

• FIELD NOTES FROM 180+ SHOPIFY BUILDS

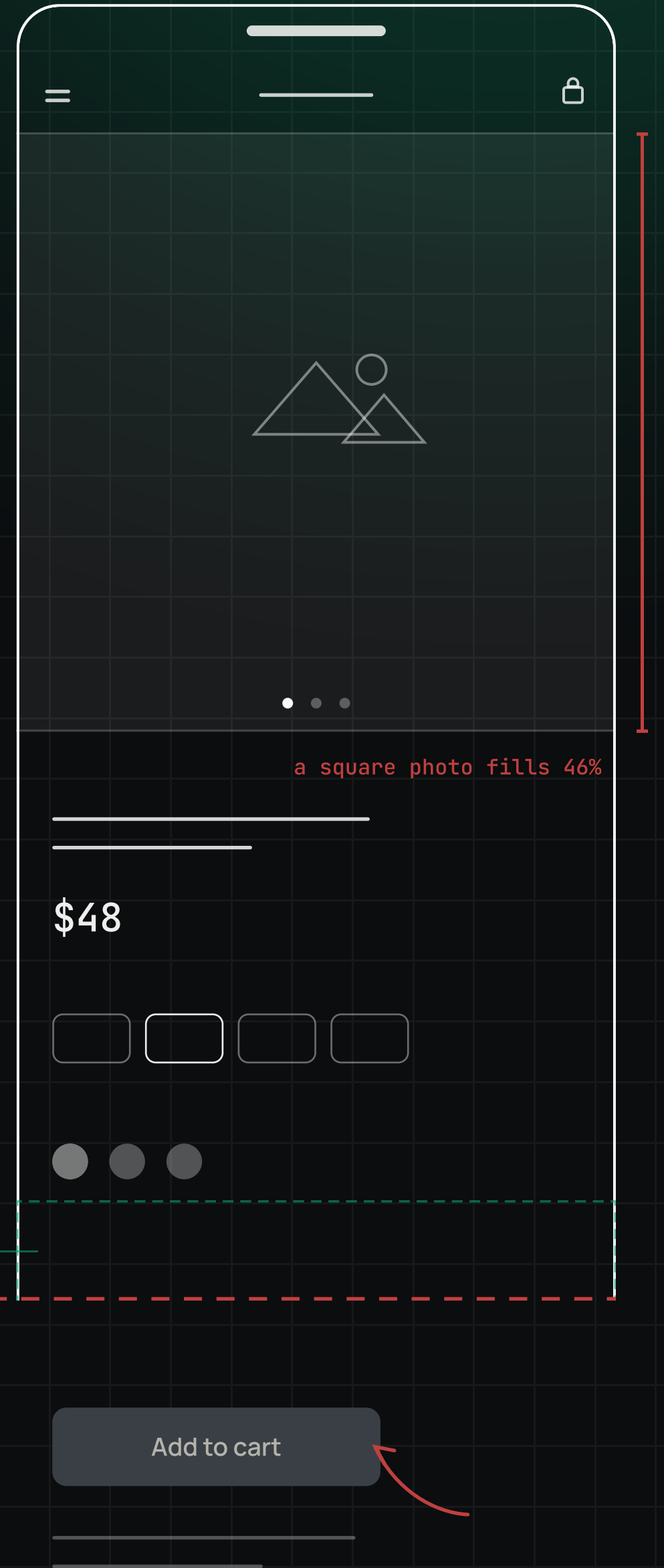
One scroll too low

What I keep finding on product pages, and the check I run for each. Start with the phone, which is where the audit ran.

73.5%

of 5,858 stores keep the buy button off the first screen on a phone

Source: EVDEV Shopify Store Audit 2026



TEN PAGES, MOSTLY DRAWINGS

- 02 the leaks
- 03 the loop
- 04 fifteen pins
- 05 intent map
- 06 three screens
- 07 rule cards
- 08 sticky bar
- 09 the test
- 10 the offer

Misha Gavura, EVDEV, Vancouver

I checked 5,858 stores. Most bury the buy button.

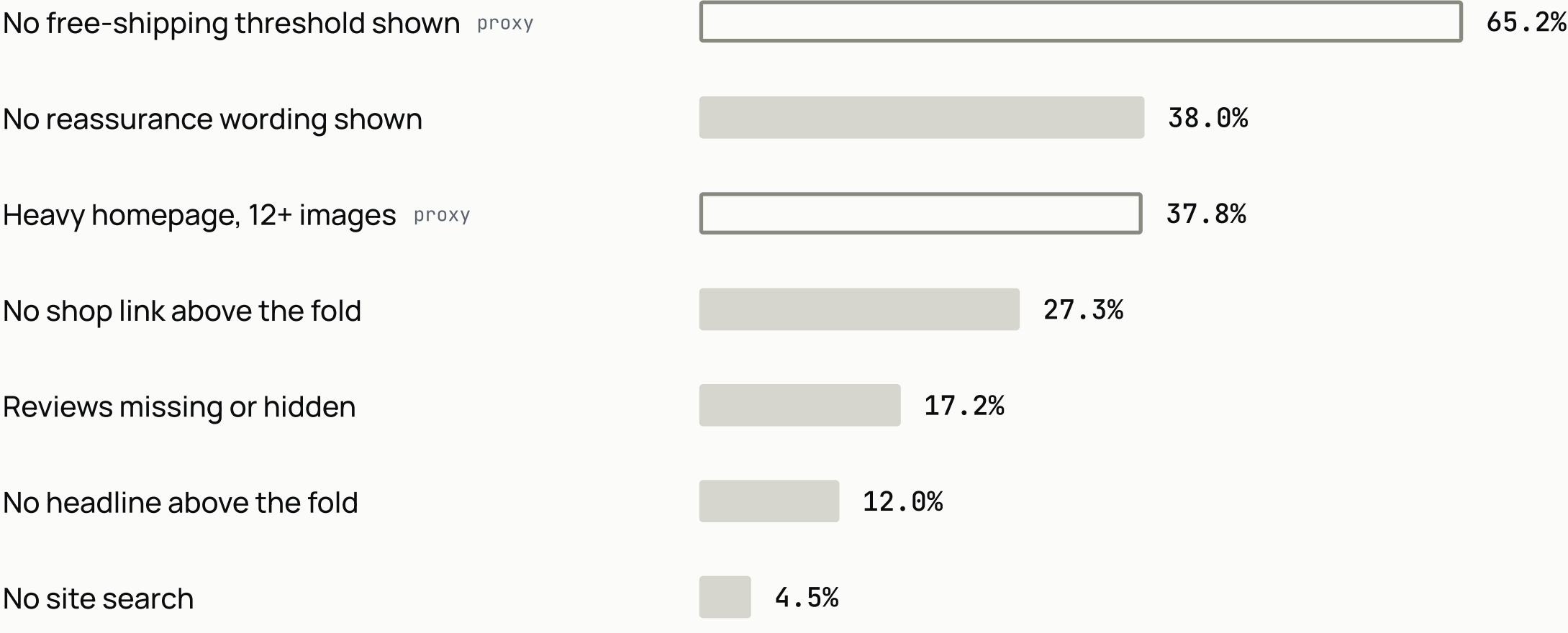
I loaded every one at phone width this summer and counted nine things a first-time visitor needs. Three in four make you scroll to find Add to Cart.

Homepage plus one product page each, on a 390-pixel screen, as a stranger who has never heard of the brand. Nine checks, nothing exotic.

73.5% Add to Cart below the fold
4,305 of 5,858 stores

The other seven, ranked

Share of 5,858 stores



Average 2.76 leaks per store

2,933 stores run Meta Pixel and Klaviyo, the setup for buying the click and emailing the shopper afterwards. 69.9% of them still make that shopper scroll to find Add to Cart. More apps help, slowly. Stores with 15 or more still average two leaks.

1 in 22

265 stores passed all nine checks.

Full stack, still leaking

SHARE HIDING ADD TO CART



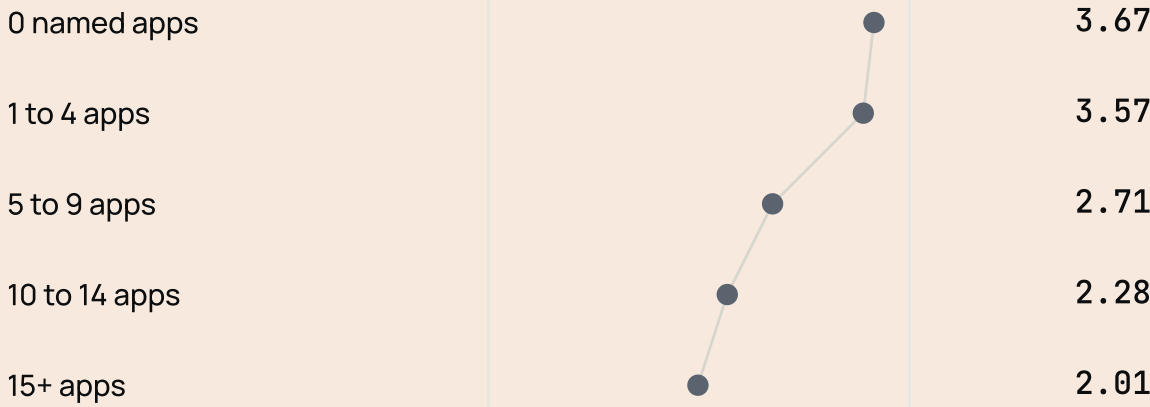
93.4% show at least one leak

7 in 10

Pixel and Klaviyo, button still hidden

LEAKS BY APPS INSTALLED

average per store, 0 to 4



Next: the loop. Watch is step 1 of 6

1 EVDEV Shopify Store Audit 2026: 5,858 independent Shopify stores with a rendered product page, loaded on a 390x844 px viewport, June 14 to August 5, 2026. usestorepilot.com/research/shopify-store-audit-2026

2 Shares are of the 5,858; 95% Wilson intervals are under 1.3 points either side on every bar. The ninth check, no viewport meta, fires on 15 stores and is not drawn. 5,593 stores (95.5%) show at least one leak; average 2.76 per store; 265 show none.

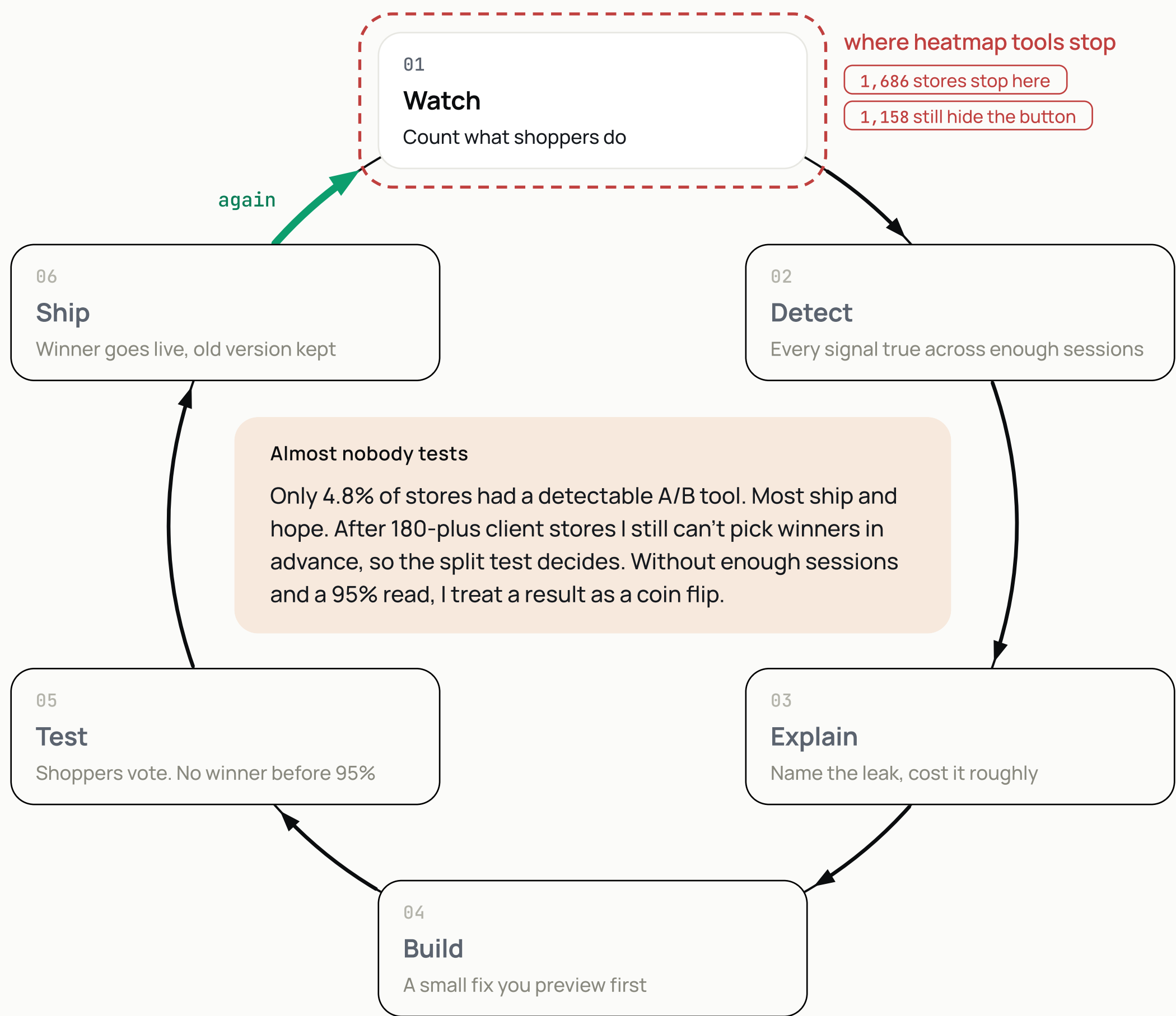
3 Meta Pixel and Klaviyo both detected: 2,933 stores; 2,049 hide Add to Cart on mobile and 93.4% show at least one of the nine leaks. Apps ladder: average leaks by the number of named apps detected on the rendered page, over the 5,999 rendered stores: 0 apps 3.67 (335 stores), 1 to 4 3.57 (1,059), 5 to 9 2.71 (2,381), 10 to 14 2.28 (1,753), 15 or more 2.01 (471). Same audit.

Your heatmap tool didn't fix your button

1,686 of 5,858 stores I audited run Hotjar or Clarity. Seven in ten still hide Add to Cart on phones. A heatmap is step one of six.

I've watched stores install the tool and keep the leak anyway.

One Detect rule reads: half your mobile shoppers scroll past the buy button, 15 in 100 or fewer stop at it, and add to cart sits a fifth below stores like yours. It fires only when all three hold across 600 mobile sessions on that page.



Add to Cart hidden on phones



EVDEV audit, 5,858 product pages

Next: the psychology. Why shoppers stall

1 EVDEV audit, 5,999 stores rendered on a phone, June 14 to Aug 5 2026; heatmap tool means Hotjar or Microsoft Clarity by script host (28.6% of the 5,999). Of the 5,858 with a product page, 1,686 ran one. Mobile Add to Cart below the fold: 1,158 of 1,686 with a tool (68.7%) vs 3,147 of 4,172 without (75.4%). Tool stores average fewer leaks (2.24 vs 2.97). A/B tool (Intelligems, Visually): 285 of 5,999 (4.8%). usestorepilot.com/research/shopify-store-audit-2026

2 New sites: about a third of tested ideas win, a third do nothing, a third lose; mature sites win 10 to 20% (Kohavi, Trustworthy Online Controlled Experiments, 2020). Page 9.

3 A rule fires only when every clause holds above a session floor. Quoted rule: scroll past 50%+, reach 15% or less, add to cart 0.8x norm or less, 600 mobile sessions (page 7). A winner needs enough sessions, a 95% read, a sequential test and revenue per visitor (page 9). 180-plus client stores: EVDEV, 7+ years on Shopify.

Why shoppers stall, pinned to the page

I've pinned all fifteen principles to the elements they act on. The two red boxes show what most of the 5,858 stores I audited on a phone do instead.

STAYS OR LEAVES

Shoppers judge photos before words

01 50 ms

Stars and count by the title

03 17.2% show no reviews

Sticky button inside thumb reach

08 44 pt, 49% one-handed

Most looking happens above the fold

02 NN/g 2018: shaded screen

Memory holds four of these nine

09 about 4 chunks

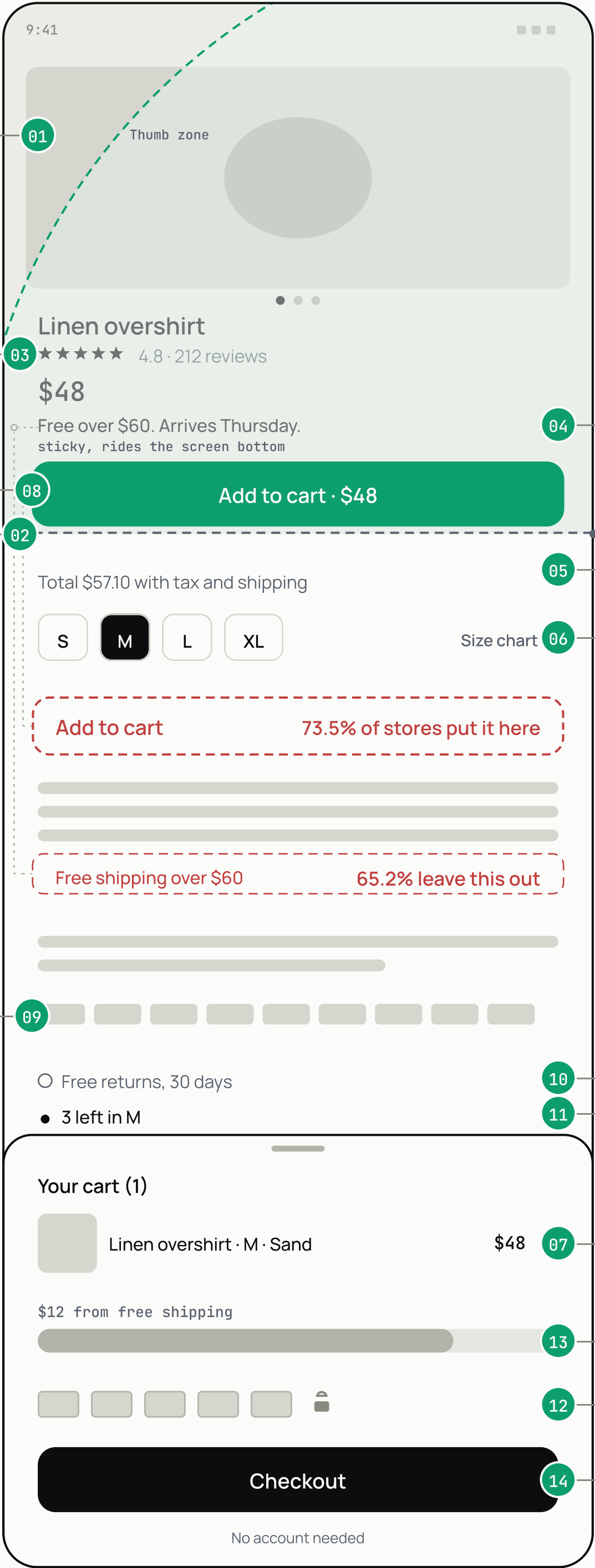
Bestseller first when options look alike

15 3% vs 30% bought



I drew this because nobody remembers principle eleven, and a pin on a button is easier to keep in your head. Hold it next to your product page and test the pins you can't find. The red boxes are the two I'd test first.

1 Lindgaard 2006: visual appeal judged in 50 ms
2 NN/g 2018: 57% of viewing time above the fold
3 Spiegel 2017: +270% five reviews vs none; audit 17.2%
4 Baymard 2025 list: 20% of abandoners cite slow delivery
5 Baymard 2025 list: 40% of abandoners cite extra costs
6 Nielsen 1994, heuristic 6: recognition over recall



PAYS OR DOESN'T

57% of viewing happens here

Delivery date before they ask

04 20% quit over slow delivery

No surprise fees at the till

05 40% of abandoners

Size chart on the hanger

06 no number I trust yet

Small yes before the big one

07 76% vs 17%

Free returns lift repeat spend

10 +58% to +357% over two years

Real low stock, losing stings

11 losses weigh 1.97x gains

Progress bar speeds the finish

13 finished 16% faster

Payment marks they recognise

12 38.0% show no trust signals

One fewer checkout step

14 +45% purchasers, one retailer

I put "\$12 from free shipping" above Checkout because that's where people hesitate.

7 Freedman and Fraser 1966: 76% vs 17% compliance
8 Fitts 1954; Apple HIG 44 pt; Hooper 2013: 49% one-handed
9 Cowan 2001: working memory holds about four chunks
10 Bower and Maxham 2012: two-year spend +58% to +357%
11 Brown et al. 2024, 607 estimates: loss aversion mean 1.97
12 Baymard 2025 list: 19% quit over card trust; audit 38.0%

13 Kivetz 2006: endowed card finished 16% faster
14 Spool 2009: one retailer, +45% purchasers, Register gone
15 Iyengar 2000: 3% vs 30%; Scheibehenne 2010: mean near 0
73.5%: add-to-cart below the first mobile screen, audit 2026
65.2%: no free-shipping message shown anywhere, audit 2026
Audit: EVDEV 2026, 5,858 stores, phone, usestorepilot.com

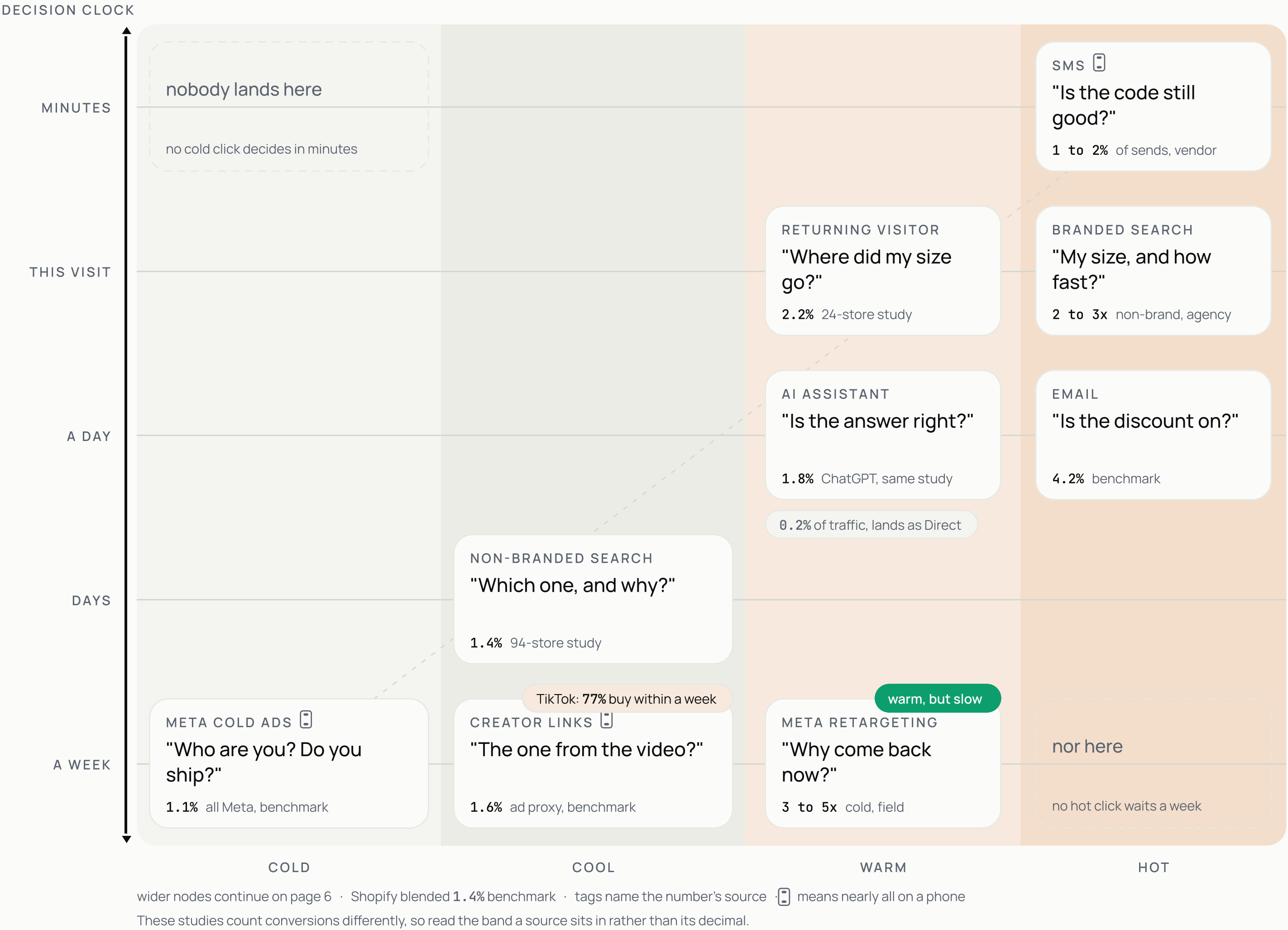
Cold clicks ask who. Warm clicks ask where.

Nine kinds of click land on one page. A Meta click wants to know who you are and whether you ship. Whoever was here yesterday wants the size selector back.

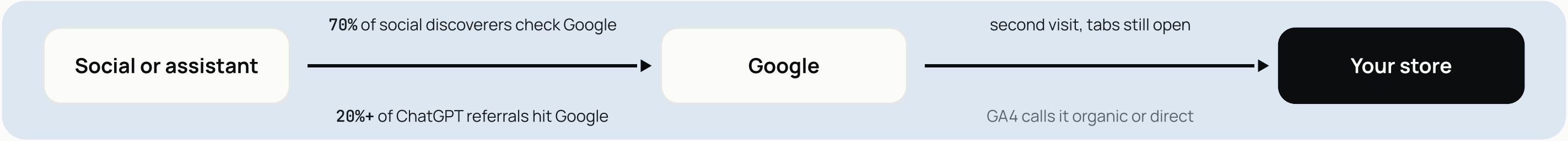
A Meta click keeps its seven-day tail even after a retarget warms it up. Branded search lands hot and decides before the tab closes. The three coldest sources ask the hardest first questions, so page 6 builds a first screen for each.

2.6x

returning visitors vs new, one 24-store study



The blended 1.4% is a Meta click and a returning customer averaged together, so nobody on this page converts at it.



1 Meta 1.1% and email 4.2%: Eightx channel benchmarks, 2026, secondary source. Meta is not split by audience (range 0.5 to 2.1%); reading cold at the low end is my call.

2 Meta median click-to-purchase 1.24%, 15 brands, 4.6M clicks, Jul 2025 to Jun 2026; returning 2.17% vs 0.85% new, 24 DTC stores in GA4: Top Growth Marketing, 2026.

3 98.5% of Facebook users on a phone: DataReportal and Backlinko, 2025. The creator glyph is my own call; TikTok referrals stay in-app, unmeasured by Similarweb.

4 TikTok ads purchase rate 1.56%, 5,900+ brands: Triple Whale, Aug 2025 to Jul 2026. Nobody publishes an organic creator-link rate, so TikTok ads are the proxy.

5 77% buy within a week of starting research; TikTok tops the impulse list at 43% (Instagram 27%): PartnerCentric survey, n = 1,007, March 2026.

6 Non-branded 1.39%, ChatGPT 1.81%: 180 Marketing, 94 stores, 2025. A 973-store paper finds the reverse (organic about 13% better), so the gap is unsettled. AI referrals 0.2%: Contentsquare, 2026; assistants strip the referrer, so GA4 shows Direct.

7 70% of social discoverers use Google to evaluate: Google/Ipsos, 22 markets, n = 7,744, 2023. 20%+ of ChatGPT referrals go to Google: Semrush clickstream, 2026.

8 Shopify blended 1.4%: Littledata, 2,800 Shopify sites, 2023 data.

9 Klaviyo, 143,000+ cart flows: 3.33% of recipients order. Klaviyo, 2026: a good SMS campaign gets 1 to 2% of recipients to order. Vendor data, per send, not per visit.

10 90% of SMS conversions inside 15 minutes: Customer.io marketing page, no dataset. Branded 2 to 3x non-brand: Uniek Digital agency post; I hold both at low confidence.

11 Retargeting 3 to 5x cold: Superscale, Lebesgue and Madgicx compilations agree with my accounts, no dataset. Meta 7-day click: 30 to 40% of buys land after day one, so most close on day one (Jetfuel, Jon Loomer attribution guides).

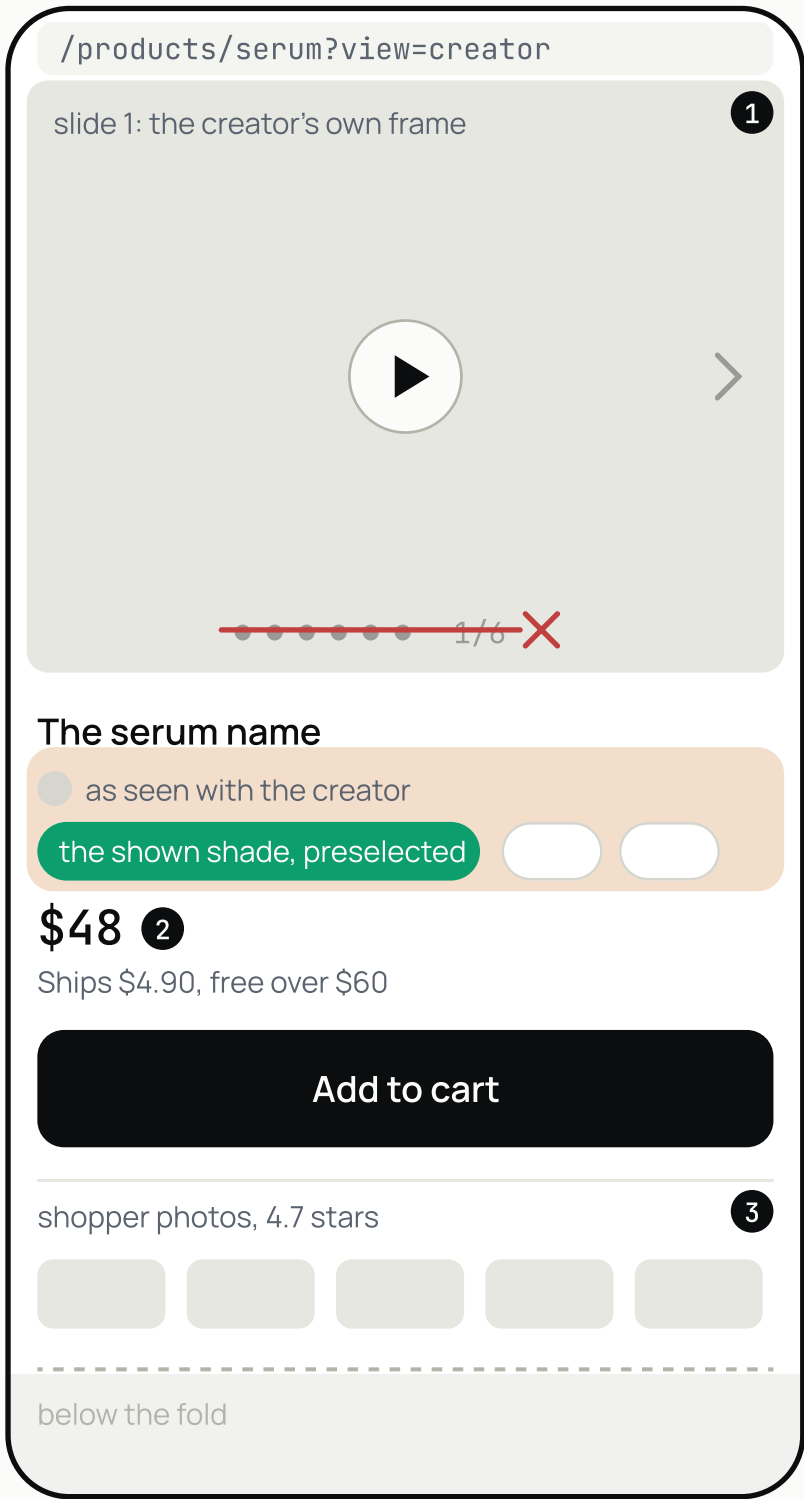
12 The first questions, and the clocks on search, AI, returning, branded search, email and retargeting, are my own field observation from 180+ builds.

One serum, three first screens

Google gets the default template. Every link you control, creator or ad, gets its own ?view= with a different first section.

Someone from a creator video already watched the serum work on a face. Meta is different. They were mid-scroll and half want the feed back. Search is the hard one, four tabs open and the page I built is one of them. That visitor gets the default template, the one URL Google can land on; the ?view= copies are where I break things.

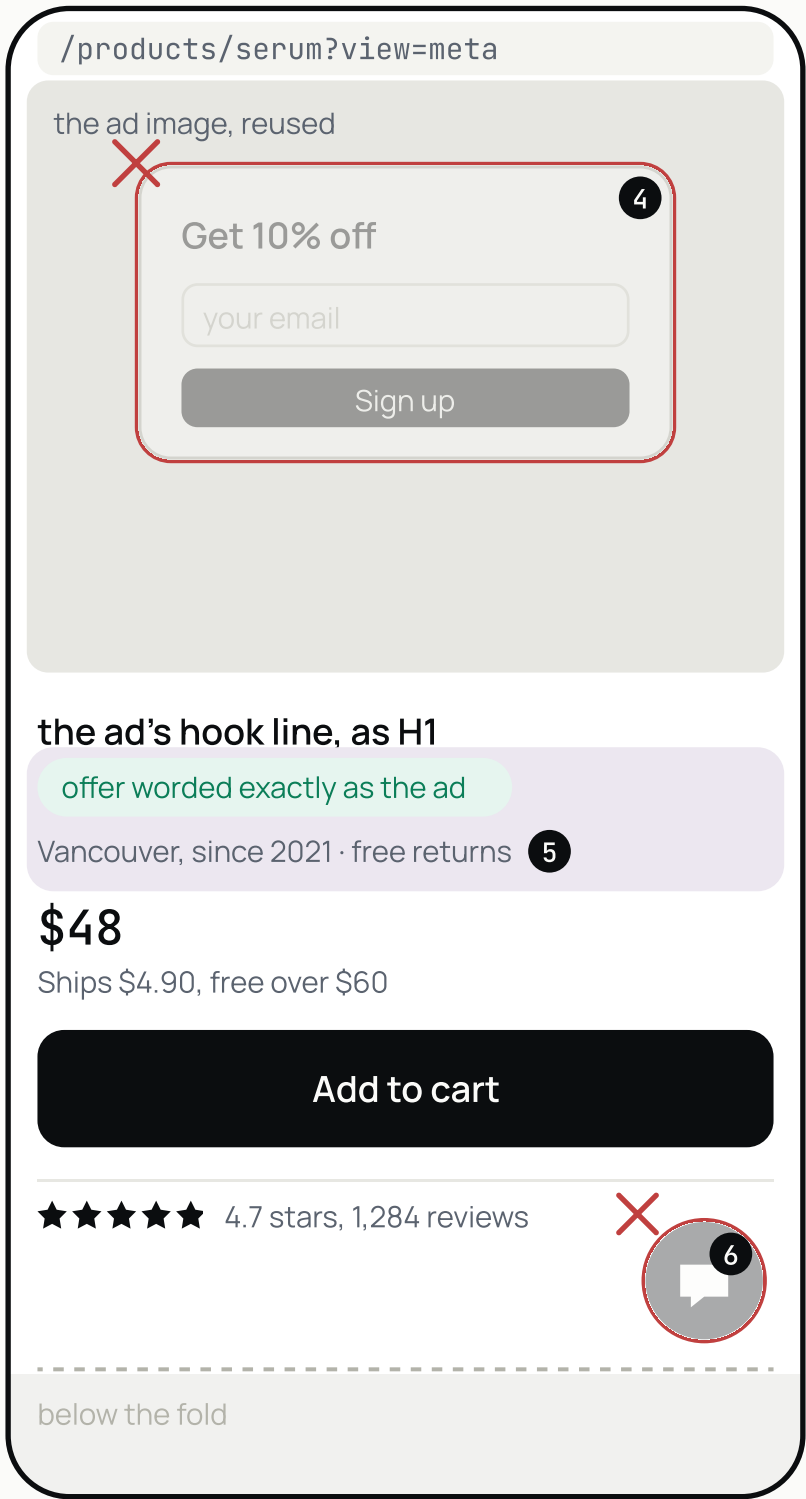
FROM A CREATOR VIDEO



- 1 open on the frame they watched
- 2 as-seen line and shade before price
- 3 shopper faces, not the studio shot

The video already did the selling.

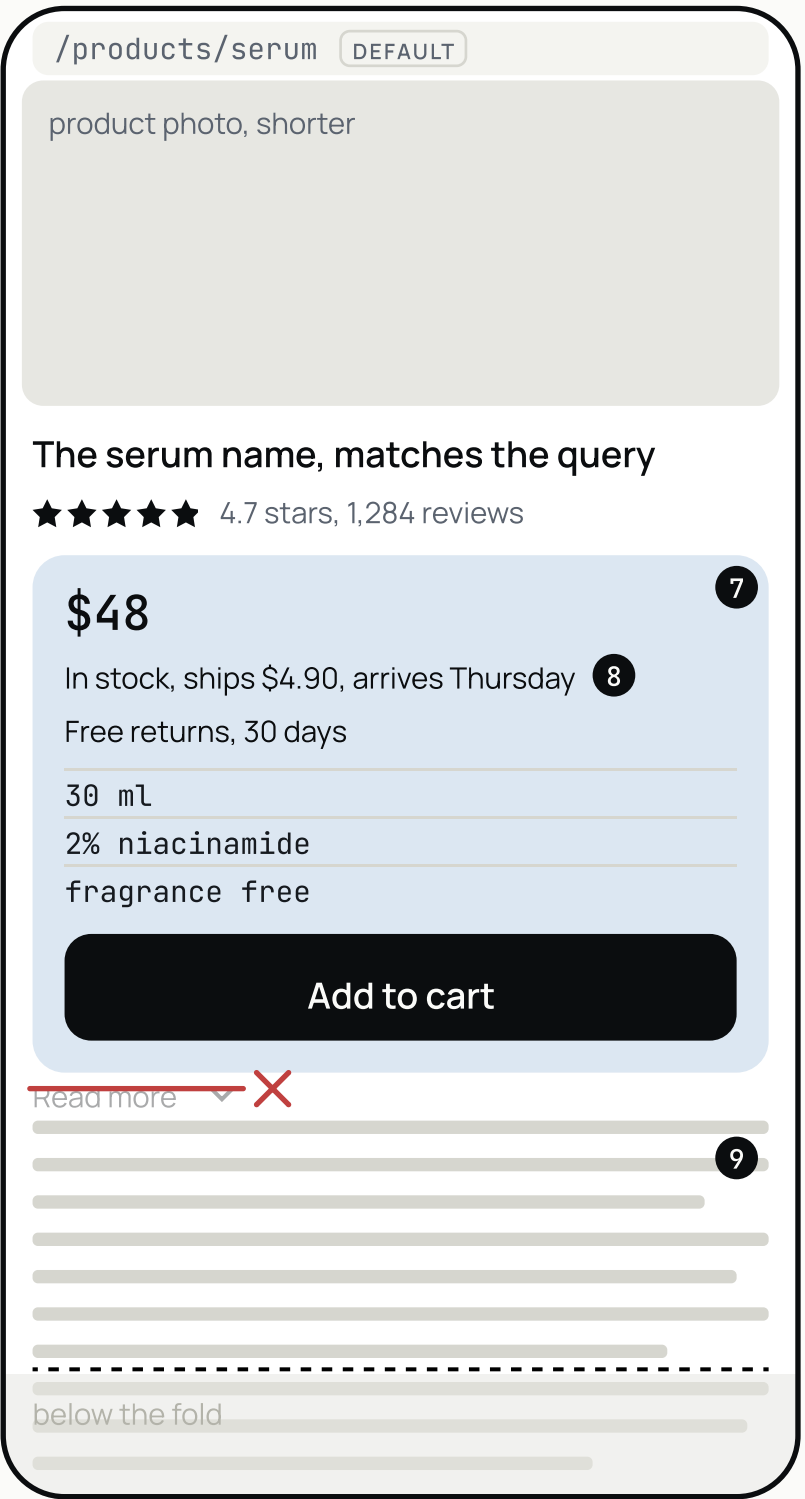
FROM A META AD



- 4 popups lower Meta's post-click score
- 5 half are strangers: city, year, returns
- 6 scripts drop landing views under 70%

Meta grades this screen too.

FROM A GOOGLE RESULT



- 7 four tabs open: answer everything here
- 8 branded query wants stock and arrival
- 9 they read the whole page

Give them the whole description.

X = removed on the build

THE SMALLER CHANNELS, THE SHORT VERSION

Email and SMS - discount applied, code field removed - header and nav off, one button - cart drawer open on landing	Returning and direct - last viewed and saved size first - welcome popup stays off - in-stock line before the pitch - reorder their last order, one tap
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I build the first screen last, after I've pulled the source report and seen where the traffic comes from.

Every red X came off a client store because it sat in front of the wrong visitor. The X is my call, not a study's; footnote 4 is Meta's.

1. PartnerCentric, March 2026, n=1,007 US consumers: over 1 in 3 impulse buyers followed a creator link; \$50 median impulse spend. The creator frame in slide 1 follows LTK 2025: 84% trust a brand more when creator content appears on its own site.
2. Field observation.
3. Bazaarvoice Shopper Experience Index 2023: 75% of shoppers look at other shoppers' photos and videos.
4. Meta via Jon Loomer Digital, 2025: Meta scores the post-click experience alongside ad quality and expected action rates; pages that throw popups or break the ad's promise are rated low quality, get less delivery and cost more per result.
5. Contentsquare Retail Digital Experience guide, 2025: 49.2% of retail visits are new users; 77% of retail traffic is mobile.
6. Meta Business Help metric, landing page views per link click. The 70% and 60% lines are what I and the media buyers I work with use.

7. Google/Ipsos via Think with Google, 2025: 48% now research more for the best deal, 47% for quality, 45% to be sure it meets their needs.
8. Stock and arrival first: field observation. Branded queries convert 2 to 3x non-branded, Uniek Digital 2025, agency compilation, low confidence.
9. Field observation. The collapse rule on page 9 fires on phones only when most shoppers scroll past the button and take 12 seconds or more to reach it; here the decide block lifts the button, so the description stays. Collapsing it lost on desktop and was flat on phones in the furniture test.
Method: X marks, captions, key lines 2, 8 (stock and arrival first) and 9 and the ordering are field observations from 180+ EVDEV builds. For scale, US organic search visits run 37% desktop, 63% mobile (Merkle via Statista, 2024); retail overall is 77% mobile (Contentsquare 2025). Wireframe prices, dates, counts, specs and copy are placeholders for one composite serum.

Eight rules, thresholds included

Every clause is a count of your own sessions against a printed threshold, above a session floor. The count picks the number, and the AI writes the words.

Hold a card against your store. If every clause is true, that fix is your first test; one false clause and it does not fire.

RULE 1, EXPLODED

Every clause must be true, or the rule stays quiet

scroll past button ≥ 50% ^ reach button ≤ 15% ^ add-to-cart ≤ 0.8x similar ^ ≥ 600 mobile sessions

→ Fires

Sticky Add to Cart

+4 to 9% revenue per visitor

scroll past button ≥ 50% ^ reach button ≤ 15% ^ add-to-cart ≤ 0.8x similar

— 412 of 600 sessions

→ Quiet

≥ 600 required

a checklist would fire at zero sessions

Shoppers tap the image expecting zoom

rage taps on image ≥ 6% ^ mis-taps ≥ 8% ^ ≥ 400 sessions

Tappable zoom and a multi-angle gallery

+2 to 6% revenue per visitor

Aesthetic-usability

Shoppers leave after checking shipping

dwell on shipping ≥ 4s ^ exit the page ≥ 45% ^ ≥ 500 sessions

Cost and date under the price

+3 to 7% revenue per visitor

Cost transparency

Sizing uncertainty stalls add-to-cart

dwell on size picker ≥ 5s ^ near button, no add ≥ 12% ^ ≥ 500 sessions

Size guide beside the picker

+3 to 7% revenue per visitor

Recognition over recall

Return anxiety holds shoppers back

reach button ≥ 50% ^ near button, no add ≥ 14% ^ add-to-cart ≤ 0.85x similar ^ ≥ 500 sessions

One returns line under the button

+2 to 5% revenue per visitor

Risk reversal

Carts stall just under free shipping

checkouts completed ≤ 55% ^ dwell on shipping line ≥ 3s ^ ≥ 400 cart sessions

Threshold bar in the drawer

+2 to 6% revenue per visitor

Goal gradient

Shoppers can't find the right product

bounce off collection ≥ 50% ^ add-to-cart ≤ 3% ^ collection ⇄ product hops ≥ 25% ^ ≥ 500 sessions

Bestsellers first, filters visible

+2 to 6% revenue per visitor

Choice overload

Shoppers tap a dead badge

dead taps on badge ≥ 10% ^ ≥ 300 sessions

Tooltip, link or restyle flat

+1 to 3% revenue per visitor

Friction minimization

All lifts are calibration priors, not promises.

Similar stores means your vertical, device, price band and season.

21 more

page-level rules, same anatomy, plus five section-level checks at 300 sessions

Most tests lose, so every fix here gets tested.

Rule 1, in dollars

example store

4,000 mobile sessions x \$1.10

prior on similar stores

cart lift is not order lift

revenue, a month

exploratory

\$4,400 a month

+8 to 15%

halve it

+\$180 to \$330

Sources: EVDEV audit of 5,858 Shopify stores on a phone, Add to Cart below the fold 73.5%, no free-shipping threshold 65.2%, no trust signal 38%. Rule 1 prior, mobile add-to-cart +8 to 15%: Baymard and GoodUI, 9 studies, 180 observations, not EVDEV builds. Halved because add-to-cart predicts orders at R 0.50 (GoodUI, 44 of 624 tests). Example store: 4,000 sessions x \$1.10 = \$4,400 a month, so 4 to 7.5% of that is \$180 to \$330. Priors are starting ranges; your own test replaces them.

a skincare brand out of Vancouver composite paid social · creator links 57% · 92% mobile

Layout Comparison:

- Left Layout (Standard):** Serum · \$48. Add to cart button is partially hidden below a fold line.
 - 64% fly past it
 - 11% stop at it
 - add-to-cart 4.4%
- Right Layout (Modified):** Serum · \$48. Add to cart button is always on screen.
 - always on screen
 - add-to-cart +9 to 13% measured
 - halved for the tile

Shoppers scroll past the buy button

- Shoppers who fly past the button: 64% (leak)
- Shoppers who stop at the button: 11% (tested win)
- Add to cart against stores like this: 0.68x (flat)
- Mobile sessions in the 14 day window: 38,000 (tested win)

\$4k to \$7k a month, projected, likely

21 days · 52,000 mobile sessions
next: creator-frame gallery

The creator sold them in 20 seconds. I just stopped the page hiding the button. Took an afternoon. Misha

The diagram illustrates a design iteration for a shipping information screen. It shows two versions of a mobile app interface side-by-side, connected by a right-pointing arrow.

Left Version (Initial Design):

- Price: \$189
- Shipping message: ~~Free shipping over \$150~~ (highlighted with a red dashed box)
- Button: Add to cart
- A red dashed line labeled "fold" is positioned below the "Add to cart" button.
- Below the fold, there are three gray rectangular placeholders. The middle one has a red "exit" button with a red arrow pointing right.
- A bracket on the right side of these three placeholders is labeled "3 screens".
- At the bottom, there is a section labeled "Shipping? free over \$150" with a red checkmark icon.

Right Version (Revised Design):

- Price: \$189
- Shipping message: Free shipping over \$150 (highlighted with a green arrow)
- Text: Arrives in 3 to 5 days
- Button: Add to cart
- Below the button are three gray rectangular placeholders.

Annotations and Metrics:

- A green arrow points from the revised shipping message to the initial design's shipping message.
- Below the left design, text reads: dwell on shipping 6s, exit 52%
- Below the right design, text reads: exit 52% → 47 to 49%
- Below the right design, text reads: checkout starts +5 to 8% measured
- At the bottom, text reads: returning: flat

- Shoppers leave after checking shipping

Time spent on the shipping question

Visitors who leave from that screen

Sessions in the 14 day window

\$7k to \$11k a month, projected, likely

21 days · 55,000 sessions · split new/returning

next: trust line near button

They already shipped free over \$150, it sat three screens down in a collapsed accordion. Most were gone by then. Misha

before

drawer 100 → cart page → checkout 38 → order

13 pts under norm

after

drawer 100 → cart page → checkout 41 to 42 → order

+3 to 4 pts

skipped

still 9 to 10 under

● carts miss the same-day cutoff: quiet · cart completion 57% > 50% AOV flat

- checkout start $38\% \leq 45\%$
- $0.75 \times \text{norm} \leq 0.8 \times$
- 2,300 mobile cart sessions/14d ≥ 400

\$3k to \$5k a month, projected, likely

6 weeks · 7,000 mobile cart sessions

next: desktop drawer

7 50/50, fixed horizon, sequential read at 95%; only a losing arm stops early.
8 Add-to-cart wins are halved before projecting (GoodUI, R 0.50, n=44). Norm means stores like this one (vertical, device, price band, season), not a published benchmark.
9 EVDEV audit 2026: 65.2% of 5,858 stores show no free-shipping line.

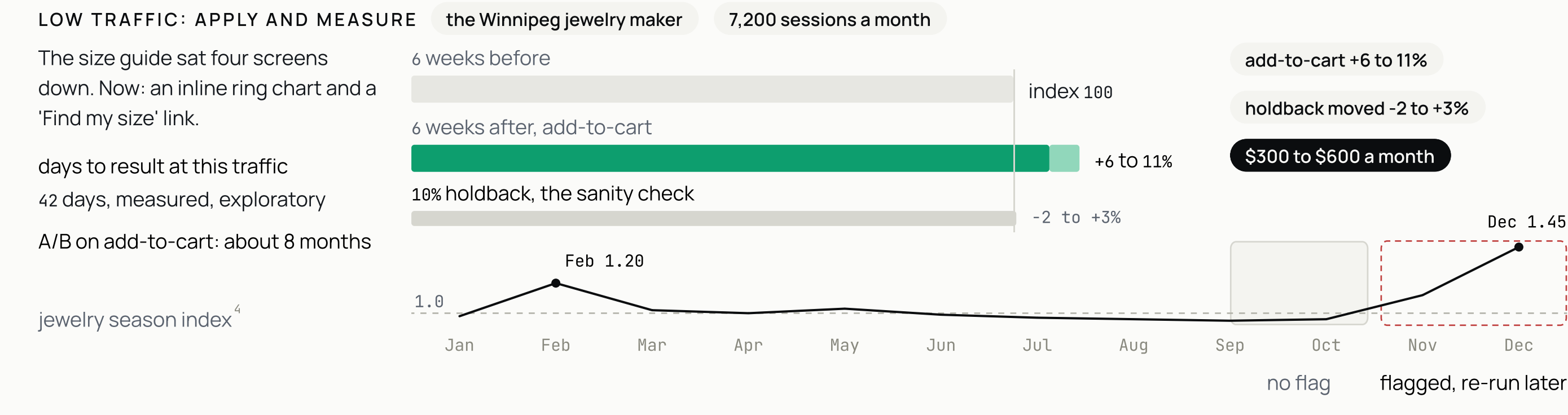
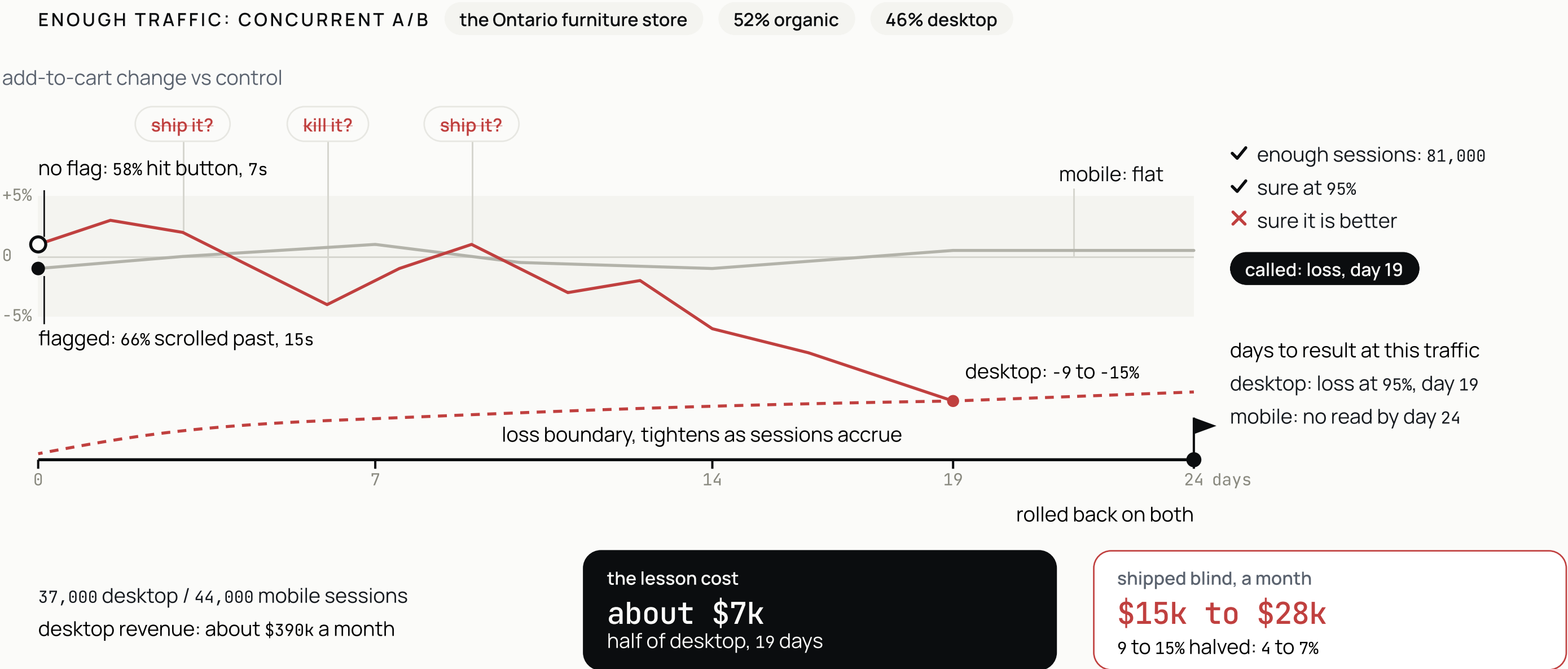
The rule flagged phones. Testing desktop cost \$7k.

The only early stop is a loss boundary set in advance. At 7,200 sessions a month an A/B takes eight months, so I held back 10%.

The long-description rule fired on phones, so the 400 words went behind a 'read more'. I tested desktop anyway. Desktop searchers wanted every word. Add-to-cart fell 9 to 15% and the boundary tripped on day 19. Half of desktop for 19 days is about \$7k, cheaper than shipping it blind at \$15k to \$28k a month.

Mobile came back flat after 44,000 sessions, so that fix went too.

When a proper A/B is months away, I apply the fix and hold back 10%. A few hundred holdback sessions are a sanity check, so the lift stays a range and I call it exploratory.



One early stop: the loss boundary
tripped day 19: -9 to -15%
peeks ignored: day 3, 6, 9

Test only where it flagged
desktop never tripped the rule

1 The Ontario furniture store and the Winnipeg jewelry maker are composites drawn from EVDEV's 180+ builds; every number is rounded.

2 One third win, one third flat, one third lose on new sites; 10 to 20% win on mature sites: Kohavi, Tang and Xu, Trustworthy Online Controlled Experiments (2020).

3 We halve add-to-cart lifts as a house rule; add-to-cart predicts orders at only R 0.50 (n = 44), checkout visits at R 0.61 (n = 533): GoodUI meta-analysis of 624 real A/B tests.

4 Season strip: StorePilot per-vertical monthly index, relative, centred on 1.0. Jewelry peaks at Feb 1.20 and Dec 1.45; the rest of the curve is drawn to shape. Lane B ran September to mid-October at about 0.95, so no flag. A short test inside a peak or promo window gets a seasonality flag and is re-run in a normal week.

5 Winner gates, sequential tests, the holdback method and time to result follow StorePilot's experiment rules. The score is always revenue per visitor. A sequential loss boundary set in advance is the one early stop allowed; wins wait out the planned horizon.

6 Timeline lines and the loss boundary are drawn to shape between labelled points; only the day 19 and day 24 reads are the composite's numbers.

Most tests lose. Find out which.

I've watched the leaks on page 7 cost money on stores I built. StorePilot AI runs honest tests on your real traffic and shows the money as a range.

FOUNDING LIST CLOSES

October 15, 2026

✓ Private testing on my client stores

✓ Free 3 months, no card

✓ Founding price locked for life

ODDS ON AN UNTUNED SITE

✓

1 in 3 wins

—

1 in 3 does nothing

✗

1 in 3 loses

usestorepilot.com

I review your first test myself. Misha

Leave your email now. The install comes later.

QR CODE AT LAUNCH

Plan for losses. Every result comes back as a range, win or lose, and when desktop and mobile disagree the app says so and you ship per device.

THE TRAFFIC FLOOR

Each rule on page 7 needs 300 to 600 sessions on one page before it can fire. This is built for a Shopify store that's never run an honest test. If you want a winner by Friday it'll annoy you, because a test runs for weeks and the app tells you how many days that is at your traffic.

Misha Gavura, Vancouver, Canada

Runs EVDEV, a Shopify studio. \$300M+ in sales through stores we built.

7+ years on Shopify · 180+ builds shipped · 5.0 Top Rated Plus, Upwork

BUILT ON

WORKED WITH

PEPSICO

UNICEF

Written in Vancouver, September 2026.

1 Terms as printed on the card. StorePilot AI is in private testing on EVDEV's client stores now. A founding spot is a place in line, and the free 3 months start the day your store gets access. No card is taken, and the founding price never goes up once paid plans turn on (usestorepilot.com/pricing).

2 \$300M is cumulative sales through stores EVDEV built, stated as a floor. 5.0 Top Rated Plus is the Upwork profile rating.

3 'Most tests lose': Kohavi, Trustworthy Online Controlled Experiments (2020). On an untuned site about one tested idea in three wins, one does nothing and one loses.

The Shopify CRO Playbook · usestorepilot.com

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