

FPT Sportz

Conversion audit and rebuild recommendations · fptsportz.shop

SESSIONS ANALYSED	PRODUCTS REVIEWED	BIGGEST LEVER	COVERAGE
48,639 90 days · 85% mobile	2,834 128,698 variant rows	31% checkout completion	10 sections findings, build spec, plan

Prepared for FPT Sportz
September 2026 · data period 5 Jun – 3 Sep 2026

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SOURCES

- **Shopify analytics** — 90 days, 5 June to 3 September 2026.
- **Products export** — 2,834 products, 128,698 variant rows.
- **Theme export** — fpt831sportz dev-studio, 3 September 2026.
- **Live storefront** and Shopify admin (apps, markets, collections).
- **The development team's project documentation.**

HOW TO READ THIS

Sections 1 to 3 are findings — where the money is, what the catalogue data looks like, and what must not ship. Sections 4 to 8 are the build: structure, collections, filters, page-by-page layout and cart. Section 9 is the phased plan and section 10 lists what still needs confirming.

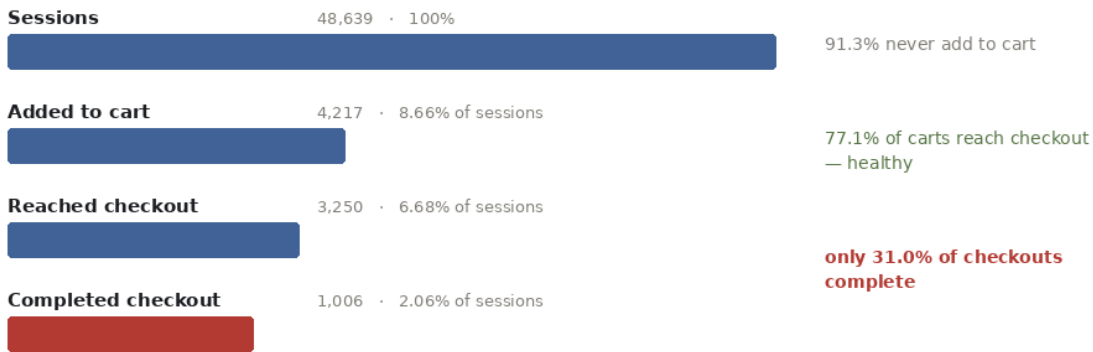
The development team's project documentation is a solid, well-structured build plan. This document adds the conversion and catalogue layer on top of it, so the two are designed to be read together. Everything here maps onto the existing phases.

1 Where the money is

The store performs well on demand. Sessions up 40%, orders up 93%, returning customer rate 41.72% — that last figure is high, and it says the product and price are right. People want what is being sold.

The problem is completion, not desire.

CONVERSION FUNNEL · LAST 90 DAYS (5 JUN - 3 SEP 2026)



2,244 people reached checkout in 90 days and did not finish.

At the current AOV of \$69.72, that is roughly \$156,000 of abandoned checkout value.

- Add to cart → reached checkout is 77.1%. Healthy. Needs no attention.
- Reached checkout → completed is 31.0%. A typical store sits between 45% and 65%.

WHERE THE OPPORTUNITY IS · MODELLED OVER 90 DAYS



Same traffic. The checkout step is roughly four times the size of the next best lever.

Traffic held constant, one rate moved at a time. The checkout step is roughly four times the next best lever, which is why it is worth adding to the plan early.

LIKELY CONTRIBUTORS, TO BE CONFIRMED BY TEST TRANSACTIONS

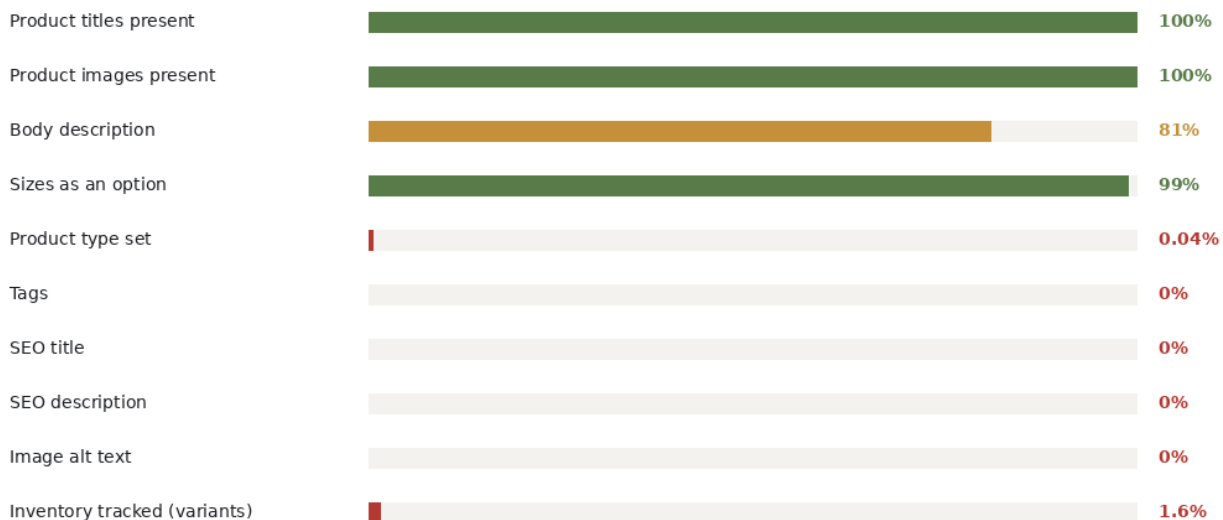
1. Managed Markets is active across 188 regions, plus 67 where duties are not collected. Duties, taxes, currency conversion and the Global-e merchant-of-record disclosure all land at the checkout step.
2. 85% of sessions are mobile, where every extra field or step costs more.
3. Shipping charges were \$8,234 against \$83,915 gross — near 10% of order value. If that only appears at checkout, it will cost conversions.
4. The storefront defaults to AED while effectively all traffic is United States.

First action, before any build work: five test purchases — mobile and desktop, US and one international market — recording every screen, fee and message the customer sees. This is the highest-value hour available on this project.

2 Catalogue data — the foundation for sections 4 to 6

Everything in sections 4 to 6 — smart collections, filters, automated homepage sections — reads product tags, product type and metafields. Here is what exists today.

CATALOGUE DATA READINESS · 2,834 PRODUCTS



This is why all 21 collections are currently manual — there is no tag or type data for a smart collection rule to read. It sits in the catalogue rather than the theme, and the taxonomy below can be scripted against a CSV export and handed over ready to build against.

2.1 What's missing CATALOGUE

FIELD	COVERAGE	CONSEQUENCE
Tags	0 of 2,834	No smart collections, no filters
Product type	1 of 2,834	No category rules possible
SEO title	0%	Google shows raw product titles
SEO description	0%	Search snippets auto-generated
Image alt text	0 of 3,197	No image search traffic, accessibility gap
Body description	81%	544 products with no description
Images per product	1.1 average	Most jerseys have a single photo
Inventory tracked	1.6% of variants	Stock filters and stock counters meaningless

2.2 Data quality problems CATALOGUE

- **Size spelled two ways.** "Meduim" appears on 12,692 variants; the correct "Medium" on 4,793. A size filter today would list both as separate options.
- **87 distinct size values**, mixing adult sizes, kids ages, "0-6 Months", and configuration strings like "Top Only Size Small", "Sweats Only Size Large" and "Mix Sizes (Leave note in Sellers Instructions)".
- **The Personalization option is spelled five ways:** Personalization (551 products), Personalization (210), Personilization (79), Personalizatiion (1), and one with a trailing space.
- **Option positions are inconsistent.** Patches sits in Option 2 on 1,245 products and Option 3 on 672. No filter can read across that.
- **Three vendor names for one business:** FPT831Sportz (1,340), FPTSPORTZ (1,326), FPT Sportz LLC (168). The vendor is displayed on the storefront.
- **450 variants have a compare-at price of 0**, which renders as a struck-through zero or a near-100% discount. 3,824 variants show more than 60% off.

- 314 variants are priced above \$5,000, up to \$21,600. Almost certainly data errors.
- "Stantard" instead of "Standard" in 22 product titles, plus "Concep" in 5.
- 2,047 products (72%) have no Shopify standard product category, which affects tax handling and Markets.
- 20,043 variants are set to continue selling when out of stock, against 1.6% inventory tracking — an overselling risk.

2.3 Variants: the structural fix HIGHEST-VALUE CHANGE

Patches and Personalization are configured as variant options rather than add-ons. Multiplied against size, this produces up to 126 variants for a single jersey.



WHAT TO CHANGE

- Keep Size as the only variant option.
- Move Patches and Personalization to line item properties captured on the product page and passed to the cart, with any price uplift handled as an add-on product or a cart transform.
- Normalise the 87 size values to a clean set: Small, Medium, Large, XL, 2XL, 3XL for adults; Age 2-3 through Age 12-13 for kids; 0-6 Months for baby.
- Move set configuration out of size. "Top Only", "Sweats Only", "Shorts Only" describe what's included, not what size it is — those belong in a separate option or as distinct products.

WHAT IT BUYS

- 128,698 variants down to roughly 17,000. An 87% reduction.
- A materially faster product page — a 126-variant product currently ships its entire variant JSON to every visitor.
- Inventory tracking becomes practical, which in turn makes stock filters and low-stock messaging honest.
- One clean size selector instead of three dropdowns with instructions inside the values.

2.4 The taxonomy can be derived, not typed GOOD NEWS

The titles already carry the structure. 85.2% contain a season or year. Club, kit type and audience are extractable by pattern:

FACET	EXTRACTABLE	EVIDENCE IN TITLES
Season	85.2%	25/26 (991), 2026 (322), 26/27 (208), plus retro seasons
Kit slot	~63%	Home (940), Away (664), 3rd (168), Goalkeeper (101)
Edition	~24%	Standard Kit (406), Player Issue (279), Long Sleeve (230)
Category	high	Shorts (659), Set (568), Training/Warm Up (486), Socks (179)
Audience	~20%	Kids (463), Woman (114)

Retro	510 products	Explicit retro/vintage wording, plus pre-2015 seasons
Club / country	high	Leading tokens — needs an alias map for abbreviations

This is a scripted job against a CSV export and re-import, not manual data entry. The one part needing human input is the club alias map — "Bayern Mun.", "A. Madrid", "R. Madrid", "Man Utd", "Barça" all need mapping to canonical club names. That is an afternoon's work, once.

PROPOSED TAG NAMESPACE

Namespaced tags keep the admin readable and let Search & Discovery group filters cleanly.

```
league:premier-league league:la-liga league:bundesliga league:serie-a
league:ligue-1 league:liga-mx league:mls league:conmebol league:international
club:bayern-munich club:real-madrid club:mexico club:club-america ...
season:25-26 season:26-27 season:retro
kit:home kit:away kit:third kit:goalkeeper kit:concept
edition:standard edition:player-issue edition:long-sleeve
audience:men audience:women audience:kids audience:baby
category:jersey category:kit-set category:shorts category:socks
category:training category:outerwear category:accessory
```

3 Must be resolved before launch

Not optimisations. Things that should not go live as they are.

3.1 Testimonials are invented and labelled verified HOMEPAGE

The homepage testimonial section holds three hand-written reviews attributed to Marcus T., Carlos R. and James O., each linked to a real product, with `show_verified_buyer` switched on.

No review app is installed, so no genuine review data exists anywhere on the store. All traffic is United States, where presenting fabricated reviews as verified is a consumer-protection exposure rather than only a credibility one.

Recommendation: remove for launch. Install a review app — Judge.me has a free tier — and collect real reviews against the 1,166 orders already placed. At a 41.72% returning customer rate they will arrive quickly and be worth far more.

3.2 Urgency widgets PRODUCT PAGE

- **live_view** — "[count] peoples are viewing this right now", randomised 10 to 40. Currently disabled. Keep it disabled.
- **review_and_sold** — sold counts cycling a hardcoded list (8, 10, 12, 15, 17, 22). Currently disabled. Keep it disabled.
- **countdown_timer** — active but not rendering, presumably no end date set. If a date is ever set without a real sale behind it, it becomes a fake deadline.
- **stock_countdown** — active, threshold 30. It reads real inventory, which is fine in principle, but only 1.6% of variants are tracked. Fix tracking before relying on it.

Recorded here so the decision is deliberate rather than something a future theme edit switches on.

3.3 Three conflicting promotions are live SITEWIDE

- **Navigation:** "XMAS SALE" — in September.
- **Announcement bar, one page:** "Coats—every friday 75% Off" — the store does not sell coats.
- **Announcement bar, another page:** "Summer sale discount off 50%".

A customer moving between two pages sees two different discount claims. Whichever is real should appear consistently; the rest need removing.

3.4 Smaller items, all visible to customers SITEWIDE

- **Trust badge** renders as "Guarantee Safe Checkout:" with no payment icons beneath it.
- **Personalization options** say "Leave Name on Note" but the new product template has no note field. The previous theme had one. A customer choosing personalisation currently has nowhere to enter it — on a paid add-on.
- **Recently Viewed copy** reads "blending quality and style for a refined living experience" — furniture demo text.
- **Recently Viewed** shows the product being viewed.
- **Shipping accordion** states **1-2 day processing and 3-5 day delivery, free over \$150** — contradicting the Processing page's 6-10 working days, guaranteed 11-15, plus a possible further 1-3 days.
- **Footer:** social links under a heading called "Shop Categories"; "Footer menu" contains only "Search"; copyright reads 2025; contact email is a personal Outlook address.
- **Collections list** reads "You've viewed 12 of 21 result".
- **Collection** titled "FPTSPORTZ Merchandize".
- **"Available: Instock"** on the product page.
- **Collection tile imagery** appears **AI-generated** and the sponsor marks are distorted — "Emrax", "Eamnn", "MEXLUB", "HERYALIBE" are all legible. Worth swapping for real product photography, which the store already has.

3.5 Tracking and measurement WORTH ADDING TO THE PLAN

One genuinely useful addition to the build: a tracking plan. There is no tracking code in the theme layout at present, and the numbers in section 1 came from Shopify's own reporting rather than GA4.

Getting this in before launch means the team can show what the rebuild achieved, rather than relying on impressions. It is also much easier to build in than to retrofit.

- **GA4 with ecommerce events** — view_item, add_to_cart, begin_checkout, purchase — verified against Shopify's order numbers rather than assumed.
- **Meta Pixel with Conversions API**, deduplicated between browser and server.
- **A baseline snapshot captured before launch** — sessions, conversion rate by device, and each funnel step — so before-and-after is possible.
- **Consent handling** appropriate to the markets being sold into.

Worth capturing the baseline first, whatever else happens. Once the new theme goes live the current numbers are gone, and the funnel in section 1 is the yardstick everything gets measured against.

4 Site structure

PAGE INVENTORY

PAGE	STATUS	NOTES
Home	Rebuild	Section order in 5 below
Shop by league (landing)	New	Primary navigation model for this audience
Collection	Rebuild	Filters are the critical piece — section 6
Product	Rebuild	Layout in section 7
Cart	Rebuild	Upsell and reassurance — section 8
Search results	Rebuild	2nd biggest landing page — 4,408 sessions
Size guide	New	Kit sizing is a major return driver

Delivery & processing	Consolidate	Currently contradicts the product page
Order lookup	New	Directly addresses the support volume
Personalisation guide	New	Explains patches and name/number, with examples
About / Contact / Policies	Keep, tidy	Branded email, real address

NAVIGATION

The current menu mixes a promotion ("XMAS SALE"), a duplicate ("Catalog" and "Categories"), and an unclear label ("Everything you need to know"). Proposed:

Leagues ▶ Premier League · La Liga · Bundesliga · Serie A · Ligue 1 · Liga MX · MLS · CONMEBOL · International

Retro ▶ By decade · By club · Most wanted

Shop ▶ Jerseys · Kits & sets · Shorts · Socks · Training · Outerwear

Kids ▶ Kids kits · Baby · Women

Sale

Help ▶ Delivery & processing · Size guide · Personalisation · Track order · Contact

- Search stays visible in the header rather than behind an icon, given /search is the second highest landing page.
- One promotional slot only, in the announcement bar, not in the main menu.

5 Homepage

HOMEPAGE · RECOMMENDED SECTION SEQUENCE

Order matters more than count. Everything above the reviews section should be reachable in three scrolls on a phone.

1	Announcement bar One promotion only. Delivery promise, not a discount claim.
2	Header Search visible, not behind an icon — /search is the 2nd biggest landing page.
3	Hero One message, one primary action. Mobile-composed, not a cropped desktop image.
4	Shop by league How this audience actually navigates. 10 leagues, real photography.
5	Best sellers Driven by real sales data — currently the Mexico 2026 kits.
6	Delivery & returns strip Processing time, shipping, returns. Answers the question before it's asked.
7	New arrivals Automated from a New tag, not curated by hand.
8	Retro / Vintage feature 707 products and the clearest differentiator in the catalogue.
9	Kids & Women 500 and 114 products. Currently invisible on the homepage.
10	Reviews Only once real reviews exist. Leave out until then.
11	Newsletter Single field. Email only.
12	Footer Correct menu labels, branded email, current year, payment icons.

Sections 4, 5, 7, 8 and 9 all require the tag taxonomy in section 2 of this document to exist first.

NOTES ON SPECIFIC SECTIONS

- **Hero.** The current version reads "Premium Sports Jerseys for Every League, Every Club, Every Fan" over a stock stadium photograph. Accurate and generic. See section 9.6 on positioning.
- **Shop by league.** This is how the audience thinks. Real photography, not league logos — logos are licensed marks and the current AI-generated tiles carry distorted versions of them.
- **Best sellers.** Pull from real sales data. Today that is the Mexico 3rd 2026 Standard Issue Kit (\$4.3K), Mexico Home 2026 Player Issue (\$2.8K) and Mexico 3rd 2026 Player Issue (\$2.3K).
- **Delivery strip at position 6.** Deliberately above the fold-and-a-half. It answers the single most common support question before the customer has to ask it.
- **Retro at position 8.** 707 products, the largest single category and the clearest differentiator against every other replica store.
- **Kids and Women at position 9.** 500 and 114 products respectively, currently invisible on the homepage.

6 Collections and filters

6.1 Automated collection rules REPLACES 21 MANUAL COLLECTIONS

Once the tags in 2.4 exist, every collection below becomes automated and self-maintaining. New products join the right collections the moment they are tagged.

COLLECTION	RULE	APPROX. SIZE
Premier League	tag = league:premier-league	109
La Liga	tag = league:la-liga	46
Liga MX	tag = league:liga-mx	88
Retro / Vintage	tag = season:retro	~510–707
Player Issue	tag = edition:player-issue	279
Kids	tag = audience:kids	463
Women	tag = audience:women	114
Training & warm-up	tag = category:training	486
Shorts	tag = category:shorts	659
Sale	compare-at price is not blank	audit first
New arrivals	tag = new (applied by Flow, expires after 30 days)	rolling
Club collections	tag = club:{name} — generated per club	one per club

- **Delete** "Windbreakers/Hoodie Sets (copia)" — 19 products, an accidental duplicate that is live.
- **Audit the Sale rule before enabling it.** 450 variants have a compare-at of 0 and 3,824 show over 60% off. A Sale collection built on that data today would be full of implausible discounts.

Shopify smart collections support conditions on tag, type, vendor, price, compare-at price, weight, inventory and variant title. Everything above fits within those. The New arrivals tag needs a Shopify Flow automation to add and remove it on a schedule.

6.2 Storefront filters SEARCH & DISCOVERY

Retro/Vintage holds 707 products and the only filter today is In stock / Out of stock, with alphabetical default sort. A customer looking for a Medium Bayern away shirt has no way to narrow it. That is a direct contributor to the 8.66% add-to-cart rate.

FILTER	SOURCE	NOTE
Size	Variant option	Normalise the 87 values first
League	tag league:*	Top-level facet
Club / country	tag club:*	Searchable within the filter
Season	tag season:*	Group retro separately from current
Kit slot	tag kit:*	Home / away / third / GK
Edition	tag edition:*	Standard / player issue / long sleeve
Audience	tag audience:*	Men / women / kids / baby
Price	Native	Fix the 314 variants above \$5,000 first
Availability	Native	Only meaningful once inventory is tracked

- Default sort should be best selling, not alphabetical.
- Filter state must survive opening a product and coming back.
- Mobile-first filter UI — a drawer with counts, given 85% of sessions.
- Search deserves the same facets, given it is the second biggest landing page.

7 Product page

Order below is the mobile sequence. Desktop can place the gallery alongside, but the priority order should not change.

#	ELEMENT	REQUIREMENT
1	Breadcrumb	League → club → product. Aids navigation and SEO.
2	Gallery	Minimum four images: front, back, detail, worn. Currently averaging 1.1 per product, so the photography needs to land alongside the build — flagged in section 10 so it isn't discovered late.
3	Title	Clean title. Remove the vendor line — three inconsistent vendor names are displayed today.
4	Price	Compare-at only where a real prior price existed.
5	Size selector	Buttons, not a dropdown. Size guide link inline. Usizy adviser adjacent.
6	Patches (add-on)	Line item property, not a variant. Short labels, with the explanation in a tooltip rather than inside the value.
7	Personalisation (add-on)	Line item property. Name and number fields on the page, with live preview if feasible. Must exist — options currently reference a note field that isn't there.
8	Quantity + add to cart	Sticky on mobile once scrolled past.
9	Delivery promise	Explicit: made-to-order window, then shipping window, then an estimated arrival date range. Not in an accordion.
10	Trust row	Real payment icons, returns window, secure checkout. Currently an empty label.
11	Short description	Two or three lines. 544 products have none.

12	Reviews	Once real ones exist. Rating summary here, full reviews below.
13	Accordions	Full description, size chart, delivery & returns, personalisation guide. Remove demo copy.
14	Complete the kit	Matching shorts and socks for the same club and season — driven by tags, not manual picks.
15	You may also like	Same club first, then same league.
16	Recently viewed	Excluding the current product.

"Complete the kit" at position 14 is the highest-value addition on this page. The catalogue already holds 659 shorts and 179 socks products, and a jersey buyer is the most likely person to want the matching pair. Tag-driven matching on club and season makes it automatic.

8 Cart and checkout expectations

The cart carries a disproportionate share of the opportunity here, because /cart is already the third biggest landing page at 2,269 sessions — people are returning to abandoned carts.

CART PAGE

- **Free shipping progress bar.** Shipping is running near 10% of order value. A visible threshold is the most reliable AOV lever available, and AOV is currently \$69.72.
- **Complete the kit, again.** Shorts and socks matched to what's already in the cart.
- **Delivery promise repeated,** with the same wording as the product page.
- **Editable personalisation** — if a customer added a name and number, they should be able to correct it here rather than emailing.
- **Trust row** with payment icons and returns window.
- **Order note field** clearly labelled, if any add-on still relies on notes.

BEFORE CHECKOUT

- **Duties and taxes stated before the customer reaches checkout,** not discovered there. This is the single most likely cause of the 31% completion rate.
- **Currency shown matching the currency charged.**
- **Express wallets enabled and visible** — Shop Pay, Apple Pay, Google Pay — given 85% mobile.
- **Shipping cost visible in the cart,** estimated from location, rather than appearing as a surprise.

9 Development plan

Sequenced so the catalogue work runs in parallel with the build rather than blocking it. Phase 0 is the client's, and it can start today.

PHASE	WORK	DEPENDS ON	OWNER
0	Checkout diagnosis — five test transactions	Nothing. Do first.	Client + Ali
0	Catalogue taxonomy: tags, type, size normalisation, option restructure	Club alias map	Ali (scripted)
0	SEO titles, descriptions, alt text	Taxonomy	Ali (scripted)

0	Product photography — 4+ images per product	Nothing	Client
1	Remove fake testimonials, fix promos and demo copy	Nothing	Dev team
1	Tracking plan: GA4, Pixel, CAPI, baseline snapshot	Nothing	Dev team
2	Header, navigation, search	Taxonomy	Dev team
2	Homepage sections	Taxonomy, photography	Dev team
3	Collection template + Search & Discovery filters	Taxonomy, size normalisation	Dev team
3	Automated collections replacing the 21 manual ones	Taxonomy	Ali + Dev
4	Product template, add-ons as line item properties	Option restructure	Dev team
4	Delivery promise, single source	Confirmed fulfilment times	Client + Dev
5	Cart, upsell, free shipping threshold	Taxonomy	Dev team
5	Reviews app and first collection campaign	Nothing	Client
6	Redirect map, crawl, canonicals, sitemap	Final URLs	Dev team
6	Order lookup and automated status updates	Delivery promise	Dev team
6	Pre-launch QA, tracking verification, launch	All of the above	All

The dependency column is the important part. If the taxonomy in Phase 0 does not exist, phases 2, 3 and 5 have to be built with hardcoded collections and no filters — which is where the store is today.

9.6 One strategic observation CLIENT'S CALL

The data points somewhere more specific than the current positioning. Top locations are Los Angeles, Chicago, Houston and Las Vegas — all United States, all cities with large Mexican-American populations. Top products by revenue are all Mexico 2026 kits.

The homepage hero currently says "Premium Sports Jerseys for Every League, Every Club, Every Fan" over a stock stadium photograph. There is a case for speaking directly to the audience already buying — Mexico and Liga MX, for fans in the US — while the rest of the catalogue stays fully browsable.

This is a commercial decision rather than a technical recommendation. The build should at least be flexible enough to allow it.

10 To confirm

- **Checkout test results** — five transactions, every fee and message recorded. Needed before the 31% can be diagnosed with confidence.
- **Managed Markets configuration** — which markets route through Global-e as merchant of record, and what the customer sees at checkout in each.
- **Actual fulfilment times** against the stated promise, so the single delivery promise is honest.

- **Support ticket mix** — what share are order status enquiries.
- **Club alias map** — canonical names for abbreviations like "Bayern Mun.", "A. Madrid", "R. Madrid", "Man Utd", "Barça".
- **Whether the 314 variants above \$5,000 are real** or data errors.
- **Whether patches and personalisation carry a price uplift**, and if so how it should be charged once they leave the variant structure.
- **Photography capacity** — four images per product across 2,834 products is a significant content project and it gates the product page.
- **Whether the client wants the Mexico / Liga MX positioning explored.**

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