CRO FRAMEWORKS

The eCommerce CRO Audit Framework

---

87 checkpoint items across homepage, PDP, cart, and checkout with a scoring rubric to identify conversion blockers.

Creative Labs | creativelabs.agency

2026 Edition

Table of Contents

How to Use This Framework

This CRO audit framework is designed to systematically evaluate every stage of your eCommerce conversion funnel. Score each checkpoint on a 1-5 scale (1=Critical Issue, 5=Excellent). Items scoring 1-2 should be prioritized for immediate improvement.

Work through each section methodically, documenting current state, identifying issues, and noting specific improvement recommendations. The total audit typically takes 4-6 hours for a medium-sized store.

Homepage Audit (22 Checkpoints)

Your homepage sets the first impression and directs traffic to high-intent pages. Evaluate these elements for clarity, relevance, and conversion potential.

- Hero section communicates value proposition in under 5 seconds
- Primary CTA is visible above the fold on mobile
- Navigation is clear with logical category structure
- Search bar is prominent and functional
- Trust signals visible (reviews, guarantees, certifications)
- Social proof is present (customer count, testimonials)
- Featured products or collections guide browsing
- Page loads in under 3 seconds on mobile
- No layout shift (CLS score under 0.1)
- Mobile menu is intuitive and easy to navigate
- Promotional banners don't obstruct primary content
- Footer includes essential links and contact information

Product Detail Page Audit (25 Checkpoints)

Product pages are where purchase decisions happen. Every element should reduce friction and build confidence in the buying decision.

- High-quality product images (minimum 4 per product)
- Zoom functionality works on desktop and mobile
- Product title is descriptive and includes key attributes
- Price is clearly displayed with any discounts shown
- Add to Cart button is prominent and above the fold
- Size/variant selectors are intuitive
- Product description addresses key customer questions
- Shipping information is visible on the page
- Return policy is easily accessible
- Customer reviews are displayed with ratings
- Related/recommended products are shown
- Mobile layout prioritizes image and CTA
- Page speed under 3 seconds with images loaded

Cart & Checkout Audit (22 Checkpoints)

Cart and checkout are the final conversion barriers. Even small friction points here cause significant abandonment. Optimize relentlessly.

- Cart is accessible from every page
- Line items show product image, name, price, and quantity
- Easy quantity adjustment and item removal
- Estimated shipping shown before checkout
- Discount code field is present but not distracting
- Guest checkout is available
- Checkout progress indicator is visible
- Payment options include digital wallets (Apple Pay, Google Pay)
- Form fields use appropriate input types for mobile
- Error messages are clear and specific
- Order summary is visible throughout checkout

- Trust badges near payment information

Mobile Experience Audit (18 Checkpoints)

Over 70% of eCommerce traffic comes from mobile devices. Your mobile experience must be flawless, not just responsive.

- All CTAs are easily tappable (minimum 44x44px)
- Text is readable without zooming
- Forms use appropriate mobile keyboards
- Sticky add-to-cart on product pages
- Mobile navigation is thumb-friendly
- Images load quickly with proper compression
- No horizontal scrolling on any page
- Checkout is optimized for mobile keyboards
- Phone number links are tappable
- Mobile search is functional and prominent

Scoring & Prioritization

After completing the audit, calculate your total score across all 87 checkpoints. Maximum possible score is 435 (87 x 5). Use this scale to assess your store's conversion readiness.

Score 350-435: Excellent - Focus on incremental improvements. Score 250-349: Good - Address 2-3 scoring items for significant gains. Score 150-249: Needs Work - Prioritize critical items immediately. Score below 150: Critical - Consider a comprehensive redesign focused on conversion.

About Creative Labs

Creative Labs is a global eCommerce agency specializing in Shopify development, SEO, conversion optimization, and digital growth strategies. We help brands build online stores that convert and scale.

Get in Touch

Website: creativelabs.agency

Email: hello@creativelabs.agency

Book a Free Audit: creativelabs.agency/contact