

STORE AUDIT & ACTION PLAN

The Above Normal

theabovenormal.com · Shopify · Minimog 5.4.0

Prepared for Rasha, The Above Normal

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1. Executive summary

The Above Normal sells well-regarded design brands — Alessi, Seletti, Normann Copenhagen, Eva Solo, Ichendorf — at considered prices, on a store that currently gets in its own way. Nothing in this audit points to a single broken component. The pattern is accumulation: a theme with everything switched on, a catalogue where four in five products are marked as on sale, sixty collections built on inconsistent tags, three widgets floating over every page, and product data that was never finished (no SEO titles, no alt text, no weights). Each one costs a little; together they explain a store that converts under 2% of an already small audience.

The last 90 days versus the 90 before: sales down 70%, orders down 48%, sessions down 30%, conversion down 32%. Traffic is falling and the store converts less of what arrives. Both need fixing, and the store-side half is entirely within reach.

The five things that matter most

- **The "Sale" signal is broken.** 595 of 731 products carry a compare-at price, so the Sale collection holds 588 products and a red badge sits on most of the catalogue. When everything is on sale, nothing is. Some compare-at prices are 0.00 or below the selling price.
- **Customers cannot browse by what a product is.** Filters offer availability, price, brand and 45 supplier colour names. There is no category filter, and the 60 collections are held together by hand-typed tags with spelling and case variants (Sale/sale, Summer/summer, "Stationary").
- **Every page carries more than it needs.** The homepage runs five screens on mobile with a slider, three product grids, an Instagram feed and three floating overlays. The product page shows two buy buttons, two trust blocks (one hard-coded into the theme), an open-ended description and two recommendation rows.
- **Product data is incomplete at the SEO layer.** All 731 products lack an SEO title and description; all 3,012 images lack alt text. Google is indexing this store on autopilot.
- **Checkout offers cards only.** CCAvenue with Visa, Mastercard, Amex. No Apple Pay, no Tabby or Tamara. For AED 250–900 purchases in the UAE, that is a real gap between "reached checkout" (6.9%) and "completed" (2.0%).

Scorecard

Area	State	Priority
Tracking & analytics	Shopify analytics reliable; Meta pixel duplicated (one disconnected); no evidence of GA4 or Search Console	High
Speed	Real-user Core Web Vitals pass; lab mobile score 72 with CLS 0.226; external script and fonts loaded from another store	Medium
Catalogue data	SEO fields and alt text empty across the board; 679 zero-weight variants; 254 untyped products	High
Pricing & Sale	80% of catalogue on compare-at; zero and inverted compare-at values; Sale collection meaningless	High
Navigation & collections	60 collections, 6 empty, 2 duplicated, tag hygiene poor, misspellings in menu and URLs	High
Search & filters	No category filter; colour filter unusable	High

Area	State	Priority
Homepage	Six live sections plus ten disabled ones; hero links inconsistent; highlights = vases	Medium
Collection page	Two badge systems; three icons per card; recently viewed on every page	Medium
Product page	Cluttered buy box; duplicated trust badges; no reviews; long description	High
Cart & checkout	Card-only payment; flat AED 30 shipping with no free threshold; cart drawer with four secondary actions	High
Mobile	69% of sessions; overlays and tall header consume the first screen	Medium
Apps	14 installed with overlapping metafield, bundle and shipping apps	Low

2. What the numbers say

Shopify Analytics, 16 June – 14 September 2026, compared with the previous 90 days.

Metric	Last 90 days	Change	Read
Gross sales	AED 5,034	–70%	Sharp fall even allowing for summer
Orders	11	–48%	Fewer than one order a week
Average order value	AED 424	–45%	Basket size halved — fewer multi-item orders
Sessions	504	–30%	Traffic is shrinking; Instagram is the main source
Conversion rate	1.98%	–32%	Below the 2.5–3.5% a niche homeware store should reach
Added to cart	8.73% of sessions		Healthy — people want the products
Reached checkout	6.94%		Most carts proceed
Completed	1.98%		Seven in ten checkouts abandon — the biggest single leak
Returning customer rate	60%		Loyal base; new-customer acquisition is the weak side
Mobile share	69%		Mobile is the primary storefront

Two things stand out. First, add-to-cart at 8.7% is respectable; the collapse happens after checkout begins, which points at payment options, delivery cost and trust rather than at product appeal. Second, sessions are small enough that every fix must also feed acquisition: SEO fields, category pages Google can rank, and product feeds that work. The plan in section 16 is ordered with both in mind.

Top landing pages confirm the shape of the traffic: the homepage takes 229 of 504 sessions, then individual product pages from Instagram and search. Collection pages barely register as landing pages — expected, since they have no SEO text and share tag-based duplicates.

3. Tracking and analytics

Finding	Why it matters	Fix	Effort	Priority
Two Meta pixels: "Facebook & Instagram" (Web, disconnected) and "Meta pixel (migrated)" (Web, active)	Either events are missed or, once both connect, double-counted. Ads optimisation and Shop attribution rely on this.	Keep one pixel via the Facebook & Instagram channel with server-side (CAPI) enabled; remove the migrated custom pixel.	1 h	High
Google & YouTube channel connected (server + web) but no confirmation that GA4 or Search Console exist	Without GA4 there is no landing-page, scroll or event depth; without Search Console there is no view of indexing or queries.	Confirm GA4 property and link it; verify Search Console via the domain; submit the sitemap.	1 h	High

Finding	Why it matters	Fix	Effort	Priority
Klaviyo pixel active (server + web)	Good — flows can trigger on browse and cart events.	Confirm abandoned-cart and browse-abandon flows are live and sending; last-90-day flow revenue was AED 0 by referrer.	1 h	Medium
No sales attributed to email or WhatsApp in the referrer report	The installed Klaviyo and WhatsApp apps are not producing revenue.	Set up the four core flows (welcome, abandoned cart, browse abandon, post-purchase) with UTM tags so they show in analytics.	4 h	Medium

4. Speed and theme health

Real-user Core Web Vitals (Shopify, 30 days) pass on all three metrics: LCP 2.0 s, INP 80 ms, CLS 0. Lab results (PageSpeed Insights mobile, 14 Sep) score 72 with LCP 4.3 s and CLS 0.226. The gap between the two is normal — real users are mostly on fast UAE connections with warm caches — but the lab layout shift is caused by real things: the hero slider, the floating widgets and lazy-loaded product grids reserving no height.

Theme

Minimog 5.4.0 by FoxEcom, theme named "New Site – Dev Ovais (10/24) – OPTX", last saved 14 April. 84 sections, 118 snippets, 155 assets. The homepage template holds 16 sections of which 10 are disabled and the product template 9 of which 3 are disabled — harmless to visitors, but a maintenance hazard for anyone editing.

Finding	Why it matters	Fix	Effort	Priority
theme.liquid loads a script from another Shopify store: storeswlaescript.myshopify.com/.../above.js	The store depends on a file owned by someone else. If that store closes or the file changes, this site changes with it. It is also render-blocking (no defer).	Identify what above.js does; move it into this theme's assets or remove it.	1 h	High
Body and heading fonts set to a custom Jost-Regular.ttf hosted on a different store's CDN path (files/1/0561/2742/2636)	Same dependency risk, plus TTF is the slowest font format and one weight is used for headings and body.	Use Shopify's hosted Jost (woff2, multiple weights) from the theme font picker.	0.5 h	Medium
Trust-badge block hidden but the same badge is hard-coded in a Custom Liquid block on the product page	Duplicated markup; cannot be edited from the theme editor.	Delete the custom liquid block; use the native trust badge block if wanted.	0.5 h	Low
Three floating overlays on every page: "Get 10% Off" widget, WhatsApp button, back-to-top	On a 390px phone they cover the bottom of every product card and the checkout button in the cart drawer.	Keep WhatsApp only. Move the 10% offer into the announcement bar; remove back-to-top.	1 h	High

Finding	Why it matters	Fix	Effort	Priority
Slider images ~1 MB each; lab report flags oversized images and unused CSS/JS from Minimog's vendor bundle	Lab LCP 4.3 s on mobile; heavier on first visit.	Replace slider with a single hero; compress hero to <250 KB; remove unused theme features (compare, quick view) so their JS stops loading.	2 h	Medium
Header stack on mobile: announcement + logo row + nav = ~180px before content	First screen on mobile shows the header and the top of a slider image, nothing sellable.	Reduce logo height, drop the announcement to one line, sticky header on scroll-up.	1 h	Medium

5. Catalogue data

From the full products export (731 products, 1,061 variants, 3,017 rows).

Check	Count	Of	Note
Products missing SEO title	731	731	Every page title is the raw product name
Products missing SEO description	731	731	Google writes the snippet
Images missing alt text	3,012	3,012	No image search visibility; accessibility fail
Products with no Product Category	364	731	Google Shopping feed and tax rules incomplete
Products with no Type	254	731	Type is the cleanest basis for a category filter
Variants weighing 0 g	679	1,061	Breaks carrier-calculated rates (DHL international)
Variants with no SKU	93	1,061	Stock reconciliation gaps
Variants with no barcode	776	1,061	Needed for Google Shopping and POS
Products in draft	208	731	113 of them out of stock — candidates for archive
Products with one image only	76	731	No lifestyle or scale reference
Distinct tags	64		Five exist in two spellings (case)
Distinct colour option values	45		Supplier names: Amaranth, Blush, Chocolate...
Vendors	41		Good: brand is a usable filter

Finding	Why it matters	Fix	Effort	Priority
SEO title and description empty on all products	Titles like "Bark Vase" compete with every other retailer. No control over how the store appears in results.	Template-generate: "{Title} — {Vendor} The Above Normal" and a 150-character description from the first sentence; then hand-edit the top 50 sellers.	6 h	High

Finding	Why it matters	Fix	Effort	Priority
Alt text empty on all images	Lost image-search traffic; accessibility score 82.	Bulk-set alt text from product title + vendor via Matrixify; add position suffix for galleries.	2 h	High
Type missing on 254 products; Product Category on 364	Category filter and Google feed cannot be built until this is complete.	Define 12–15 types; assign in bulk by collection; set Shopify standard category.	4 h	High
679 variants at 0 g	International DHL rates calculate on weight; 0 g quotes are wrong or fail.	Populate from supplier data; default 300 g where unknown.	2 h	Medium
Tag hygiene: sale/Sale, summer/Summer, inflatables/Inflatable, gift/Gift, beach bags	Automated collections are case-sensitive; products silently fall out of collections.	Normalise all tags to one case; agree a fixed tag list; remove tags that duplicate Type or Vendor.	2 h	High
"Stationary" used as tag, type, collection and menu label	Misspelt category across the store; search and SEO for "stationery" miss it.	Rename to Stationery everywhere; redirect /collections/stationary.	1 h	Medium

6. Pricing and the Sale problem

The Sale collection is automated on "compare-at price greater than AED 0.00". Because 595 products carry a compare-at price, 588 products are "on sale" — eighty per cent of the store. Last Chance uses a similar rule (compare-at > 1 and stock > 1) and returns 390. The red Sale badge therefore appears on most product cards, which is why the Shop Sale section on the homepage shows full-price items and why the collection page reads as a permanent clearance.

Finding	Why it matters	Fix	Effort	Priority
595 of 731 products carry a compare-at price	Sale loses all meaning; genuine reductions are invisible; permanent "sale" damages brand positioning for Alessi-tier products.	Decide what compare-at means (RRP vs previous price). Clear it on full-price products; keep it only where a real reduction exists. Bulk edit via export.	3 h	High
19 variants with compare-at = 0.00; 29 with compare-at ≤ price; 5 variants priced 0.00	Struck-through "Dhs 0.00" next to the price; badge with no saving; free products.	Clear the invalid compare-at values; fix or draft the five zero-price variants.	1 h	High
Sale and Last Chance collections built on the same field	Two collections, one meaning, both wrong.	Sale = compare-at > price (real reductions). Last Chance = a manual tag for end-of-line stock.	0.5 h	Medium
Discount codes: TAN10 used 86 times, FRIENDS 12, plus a permanent "Get 10% Off" popup	Layered discounting on top of an 80%-on-sale catalogue; margin leak with no attribution.	One welcome offer (announcement bar + Klaviyo welcome flow); retire dormant codes; track code use by channel.	1 h	Medium

Finding	Why it matters	Fix	Effort	Priority
Sale badge shows no percentage	Customers cannot see the size of the saving.	Switch badge to "-25%" style in theme settings once compare-at is clean.	0.5 h	Low

7. Navigation and collections

Sixty collections exist, nearly all automated on "tag includes". The structure was built by adding a collection whenever a tag was needed, rather than from a taxonomy.

Finding	Why it matters	Fix	Effort	Priority
Duplicate collections: Trays ×2 (23 and 19 products), Mugs ×2 (22 and 22)	Two URLs for one category; menu shows Trays twice; SEO split.	Merge, redirect the loser.	1 h	High
Six empty collections (Kitchen Accessories, Lanterns, Bowls, Kid's Utensils, Best Selling, Plates & Bowls)	Empty pages if linked; "Best Selling" manual with nothing in it.	Delete or populate; make Best Selling automated on a bestseller tag or use sort-by-bestselling.	1 h	Medium
Single-product collections (Bakeware 1, Chopping Boards 1, Beach Towels 1, Quirky Items 1)	A collection page for one product is a dead end.	Fold into parent categories.	0.5 h	Low
"This Month's Highlights" is the Vases collection	Homepage headline section shows six vases every month.	Create a manual Featured collection curated monthly, or automate on a "featured" tag.	0.5 h	Medium
Main menu: 8 items with New Arrivals first; Sale coloured via inline HTML in the menu title	HTML in navigation titles breaks in the mobile drawer, search and structured data.	Six items, category-led; style Sale in the theme, not the menu.	1 h	Medium
Footer menu: Gift Card links to "#"; Account menu has "Whislist"	Dead link on every page; typo.	Link to the gift-card product or remove; fix spelling.	0.25 h	Low
Collection URL /collections/dinning	Misspelt URL shared across the site.	Rename handle to dining with a redirect.	0.25 h	Low

Proposed structure

Six top-level categories, each an automated collection on product Type, with sub-collections only where there are 12+ products:

Top level	Sub-collections (Type)	Brands surfaced
Home Fragrance	Candles · Diffusers · Body care	Plum & Ashby, Aery, Cocolux
Decor	Vases · Decorative bowls · Objects · Lighting	Seletti, Normann, Bloomingville

Top level	Sub-collections (Type)	Brands surfaced
Kitchen & Dining	Tableware · Serveware & trays · Kitchen tools · Storage · Glassware	Alessi, Eva Solo, Rosendahl, Holmegaard
Coffee & Tea	Cups & sets · Vacuum jugs · Mugs	Ichendorf, Eva Solo, Stelton
Stationery	Notebooks & planners · Office · Cards	Kikki.k, Kikkerland
Outdoor & Play	Inflatables · Beach · Garden · Toys & games	Sunny Life, The Nice Fleet

Plus three cross-cutting collections: New Arrivals (automated: created in last 60 days), Sale (compare-at > price), Brands (the vendor pages already exist at /collections/vendors?q=). Everything else is retired with redirects. Target: 60 collections down to roughly 25.

8. Search and filters

Finding	Why it matters	Fix	Effort	Priority
No category filter — only Availability, Price, Colour, Brand	On "Kitchen" (207 products) a customer cannot narrow to trays or storage without going back to the menu.	Add Product type as a filter in Search & Discovery once Type is populated (section 5).	0.5 h	High
Colour filter exposes 45 raw option values (Amaranth 1, Chocolate 1...)	A filter with one product behind each value does not narrow anything.	Create a Colour metafield with 12 families; map the 45 values; filter on the metafield and hide the option filter.	3 h	High
Default sort "Featured" with no manual curation	Collection order is effectively arbitrary.	Default to Best selling; keep manual sort only for Featured.	0.25 h	Low
"Out of stock (0)" shown as a filter option	Noise.	Hide empty filter values (Search & Discovery setting).	0.1 h	Low
No search synonyms or product boosts	Searches for "stationery", "gahwa", "thermos" miss "Stationary", "gahwa cups", "vacuum jug".	Add synonym groups in Search & Discovery.	1 h	Medium

9. Homepage

Six live sections: an empty custom-code block, a three-slide hero, "This Month's Highlights" (the Vases collection), "Stay Caffeinated", a nine-product Sale tab block and an Instagram feed, followed by a footer with a newsletter form that requires a T&C checkbox. On mobile that is roughly five screens of scrolling, and none of it tells a first-time visitor what the shop sells or why to trust it.

Finding	Why it matters	Fix	Effort	Priority
Hero slider: slide 3 image links to the Riga tumbler set while its button goes to a pumpkin mug; slides 1–2 link to product URLs carrying recommendation and search tracking parameters	Inconsistent destination; tracking parameters pollute analytics and create duplicate URLs.	One static hero linking to a collection, clean URL.	0.5 h	High
White headline text over a pale grey product photo ("Nova Vases")	Unreadable on desktop and mobile.	Dark overlay or dark text; contrast ratio $\geq 4.5:1$.	0.25 h	Medium
Sale and New badges float between cards in Highlights	Unclear which product a badge belongs to.	Fixed by the badge clean-up in section 10 and by moving to one badge per card.	—	Medium
"Stay Caffeinated" shows a raw URL /collections/tea-coffee-cups as link text	Looks broken.	Set the link label.	0.1 h	Low
Instagram feed mixes products with quote graphics, a colour swatch and a screenshot of the website	Weakens the one section that should show products in real homes.	Curate the feed to product posts only, or replace with a UGC row.	0.5 h	Low
Newsletter requires a T&C checkbox whose Terms & conditions link points to "#"; "Payment options" heading with no icons; © 2024	Extra friction on signup, a dead link on every page, missing trust signals, stale date.	Remove checkbox (consent text under the field, linked to the real policy); add payment icons; dynamic year.	0.5 h	Low
No category entry points, no brand strip, no delivery promise, no reviews	A new visitor has to guess what the store sells and whether it delivers.	Rebuild per the proposed layout below.	8 h	High

Current and proposed layout

Green = added or reordered, blue = kept, red = removed. Section heights are indicative only.

HOMEPAGE — CURRENT

16 sections in template, 6 live. ~5 screens of scroll on mobile.

Announcement bar — "Proud of UAE" (no offer, no delivery promise)
Header: search · logo · account · wishlist · cart
Nav: 8 items incl. red "Sale" via inline HTML
Hero slider — 3 slides, white text on pale image, slide 3 links to two different products
This Month's Highlights — 6 vases from the "vases" collection, Sale/New badges floating between cards, 2 rows on desktop
Stay Caffeinated — banner + 8 product grid (one link shows raw URL)
Shop Sale — 3 tabs × 9 products, most at full price
Instagram Shop — mixed feed: products, quotes, site screenshot
Footer: newsletter + T&C checkbox · Footer menu · Information · "Payment options" heading with no icons · © 2024
Floating: 10% Off widget · WhatsApp · back-to-top (3 overlays)

HOMEPAGE — PROPOSED

One job per section. Category-first, then newness, then proof. ~3 screens on mobile.

☐ Keep
 ☐ Add / reorder
 ☐ Remove
 ☐ Current

Announcement: free delivery threshold / delivery time · promo code

Header: search · logo · account · cart (wishlist moves to account)

Nav: 6 items — Home Fragrance · Decor · Kitchen & Dining · Coffee & Tea · Stationery · Sale (New Arrivals moves to a section)

Hero — ONE static image, dark overlay, one headline, one CTA to a collection

Shop by category — 6 tiles with photo: Fragrance, Decor, Dining, Coffee & Tea, Stationery, Outdoor

New Arrivals — 8 products, single "New" badge system, one row + "View all"

Brand strip — Alessi · Seletti · Normann · Eva Solo · Stelton · Ichendorf (logos, linked to vendor collections)

Editorial feature — one image + short text (e.g. Majan gahwa story) with one CTA

Bestsellers — 8 products by real sales, not "Sale"

Trust row — delivery · returns · secure checkout · gift wrapping (replaces PDP badges)

Reviews — 3 real reviews once a review app is collecting

Footer: compact — newsletter (no checkbox) · Shop · Help · Contact/WhatsApp · payment icons · © 2026

Floating: WhatsApp only

10. Collection page

Finding	Why it matters	Fix	Effort	Priority
Two badge systems: lowercase green "new" and capitalised "New" side by side; products carry Sale and New together	Two sources render badges (theme + tag rule). Mixed signals on every card.	One badge per product: Sale (with %) beats New; New = created in last 60 days, from the theme, not a tag.	1 h	High
Each card carries add-to-cart, wishlist and quick-view icons plus hover "Quick Add" and swatches	Four actions on a 180px card on mobile; the icons cover the product image.	Single Add button; wishlist in the product page only; remove quick view and compare.	1 h	Medium

Finding	Why it matters	Fix	Effort	Priority
Vendor line above every title ("COLLATION FORMATION CURATION BY SF")	Long vendor names push the title and price below the fold on mobile.	Show vendor only for the 10 recognised brands; truncate to one line.	0.5 h	Low
No collection description, no breadcrumb, no sub-category chips	Nothing for Google to rank; nothing to guide browsing.	Add 2–3 sentence descriptions to the 6 top-level and 15 sub-collections; breadcrumb on; chips under the title.	4 h	High
"Recently viewed" block on every collection page	Doubles page length for returning visitors; no evidence of use.	Remove from collection template.	0.1 h	Low
Five grid-layout toggles	Decoration; nobody changes grid density.	Remove.	0.1 h	Low

Current and proposed layout

COLLECTION PAGE — CURRENT

Four filters, none of which narrow a homeware catalogue by what the product is.

Announcement · header · nav	
Breadcrumb (missing on collection pages)	
Filters: Availability · Price slider · Brand (collapsed). Colour = 45 supplier names. No category filter.	Sort: Featured · view switcher (5 layouts)
Grid 4-up: card = Sale + New badges (two systems) · vendor · title · price · swatches · hover Quick Add · wishlist · quick view · compare icons	
Pagination 1 ... 7	
Recently viewed (on every page)	
Footer	

COLLECTION PAGE — PROPOSED

Filter by category and brand; one badge; one action per card.

☐ Keep
 ☐ Add / reorder
 ☐ Remove
 ☐ Current

Announcement · header · nav

Breadcrumb + collection title + one-line description (SEO text)

Filters: Category (product type) · Brand · Price · Colour (mapped to 12 families) · In stock only

Sort: Bestselling default · Price · Newest

Grid 4-up desktop / 2-up mobile: card = ONE badge (Sale % off OR New, never both) · title · price · swatches · single Add button. No compare, no quick-view eye icon.

Sub-category chips under title on parent collections (e.g. Kitchen → Storage · Utensils · Trays)

Pagination or "Load more"

Footer

11. Product page

The product page is where a AED 300 vase is decided. It currently shows a vendor line, title, price, quantity, Add to cart, Buy it now, a payment-icon block with "Guarantee safe & secure checkout", Ask a question, Share, an estimated delivery line, "Shipping All Over UAE", then a two-tab description, a recommendations row, a recently-viewed row, the footer and three floating buttons. Everything useful is there; it is buried in everything else.

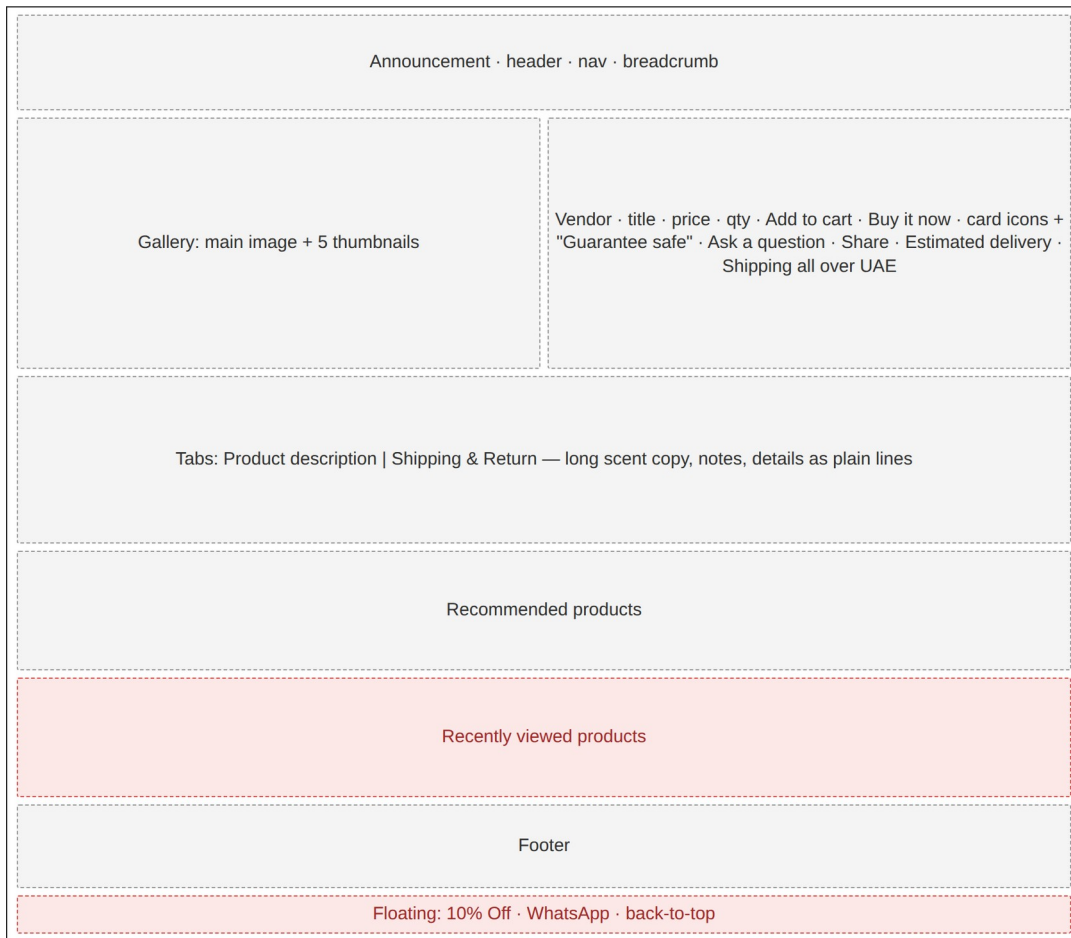
Finding	Why it matters	Fix	Effort	Priority
Two full-width CTAs (Add to cart, Buy it now) plus quantity	Splits attention; Buy it now bypasses the cart drawer where upsells could live.	Add to cart primary, sticky on mobile; Buy it now as a secondary text-style button or removed.	0.5 h	Medium
Trust block hard-coded in Custom Liquid and duplicated by a hidden native block	Unmaintainable; shows card icons for schemes the store does not accept (Discover, Diners, UnionPay, JCB)	Remove; replace with one line: secure checkout · free delivery over AED X · easy returns.	0.5 h	Medium
No reviews anywhere on the store	Considered purchase, imported brands, no social proof at the point of decision.	Install Judge.me (free tier); import from order history with a review request flow; show stars on cards and PDP once 5+ exist.	3 h	High

Finding	Why it matters	Fix	Effort	Priority
Description open by default, long copy, details as plain lines	Product page scrolls three screens on mobile before recommendations.	Accordion: Description (truncated), Details & materials (from metafields), Delivery & returns, Care.	2 h	Medium
Metafields exist (Color 27 entries, materials, shapes, Knowledge Base Facts 49) but are not shown	The structured data a design-store buyer wants — material, size, weight — is hidden.	Render Details from metafields; standardise the 10 that matter.	2 h	Medium
"Estimated delivery Sep 15–19" with a flat 3-day setting; no cut-off time; no stock signal	Generic; competitors say "order by 2pm, delivered tomorrow".	Delivery line tied to real cut-off; "In stock — N left" when $N \leq 5$.	1 h	Medium
Recommendations followed by Recently viewed	Two product rows doing similar work.	Keep one: "Complete the set" from the same brand or collection.	0.5 h	Low
Photography inconsistent: white, grey, lifestyle, packaging; some snapshots (Baby Float)	For a design-led store, presentation gap is the most visible weakness.	Photo standard: first image clean, second lifestyle, third scale. Reshoot the top 40 by sales.	Client	High

Current and proposed layout

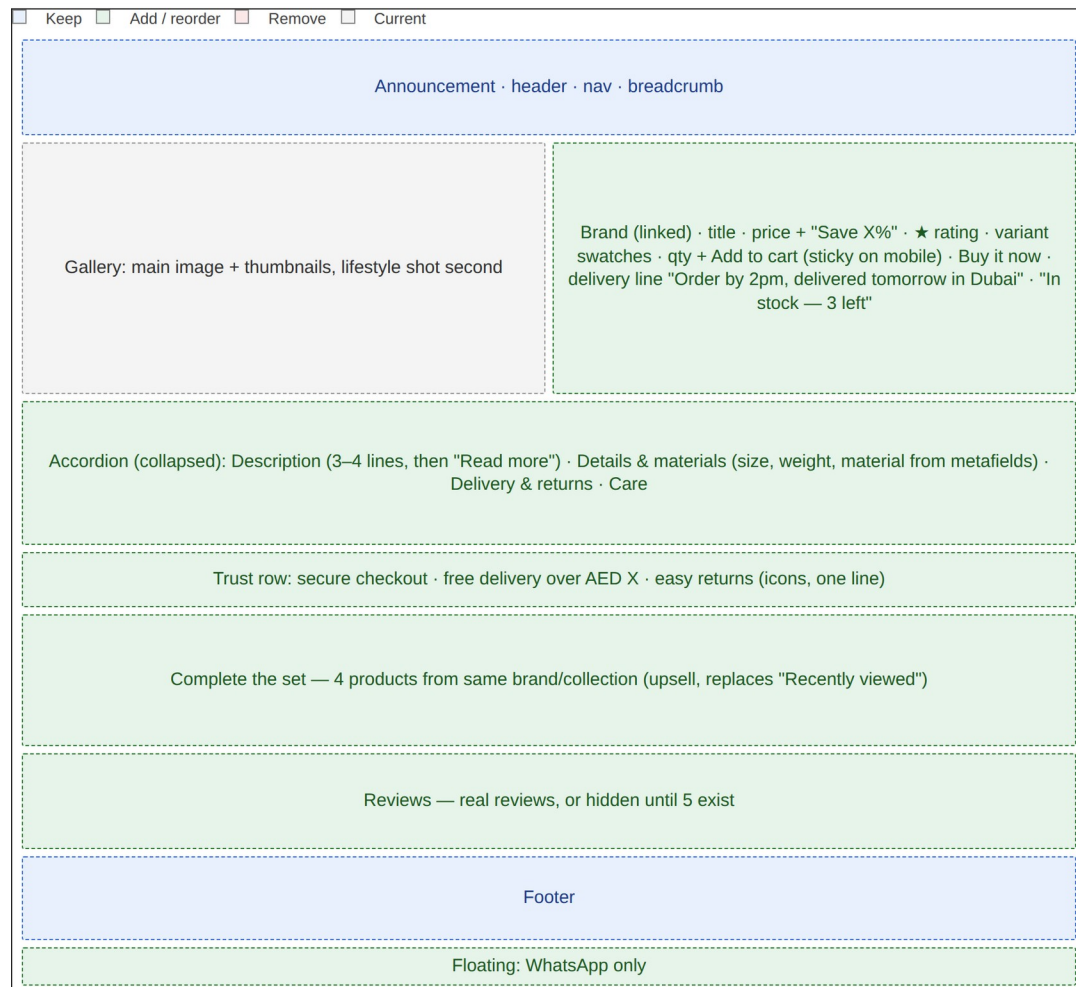
PRODUCT PAGE — CURRENT

Two CTAs, two trust blocks (one hard-coded), long open description, recently-viewed under recommendations.



PRODUCT PAGE — PROPOSED

Everything needed to decide above the fold; detail folded into an accordion.



12. Cart, checkout, payment and delivery

The funnel loses most of its value between "reached checkout" (6.94%) and "completed" (1.98%). The cart itself works. What follows it is where the store is under-equipped.

Finding	Why it matters	Fix	Effort	Priority
Payment: CCAvenue only (Visa, Mastercard, Amex). PayPal inactive. No Apple Pay, no Tabby, no Tamara	UAE shoppers on mobile expect Apple Pay; for AED 250–900 baskets, BNPL is the difference between buying now and not.	Enable Apple Pay via CCAvenue or add a gateway that supports it (Tap, Telr, Checkout.com); add Tabby and Tamara as additional providers.	3 h + approvals	High
Domestic shipping: one flat rate, AED 30, no free-shipping threshold	A AED 30 charge on a AED 100 candle is 30%; nothing on the site says shipping is free above any amount.	Free over AED 200 (median order is above it); AED 25 below; state it in the announcement bar and cart.	0.5 h	High

Finding	Why it matters	Fix	Effort	Priority
Cart drawer shows four secondary buttons (Note, Shipping, Delivery, Coupon) above the subtotal	Coupon field on the cart invites customers to go looking for a code (see TAN10 usage).	Remove Shipping/Delivery estimators and Coupon from the drawer; keep Note. Show free-shipping progress bar instead.	0.5 h	Medium
International zone: 235 countries on DHL calculated rates, with 679 zero-weight variants	Rates quote wrong or fail; international orders are not a current revenue line.	Restrict to GCC on flat rates until weights are populated.	0.5 h	Low
"Taxes and shipping calculated at checkout" with prices shown inclusive	Confusing for UAE VAT-inclusive pricing.	Set tax-inclusive display consistently; message "VAT included".	0.25 h	Low
Cart page duplicates the drawer with a large "Recently viewed" block below	Redundant.	Keep drawer; simplify cart page to a checkout step.	0.5 h	Low

13. Mobile

Sixty-nine per cent of sessions are on a phone. The mobile screenshots show the same content as desktop compressed into one column: the header consumes the first 180px, the slider fills the rest of the first screen, and three overlays sit on top of product cards and the cart button for the entire visit.

Finding	Why it matters	Fix	Effort	Priority
Overlays cover the bottom-left and bottom-right of every screen	Add button on the last card in each row is obstructed; cart drawer Check out button partially covered by WhatsApp.	WhatsApp only, bottom-right, hidden when the cart drawer is open.	0.5 h	High
Product cards: vendor line, two-line title, price, swatches, three icons	Two cards per row show roughly one and a half products per screen.	Trim per section 10; 4:5 image ratio; single Add button.	incl.	Medium
Filter opens a full-screen drawer with the same four filters	Same limitation as desktop.	Category chips above the grid on mobile, filters in the drawer.	incl.	Medium
Product page: Add to cart scrolls away; no sticky bar	Customer reads the description and has to scroll back up to buy.	Sticky add-to-cart bar (Minimog has the setting).	0.25 h	Medium
Lab CLS 0.226 on mobile	Content jumps as the slider, widgets and lazy grids load.	Reserve heights; static hero; remove widget.	incl.	Medium

14. Apps and discounts

Fourteen apps are installed. Several overlap and at least two duplicate what Shopify now does natively.

App	Role	Verdict
Search & Discovery	Filters, synonyms, recommendations	Keep — central to the fix
Klaviyo	Email and SMS flows	Keep — configure the four core flows
Marketing + Support on WhatsApp	WhatsApp button and campaigns	Keep the button; review campaign cost
Instafeed	Instagram feed on homepage	Keep if the feed is curated; otherwise remove
Swish (Wishlist King)	Wishlist	Keep, but drop the header icon and card icon; PDP only
FoxKit: Upsell & Bundles	Theme-native upsells and an active automatic discount with 0 uses	Keep for cart upsells; delete the unused automatic discount
Bundles (Shopify)	Fixed bundles	Overlaps FoxKit — choose one
ACF: Metafields Custom Fields + Metafields2	Two metafield editors	Remove both; Shopify native metafields cover this
AMP — Back in Stock	Restock alerts	Keep only if out-of-stock products are published; currently most are draft
DHL Express, FedEx, Quiqup connector	Three carriers	Keep the one actually used for domestic (Quiqup?) and one international; remove the third
Messaging	Shopify Inbox	Keep or remove — duplicates WhatsApp
"Get 10% Off" widget (source not identified in app list — likely theme or Klaviyo form)	Permanent popup	Replace with announcement-bar offer + welcome flow

Discounts: six active codes, of which TAN10 (86 uses) is clearly circulating publicly. Combined with the popup and the 80%-on-sale catalogue, a typical order can stack a compare-at "saving", a 10% code and free shipping — with no way to see which one drove the purchase.

15. Search engine visibility

Lab SEO score is 92, which measures only technical basics. The substance — titles, descriptions, alt text, collection copy and clean URLs — is absent. Organic search delivered AED 756 in the period; for a store carrying brand names people search for by name ("Alessi UAE", "Seletti Dubai", "Eva Solo vacuum jug"), that is the largest untapped channel.

Finding	Why it matters	Fix	Effort	Priority
No SEO titles or descriptions on 731 products, no descriptions on collections	Brand-name searches go to competitors or the brand's own site.	Section 5 template fix plus hand-written copy for 6 top-level and 15 sub-collections and the 20 vendor pages.	10 h	High

Finding	Why it matters	Fix	Effort	Priority
Duplicate collections and misspelt handles (dinning, stationary)	Split authority; misspelt URLs.	Merge and redirect per section 7.	incl.	Medium
Product URLs shared from the homepage carry tracking parameters	Duplicate URLs in analytics and potentially indexed.	Clean links; canonical is already set by Shopify.	incl.	Low
Search Console not confirmed	No visibility of indexing errors, queries or Core Web Vitals field data by page.	Verify and submit sitemap; review coverage monthly.	0.5 h	High
Blog exists but /blogs/news is empty	A dead "News" page linked from the footer.	Remove the link until there is content; if content is planned, brand and buying guides ("How to choose a vacuum jug") rank well in this category.	0.1 h	Low

16. Action plan

Three phases. Phase 1 is data and configuration — no design changes, no risk, most of the SEO and Sale problems fixed. Phase 2 restructures the store. Phase 3 is the ongoing cadence. Effort is in working hours for the technical side; items marked Client need the store's own input (copy, photography, gateway applications).

The hours here are the total. Each task below groups several findings from sections 3–15, and the per-finding efforts in those sections are already included — they should not be added to the plan. The plan comes to less than the sum of the individual lines because related fixes (tags, types, prices) are done in the same export-and-import pass.

Phase 1 — Clean-up (weeks 1–2, ~28 h)

#	Task	Section	Hours
1	Fix Meta pixel duplication; confirm GA4 and Search Console; submit sitemap	3, 15	2
2	Move or remove the external above.js script; switch fonts to Shopify-hosted Jost	4	1.5
3	Remove 10% widget and back-to-top; keep WhatsApp; set announcement to delivery offer	4, 13	1
4	Clear invalid compare-at prices; define Sale rule; rebuild Sale and Last Chance collections	6	4
5	Normalise tags; rename Stationary; fix dinning handle; merge duplicate collections with redirects; delete empties	5, 7	4
6	Populate Type on 254 products and Product Category on 364; set weights	5	6
7	Generate SEO titles/descriptions and image alt text in bulk	5, 15	6

#	Task	Section	Hours
8	Set free-shipping threshold; simplify cart drawer; remove coupon field; retire dormant discount codes	12, 14	2
9	Fix homepage links, contrast, raw URL label, footer Gift Card link, © year, Whislist typo	9, 7	1.5

Phase 2 — Restructure (weeks 3–5, ~34 h + client inputs)

#	Task	Section	Hours
10	New navigation and collection taxonomy (six top-level, ~25 collections total) with descriptions	7, 10	6 + copy
11	Category filter on Type; colour metafield with 12 families mapped from 45 values; synonyms	8	4
12	Homepage rebuild per wireframe: static hero, category tiles, New Arrivals, brand strip, bestsellers, trust row	9	8
13	Collection page: single badge logic, simplified cards, chips, breadcrumb; remove recently viewed and layout toggles	10	4
14	Product page: buy-box clean-up, accordion, metafield details, sticky mobile bar, delivery line, complete-the-set row	11	8
15	Reviews: install, import history, request flow, display on PDP and cards	11	3
16	Apple Pay, Tabby and Tamara at checkout	12	3 + applications
17	Remove overlapping apps (metafield editors, one bundle app, one carrier)	14	1
18	Klaviyo: welcome, abandoned cart, browse abandon, post-purchase flows with UTMs	3	4
—	Client: photo standard and reshoot of top 40 products; collection and brand copy; gateway applications	11, 15	Client

Phase 3 — Ongoing (monthly)

- Monthly: Search Console coverage and query review; analytics funnel review; Sale rule check; new-product data QA (type, category, weight, SEO, alt text) before publishing.
- Quarterly: collection taxonomy review against sales; app audit; theme update.
- Measurement targets after Phase 2: conversion from 2.0% to 3.0%; checkout completion from 29% to 45% of checkouts started; organic sessions doubled within 90 days of SEO fields going live.

Sequencing matters: Phase 1 items 4–7 must be complete before Phase 2 items 10–11, because the new collections and filters are built on Type, tags and compare-at values. Everything in Phase 1 can be done without touching the theme, which means it can start immediately and reverses cleanly if needed.

Appendix — inputs reviewed

- Full products export (731 products, 1,061 variants, 3,017 rows), 14 September 2026
- Live theme export: Minimog 5.4.0, "New Site – Dev Ovais (10/24) – OPTX"
- Shopify Analytics overview, 16 June – 14 September 2026 vs prior period
- Admin screenshots: Collections (60), Discounts, Metaobjects, Menus, installed apps, Search & Discovery filters, Payments, Shipping (general profile), Customer events (pixels), Online Store speed report
- PageSpeed Insights mobile report for the homepage, 14 September 2026
- Desktop and mobile screenshots of homepage, collection page, product page, cart drawer, cart page, blog, contact page
- Earlier front-end review (August 2026) of homepage, collection and product pages

Not reviewed: GA4 (not confirmed to exist), Search Console (not confirmed), Klaviyo flow configuration, order-level data, the earlier third-party AI audit. Where a finding depends on one of these, the report says so.

This is an assessment; no changes were made to the store during it.