

yourstore.com — Cart Audit

Audit Report

44

CART UX

58

CHECKOUT

36

TRUST

70

MOBILE

SCORE BREAKDOWN



ISSUES FOUND (9)

No guest checkout — forces account creation	CRITICAL
No trust badges at the payment step	CRITICAL
Shipping cost only shown at last step	CRITICAL
7 form fields — too many to fill	WARNING
No upsell or cross-sell in cart	WARNING
Return policy not visible on cart page	WARNING
Only one payment method available	WARNING
Cart loads well on mobile	PASS
Quantity editing works correctly	PASS

CONVERSION OPPORTUNITIES

Add guest checkout	+18% Checkouts
Show shipping cost earlier	+12% Checkouts
Add trust badges at payment	+9% Conversions
Add upsell / cross-sell block	+22% AOV

Reduce form fields to 4

+8% Completions

Add PayPal / Apple Pay

+14% Checkouts

90-DAY FIX PLAN

- 1 **Week 1–2:** Enable guest checkout & show shipping cost on cart page.
- 2 **Week 3–4:** Add trust badges, security seals & return policy to cart.
- 3 **Month 2:** Reduce checkout form fields. Add PayPal & Apple Pay.
- 4 **Month 3:** Set up upsell/cross-sell block & abandoned cart email flow.

+ full 90-day fix plan included — [get yours free](#)

END OF PREVIEW