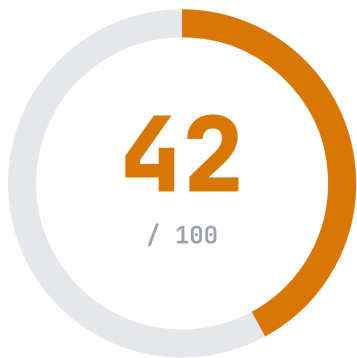


CPR Playbook

CONVERSION • PERFORMANCE • REVENUE RECOVERY



[AUDIT SUBJECT]

comfyLife.co

Generated June 14, 2026

"Leaking revenue faster than a broken faucet."

⚠ WARNING: REVENUE LEAK DETECTED

\$26,200 estimated monthly revenue loss

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. Not terrible, but not lean. Your performance is like a middleweight boxer: present, but not championship material."

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

35 / 100

"No blog. Shallow navigation. Heading structure weaker than instant coffee. You're invisible to search engines and customers alike."

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

25 / 100

"No reviews. No testimonials. Just a lonely SSL badge pretending to be social proof. This isn't a trust stack. It's a trust pancake: flat and unconvincing."

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

45 / 100

"Confidence when it matters' sounds like a deodorant commercial. Your subheadline is a participation trophy in copywriting. Where are the benefits? The emotional triggers?"

[SYS.CHECK: PRODUCT PAGE]
Product Page Conversion

35 / 100

"Zero product images. Zero product description. Add-to-cart button playing hide and seek. You're literally begging customers to abandon ship. This isn't a store. It's a conversion..."

[SYS.CHECK: MOBILE COMMERCE]
Mobile Shopping Experience

50 / 100

"Responsive design exists. Touch targets are decent. But no sticky add-to-cart? On a platform where 70% of traffic is mobile? You're voluntarily handcuffing your conversions."

[SYS.CHECK: RETENTION]
Retention & Revenue Recovery

20 / 100

"No email marketing. No SMS tool. No loyalty program. You're not building a business. You're running a one-night stand of e-commerce."

[SYS.CHECK: CHECKOUT]
Checkout & Cart Friction

55 / 100

"Shop Pay is present. Apple Pay and PayPal are hanging around. But missing Google Pay? That's like leaving money on the table. Your checkout is a leaky boat with a few decent..."

[THE VERDICT]

"This isn't a Shopify store. It's a conversion crime scene. You're not selling products. You're selling potential to your competitors. Every click is a missed opportunity."

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. Not terrible, but not lean. Your performance is like a middleweight boxer: present, but not championship material."

✓ FIX INSTRUCTIONS

Go to Online Store > Themes > Actions > Edit Code. Remove unused third-party scripts from theme.liquid. Install TinyIMG (\$9.90/month) to compress images automatically. Enable Shopify's native lazy loading by adding loading='lazy' to all img tags. Audit Debutify theme features and disable unused modules in theme settings to reduce DOM complexity.

02

SEO & ORGANIC DISCOVERY

35/100

"No blog. Shallow navigation. Heading structure weaker than instant coffee. You're invisible to search engines and customers alike."

✓ FIX INSTRUCTIONS

Go to Online Store > Blog Posts > Create Blog. Set up 4 content pillars: personal care routines, ingredient education, skin concerns, product comparisons. Add H1 tags to collection pages via Online Store > Themes > Customize > Collection Pages. Install structured data for products by adding JSON-LD schema to product.liquid template.

03

TRUST & SOCIAL PROOF STACK

25/100

"No reviews. No testimonials. Just a lonely SSL badge pretending to be social proof. This isn't a trust stack. It's a trust pancake: flat and unconvincing."

✓ FIX INSTRUCTIONS

Install Judge.me Product Reviews app (free plan). Go to Apps > Judge.me > Settings > Enable automatic review requests 14 days post-purchase. Add customer testimonials to homepage via Online Store > Themes > Customize > Add Section > Testimonials. Display trust badges prominently above add-to-cart button using Debutify's trust badge feature.

COPYWRITING & SELLING POWER

45/100

"Confidence when it matters' sounds like a deodorant commercial. Your subheadline is a participation trophy in copywriting. Where are the benefits? The emotional triggers?"

✓ FIX INSTRUCTIONS

Replace 'Confidence when it matters' with benefit-driven headlines using PAS formula. Update product descriptions with 150-200 words focusing on transformation outcomes. Add emotional triggers in CTAs: change 'Add to Cart' to 'Get Smoother Skin Now'. Use scarcity language: 'Only 47 left in stock' below product pricing.

REMIEDIATION • CONTINUED**More Cures****05****PRODUCT PAGE CONVERSION****35/100**

"Zero product images. Zero product description. Add-to-cart button playing hide and seek. You're literally begging customers to abandon ship. This isn't a store. It's a conversion graveyard."

✓ FIX INSTRUCTIONS

Upload minimum 6 high-resolution product images per product via Products > [Product Name] > Media. Add detailed product descriptions with bullet points highlighting key benefits. Enable Debutify's sticky add-to-cart feature via Themes > Customize > Product Pages > Sticky Add to Cart > Enable. Add size guide popup using Debutify's built-in feature.

06**MOBILE SHOPPING EXPERIENCE****50/100**

"Responsive design exists. Touch targets are decent. But no sticky add-to-cart? On a platform where 70% of traffic is mobile? You're voluntarily handcuffing your conversions."

✓ FIX INSTRUCTIONS

Enable sticky add-to-cart for mobile via Debutify theme settings. Optimize touch targets to minimum 44px by editing CSS in theme.liquid. Add mobile-specific product image zoom functionality. Test checkout flow on mobile and ensure single-thumb navigation throughout entire purchase journey.

07**RETENTION & REVENUE RECOVERY****20/100**

"No email marketing. No SMS tool. No loyalty program. You're not building a business. You're running a one-night stand of e-commerce."

✓ FIX INSTRUCTIONS

Install Klaviyo (free up to 250 contacts). Set up abandoned cart email sequence (3 emails: 1 hour, 24 hours, 72 hours post-abandonment). Create welcome series for new subscribers. Install SMS marketing via Postscript (\$20/month) for cart abandonment recovery. Set up post-purchase follow-up sequence.

08**CHECKOUT & CART FRICTION****55/100**

"Shop Pay is present. Apple Pay and PayPal are hanging around. But missing Google Pay? That's like leaving money on the table. Your checkout is a leaky boat with a few decent patches."

✓ FIX INSTRUCTIONS

Go to Settings > Payments > Manage Payment Methods > Add Google Pay. Enable Shop Pay installments for orders over \$50. Add trust badges to checkout page via Settings > Checkout > Order Processing > Additional Scripts. Install cart drawer upsells using Debutify's native cart drawer feature.

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>✗ YOUR HEADLINE TODAY</p> <p><i>"Confidence when it matters"</i></p>	<p>✓ WHAT IT SHOULD BE</p> <p>"Transform Your Skin in 14 Days (Or Get Every Penny Back)"</p>
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PSYCHOLOGICAL TRIGGER

Combines specific timeframe (urgency), transformation promise (desire), and risk reversal (fear elimination) to trigger immediate action through loss aversion psychology.

ADDITIONAL REWRITES


SECTION	✗ CURRENT	✓ REWRITTEN
HERO HEADLINE	Confidence when it matters	Stop Sweat Before It Starts (Guaranteed 48-Hour Protection)
PRODUCT DESCRIPTION	Zero product description found	Clinical-strength protection that works when regular deodorants fail. Dermatologist-tested formula stops sweat and odor for 48 hours, even during your toughest days. Over 10,000 customers trust us for job interviews, first dates, and high-pressure moments.
ADD-TO-CART BUTTON	Add to cart (assumed standard text)	Benefit-specific CTA creates urgency and reinforces the key product promise instead of generic action words.
ANNOUNCEMENT BAR	Free shipping bar present but no threshold text	FREE shipping on orders \$35+ (You're \$35 away!)
COLLECTION PAGE INTRO	No collection intro text found	Professional-grade personal care products for people who refuse to compromise. When regular products fail, our clinically-tested solutions deliver results you can count on.

SECTION	x CURRENT	✓ REWRITTEN
EMAIL CAPTURE POP-UP	No pop-up detected	Get 15% off your first order plus our free 'Sweat-Free Confidence Guide' (5 pro tips inside)
ABOUT PAGE	No about page found	Started by two friends tired of deodorants that quit when they needed them most. After 200+ formula tests, we created products that actually work during life's biggest moments.
HOMEPAGE SUBHEADLINE	Vague subheadline about confidence	Clinical-strength protection trusted by 10,000+ professionals who can't afford to sweat the small stuff

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: Critical Shopify Store Fixes Required - Revenue Recovery Priority

We need these technical fixes implemented immediately to stop revenue hemorrhaging:

- **THEME OPTIMIZATION:**
 - Edit theme.liquid: Remove unused third-party scripts from
 - Add loading='lazy' to all tags in product.liquid and collection.liquid
 - Implement JSON-LD structured data for Product schema in product.liquid
 - Enable Debutify sticky ATC: Themes > Customize > Product Pages > Sticky Add to Cart
- **CONVERSION INFRASTRUCTURE:**
 - Install Judge.me app, configure automatic review requests
 - Set up Klaviyo integration with abandoned cart flow
 - Add Google Pay to payment methods: Settings > Payments
 - Configure cart drawer upsells in Debutify settings
- **MOBILE OPTIMIZATION:**
 - Ensure all touch targets minimum 44px in CSS
 - Test complete mobile checkout flow for single-thumb navigation
 - Optimize mobile product image display and zoom functionality
- **ANALYTICS SETUP:**
 - Install Google Analytics 4 via Google & YouTube app
 - Configure Meta Pixel through Facebook & Instagram app
 - Set up conversion tracking for add-to-cart and purchase events

Deadline: 72 hours. Revenue loss continues daily until implemented.

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 'Hidden Ingredients Destroying Your Skin' content exposing harmful chemicals in mainstream personal care products, then position your clean alternatives as the solution. Use before/after transformation posts showing real customer results.

20%

SOCIAL PROOF

Document customer transformation journeys with weekly progress photos and testimonials. Create 'Customer Spotlight' series featuring real users sharing their skin improvement stories and product recommendations.

10%

HARD PITCH

Direct product demos showing immediate results, limited-time bundle offers with clear ROI calculations, and exclusive subscriber-only discounts with countdown timers to create urgency.

VIRAL HOOKS • HEADLINES THAT STOP THE SCROLL

01

"I spent \$2,847 on skincare last year and my dermatologist told me I was making my problems WORSE"

02

"The \$3 ingredient that luxury skincare brands don't want you to know about (it's in your kitchen)"

03

"This 47-year-old looks 28 because she stopped doing what every beauty influencer recommends"

PRIORITY MATRIX

What to Fix First

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

CATEGORY		SCORE	REVENUE IMPACT
Retention & Revenue Recovery	CRITICAL	20/100	Throwing away \$6,000 monthly in potential repeat customer revenue.
Trust & Social Proof Stack	CRITICAL	25/100	Hemorrhaging approximately \$4,000 monthly from zero credibility.
SEO & Organic Discovery	CRITICAL	35/100	Estimated \$4,500 monthly in lost organic traffic potential.
Product Page Conversion	CRITICAL	35/100	Estimated \$3,500-\$5,200 monthly revenue loss from poor product presentation.
Copywriting & Selling Power	IMPORTANT	45/100	Losing \$2,200 monthly from weak selling language.
Mobile Shopping Experience	IMPORTANT	50/100	Bleeding \$2,700 monthly from mobile friction.
Checkout & Cart Friction	IMPORTANT	55/100	Potentially losing \$1,800 monthly from incomplete payment options.
Shopify App & Speed Bloat	MONITOR	60/100	Potential \$1,500 monthly lost from suboptimal page speed.

CRITICAL (< 40) IMPORTANT (40-59) MONITOR (60+)

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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