

The Product Page *Checklist*

55 checks from 35+ Shopify rebuilds.



By Jesslyn Ha

Updated Oct 19, 2026

How to use it

1. Open the best-selling product page in your Shopify store.
2. Go down the list and tick what's already true.
3. Whatever stays unticked is where the sales are leaking.

Most Shopify stores don't need a new brand. They need the right things on the first screen of a phone. These are the checks I run on a store before I redesign anything.

01 The 4 fixes I check first

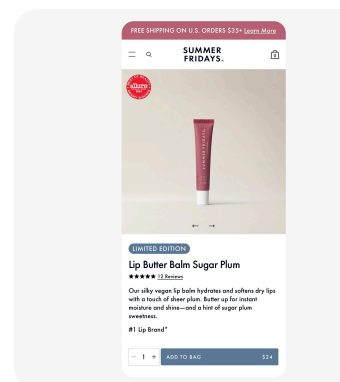
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If you only have ten minutes, do these four.

- ☐ **The buy button is on the first screen of a phone, and stays with you as you scroll.**

A sticky add-to-cart bar on mobile is the cheapest fix on this list.

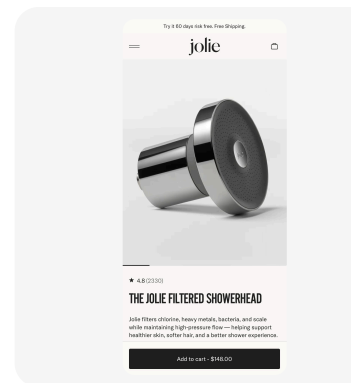
Summer Fridays: photo, name and
Add to bag on the first screen.



☐ **Price, one clear promise, shipping and returns sit above the fold.**

Not hidden in a tab, not in the footer.

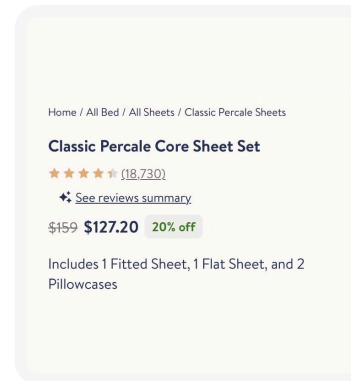
Jolie: free shipping, a 60-day trial and the price on the first screen.



☐ **Star rating and review count sit right next to the price.**

Not 2,000 pixels down the page.

Brooklinen: stars and review count sit right above the price.



Five reviews changes everything.

Northwestern's Spiegel Research Center found a product with five reviews is 270% more likely to be bought than one with zero. After the first five, each extra review adds less.

☐ **The page loads fast on a phone.**

Remove apps you don't use and size images for mobile.



Slow pages leak visitors.

Google found that as a mobile page's load time goes from 1 second to 10 seconds, the chance a visitor bounces goes up 123%. Most people won't wait for your hero image.

02 The first screen on a phone

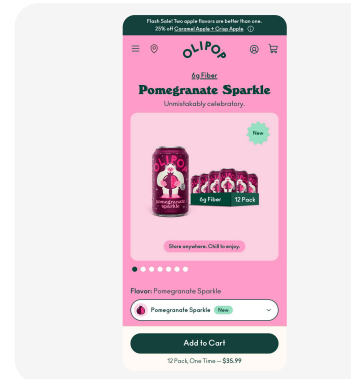
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Most of your traffic is on a phone. Shopify's own design guide cites Dynamic Yield data: mobile is about 75% of visits.

☐ You know what the product is within 3 seconds.

Image, title and price are visible without scrolling.

Olipop: flavour, can and price
all on the first phone screen.



You get about 10 seconds.

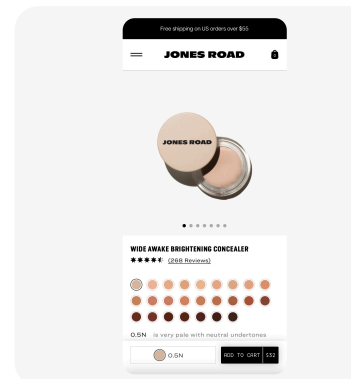
Nielsen Norman Group found people often leave a web page within 10 to 20 seconds.

Pages that make their value clear straight away keep people much longer.

☐ Nothing pushes the product down.

No big sale banner, no oversized header or logo above it. A cluttered first screen is the most common mistake on product pages.

Jones Road: one slim bar, a
small header, then the product.



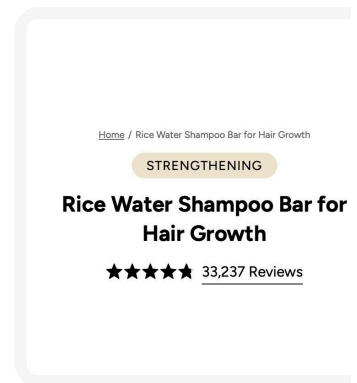
Banner blindness is real.

Shoppers have learned to skip anything that looks like an ad. NN/g found they skip real content too if it looks ad-ish, like a big block at the top of the page. Yes, your sale banner.

☐ **The title says what it is and what it does.**

A simple format: brand or product name, product type, then the main outcome. Kitsch calls theirs "Rice Water Shampoo Bar for Hair Growth". If your brand is already well known, the plain product name works too.

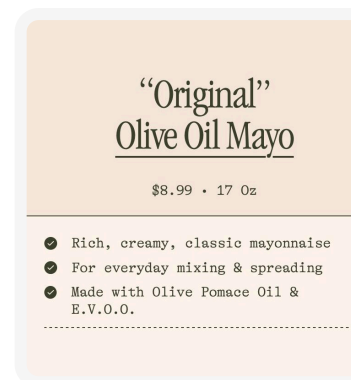
Kitsch: product, type and outcome in one title line. ↓



☐ **A few short lines under the price say why it matters.**

Most people won't read more than that up here.

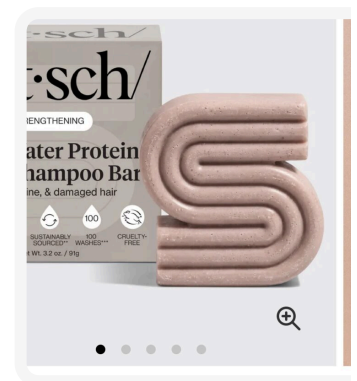
Graza: taste, use and ingredients in three short lines. ↓



☐ **The image carousel shows dots and peeks at the next image.**

It saves space and tells people there's more to swipe.

Kitsch: dots under the photo, and the next image peeks in. ↓



☐ **You checked it on a real phone, in Safari and in Chrome.**

Not only on your laptop. No spare phone? Zoom your browser in and out, or use the device view in developer tools.

☐ Add to cart is a colour used nowhere else on the page.

If everything is the same colour, nothing stands out.

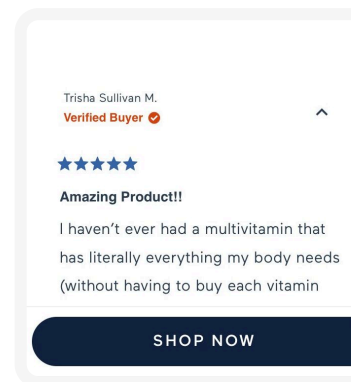
**The odd one out wins.**

It's called the Von Restorff effect. In a 1933 study, the one item that looked different from the rest was the one people remembered best. Your button only gets that edge if nothing else shares its colour.

☐ There's a sticky add-to-cart bar on mobile.

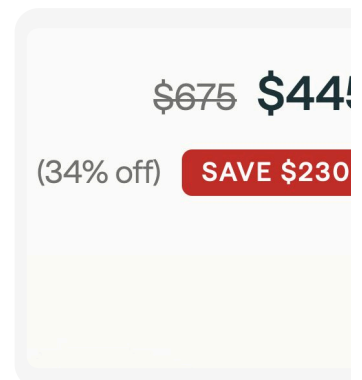
Daniel Budai says his team has tested it across many stores and never found one where it didn't lift conversion.

Mindbodygreen: the Shop now bar stays pinned as you scroll.

☐ The price is bold, and a real discount shows the original price.

On bigger prices, a dollar amount reads better than a percentage: "Save \$160" beats "Save 16%" on a \$1,000 item.

Caraway: \$675 crossed out, \$445 in bold, Save \$230 in red.

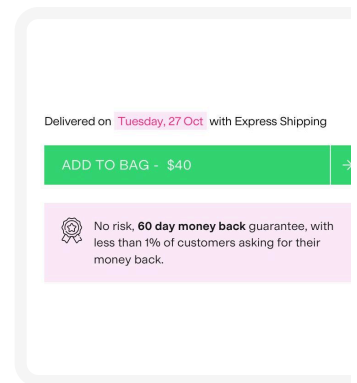
**The Rule of 100.**

Wharton professor Jonah Berger's rule: under \$100, a percentage feels bigger. Over \$100, a dollar amount does. 25% off a \$20 shirt beats "\$5 off". On a \$2,000 laptop, "\$500 off" wins.

☐ Delivery time and returns sit right under the button.

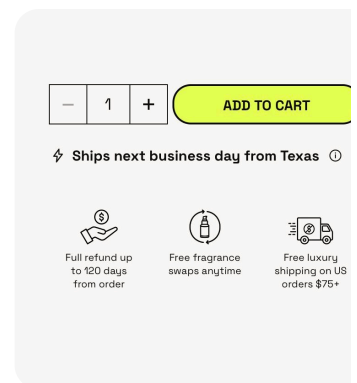
"Ships in 3 to 5 business days. Free returns within 30 days." Hidden policies make people assume the worst.

Spacegoods: delivery date above
the button, guarantee below.



☐ Up to three trust badges under the button, and only ones your buyer cares about.

Beardbrand: three badges under
Add to cart, each answers a worry.



04 Product info and images

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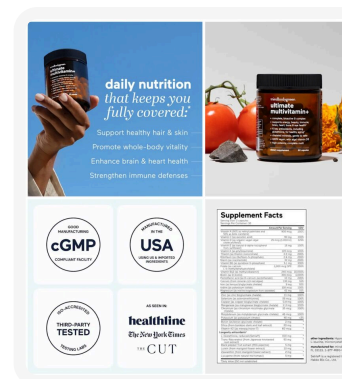
Baymard's research, cited by Shopify, found 56% of shoppers go straight to the

images.

☐ Each image says one thing.

The product, the product in use, one benefit per image, an in-scale shot, a real before and after. Not five plain supplier photos on white.

Mindbodygreen: one job per image: benefits, the jar, proof, label.



Photos get looked at first.

In Baymard Institute's usability tests, 56% of shoppers started by exploring the product images the moment they landed on a product page. Before the title, before the price.

☐ Your photos show different kinds of customers.

People need to see someone like them.

Boom Beauty: women over 50 with different skin tones.

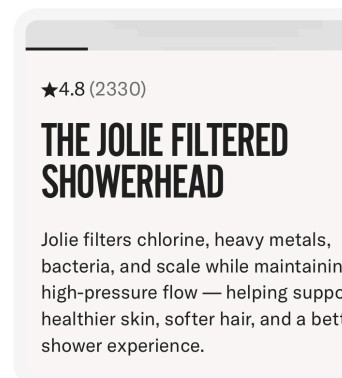


☐ Every feature is followed by what it means for the buyer.

"Removes 95% of chlorine" on its own does nothing.

"Removes 95% of chlorine, so your hair feels softer" sells.

Jolie: what it filters, then what that means for skin and hair.



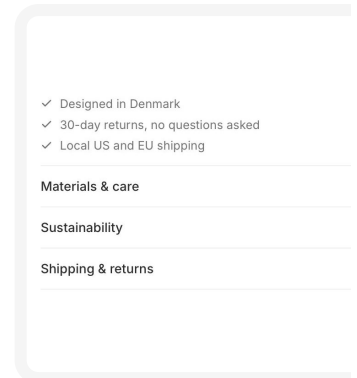
☐ The copy uses your customers' own words.

Read your reviews, your competitors' 1 to 3 star reviews, Reddit threads and TikTok comments. The words they use are the words that sell.

☐ The details sit in accordions.

Ingredients or materials, how to use it, shipping, returns. The page stays light and the answers are one tap away.

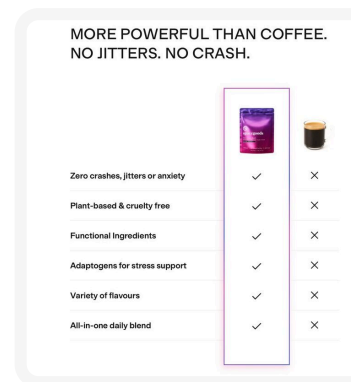
LastObject: the details sit in three tap-to-open rows.



☐ You answer "why this and not the others?"

A table with your product on the left and "others" on the right works for most brands.

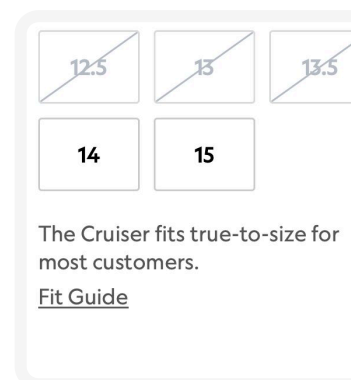
Spacegoods: six ticks for their blend, six crosses for coffee.



☐ Sizing is on the page for apparel, ingredients for food and beauty.

Missing info is a big reason people open a new tab and don't come back.

Allbirds: a one-line fit note and Fit Guide link under the sizes.



- ☐ For anything people reorder, the price is broken down per day or per serving.

A \$150 monthly supplement is "\$5 a day". That's a coffee.

Huel: From \$2.65 per meal,
right under the product name.



★★★★★ 4,000,000 satisfied customers

Black Edition

Complete high-protein powder meal

From \$2.65 per meal

From 17 meals



The pennies-a-day trick.

Marketing professor John Gourville named it the pennies-a-day effect. Show a price per day and people compare it to small daily spends, like coffee. Show the full price and they compare it to big purchases.

05 Reviews and proof

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- ☐ The stars near the title are clickable and quiet.

One tap takes people to the reviews. No bright colours or underlines that pull attention away from the buy button.

Scandinavian Biolabs: small, plain
stars under the product name.



BESTSELLER DERMATOLOGIST RECOMMENDED

Hair Growth Routine

★★★★☆ 4.4 | 1089 reviews

✓ Complete 3-step set: Shampoo + Conditioner + Activation Serum

- ☐ One short review quote sits in the buy box.

Pick the one that names your main benefit, so people read proof before they choose.

Mindbodygreen: one quote naming
the main benefit, inside the buy box.



ultimate multivitamin+
with glutathione

★★★★★ 5

- ✓ 6 longevity antioxidants including Glutathione
- ✓ High potency B complex for energy, hair, skin and nails*
- ✓ 33 ingredients at clinical doses*

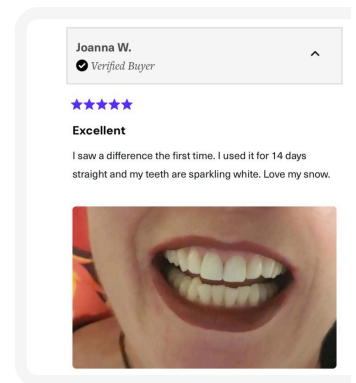
"This is the best, most nutrient-dense multivitamin on the market. Good for your heart, eyes, hair, skin, digestion, plus everything and more that you need in a daily supplement."

— Cindy G. VERIFIED CUSTOMER

☐ **Reviews include customer photos and video, not only text.**

Snow, Boom and Spacegoods all do this. Seeing real people use it does more than any copy.

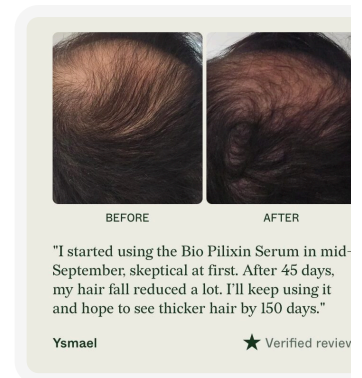
Snow: a five-star review with the customer's own photo.



☐ **You feature reviews that answer a fear.**

Davie Fogarty's test: look for reviews shaped like "At first I thought X, but actually Y." "I thought the blanket would be too hot, but it's perfect all year." That's an FAQ answered by a customer.

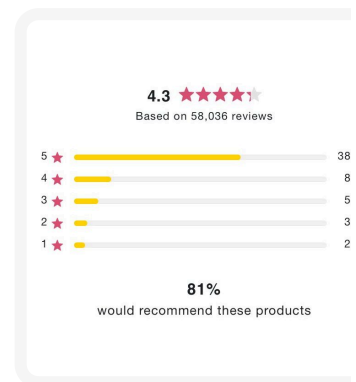
Scandinavian Biolabs: a 'skeptical at first' review with photos.



☐ **A few 3 and 4 star reviews are left in.**

All five stars looks fake. A filter and a star breakdown make the whole section more believable.

Boom Beauty: 4.3 stars, with 3 and 4 star counts in plain sight.



Why 4.7 beats 5.0.

Too perfect looks fake. Spiegel Research Center found buying peaks for products rated 4.0 to 4.7 stars, then drops as ratings get closer to a perfect 5.0.

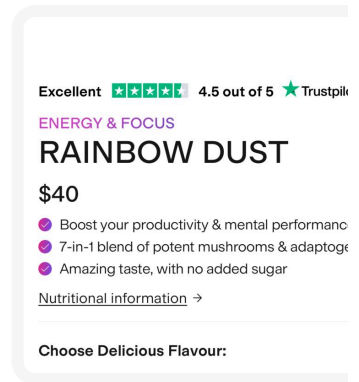
☐ **Your review request email goes out after delivery, not on dispatch.**

Time it to when people have used the product: about a week after delivery for clothes, two to four weeks for skincare or supplements. Judge.me, Okendo and Yotpo can all start the clock from delivery. If the parcel is still on the porch, you get a worse review or none.

☐ **Outside proof sits near the top if you have it.**

Press mentions work the same way, as long as they're real.

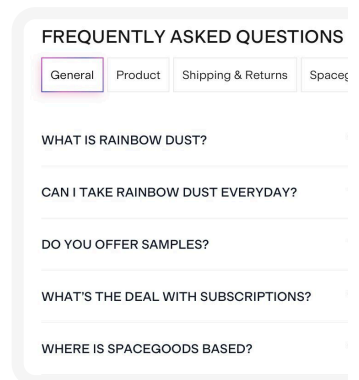
Spacegoods: 4.5 stars on
Trustpilot, above the product name.



☐ **An FAQ near the bottom answers the real objections.**

Is it machine washable? How long does shipping take? What's the difference between sizes? Pull the questions from your support inbox.

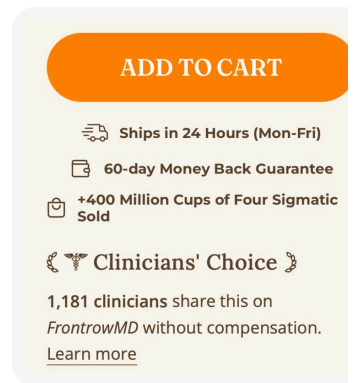
Spacegoods: an FAQ that answers
real doubts, one tap each.



☐ The guarantee is stated plainly in the buy box.

One short line where people decide, with the full terms in the FAQ. Scandinavian Biolabs offers 150 days, and refunds you if you see no results after daily use. A guarantee with a condition can still be strong if it's believable.

Four Sigmatic: 60-day Money Back Guarantee, right under the button.



The guarantee that went too far.

L.L.Bean took returns for life for over a century, until people started returning gear worn for years and finds from yard sales. In 2018 it moved to one year. Generous works, as long as it's believable.

06 Order value: bundles, cart, checkout

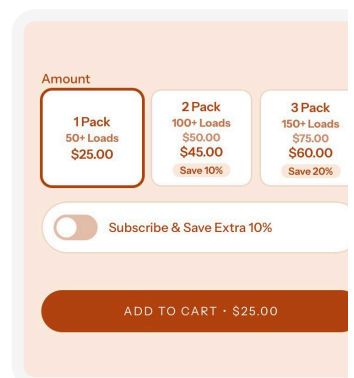
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You already paid to get this visitor. These checks make each order worth more.

☐ Bundles show the saving in plain numbers.

1 pack, 2 packs, 3 packs, with the old price crossed out and the saving next to each.

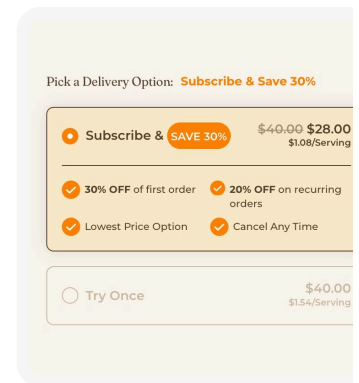
Frey: 2 and 3 packs show the old price crossed out and the saving.



☐ **Subscribe and save is offered on anything people reorder.**

Four Sigmatic takes 30% off your first subscription order and 20% off every refill after that.

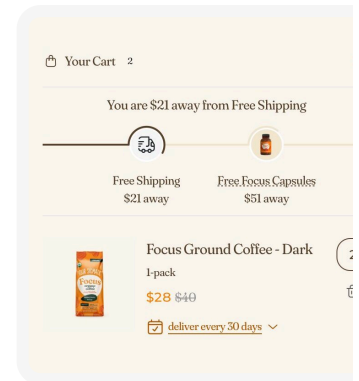
Four Sigmatic: **Subscribe & Save at \$28 above Try Once at \$40.**



☐ **The cart shows a free-shipping progress bar.**

"You're \$21 away from free shipping" nudges a bigger order.

Four Sigmatic: **\$21 away from free shipping, then a free gift.**



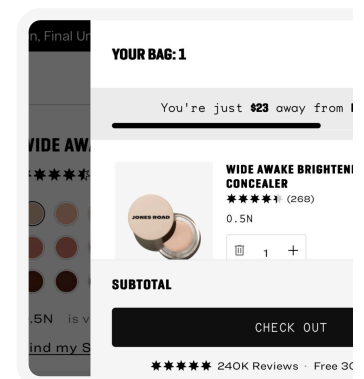
The finish line effect.

People speed up as they get close to a goal. In a café study, a 12-stamp coffee card with 2 free stamps got filled about 20% faster than a 10-stamp card. Same 10 coffees, it just felt closer.

☐ **The cart slides out instead of opening a separate page.**

One less step before checkout.

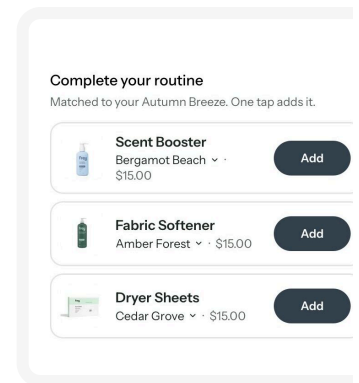
Jones Road: **the bag slides in over the page you were on.**



☐ **The cart suggests 2 or 3 small, related add-ons.**

Like the sweets next to the till.

Frey: three \$15 add-ons in the cart, one tap each.



The jam study (with a twist).

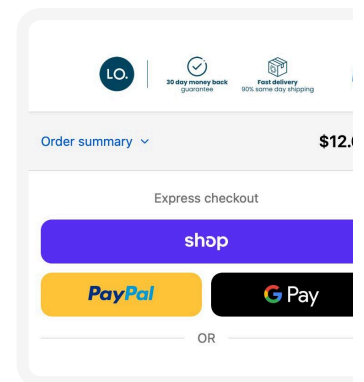
In a famous 2000 study, nearly 30% of shoppers who stopped at a table of 6 jams bought one. At a table of 24, only 3% did.

Twist: a 2010 review of 50 experiments found the average effect was close to zero.

☐ **Express payments are switched on.**

Shop Pay, Apple Pay, PayPal, and buy-now-pay-later if it fits your price. Baymard puts average cart abandonment at about 70%, and a long form is one of the reasons. One tap to pay skips the typing.

LastObject: Shop Pay, PayPal and Google Pay above the form.



☐ **International visitors see their own currency.**

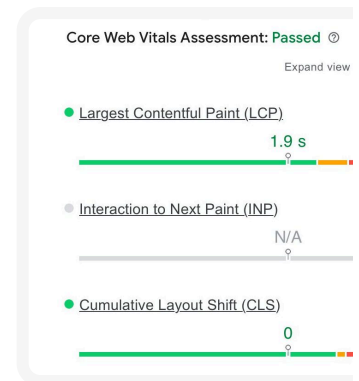
Shopify Markets does this in a few clicks.

☐ **You ran your product page through Google PageSpeed Insights on mobile.**

Look at the top box first, Core Web Vitals: it's measured on real shoppers' phones. If it says Failed, or your main image takes longer than 2.5 seconds to show, you're losing sales.

PageSpeed Insights, Frey's page:

Core Web Vitals passed, LCP 1.9 s.

**A tenth of a second.**

Google and Deloitte tracked 37 brands' mobile sites. When pages got just 0.1 seconds faster, retail sites saw 8.4% more conversions and orders 9.2% bigger.

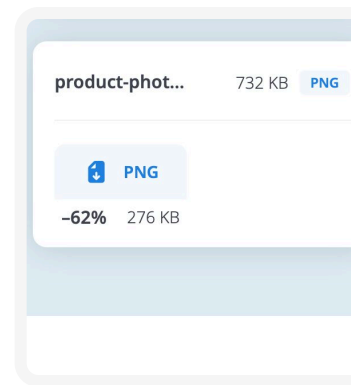
☐ **You removed apps you don't use.**

Open Settings, Apps. For each one ask: did this make us money last month? Then check your theme code for leftovers, because uninstalling doesn't always remove them.

☐ Images are compressed before they go up.

TinyPNG is free. Size them for phones, not for a billboard.

TinyPNG: one product photo,
732 KB down to 276 KB.



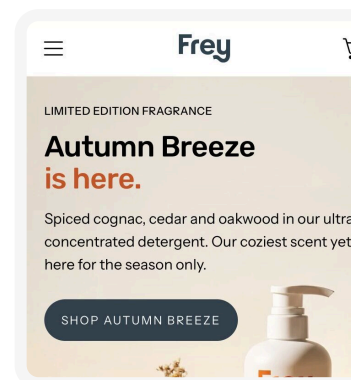
Pinterest went on a diet.

Pinterest rebuilt its pages for speed, partly by fetching only the images it needed at the right size. Wait time dropped 40%, and sign-ups went up 15%.

☐ There's no autoplay video background or big slider at the top.

They look nice in the theme demo and slow down every visit.

Frey: one still photo, a headline
and one button. No video.



08 Collection pages

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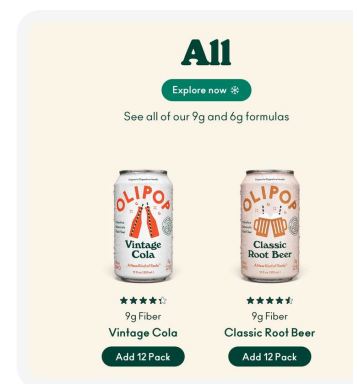
A collection page has two jobs: show the products, and help people narrow them

down.

☐ **Products show on the first screen.**

A small banner or none, short or no description above the grid, two products per row on mobile.

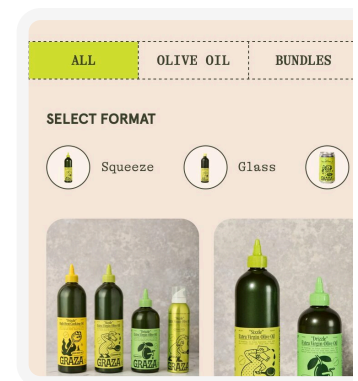
Olipop: one short line, then cans two per row.



☐ **With a small range, filters are pill buttons above the grid.**

Filter, then sub-filter, then dropdown is three taps. Buttons are one.

Graza: filter buttons above the grid, one tap each.



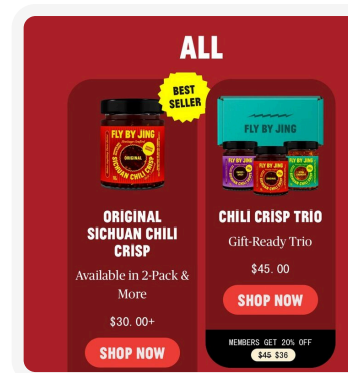
Hick's law.

Psychologists Hick and Hyman showed in 1952 that the more choices people face, the longer they take to decide. Every extra menu layer is one more little decision before they see products.

☐ **A few cards carry labels.**

Best seller, new, low in stock. A few, not every card.

Fly By Jing: one Best Seller sticker,
the card beside it stays clean.



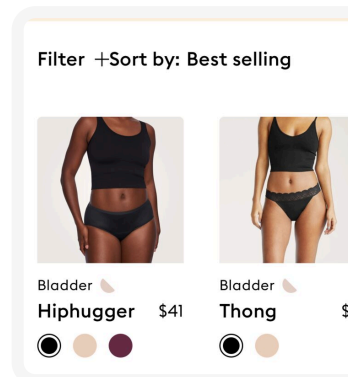
The cookie jar test.

In a 1975 study, people rated the same cookies as more desirable when the jar held 2 than when it held 10. Cookies that ran low because others wanted them scored even higher. Only use "low in stock" when it's true.

☐ **The default sort is best sellers or revenue per session.**

Not newest, not A to Z.

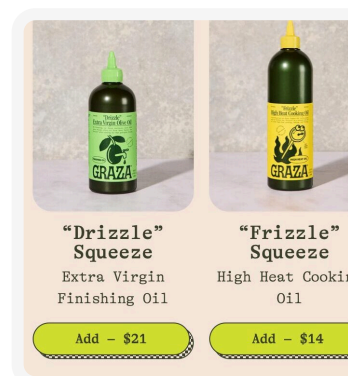
Thinx: the collection opens sorted by Best selling.



☐ **Look-alike products get a one-line description on the card.**

When the packaging looks the same, nobody zooms in to read a tiny title.

Graza: look-alike bottles, each card names its job.



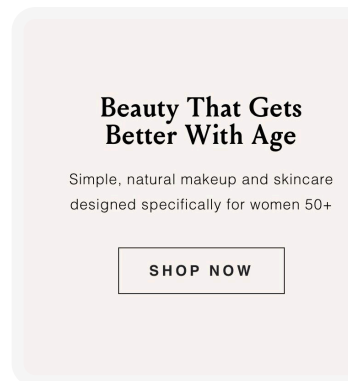
Most homepages don't have a traffic problem. They have a clarity problem.

- ☐ **The hero answers three questions: what you sell, who it's for, why they should care.**

"Welcome to our store" answers none of them.

"Premium running shoes designed for everyday athletes" answers all three.

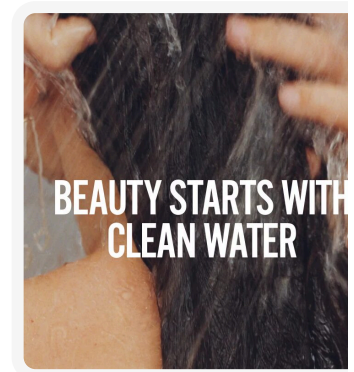
Boom Beauty: what it is, who it's for and why, in two lines.



- ☐ **It leads with one big benefit, not all of them.**

Sabri Suby compares listing every benefit to a doctor pressing all over your body asking "does it hurt here?" Find the one thing your market wants most and lead with that.

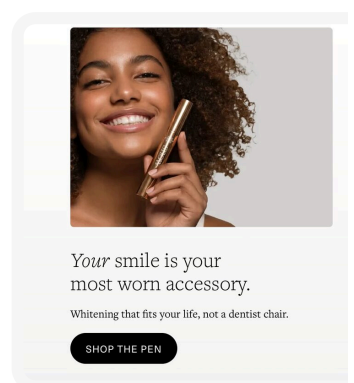
Jolie: one big idea up top: Beauty starts with clean water.



- ☐ **There's one obvious button in the hero.**

Shop the thing you're known for.

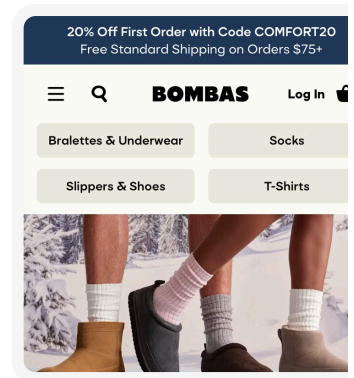
Snow: one button in the hero, Shop the pen.



☐ **The announcement bar carries an offer.**

Free shipping over \$50, a real seasonal sale. Not a greeting.

Bombas: the bar carries two real offers, a code and free shipping.



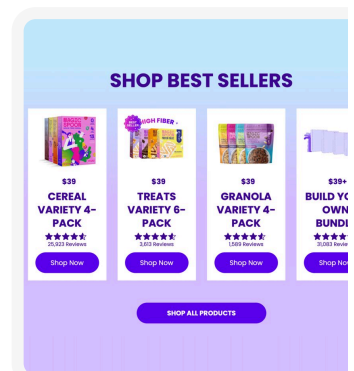
The pull of free.

Dan Ariely offered Lindt truffles for 26 cents and Hershey's Kisses for 1 cent: 40% picked each. He cut both by 1 cent and 90% grabbed the free Kiss. That's the pull free shipping has.

☐ **Your 4 to 8 best sellers are on the homepage.**

Then short value points (free shipping, 30-day returns), reviews, a short brand story and an email signup.

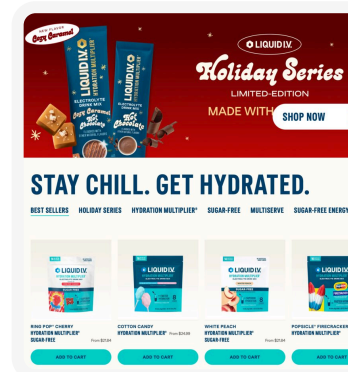
Magic Spoon: four best sellers, each with price, stars and a button.



☐ **The homepage is a store, not a lookbook.**

Products front and centre, lifestyle content around them.

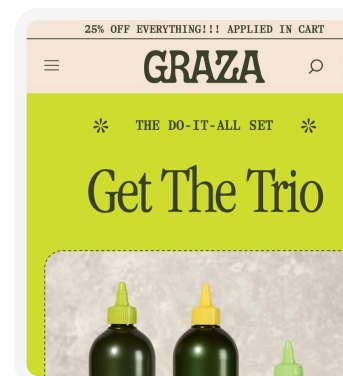
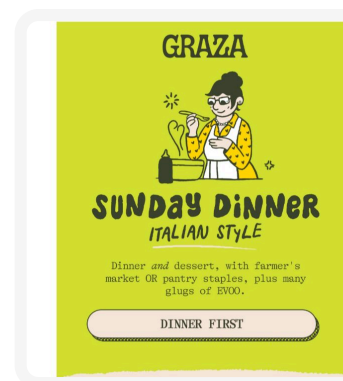
Liquid I.V.: a product hero, then best sellers with prices.



☐ **Your ad, your email and your site look like the same brand.**

Same fonts, colours and photo style. Davie Fogarty's point: people decide whether to trust you in a blink, and a mismatch reads as "something's off".

Graza: email on top, site below. Same lime green, logo and typewriter text.



Judged in 50 milliseconds.

Researchers at Carleton University found people form a first impression of a web page in about 50 milliseconds. That's roughly one frame of TV. Plenty of time to notice your ad and site don't match.

10 What not to copy from dropshipping tutorials

Have you noticed that half the YouTube tutorials on Shopify design are actually made for dropshippers? These tips would hurt a real brand:

- × **Importing reviews from AliExpress or Amazon** for a product that isn't yours. Your customers will find out.
- × **AI-made reviews and customer photos, or before-and-afters pulled from Google.** One screenshot in a Reddit thread and the trust is gone.

- × **Countdown timers that reset and "only 3 left" when it isn't true.** Daniel Budai says shoppers are now very sceptical of these. Real scarcity works: real stock levels, a real end date.

- × **Price tricks**, like making the compare-at price bigger than the real one so it looks cheaper.

- × **Testing button colours before the offer and the message are right.** Sabri Suby calls button colour a "one-percenter". Fix the hook and the offer first.

11 How to test a change

The maths is why this matters. 10,000 visitors a month at a 2% conversion rate is 200 orders. At 4% it's 400 orders, from the same traffic and the same ad spend.

- 01 **Change one thing at a time.** Change three and you won't know which one worked.

- 02 **Give it at least two weeks and about 100 orders per version** before you call a winner. With fewer, the result is mostly luck. Shopify's own tool is Rollouts; Shoplift, Intelligems and VWO also work.

- 03 **Watch revenue per visitor, not only conversion rate.** A higher conversion rate that lowers your order value can leave you worse off.

- 04 **Check the traffic before you blame the page.** In one Shopify example, a \$30 gap in order value between two page versions turned out to be a weak ad sending poor traffic.

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See your store *redesigned* first.

I'll redesign one page of your store for free, so you see the difference before you spend anything.

01 **Send me your store link** with the button below.

02 **I redesign the page that's costing you the most** and send you a Shopify preview link.

03 **Like it? I redesign the rest** with the Core Redesign: \$2,200, live in 7 days, free small changes for 14 days after delivery. Don't like it? You keep the ideas.

Get your free redesign: werebuilds.com

Need a bigger overhaul or a custom store from scratch? [Let's talk](#), or message me on LinkedIn: [Jesslyn Ha](#).