

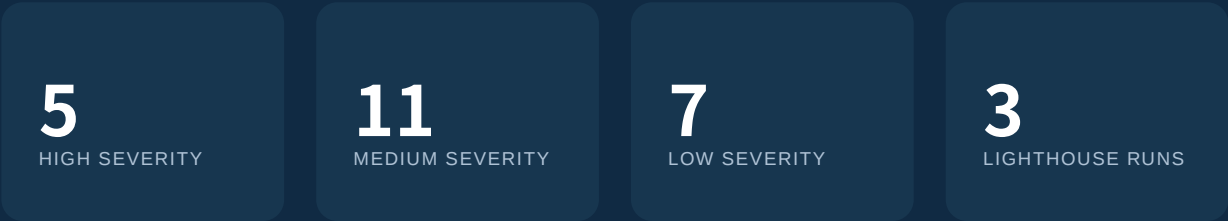
CATALOG AND STOREFRONT EVIDENCE REVIEW

Store

Conversion Audit

Northstar Outdoor Co.

<https://www.example-store.com/>



Lab metrics are the median of 3 Lighthouse mobile runs, reported with the observed range.

What this scan proved

Every statement below is tied to an artefact captured from <https://www.example-store.com/> during this scan. Nothing is inferred from data this audit could not reach.

REQUESTED URL	https://example-store.com/
FINAL URL	https://www.example-store.com/
HTTP STATUS	200
REDIRECT CHAIN	https://www.example-store.com/
HTML RESPONSE TIME	412 ms
HTML DOCUMENT SIZE	1 KB
SHOPIFY SIGNALS	Shopify storefront markers were detected in the captured source.
CATALOG SCORE	62/100 (Needs work) across 17 product(s)
EVIDENCE BUNDLE	abc123def456 - 1 files, listed in the appendix with SHA-256 digests.

DELIVERY SCOPE

In scope

- Shopify Admin catalog review of 17 product(s): status, publication, inventory, media, merchandising, and SEO metadata.
- One public HTML capture with redirect chain, status, timing, and redacted response headers.
- Static storefront, SEO, structured-data, trust, and conversion-path rules over the captured source.
- 3 Lighthouse mobile run(s) reported as median with the observed range.
- An evidence bundle containing the raw artefacts behind every measured claim.

DELIVERY SCOPE

Explicitly out of scope

- Anything only a rendered browser could show. The rendered capture did not run for this scan (No rendered capture was attempted for this scan.), so absence findings describe the server HTML and may be filled in by JavaScript.
- Orders, customers, sessions, and revenue. This audit reads catalog data only; it makes no revenue claim or forecast.
- Proof that any analytics or advertising event fires with the correct payload. Only source presence was checked.
- Proof that checkout completes, or that tax, shipping, discount, and confirmation behave correctly. No order was placed.
- Rendered visual QA across templates and breakpoints beyond the Lighthouse mobile emulation captured here.

Catalog readiness

Read from the Shopify Admin API for Northstar Outdoor Co.. These are data problems the merchant fixes in Admin, not theme code.

CATALOG SCORE	62/100 - Needs work
PRODUCT EXPERIENCE	58/100
SEO	64/100
MERCHANDISING	71/100
TRUST	55/100
PRODUCTS AUDITED	17
PUBLISHED TO THE ONLINE STORE	15 of 15 products with ACTIVE status
COLLECTIONS	4
PRODUCTS WITHOUT AN IMAGE	1
PRODUCTS WITHOUT AN SEO DESCRIPTION	13
OUT OF STOCK	2

WHAT THE CATALOG SCAN REACHED

Coverage

All 17 products were scanned. Online Store publication coverage is complete. Public storefront HTTP and static HTML checks completed for https://northstar-outdoor.example/.

WORKED EXAMPLE

Products needing attention first

PRODUCT	SCORE	ISSUES	INVENTORY
Minimal Trail Pack	40	6	10
Summit Shell	44	6	14
Alpine Flask	48	6	18
Gift Card	52	5	0
Expedition Board	56	5	0
Ridgeline Boots	60	5	30
Camp Mug	64	4	34
Merino Base Layer	68	4	38
Trail Running Cap	72	4	42
All Weather Gloves	76	3	46
Ultralight Tent	80	3	50
Climbing Chalk Bag	84	3	54

Lighthouse lab results

Median and observed range across 3 runs on Lighthouse 12.8.2 (mobile emulation). A single run is noise; the range shows how far these numbers move.

METRIC	MEDIAN	MINIMUM	MAXIMUM
Performance score	26/100	25/100	28/100
Accessibility score	94/100	94/100	94/100
Best Practices score	54/100	54/100	54/100
SEO score	100/100	100/100	100/100
First Contentful Paint	4.12 s	4.12 s	4.12 s
Largest Contentful Paint	38.10 s	35.20 s	45.50 s
Speed Index	12.01 s	12.01 s	12.01 s
Total Blocking Time	1.24 s	1.24 s	1.24 s
Cumulative Layout Shift	0.240	0.240	0.240
Time to Interactive	41.00 s	41.00 s	41.00 s
Requests	769	769	769
Transferred bytes	9.26 MB	9.26 MB	9.26 MB
Unused JavaScript bytes	1.38 MB	1.38 MB	1.38 MB

Samples per metric: 3 performance score(s) recorded as 25, 28, 26.

Prioritized findings

Sorted by severity, then by how strong the evidence behind each item is. Every finding names the exact page, the element it applies to, the raw evidence, who owns the fix, and the condition that closes it.

HIGH / PERFORMANCE / MEASURED IN THIS LAB RUN

1. Largest Contentful Paint exceeds the 2.5 s good threshold

URL	https://www.example-store.com/
SELECTOR	document (page-level, no single element)
RAW EVIDENCE	Largest Contentful Paint median 38.1 s across 3 Lighthouse mobile run(s) (Lighthouse 12.8.2). Observed range across 3 runs: 35.2 s to 45.5 s.
EXPECTED	Largest Contentful Paint at or below 2.5 s.
IMPACT	LCP is what the customer experiences as 'the page is ready'. Past 2.5 s, mobile visitors abandon before the hero and price render.
FIX	Preload the hero image, remove lazy loading from it, and cut render-blocking CSS and JavaScript ahead of it. On this page the largest third-party payloads come from Google Tag Manager, Klaviyo and Shopify Apps, so start there rather than with theme assets.
OWNER	Theme developer
EFFORT	Medium
EVIDENCE STRENGTH	verified
DONE WHEN	Run Lighthouse mobile from Chrome DevTools 3 time(s) against this URL and confirm the median Largest Contentful Paint is at or below 2.5 s.

HIGH / PERFORMANCE / MEASURED IN THIS LAB RUN

2. Lighthouse mobile performance score below the passing band

URL	https://www.example-store.com/
SELECTOR	document (page-level, no single element)
RAW EVIDENCE	Performance score median 26/100 across 3 Lighthouse mobile run(s) (Lighthouse 12.8.2). Observed range across 3 runs: 25/100 to 28/100.
EXPECTED	Performance score at or above 50/100.
IMPACT	A sub-50 mobile performance score means most visitors on real mobile connections wait through the slow path that Lighthouse reproduces.
FIX	Work the Lighthouse opportunities in order of estimated savings, starting with render-blocking resources and unused JavaScript. On this page the largest third-party payloads come from Google Tag Manager, Klaviyo and Shopify Apps, so start there rather than with theme assets.
OWNER	Theme developer
EFFORT	Large
EVIDENCE STRENGTH	verified
DONE WHEN	Run Lighthouse mobile from Chrome DevTools 3 time(s) against this URL and confirm the median Performance score is at or above 50/100.

HIGH / CATALOG / READ FROM SHOPIFY ADMIN DATA

3. A product is missing purchase-critical imagery

URL	https://northstar-outdoor.myshopify.com/products/minimal-trail-pack
SELECTOR	Admin > Products > Media and description
RAW EVIDENCE	One active product has no product image in the Shopify catalog. Affected: 1 of 15. Source: Sample Shopify Admin API fixture. Examples: Minimal Trail Pack.
EXPECTED	Add a clear primary image and supporting detail, scale, and use-case images before sending traffic to the product.
IMPACT	One active product has no product image in the Shopify catalog.
FIX	Add a clear primary image and supporting detail, scale, and use-case images before sending traffic to the product.
OWNER	Store owner
EFFORT	Medium
EVIDENCE STRENGTH	verified
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 1.

HIGH / CATALOG / READ FROM SHOPIFY ADMIN DATA

4. Published products have no sellable variant

URL	https://northstar-outdoor.myshopify.com/products/gift-card
SELECTOR	Admin > Products > Media and description
RAW EVIDENCE	All fully scanned variants are unavailable, have no sellable online quantity, and deny overselling. Affected: 2 of 15. Source: Shopify variant inventory policy. Examples: Gift Card, Expedition Board.
EXPECTED	Restock, unpublish the product, enable intentional backorders, or add back-in-stock capture.
IMPACT	All fully scanned variants are unavailable, have no sellable online quantity, and deny overselling.
FIX	Restock, unpublish the product, enable intentional backorders, or add back-in-stock capture.
OWNER	Store owner
EFFORT	Medium
EVIDENCE STRENGTH	verified
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 2.

HIGH / CATALOG / READ FROM SHOPIFY ADMIN DATA

5. The storefront uses a myshopify.com domain

URL	https://northstar-outdoor.myshopify.com
SELECTOR	Admin > Settings > Policies and store details
RAW EVIDENCE	The primary storefront domain is the platform-provided domain rather than a branded domain. Affected: 1 of 15. Source: Sample Shopify Admin API fixture.
EXPECTED	Connect a branded domain and set it as the primary storefront domain before launch.
IMPACT	The primary storefront domain is the platform-provided domain rather than a branded domain.
FIX	Connect a branded domain and set it as the primary storefront domain before launch.
OWNER	Store owner
EFFORT	Medium
EVIDENCE STRENGTH	strong
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 1.

MEDIUM / PERFORMANCE / MEASURED IN THIS LAB RUN

6. Total Blocking Time exceeds the 200 ms good threshold

URL	https://www.example-store.com/
SELECTOR	document (page-level, no single element)
RAW EVIDENCE	Total Blocking Time median 1240 ms across 3 Lighthouse mobile run(s) (Lighthouse 12.8.2).
EXPECTED	Total Blocking Time at or below 200 ms.
IMPACT	Long main-thread blocks make taps on variant pickers and add-to-cart feel unresponsive, which is the lab proxy for poor INP.
FIX	Main-thread blocking is concentrated in Google Tag Manager (236 ms blocking), Klaviyo (128 ms blocking), Shopify Apps (41 ms blocking). Defer or remove those first; theme JavaScript is not the largest contributor here.
OWNER	Theme developer
EFFORT	Medium
EVIDENCE STRENGTH	verified
DONE WHEN	Run Lighthouse mobile from Chrome DevTools 3 time(s) against this URL and confirm the median Total Blocking Time is at or below 200 ms.

MEDIUM / PERFORMANCE / MEASURED IN THIS LAB RUN

7. Request count far above a maintainable storefront budget

URL	https://www.example-store.com/
SELECTOR	document (page-level, no single element)
RAW EVIDENCE	Requests median 769 requests across 3 Lighthouse mobile run(s) (Lighthouse 12.8.2).
EXPECTED	Requests at or below 150 requests.
IMPACT	Every extra request competes for the same mobile connection, so hero imagery and price data arrive later.
FIX	The heaviest third parties on this page are Google Tag Manager (1.03 MB), Klaviyo (402 KB), Shopify Apps (208 KB). Remove or defer the ones that are not required for the first render, then re-measure before touching theme assets.
OWNER	Theme developer
EFFORT	Large
EVIDENCE STRENGTH	verified
DONE WHEN	Run Lighthouse mobile from Chrome DevTools 3 time(s) against this URL and confirm the median Requests is at or below 150 requests.

MEDIUM / PERFORMANCE / MEASURED IN THIS LAB RUN

8. Large volume of unused JavaScript shipped to mobile

URL	https://www.example-store.com/
SELECTOR	document (page-level, no single element)
RAW EVIDENCE	Unused JavaScript bytes median 1.38 MB across 3 Lighthouse mobile run(s) (Lighthouse 12.8.2).
EXPECTED	Unused JavaScript bytes at or below 500 KB.
IMPACT	Unused JavaScript is paid for twice: in download on a mobile connection and again in parse and execute time on the main thread.
FIX	Start with the scripts shipping the most unused code on this page: www.googletagmanager.com/gtm.js (80 KB unused); cdn.shopify.com/bundle.js (61 KB unused); static.klaviyo.com/klaviyo.js (40 KB unused). For each, confirm whether the app or tag is still in use; if it is, load it only on the templates that need it.
OWNER	Theme developer
EFFORT	Large
EVIDENCE STRENGTH	verified
DONE WHEN	Run Lighthouse mobile from Chrome DevTools 3 time(s) against this URL and confirm the median Unused JavaScript bytes is at or below 500 KB.

MEDIUM / PERFORMANCE / MEASURED IN THIS LAB RUN

9. Cumulative Layout Shift exceeds the 0.1 good threshold

URL	https://www.example-store.com/
SELECTOR	document (page-level, no single element)
RAW EVIDENCE	Cumulative Layout Shift median 0.240 across 3 Lighthouse mobile run(s) (Lighthouse 12.8.2).
EXPECTED	Cumulative Layout Shift at or below 0.100.
IMPACT	Layout shift moves the add-to-cart control while a customer is reaching for it, causing mis-taps and lost sessions.
FIX	Reserve space for images, banners, and injected app blocks with explicit dimensions or min-height.
OWNER	Theme developer
EFFORT	Small
EVIDENCE STRENGTH	verified
DONE WHEN	Run Lighthouse mobile from Chrome DevTools 3 time(s) against this URL and confirm the median Cumulative Layout Shift is at or below 0.100.

MEDIUM / CATALOG / READ FROM SHOPIFY ADMIN DATA

10. No returns or refund link was detected

URL	https://northstar-outdoor.myshopify.com
SELECTOR	Admin > Settings > Policies and store details
RAW EVIDENCE	No anchor href or label matching returns or refund was found in the server-rendered HTML. Affected: 1 of 15. Source: Public storefront HTML scan.
EXPECTED	Add a clear returns or refund link in the storefront footer or navigation.
IMPACT	No anchor href or label matching returns or refund was found in the server-rendered HTML.
FIX	Add a clear returns or refund link in the storefront footer or navigation.
OWNER	Store owner
EFFORT	Small
EVIDENCE STRENGTH	strong
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 1.

MEDIUM / CATALOG / READ FROM SHOPIFY ADMIN DATA

11. Product descriptions may be too thin

URL	https://northstar-outdoor.myshopify.com/products/minimal-trail-pack
SELECTOR	Admin > Products > Media and description
RAW EVIDENCE	The 160-character threshold is a review trigger, not a Shopify or conversion rule. Affected: 15 of 15. Source: Catalog content review heuristic. Examples: Minimal Trail Pack, Summit Shell, Alpine Flask.
EXPECTED	Review whether the copy answers benefits, specifications, fit, care, and common objections.
IMPACT	The 160-character threshold is a review trigger, not a Shopify or conversion rule.
FIX	Review whether the copy answers benefits, specifications, fit, care, and common objections.
OWNER	Store owner
EFFORT	Medium
EVIDENCE STRENGTH	heuristic
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 15.

MEDIUM / CATALOG / READ FROM SHOPIFY ADMIN DATA

12. Product images are missing alt text

URL	https://northstar-outdoor.myshopify.com/products/alpine-flask
SELECTOR	Admin > Products > Search engine listing
RAW EVIDENCE	Several product images contain no alternative text in Shopify. Affected: 6 of 15. Source: Sample Shopify Admin API fixture. Examples: Alpine Flask.
EXPECTED	Add concise alt text describing the product and the distinguishing visible detail.
IMPACT	Several product images contain no alternative text in Shopify.
FIX	Add concise alt text describing the product and the distinguishing visible detail.
OWNER	Store owner
EFFORT	Medium
EVIDENCE STRENGTH	strong
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 6.

MEDIUM / CATALOG / READ FROM SHOPIFY ADMIN DATA

13. Product types are incomplete

URL	https://northstar-outdoor.myshopify.com/products/minimal-trail-pack
SELECTOR	Admin > Products > Organization, pricing, and collections
RAW EVIDENCE	One active product has no product type assigned. Affected: 1 of 15. Source: Sample Shopify Admin API fixture. Examples: Minimal Trail Pack.
EXPECTED	Apply a controlled product taxonomy and use it consistently in automated collections and reporting.
IMPACT	One active product has no product type assigned.
FIX	Apply a controlled product taxonomy and use it consistently in automated collections and reporting.
OWNER	Store owner
EFFORT	Small
EVIDENCE STRENGTH	strong
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 1.

MEDIUM / CATALOG / READ FROM SHOPIFY ADMIN DATA

14. SEO descriptions are missing

URL	https://northstar-outdoor.myshopify.com/products/minimal-trail-pack
SELECTOR	Admin > Products > Search engine listing
RAW EVIDENCE	Thirteen active products do not define a unique SEO description. Affected: 13 of 15. Source: Google Search snippet guidance. Examples: Minimal Trail Pack, Summit Shell.
EXPECTED	Write concise, accurate descriptions that match search intent and communicate a product benefit.
IMPACT	Thirteen active products do not define a unique SEO description.
FIX	Write concise, accurate descriptions that match search intent and communicate a product benefit.
OWNER	Store owner
EFFORT	Medium
EVIDENCE STRENGTH	strong
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 13.

MEDIUM / CATALOG / READ FROM SHOPIFY ADMIN DATA

15. Variants are missing SKUs

URL	https://northstar-outdoor.myshopify.com/products/minimal-trail-pack
SELECTOR	Admin > Products > Organization, pricing, and collections
RAW EVIDENCE	Twelve products include at least one variant without a SKU. Affected: 12 of 15. Source: Sample Shopify Admin API fixture. Examples: Minimal Trail Pack, Ridgeline Boots.
EXPECTED	Assign a unique, documented SKU convention to every sellable variant.
IMPACT	Twelve products include at least one variant without a SKU.
FIX	Assign a unique, documented SKU convention to every sellable variant.
OWNER	Store owner
EFFORT	Medium
EVIDENCE STRENGTH	strong
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 12.

MEDIUM / PERFORMANCE / READ FROM CAPTURED SOURCE

16. Parser-blocking scripts

URL	https://www.example-store.com/
SELECTOR	script[src]:not([async]):not([defer]):not([type=module])
RAW EVIDENCE	1 external scripts lack async, defer, or module.
EXPECTED	Non-critical third-party scripts do not block HTML parsing.
IMPACT	Parser-blocking scripts stall rendering, which pushes back first paint and adds to Total Blocking Time.
FIX	Defer non-critical scripts and validate app embeds one by one.
OWNER	Theme developer
EFFORT	Medium
EVIDENCE STRENGTH	strong
DONE WHEN	View source and confirm every external <script src> tag carries async, defer, or type=module.

LOW / CATALOG / READ FROM SHOPIFY ADMIN DATA

17. Merchandising tags are incomplete

URL	https://northstar-outdoor.myshopify.com/products/minimal-trail-pack
SELECTOR	Admin > Products > Organization, pricing, and collections
RAW EVIDENCE	Three active products have no merchandising tags. Affected: 3 of 15. Source: Catalog operations heuristic. Examples: Minimal Trail Pack.
EXPECTED	Create a controlled tag vocabulary for audience, use case, material, season, and campaign eligibility.
IMPACT	Three active products have no merchandising tags.
FIX	Create a controlled tag vocabulary for audience, use case, material, season, and campaign eligibility.
OWNER	Store owner
EFFORT	Small
EVIDENCE STRENGTH	heuristic
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 3.

LOW / CATALOG / READ FROM SHOPIFY ADMIN DATA

18. Products rely on a single image

URL	https://northstar-outdoor.myshopify.com/products/camp-mug
SELECTOR	Admin > Products > Organization, pricing, and collections
RAW EVIDENCE	Four active products use only one catalog image. Affected: 4 of 15. Source: Product presentation review heuristic. Examples: Camp Mug.
EXPECTED	Add supporting detail, lifestyle, scale, packaging, and variant images where they answer purchase questions.
IMPACT	Four active products use only one catalog image.
FIX	Add supporting detail, lifestyle, scale, packaging, and variant images where they answer purchase questions.
OWNER	Store owner
EFFORT	Large
EVIDENCE STRENGTH	heuristic
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 4.

LOW / CATALOG / READ FROM SHOPIFY ADMIN DATA

19. SEO title length needs a manual preview review

URL	https://northstar-outdoor.myshopify.com/products/summit-shell
SELECTOR	Admin > Products > Search engine listing
RAW EVIDENCE	The 30-60 character range is only a screening heuristic; Google has no fixed title-length failure threshold. Affected: 10 of 15. Source: Google title link guidance. Examples: Summit Shell.
EXPECTED	Prioritize a descriptive, concise and non-repetitive title, then inspect how it appears in search previews.
IMPACT	The 30-60 character range is only a screening heuristic; Google has no fixed title-length failure threshold.
FIX	Prioritize a descriptive, concise and non-repetitive title, then inspect how it appears in search previews.
OWNER	Store owner
EFFORT	Small
EVIDENCE STRENGTH	heuristic
DONE WHEN	Re-run this audit and confirm 0 of 15 products still show this, currently 10.

LOW / TRACKING / READ FROM CAPTURED SOURCE

20. Consent signal

URL	https://www.example-store.com/
SELECTOR	script, link (consent or cookie banner integration)
RAW EVIDENCE	No common consent-mode or cookie-banner marker was detected in the server HTML.
EXPECTED	Consent handling is documented for the store's selling regions.
IMPACT	Missing consent handling risks tags firing without permission in regulated selling regions.
FIX	Review Customer Privacy settings and verify consent updates before tags fire.
OWNER	Marketing / analytics owner
EFFORT	Small
EVIDENCE STRENGTH	heuristic
DONE WHEN	In Shopify admin > Settings > Customer privacy, confirm consent collection is enabled and that tags hold until consent is granted.

LOW / CHECKOUT / READ FROM CAPTURED SOURCE

21. Currency context

URL	https://www.example-store.com/
SELECTOR	script (Shopify currency / money format)
RAW EVIDENCE	No explicit currency context was found in the server HTML.
EXPECTED	Price and checkout currency are consistent and clear.
IMPACT	Unclear currency context creates price surprise at checkout, a common abandonment cause.
FIX	Verify market/currency selection on product, cart, and checkout.
OWNER	Store owner
EFFORT	Small
EVIDENCE STRENGTH	heuristic
DONE WHEN	Compare the price shown on a product page against the price at checkout and confirm the currency and amount match.

LOW / STOREFRONT / READ FROM CAPTURED SOURCE

22. No common purchase-confidence signal was detected

URL	https://www.example-store.com/
SELECTOR	document (page-level, no single element)
RAW EVIDENCE	No explicit review, guarantee, secure-payment, or recognized payment-method text was found. Read from the single page captured at https://www.example-store.com/; no other template was fetched.
EXPECTED	Relevant, truthful purchase-confidence information
IMPACT	Nothing on the captured page tells a first-time visitor why this store can be trusted with a card, so the purchase decision rests entirely on price and product imagery.
FIX	Show only verifiable trust information-such as real reviews, accepted payment methods, or a clear guarantee-near purchase decisions.
OWNER	Store owner
EFFORT	Medium
EVIDENCE STRENGTH	heuristic
DONE WHEN	Open the homepage as a first-time visitor and confirm at least one truthful trust element - real reviews, accepted payment marks, or a stated guarantee - is visible near the primary purchase action.

LOW / VISUAL MOBILE / READ FROM CAPTURED SOURCE

23. Storefront image markup does not reserve space or serve responsive sources

URL	https://www.example-store.com/
SELECTOR	img (all images in the captured page)
RAW EVIDENCE	0 of 1 images declare srcset or sizes. 1 of 1 images omit width or height.
EXPECTED	Images declare width and height, serve responsive sources, and lazy-load everything except the hero.
IMPACT	These are one problem in the theme's image tag, and together they delay the largest paint and shift the layout while a customer is reaching for a control.
FIX	Fix the theme's image snippet once: emit width and height from the image object, add srcset/sizes through Shopify's image_url filter, and set loading=lazy on everything except the hero.
OWNER	Theme developer
EFFORT	Small
EVIDENCE STRENGTH	strong
DONE WHEN	In Chrome DevTools > Elements, confirm every declares width and height, carries srcset or sizes, and that only the hero image lacks loading=lazy.

Visual & mobile preflight

Static accessibility and responsive-markup risks, separated from rendered visual QA.

COVERAGE

Homepage server HTML; rendered mobile layouts are not captured.

CHECKS PASSED

60% of the source-level checks that could be read from the captured HTML passed.

Nothing in this area was measured in a browser, so this is not a readiness score.

Verified in this scan

No item in this area was directly measured by this scan.

Present in source only

Mobile viewport

width=device-width, initial-scale=1

Source presence only - not proof of behaviour

Pinch zoom remains available

No zoom restriction detected in the viewport declaration.

Source presence only - not proof of behaviour

Responsive image markup

0 of 1 images declare srcset or sizes.

Source presence only - not proof of behaviour. Next: Use Shopify image_url/image_tag responsive parameters for theme images.

Image dimensions

1 of 1 images omit width or height.

Source presence only - not proof of behaviour. Next: Add intrinsic width and height attributes to reduce layout shifts.

Form control labels

0 of 0 controls lack an id or accessible name in the server HTML.

Source presence only - not proof of behaviour

Not verified by this scan

Rendered mobile layout

Static HTML cannot prove element size, overlap, sticky bars, or tap-target spacing.

Not verified by this scan. Next: Capture homepage, product, cart, and menu at 390 px and complete the manual checklist.

Performance & CWV readiness

Network and source-level performance signals, plus lab Core Web Vitals when Lighthouse ran. No value is invented.

COVERAGE	One HTML response, static source, and 3 Lighthouse mobile run(s). No field-user data.
CHECKS PASSED	67% of the checks this scan could measure passed.

Verified in this scan

Storefront response

HTML response completed in 412 ms during this scan.

Measured from the HTTP response

HTML document weight

Decoded HTML is 1 KB. Inline scripts hold 0 KB (16%), inline styles 0 KB (0%), and markup 1 KB (84%).

Measured from the HTTP response

Core Web Vitals (lab: LCP, CLS; TBT as the INP proxy)

LCP median 38.10 s (range 35.20 s-45.50 s), CLS median 0.240, TBT median 1240 ms across 3 Lighthouse mobile run(s). INP is not measurable in a lab run; TBT is its lab proxy.

Measured in this lab run. Next: Work the Lighthouse opportunities in order of estimated saving, then confirm the improvement against CrUX or RUM field data.

Present in source only

Parser-blocking scripts

1 external scripts lack async, defer, or module.

Source presence only - not proof of behaviour. Next: Defer non-critical scripts and validate app embeds one by one.

Stylesheet requests

0 stylesheet links were found.

Source presence only - not proof of behaviour

Offscreen image readiness

0 of 1 images declare lazy loading.

Source presence only - not proof of behaviour

Not verified by this scan

Every item in this area was covered by the checks above.

Tracking & analytics readiness

Installed-tag signals and consent readiness, separated from event-level browser verification.

COVERAGE

Server HTML tag detection; runtime events and payloads are not observed.

CHECKS PASSED

75% of the source-level checks that could be read from the captured HTML passed.

Nothing in this area was measured in a browser, so this is not a readiness score.

Verified in this scan

No item in this area was directly measured by this scan.

Present in source only

Google Analytics 4

Google Analytics 4 loader or identifier found in HTML.

Source presence only - not proof of behaviour

Detected marketing stack

Google Analytics 4

Source presence only - not proof of behaviour

Commerce data layer signals

A Shopify analytics, Customer Events, or dataLayer signal was found.

Source presence only - not proof of behaviour

Consent signal

No common consent-mode or cookie-banner marker was detected in the server HTML.

Source presence only - not proof of behaviour. Next: Review Customer Privacy settings and verify consent updates before tags fire.

Not verified by this scan

Google Tag Manager

Google Tag Manager was not found in the server HTML; it may load after JavaScript or may not be installed.

Not verified by this scan. Next: Confirm whether Google Tag Manager is required, then inspect it in a rendered browser.

Meta Pixel

Meta Pixel was not found in the server HTML; it may load after JavaScript or may not be installed.

Not verified by this scan. Next: Confirm whether Meta Pixel is required, then inspect it in a rendered browser.

Google Ads

Google Ads was not found in the server HTML; it may load after JavaScript or may not be installed.

Not verified by this scan. Next: Confirm whether Google Ads is required, then inspect it in a rendered browser.

TikTok Pixel

TikTok Pixel was not found in the server HTML; it may load after JavaScript or may not be installed.

Not verified by this scan. Next: Confirm whether TikTok Pixel is required, then inspect it in a rendered browser.

Event firing and payload accuracy

Static source presence does not prove view_item, add_to_cart, begin_checkout, or purchase events fire once with correct values.

Not verified by this scan. Next: Run a browser event trace and a test order; record event name, payload, destination, and duplicates.

Checkout readiness

Static purchase-path evidence and the exact steps still requiring a Shopify test order.

COVERAGE

Captured page source only; no item, customer data, payment, or order submission.

CHECKS PASSED

75% of the source-level checks that could be read from the captured HTML passed.

Nothing in this area was measured in a browser, so this is not a readiness score.

Verified in this scan

No item in this area was directly measured by this scan.

Present in source only

Add-to-cart control

An add-to-cart form, endpoint, or label was found.

Source presence only - not proof of behaviour

Cart access

Cart access was found: a /cart route link.

Source presence only - not proof of behaviour

Currency context

No explicit currency context was found in the server HTML.

Source presence only - not proof of behaviour. Next: Verify market/currency selection on product, cart, and checkout.

Pre-purchase policy access

All 4 of the contact, shipping, returns, and privacy links were identified.

Source presence only - not proof of behaviour

Not verified by this scan

Checkout entry

Checkout entry was not present on this page; it may appear only in cart state.

Not verified by this scan. Next: Run the rendered product-to-cart journey before treating this as a defect.

Express-payment signal

No express-payment marker was found on the captured page.

Not verified by this scan. Next: Review Shopify Payments and dynamic checkout configuration.

Payment, tax, shipping, and confirmation

The scanner did not add an item, submit customer data, or place an order.

Not verified by this scan. Next: Use a test gateway to complete one reversible order across desktop and mobile.

Evidence appendix

Every measured claim in this report is reproducible from the files below. They are delivered alongside this PDF as one ZIP archive, and each SHA-256 digest lets you confirm the artefact was not edited after the scan (shasum -a 256 <file>).

BUNDLE ID abc123def456
CAPTURED AT August 23, 2026 at 10:00 AM UTC

lighthouse-run-1.json
Unmodified Lighthouse report for run 1
1.20 MB / application/json / sha256 aa

[PRIVACY](#)

Handling notes

- Response headers are stored with credential-like values masked.

Method and limits

How each number in this report was produced, and what it deliberately does not claim.

METHOD

How this scan runs

- Catalog findings are read from the Shopify Admin API for the installed store: product status, publication, inventory, media, merchandising, and SEO metadata. Nothing is inferred from a page scrape.
- The URL is validated against a public-host policy before any request: credentials, non-standard ports, local and internal hostnames, and private, loopback, link-local, or reserved IP ranges are rejected.
- One HTML capture is taken with a request timeout, a response-size cap, and a redirect limit. Every redirect target is re-validated against the same policy.
- Static rules read only the captured server HTML. They never claim computed CSS, JavaScript state, viewport position, or checkout behaviour.
- Lighthouse ran 3 time(s) against the same URL under mobile emulation. Results are reported as the median with the observed minimum and maximum, because a single run is not reproducible evidence.
- Raw artefacts are written to an evidence bundle and listed with SHA-256 digests so the buyer can re-verify each claim independently.

LIMITS

What this report does not claim

- Tag presence in HTML is not proof that an analytics or advertising event fires, fires once, or carries the correct value. Only a rendered-browser trace can prove that.
- Add-to-cart and checkout markup is not proof that checkout completes. No item was added, no customer data was submitted, and no order was placed.
- Lab metrics describe an emulated mobile device from one network location. They are a reproducible signal, not the field experience of the store's real customers.
- No Admin data of a store this app is not installed on was accessed: no orders, customers, inventory, analytics, or revenue.

CROSS-CHECK

Server HTML versus the rendered page

The rendered capture did not run for this scan (No rendered capture was attempted for this scan.). Absence findings above describe the server HTML only, and an element injected by JavaScript would still read as missing.

DELIVERY

Recommended next step

METHODOLOGY

- Start here: Largest Contentful Paint exceeds the 2.5 s good threshold. Preload the hero image, remove lazy loading from it, and cut render-blocking CSS and JavaScript ahead of it. On this page the largest third-party payloads come from Google Tag Manager, Klaviyo and Shopify Apps, so start there rather than with theme assets. Done when: Run Lighthouse mobile from Chrome DevTools 3 time(s) against this URL and confirm the median Largest Contentful Paint is at or below 2.5 s.
- Then work down the findings in the order printed. They are already sequenced by severity and, within a severity, by how far past its threshold each measurement sits.
- For event-level and checkout verification, grant temporary storefront and test-order access so the not-verified items can be closed with real evidence.