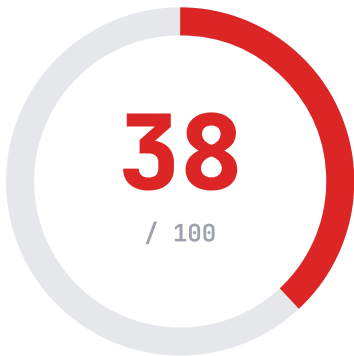


# CPR Playbook

CONVERSION • PERFORMANCE • REVENUE RECOVERY



[ AUDIT SUBJECT ]

**uk.huel.com**

Generated April 30, 2026

*"Nutritional meal replacements with identity crisis."*

**⚠ WARNING: REVENUE LEAK DETECTED**

\$22,000-\$35,000 monthly in missed revenue opportunities

△ REGULATORY NOTICE

As a health supplement business, you must have literal, evidence-backed claims about nutritional content and benefits. All health claims require substantiation with clinical studies or regulatory approval. Consult legal counsel before publishing any content about health outcomes, nutritional benefits, or wellness effects to ensure full compliance with health supplement regulations.

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  
*"Surprisingly minimal third-party scripts. Is this minimalism or emotional unavailability? Your page might actually load quickly, which is more than I can..."*

[SYS.CHECK: SHOPIFY SEO]  
**SEO & Organic Discovery**  
**35** / 100  
*"Shallow internal linking, no blog, meta signals invisible. Your SEO strategy is like your emotional availability: practically non-existent."*

[SYS.CHECK: TRUST STACK]  
**Trust & Social Proof Stack**  
**20** / 100  
*"No testimonials? No review app? Your customers are more invisible than your product details. This isn't vulnerability, this is self-sabotage. Tell me about your..."*

[SYS.CHECK: SALES COPY]  
**Copywriting & Selling Power**  
**45** / 100  
*"Complete nutrition that supports your body, your goals, and your life' sounds like a therapy session, not a product pitch. Are we selling meal replacements or..."*

[SYS.CHECK: PRODUCT PAGE]  
**Product Page Conversion**  
**25** / 100  
*"Zero product images? Are you selling meal replacements or selling FEELINGS? Your product page is like an existential crisis in a blender. No visible..."*

[SYS.CHECK: MOBILE COMMERCE]  
**Mobile Shopping Experience**  
**55** / 100  
*"Congrats on being mobile-friendly. But no sticky 'Add to Cart'? 70% of Shopify traffic is mobile, and you're making them work harder than their workout routine."*

[SYS.CHECK: RETENTION]  
**Retention & Revenue Recovery**

[SYS.CHECK: CHECKOUT]  
**Checkout & Cart Friction**

30

/ 100

*"No email marketing tool? Bold Subscriptions is your only retention lifeline. This isn't a strategy, this is abandonment issues personified in e-commerce form."*

45

/ 100

*"Missing Shop Pay is like forgetting protein in a meal replacement. You've got Apple Pay and PayPal, but without Shop Pay, you're leaving an easy 18% checko..."*

[ THE VERDICT ]

*"Your Shopify store is a beautifully designed emotional void. You've created a nutritional brand that's more committed to aesthetics than actual conversion. We need therapy. And a complete Shopify rebuild."*

**THE REMEDIATION PLAN**

# Autopsy Cures

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

**TRUST & SOCIAL PROOF STACK****20/100****01**

*"No testimonials? No review app? Your customers are more invisible than your product details. This isn't vulnerability, this is self-sabotage. Tell me about your trust issues."*

**✓ FIX INSTRUCTIONS**

Install Judge.me review app immediately (free plan covers 200 monthly requests). Go to Apps → Visit Shopify App Store → Search 'Judge.me' → Install → Configure automated review requests 7 days post-purchase. Add review widgets to product pages via theme customization. Import existing customer reviews from email or create review request campaign to past purchasers.

**SEO & ORGANIC DISCOVERY****35/100****02**

*"Shallow internal linking, no blog, meta signals invisible. Your SEO strategy is like your emotional availability: practically non-existent."*

**✓ FIX INSTRUCTIONS**

Go to Online Store → Blog Posts → Create Blog. Write 12 nutritional meal replacement articles targeting 'meal prep for busy professionals', 'complete protein sources', 'weight management nutrition'. Add internal links from blog to product collections. Go to Online Store → Navigation → Create meal-replacement-specific menu structure with collection pages.

**PRODUCT PAGE CONVERSION****25/100****03**

*"Zero product images? Are you selling meal replacements or selling FEELINGS? Your product page is like an existential crisis in a blender. No visible pricing means customers will abandon faster than their diet goals."*

**✓ FIX INSTRUCTIONS**

Upload minimum 5 high-resolution product images per nutritional meal replacement SKU. Go to Products → [Product Name] → Media → Add images showing powder texture, mixed product, serving size comparison, nutritional label close-up. Add detailed product descriptions with ingredient benefits, serving instructions, and nutritional breakdown in the description field.

**CHECKOUT & CART FRICTION****45/100**

*"Missing Shop Pay is like forgetting protein in a meal replacement. You've got Apple Pay and PayPal, but without Shop Pay, you're leaving an easy 18% checkout conversion on the table. Classic trauma response."*

✓ **FIX INSTRUCTIONS**

Go to Settings → Payments → Manage → Enable Shop Pay immediately (increases checkout conversion by 18% average). Install sticky Add to Cart button via theme customization or CartHook app. Go to Settings → Checkout → Enable guest checkout and one-page checkout options.

REMEDIATION • CONTINUED

# More Cures

**05**

**RETENTION & REVENUE RECOVERY** **30/100**

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*"No email marketing tool? Bold Subscriptions is your only retention lifeline. This isn't a strategy, this is abandonment issues personified in e-commerce form."*

**✓ FIX INSTRUCTIONS**

Install Klaviyo email marketing app (free up to 250 contacts). Create abandoned cart sequence (send at 1 hour, 24 hours, 72 hours), welcome series for new subscribers, and post-purchase follow-up sequence. Set up subscription upsells through existing Bold Subscriptions app for recurring nutritional meal replacement orders.

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>"Complete nutrition that supports your body, your goals, and your life."</del></p>	<p><b>✓ WHAT IT SHOULD BE</b></p> <p><b>"Replace 2 meals daily with [INSERT SPECIFIC PRODUCT NAME] and get [INSERT YOUR CLINICALLY TESTED NUTRITIONAL BENEFITS] in under 60 seconds. [INSERT CUSTOMER COUNT] busy professionals already trust us for complete nutrition."</b></p>
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PSYCHOLOGICAL TRIGGER

Transforms vague emotional appeal into specific behavioral outcome with social proof trigger and time-based urgency that activates loss aversion in the reptilian brain.

## ADDITIONAL REWRITES


SECTION	x CURRENT	✓ REWRITTEN
HERO SUBHEADLINE	<del>Complete nutrition that supports your body, your goals, and your life.</del>	All 27 essential vitamins and minerals in every meal. Ready in 30 seconds.
SECTION HEADING	<del>Food to fuel your goals</del>	[INSERT YOUR NUTRITION FACTS] complete nutrition per serving. Fuel your [INSERT YOUR TARGET GOALS].
SECTION HEADING	<del>Shop your way</del>	Choose your nutrition: Powder, Ready-to-Drink, or Bars
ADD-TO-CART BUTTON	<del>[not detected on page]</del>	Add to Cart - Free Shipping Over [INSERT THRESHOLD]

SECTION	x CURRENT	✓ REWRITTEN
<b>PRODUCT DESCRIPTION FRAMEWORK</b>	<del>[not detected on page]</del>	Get [INSERT YOUR VERIFIED NUTRITION FACTS] in every serving. Perfect for [INSERT YOUR TARGET USE CASE]. Contains [INSERT YOUR ACTUAL INGREDIENTS]. [INSERT YOUR PREPARATION TIME AND INSTRUCTIONS].
<b>ANNOUNCEMENT BAR</b>	<del>[not detected on page]</del>	New customers: [INSERT YOUR ACTUAL DISCOUNT]% off first order + free shipping over [INSERT THRESHOLD]

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@uk.huel.com  
**To:** your-developer@company.com  
**Subject:** URGENT: Shopify Revenue Recovery Tasks - Complete Within 48 Hours

Critical Shopify configuration fixes required immediately:

- Enable Shop Pay: Settings → Payments → Manage → Activate Shop Pay checkout
- Install Meta Pixel: Apps → Facebook & Instagram → Install → Configure tracking events
- Add structured data markup for nutritional products: Edit theme.liquid, add JSON-LD Product schema
- Implement sticky Add to Cart button: Edit product-form.liquid, add position: sticky CSS
- Configure cart drawer optimization: Modify cart-drawer.liquid for cross-sell opportunities
- Set up automated review collection: Install Judge.me app, configure post-purchase email triggers
- Create blog section: Add blog template files, set up nutritional content architecture
- Optimize mobile product image carousel: Edit product-media-gallery.liquid for swipe functionality

Priority order: Shop Pay first (immediate 18% checkout boost), then Meta Pixel for retargeting data collection. Complete all tasks within 48 hours for maximum revenue impact.

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 how traditional meal prep wastes 4+ hours weekly and costs more than nutritional meal replacements. Target busy professionals with time-scarcity pain points through 'The Hidden Cost of Meal Prep' angle.

## 20%

### SOCIAL PROOF

Document transformation stories of professionals who replaced breakfast and lunch with nutritional meal replacements. Focus on time saved, energy levels, and productivity gains rather than weight loss claims.

## 10%

### HARD PITCH

Direct-response offer: '30-Day Nutritional Meal Replacement Challenge' with subscription discount and [INSERT YOUR MONEY-BACK GUARANTEE]. Target productivity-focused professionals who value time optimization.

## VIRAL HOOKS • HEADLINES THAT STOP THE SCROLL

01

"I replaced breakfast and lunch with nutritional meal replacements for 30 days. Here's what happened to my productivity (and my grocery bill)."

02

"The meal prep industry doesn't want you to know: You're spending [INSERT CALCULATION] more on ingredients than complete nutritional meal replacements."

03

"Former nutritionist reveals: Why [INSERT SPECIFIC NUTRITIONAL BENEFIT] in meal replacements outperforms traditional meal planning for busy professionals."

## 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	20/100	Approximately \$4,000-\$6,000 monthly lost from zero social proof.
Product Page Conversion	CRITICAL	25/100	Estimated \$3,500-\$5,000 monthly loss from incomplete product presentation.
Retention & Revenue Recovery	CRITICAL	30/100	Up to \$5,000 monthly lost in potential repeat customer revenue.
SEO & Organic Discovery	CRITICAL	35/100	Approximately \$3,000-\$4,500 monthly in lost organic traffic potential.
Copywriting & Selling Power	IMPORTANT	45/100	Estimated \$1,500-\$2,500 monthly lost from vague messaging.
Checkout & Cart Friction	IMPORTANT	45/100	Potential \$2,800-\$4,200 monthly revenue leak from checkout inefficiency.
Mobile Shopping Experience	IMPORTANT	55/100	Risking \$2,200-\$3,500 monthly from poor mobile conversion optimization.
Shopify App & Speed Bloat	MONITOR	65/100	Potential \$800-\$1,200 saved by avoiding unnecessary app bloat.



# 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 →**

**LeakAudit**

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