIX INSTRUCTIONS**

Go to Settings → Payments → Add Google Pay as payment method (free). Edit cart-drawer.liquid template to add urgency copy and cross-sell recommendations. Install Shop Pay Installments messaging on product pages. Add free shipping progress bar to cart using Shopify's native cart attributes and JavaScript progress calculation.

**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>x YOUR HEADLINE TODAY</b></p> <p><del>"[headline not detected on page]"</del></p>	<p><b>✓ WHAT IT SHOULD BE</b></p> <p><b>"Finally, Gummy Vitamins That Actually Taste Like Candy (But Work Like Medicine)"</b></p>
---	---

**PSYCHOLOGICAL TRIGGER**

Triggers instant gratification desire (taste like candy) while addressing the core skepticism about gummy supplement efficacy through the medicine comparison.

**ADDITIONAL REWRITES**

SECTION	x CURRENT	✓ REWRITTEN
HERO HEADLINE	<del>{headline not detected on page}</del>	Finally, Gummies That Actually Taste Good (And Work)
HERO SUBHEADLINE	<del>Formulated with Nicotinamide Riboside to support cellular energy production.</del>	Join [INSERT YOUR CUSTOMER COUNT] people who've made healthy habits deliciously simple with our science-backed gummy supplements.
PRODUCT DESCRIPTION - APPLE CIDER VINEGAR GUMMIES	<del>{not detected on page}</del>	Get all the [potential benefits your research supports] of apple cider vinegar without the harsh taste. Our Apple Cider Vinegar Gummies taste like candy but work like the real thing. Vegan, gluten-free, and made with [INSERT YOUR ACTUAL INGREDIENTS].
ADD-TO-CART BUTTON	<del>{not detected on page}</del>	Start Your Daily Ritual
ANNOUNCEMENT BAR	<del>{not detected on page}</del>	Free shipping on orders over \$[YOUR THRESHOLD]   [INSERT YOUR GUARANTEE] satisfaction guarantee

SECTION	x CURRENT	✓ REWRITTEN
COLLECTION PAGE INTRO - DAILY WELLNESS	<del>[not detected on page]</del>	Transform your daily routine with gummy supplements that actually taste amazing. Our Daily Wellness collection makes it easy to stick to healthy habits when life gets busy.
EMAIL CAPTURE POPUP	<del>[not detected on page]</del>	Get 15% off your first order plus insider tips on making healthy habits stick (even when you're busy)
PRODUCT PAGE TRUST ELEMENT	<del>[not detected on page]</del>	★★★★ [INSERT ACTUAL REVIEW COUNT] reviews   Made in [INSERT YOUR FACILITY LOCATION]   [INSERT YOUR ACTUAL CERTIFICATIONS]

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: Shopify Store Performance & Conversion Fixes Required

Priority technical fixes needed immediately:

- Remove third-party scripts: Visually.io and Albacross from theme.liquid
- Add missing H1 tags to homepage hero section in sections/hero.liquid
- Install JSON-LD Product schema markup in product.liquid template
- Configure sticky Add to Cart button: add position: sticky to .product-form in product.css
- Enable Google Pay in Shopify Payments settings
- Upload minimum 6 high-res images per product (current count: 0)
- Add mobile touch zoom handlers to product-media.liquid
- Configure cart drawer cross-sells in cart-drawer.liquid
- Set up free shipping progress bar using cart attributes API
- Audit and defer non-critical JavaScript using async/defer attributes

Expected completion: 48 hours. Performance target: sub-3 second load times.

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 synthetic vitamin absorption rates vs gummy bioavailability. Target pain points: morning fatigue, digestive issues with pills, fake energy crashes from stimulants. Use before/after energy level comparisons and 'what your doctor won't tell you about synthetic vitamins' angles.

## 20%

### SOCIAL PROOF

Transform existing testimonials into video case studies. Focus on taste transformation stories (ACV gummies vs liquid ACV) and daily routine integration success. Create UGC campaigns around morning wellness routines featuring Ashwagandha Gummies and Daily Wellness Trio Bundle.

## 10%

### HARD PITCH

Direct-response offers for Zero Sugar Essentials Bundle targeting diabetic and keto audiences. Use scarcity around limited batch production and exclusive bundle pricing. Focus on subscription model with 'never run out of your daily wellness' positioning.

## VIRAL HOOKS • HEADLINES THAT STOP THE SCROLL

01

"I stopped taking synthetic vitamins and started eating gummy vitamins instead. Here's what happened to my energy levels in 30 days."

02

"The \$2 billion vitamin industry doesn't want you to know this about absorption rates. Gummy vs pill bioavailability will shock you."

03

"Registered dietitian reveals why she switched her entire family from traditional supplements to gummy vitamins (the absorption science is mind-blowing)."

## PRIORITY MATRIX

# What to Fix First

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

CATEGORY		SCORE	REVENUE IMPACT
Trust & Social Proof Stack	CRITICAL	25/100	Massive \$4,000-\$6,500 monthly revenue leak from absent trust signals.
SEO & Organic Discovery	CRITICAL	35/100	Up to \$5,000 monthly in lost organic traffic potential.
Product Page Conversion	CRITICAL	35/100	Estimated \$3,500-\$5,200 monthly revenue lost from incomplete product presentations.
Copywriting & Selling Power	IMPORTANT	40/100	Estimated \$3,000-\$4,500 monthly revenue lost from uninspired copywriting.
Retention & Revenue Recovery	IMPORTANT	45/100	Missing \$3,000-\$4,500 monthly in potential repeat purchase revenue.
Shopify App & Speed Bloat	IMPORTANT	50/100	Potential \$2,500-\$3,800 monthly revenue lost from performance issues.
Mobile Shopping Experience	IMPORTANT	55/100	Approximately \$2,800-\$4,200 monthly lost from subpar mobile experience.
Checkout & Cart Friction	MONITOR	65/100	Potential \$1,200-\$2,000 monthly revenue lost 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 →**



CONFIDENTIAL · PREPARED FOR GOLI.COM