SHOPIFY CONVERSION CASE STUDY

Where shoppers drop off. How I investigate and fix the leaks.

From landing page to checkout at Peter Augustus Craft Butcher.

THE WORK

Analytics informed the diagnosis.
Code changes addressed the friction.
QA checked the buying journey.

A case study for Shopify owners and hiring teams

THE STARTING POINT

More traffic.
A lower reported conversion rate.

Traffic

volume increased

Orders

completions increased

The reported rate declined.

The blended rate needed investigation.
Traffic quality, tracking, and real customer friction all mattered.

Historical audit context, July to October 2026. Internal figures are omitted from this public edition. Historical growth does not establish post-fix uplift.

THE CONVERSION FLOW

I followed the whole buying journey.

01 Landing page

Audience match and delivery eligibility

02 Product discovery

Mobile visibility and offer clarity

03 Product and add to cart

Product data and successful cart events

04 Minicart

Rewards, quantities, and cart updates

05 Checkout

Subscription and one-time shipping

06 Purchase

Completion and reliable reporting

HOW I ANALYSED IT

Each source answers a different question.

01 **Shopify Analytics**

Where does the buying journey lose shoppers? Compare cart, checkout, and completed purchases.

02 **Google Analytics 4**

Which channels, locations, and devices drive the pattern? Check event reliability before trusting the funnel.

03 **Microsoft Clarity**

Use recordings and heatmaps to investigate how visitors navigate and interact with the storefront.

Clarity supports behavioural investigation. The audit does not quantify individual recording or heatmap observations.

WHAT THE AUDIT FOUND

Friction and tracking needed separate fixes.

01 Audience mismatch

Paid visitors reached a landing page that could not serve their delivery region. Acquisition targeting and eligibility needed review.

02 Weak product discovery

Products sat deep in the mobile page. A missing collection stopped an upsell block rendering.

03 Unreliable measurement

A capture-phase handler could suppress add-to-cart tracking. Anchor navigation may have inflated page measurement.

Landing-page findings: July to August 2026. GA4 causes remained hypotheses pending DebugView validation.

CHANGES DELIVERED

I connected the fixes across the storefront.

01 Landing experience

Built Butcher Box V4 and refined product access, mobile spacing, and the landing-page experience.

02 Consistent promotions

Connected gift thresholds and progress messaging to centrally managed Shopify metaobjects.

03 Cart and shipping

Refined Recharge minicart behaviour and resolved shipping for carts containing subscriptions and one-time items.

Public summary of audit findings and later implementation records. Internal source files and commercial figures are excluded.

PRODUCTION VALIDATION

The buying journey passed functional QA.

CART CHECKS PASSED

Add to cart, quantity changes, item removal, drawer behaviour, discounted products, and the mobile minicart.

CHECKOUT CHECKS PASSED

One-time purchases

Subscription-only purchases

Mixed-cart shipping

Delivery rates checked across QLD, NSW, VIC, and ACT. Free-shipping messaging matched checkout.

Evidence: developer-reported Phase 4.4 live cart and checkout checks, 23 October 2026.

IMPACT AND NEXT MEASUREMENT

Working fixes. Clearer evidence.

VERIFIED PROGRESS

Cart and checkout scenarios passed.
Promotions use central configuration.
The audit separated suspected tracking problems from customer friction.

STILL TO CONFIRM

GA4 event validation and outstanding audit items.
Post-release conversion, revenue per session, and mobile completion trends.

Historical checkout growth does not establish a lift from these fixes.

THE WORK I BRING

From diagnosis to production.

I connect Shopify analytics with the code and integrations that shape the customer experience.

ANALYTICS + IMPLEMENTATION

GA4 and Microsoft Clarity

Shopify Liquid and JavaScript

React customisation and integrations

Metaobjects, documentation, and QA

Need someone who can investigate conversion friction and implement the fix? Let’s connect.

Evidence: Conversion Journey Audit, 24 October 2026, plus developer-reported implementation and Phase 4.4 QA. Historical windows differ. Revenue uplift remains unmeasured.