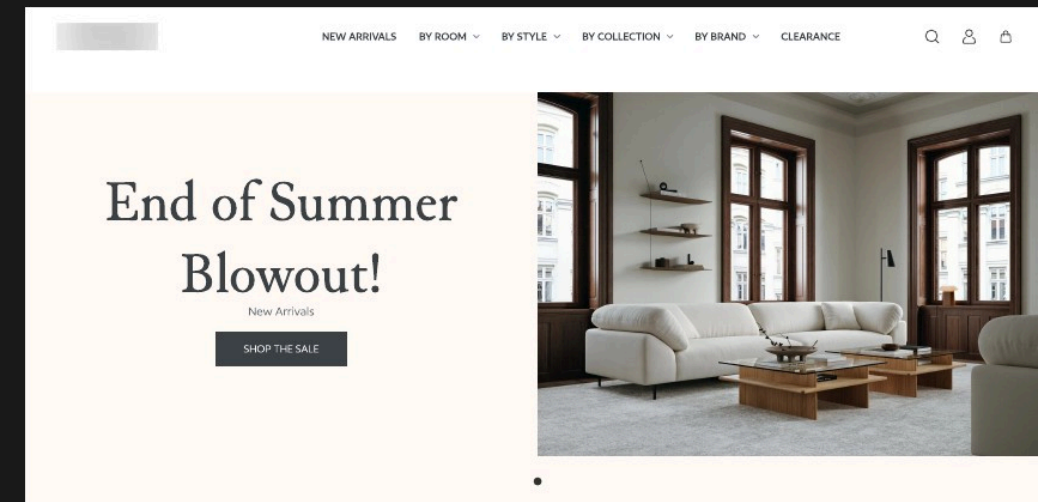


BETTER CALL CRO SOL

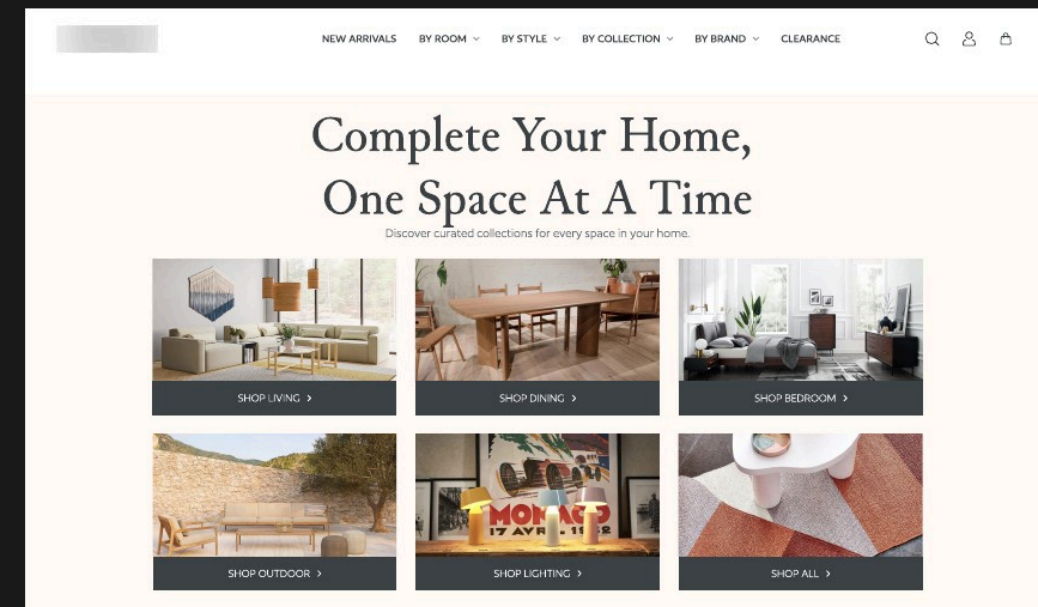
CRO Audit

Premium furniture e-commerce
retailer

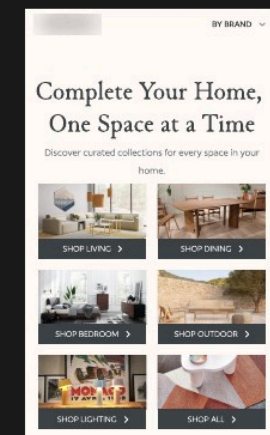
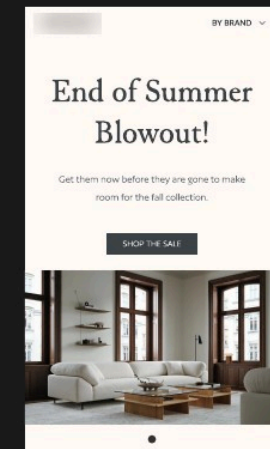
Sample audit. The client's name, logo, brand partners and other identifying details have been anonymized.



Original



Version 1



21 opportunities across the path to purchase

2

General

Recs 01-02

5

Homepage &
Navigation

Recs 03-07

8

Collection Pages

Recs 08-15

5

Product Pages

Recs 16-20

1

Cart

Rec 21

Each recommendation puts the current page (**Original**) next to the proposed change (**Version 1**, **Version 2**), with a test hypothesis and Impact, Confidence and Ease scores. The ranked roadmap is at the end.

01 · GENERAL

Move the chat bubble off the mobile cart

On mobile, the chat bubble sits on top of the menu and cart icons, making it hard to reach checkout. Remove the widget or move it above the bottom bar.

HYPOTHESIS

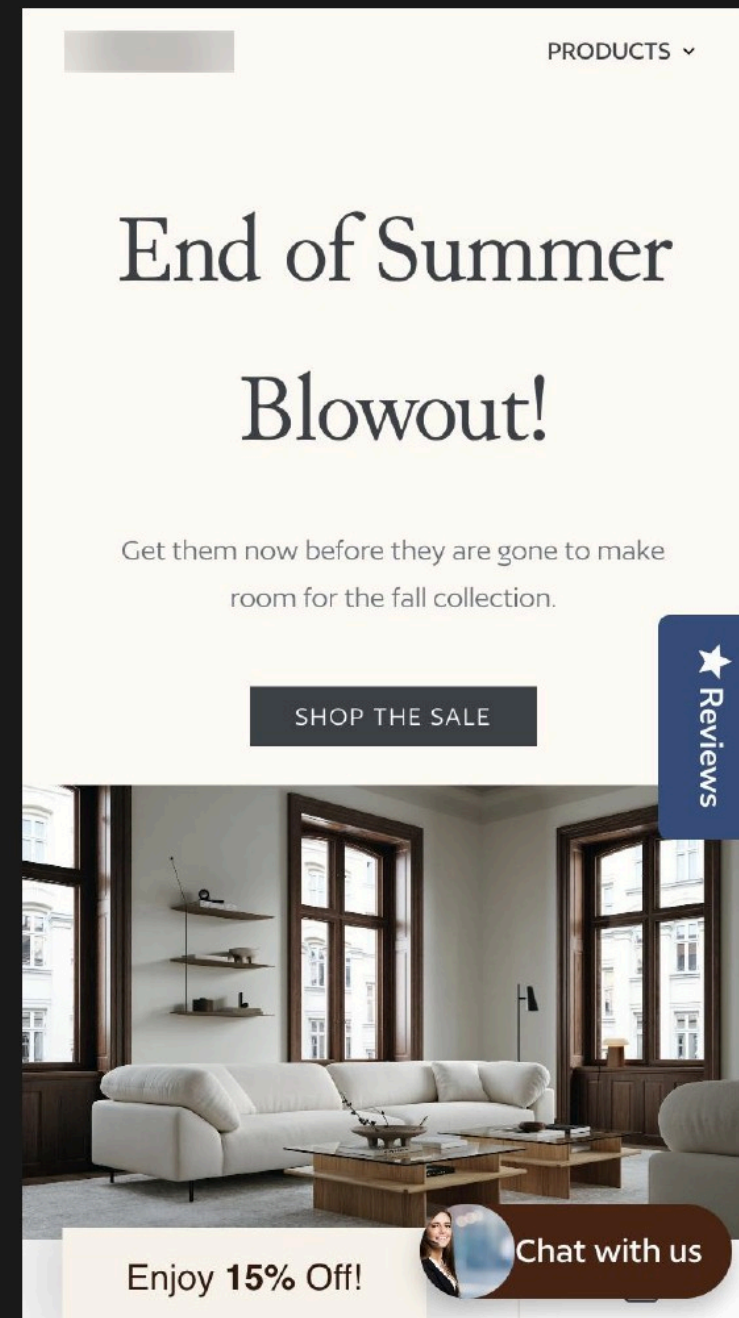
Because the chat widget covers the mobile cart icon, clearing it will increase cart visits and checkouts started on mobile.

Impact 4

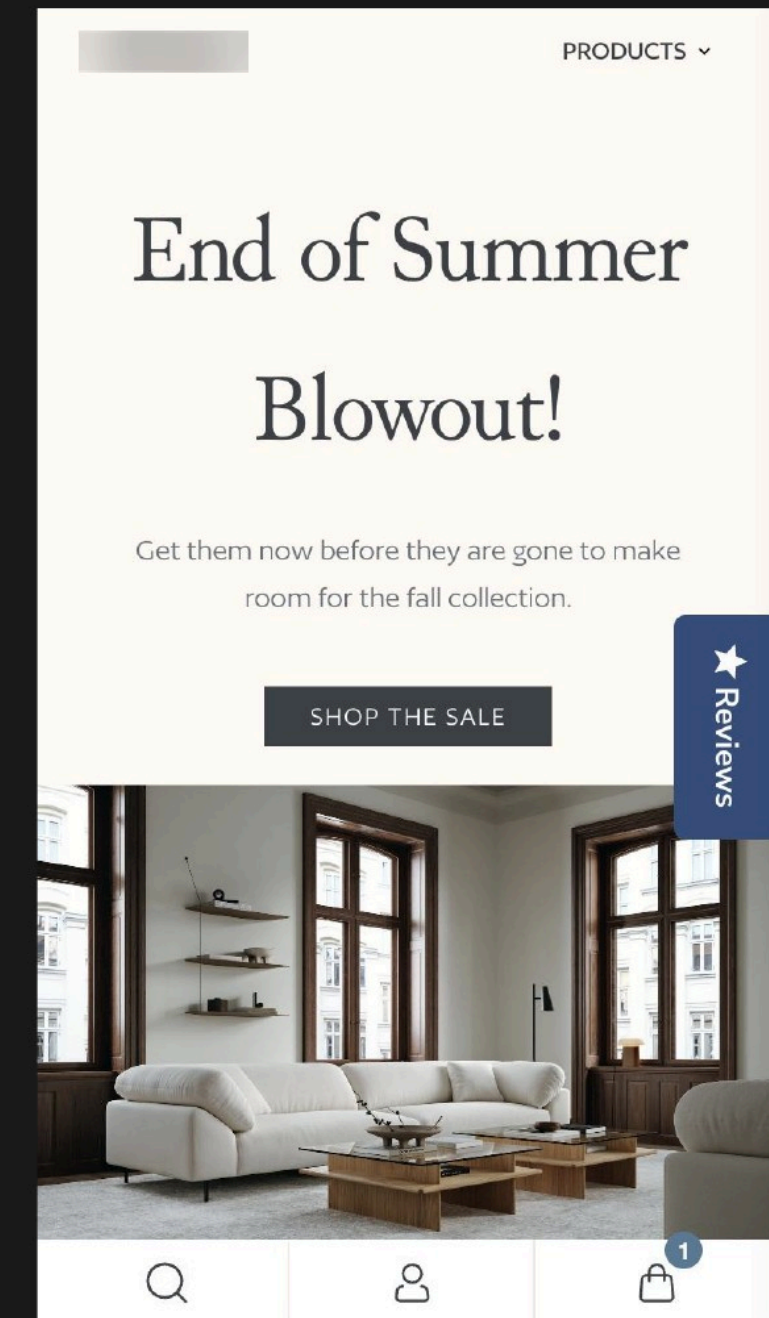
Confidence 5

Ease 5

Fix now



Original



Version 1

02 · GENERAL

Explain each furniture style in the menu

Add a one-line description under each style in the “By Style” menu to guide shoppers who don’t know design terms.

HYPOTHESIS

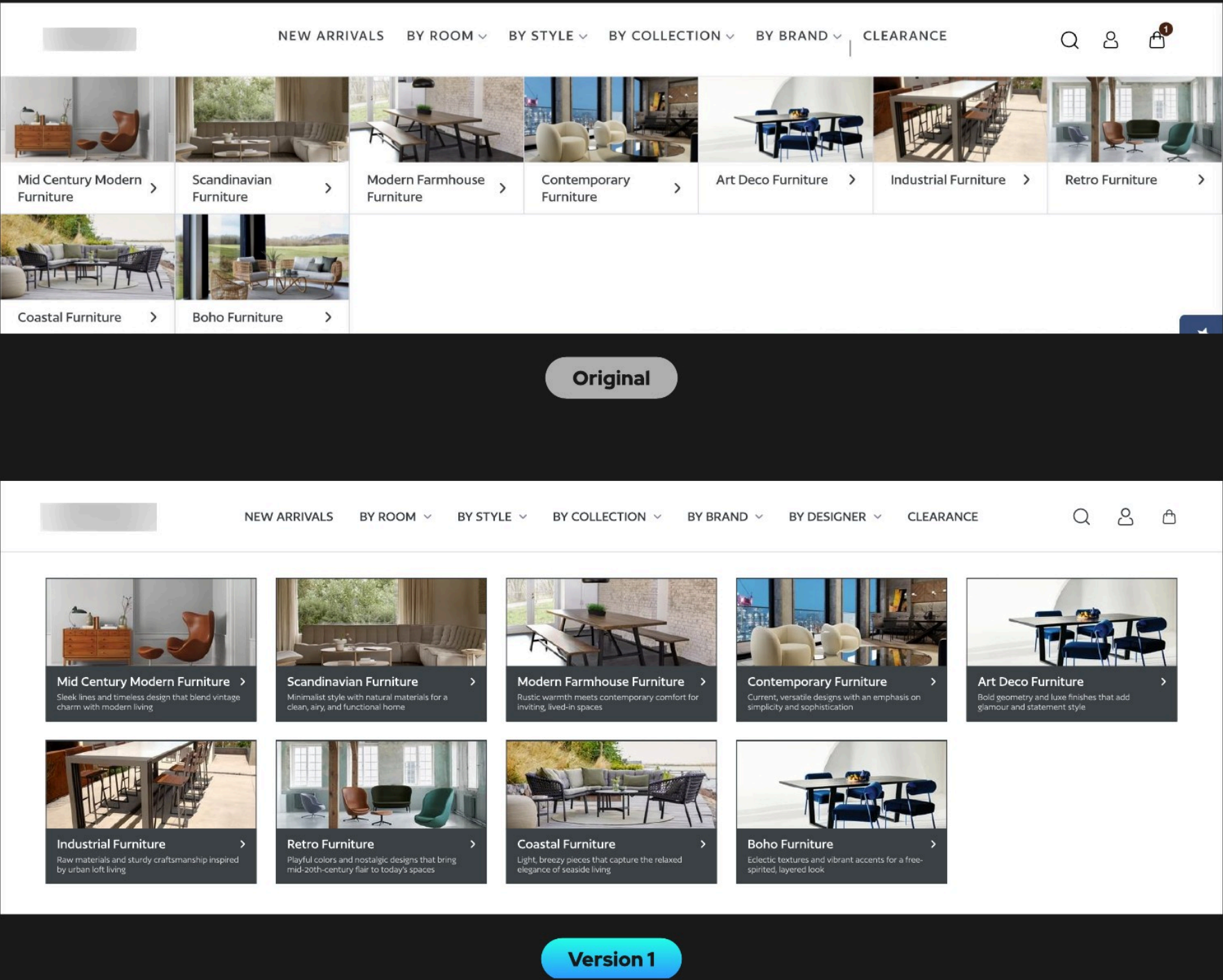
Because many shoppers don’t know terms like “Mid-Century” or “Boho,” short descriptions will increase clicks into style collections.

Impact 2

Confidence 3

Ease 4

Priority #15



03 · HOMEPAGE & NAVIGATION

Lead the homepage with “Shop by room”

Replace the seasonal sale hero with a room grid (Living, Dining, Bedroom, Outdoor, Lighting) to get visitors exploring faster.

HYPOTHESIS

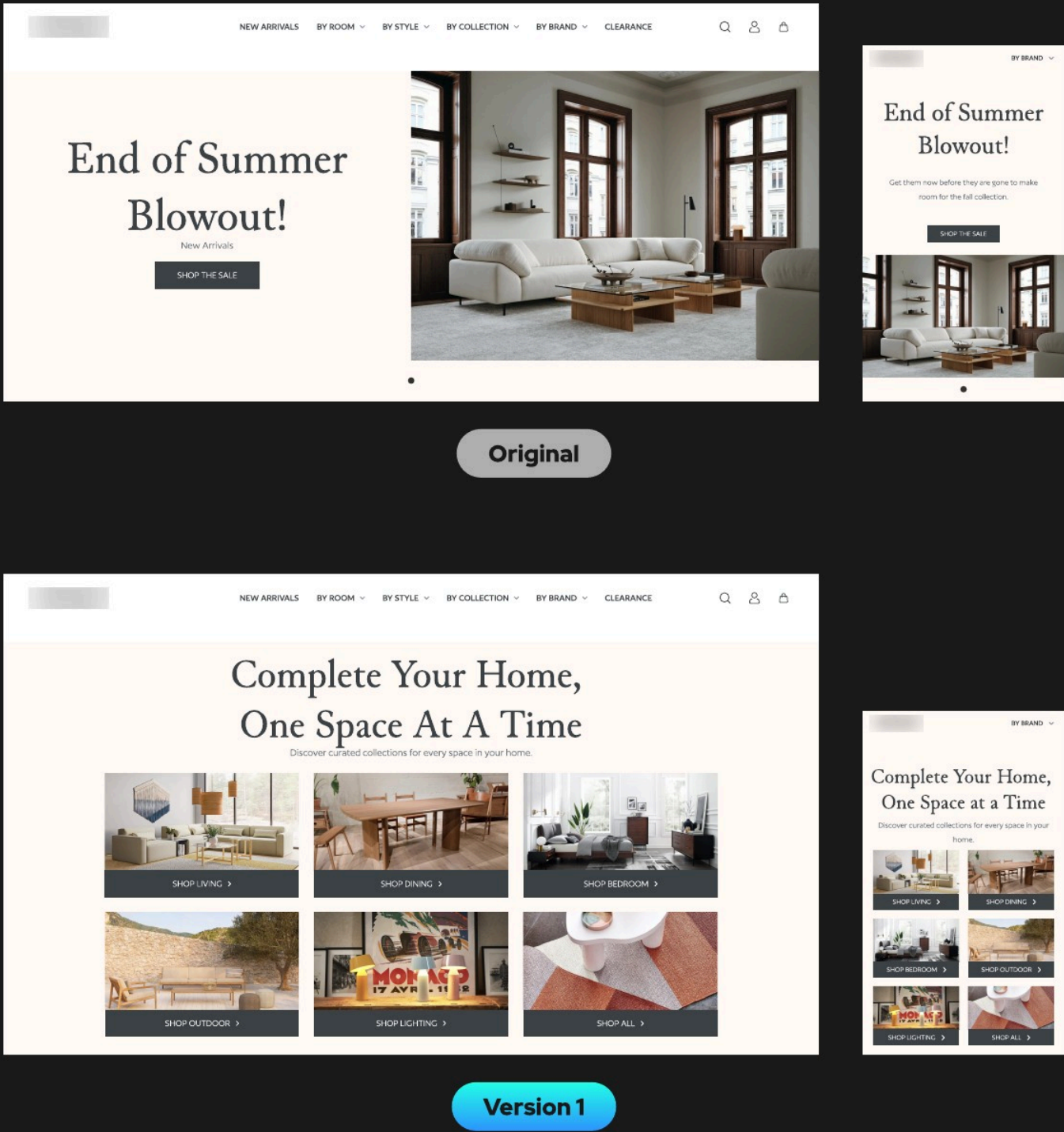
Because the current hero offers a single sale path, a room-based entry point will raise homepage click-through to collection pages.

Impact 4

Confidence 3

Ease 4

Priority #5



04 · HOMEPAGE & NAVIGATION

Move the press bar higher

A large gap sits between the hero and the “Featured In” press bar. Removing the extra padding frees up prime space and puts credibility signals in view sooner.

HYPOTHESIS

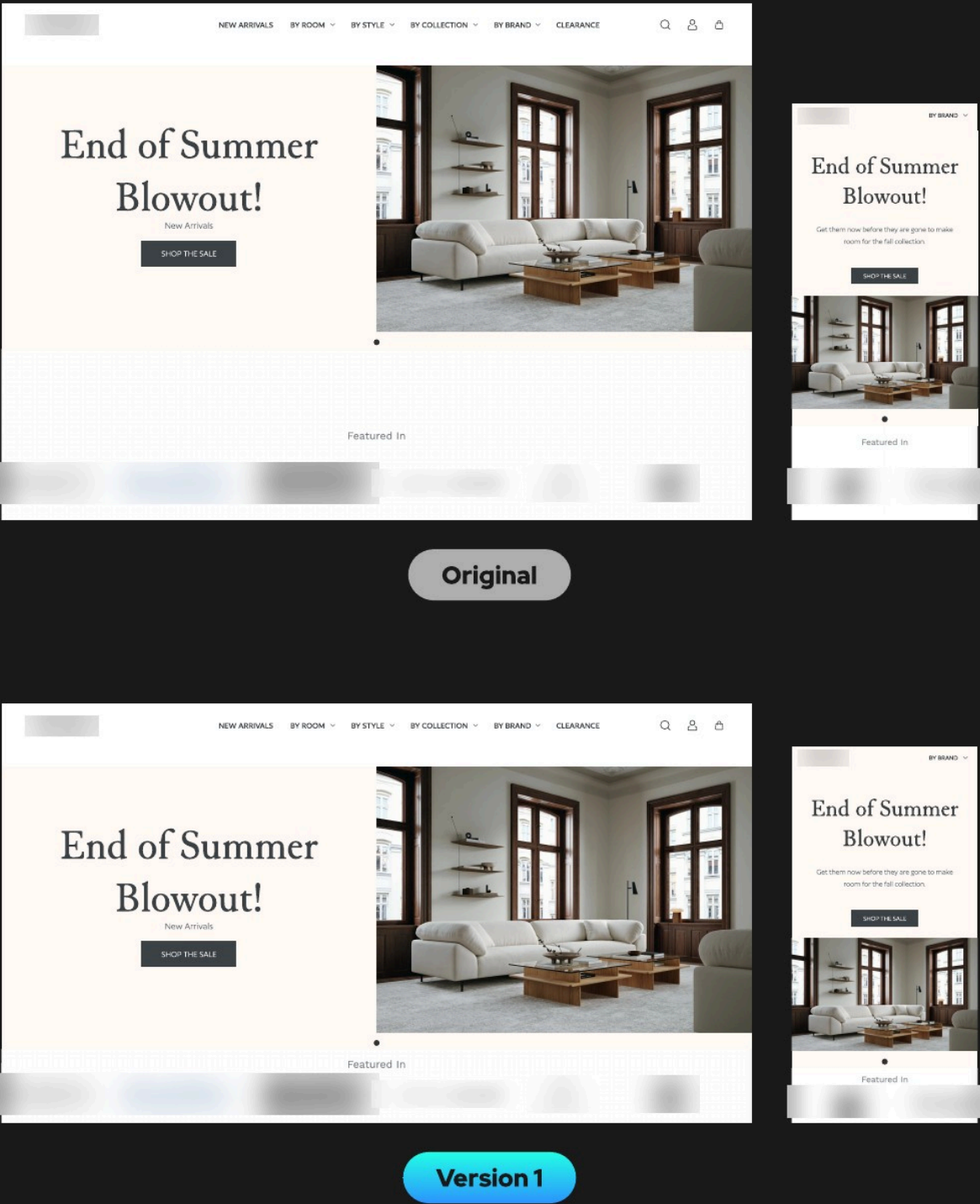
Because press logos sit below a large empty gap, showing them sooner will build trust earlier and lift homepage engagement.

Impact 2

Confidence 3

Ease 5

Priority #8



05 · HOMEPAGE & NAVIGATION

Feature a hero product

Test a hero built around one standout product or brand, so first-time visitors instantly see the kind of furniture the store sells.

HYPOTHESIS

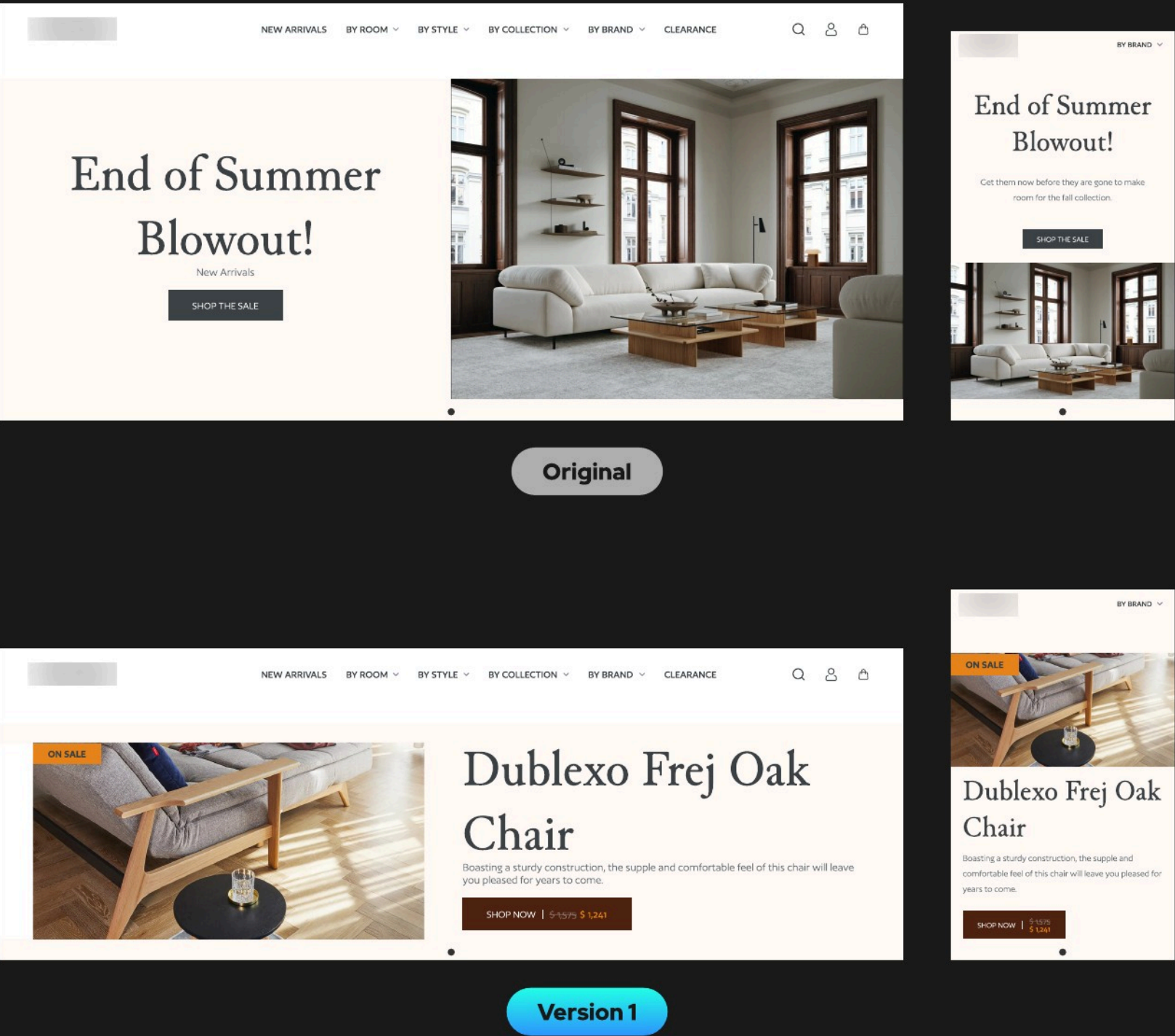
Because a generic sale banner says little about the catalog, a featured-product hero will improve first-visit engagement and product page visits.

Impact 3

Confidence 2

Ease 4

Priority #14



06 · HOMEPAGE & NAVIGATION

Simplify mobile navigation

The mobile menu feels oversized. A nested menu makes it easier to find categories beyond the living room.

HYPOTHESIS

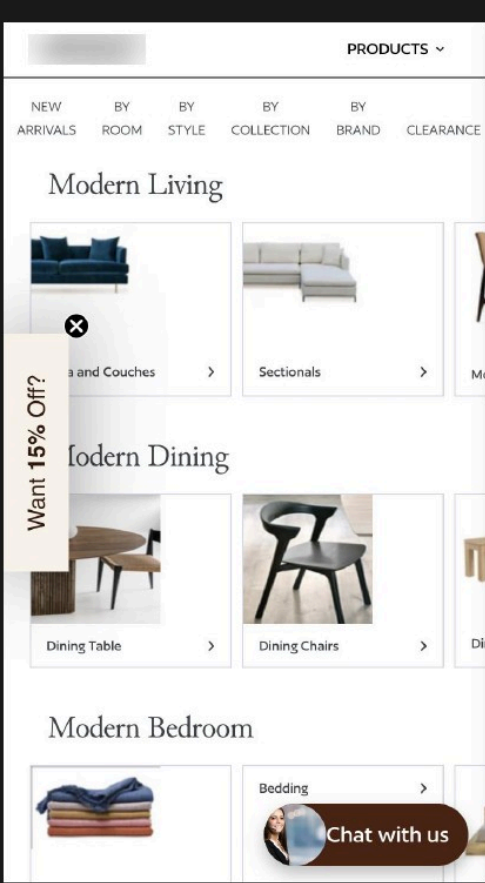
Because mobile shoppers must scroll past large living-room tiles, a nested menu will increase category discovery and mobile conversion.

Impact 4

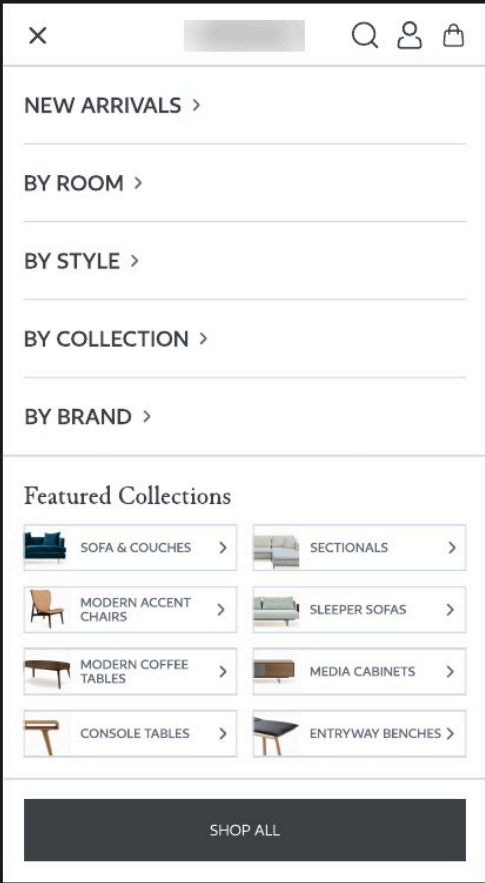
Confidence 4

Ease 3

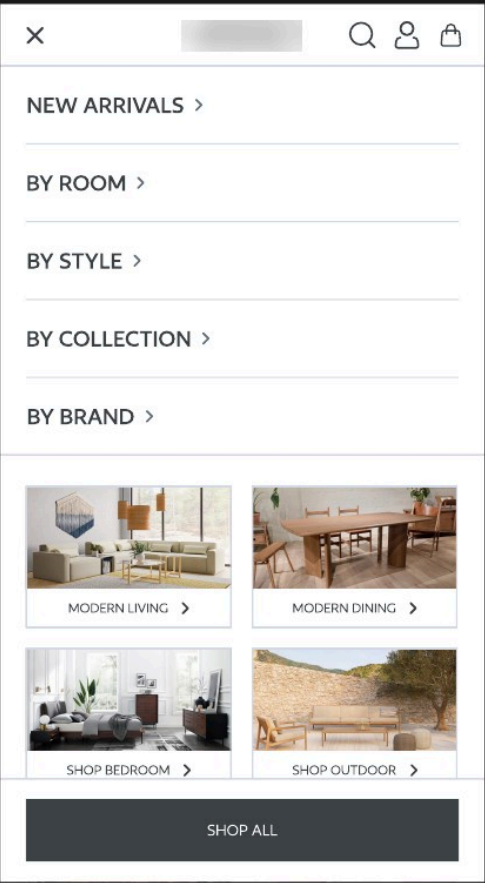
Priority #4



Original



Version 1



Version 2

07 · HOMEPAGE & NAVIGATION

Use brand logos in the brand menu

Show brand logos in the “Shop by Brand” menu instead of lifestyle photos, so shoppers who know the brands can scan faster.

HYPOTHESIS

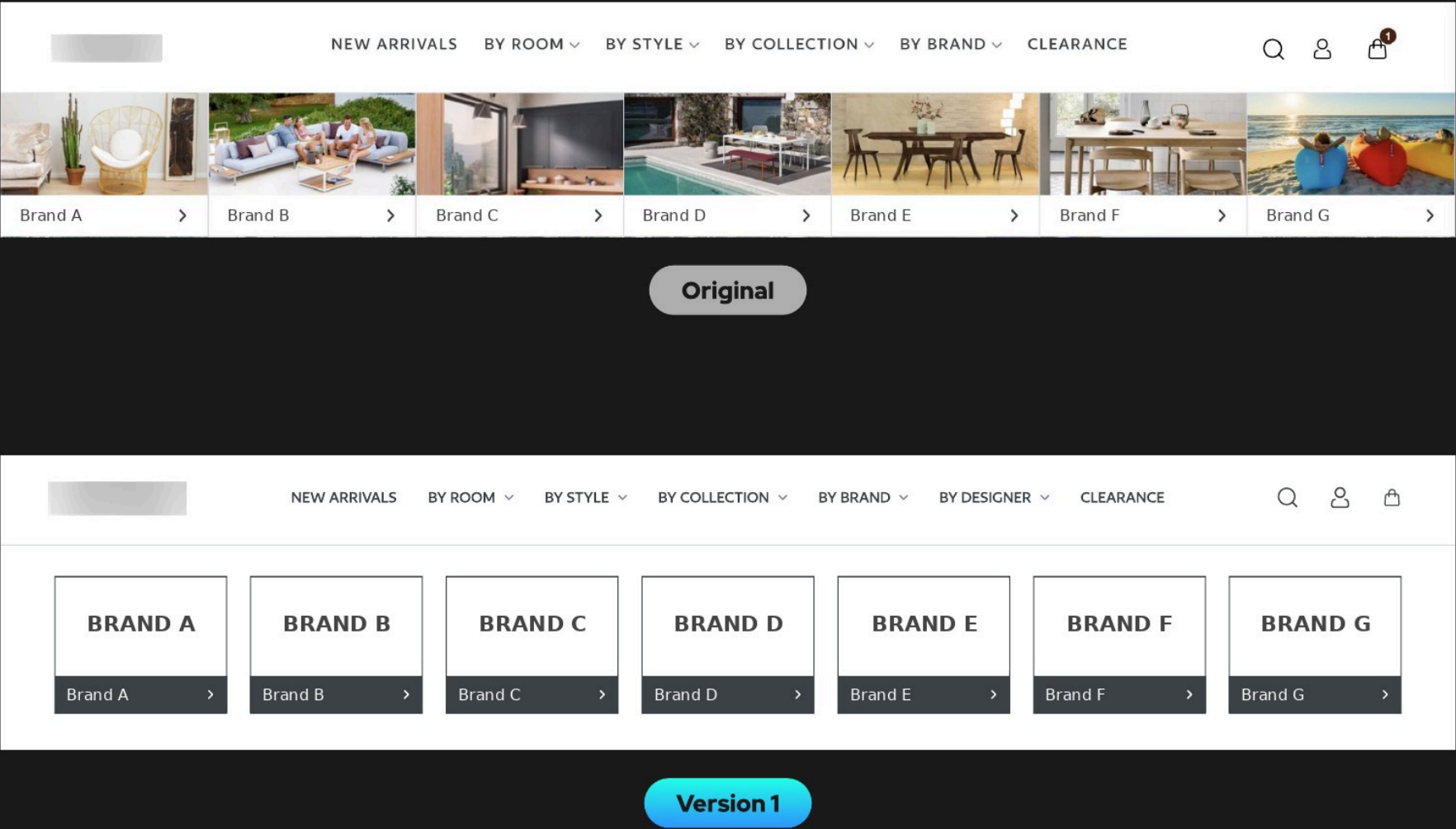
Because brand-loyal shoppers recognize logos faster than photos, logo tiles will raise brand menu clicks.

Impact 2

Confidence 3

Ease 4

Priority #16



08 · COLLECTION PAGES

Offer designer–curated furniture sets

Offer pre-designed sets curated by interior designers, such as a table with chairs or a full living room, to simplify decisions.

HYPOTHESIS

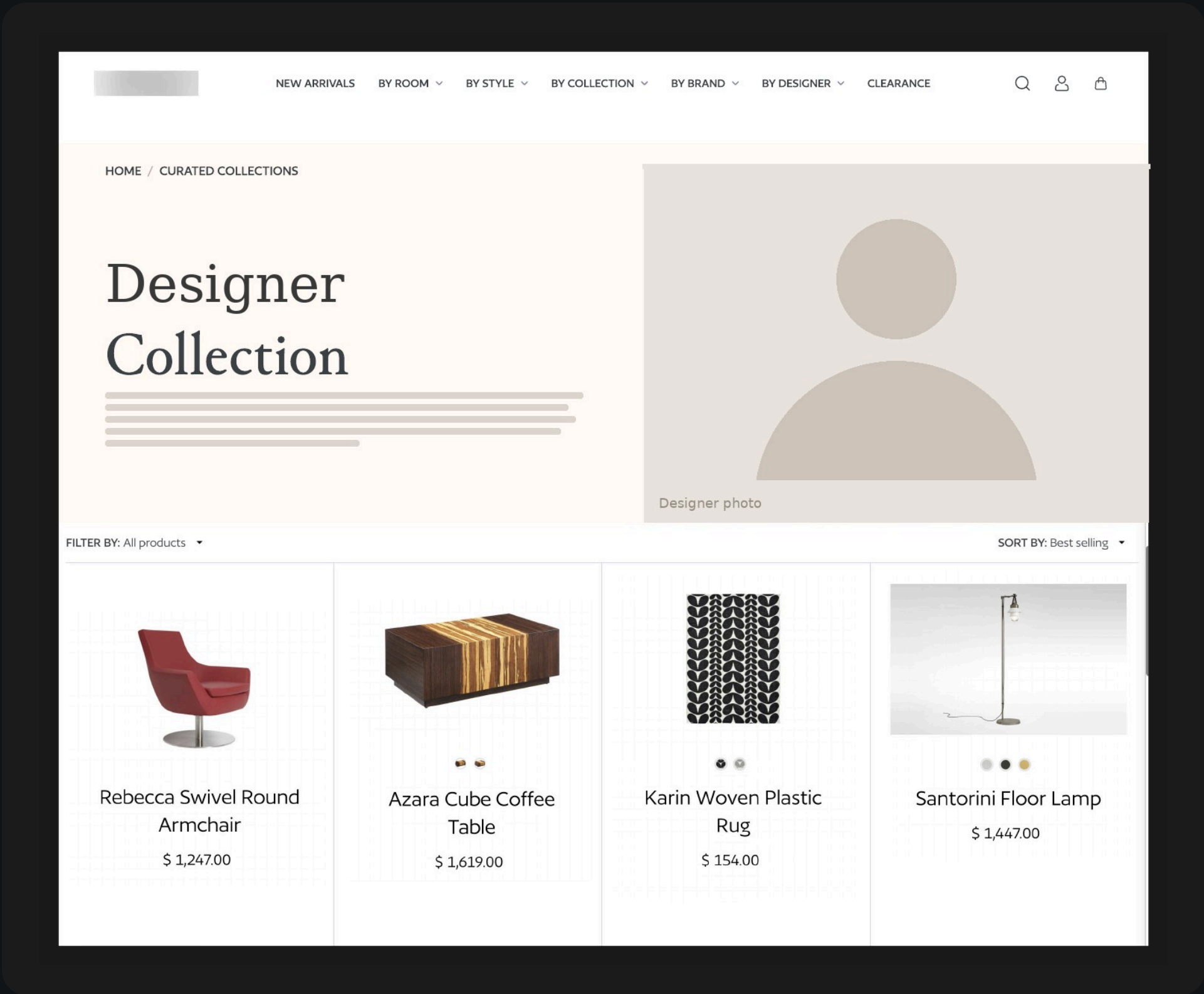
Because matching pieces is a common hesitation, curated sets will increase multi-item orders and average order value.

Impact 3

Confidence 2

Ease 1

Priority #18



09 · COLLECTION PAGES

Shrink the collection page hero

Pair the hero image with shorter intro copy, or remove the hero, so products appear sooner on collection pages.

HYPOTHESIS

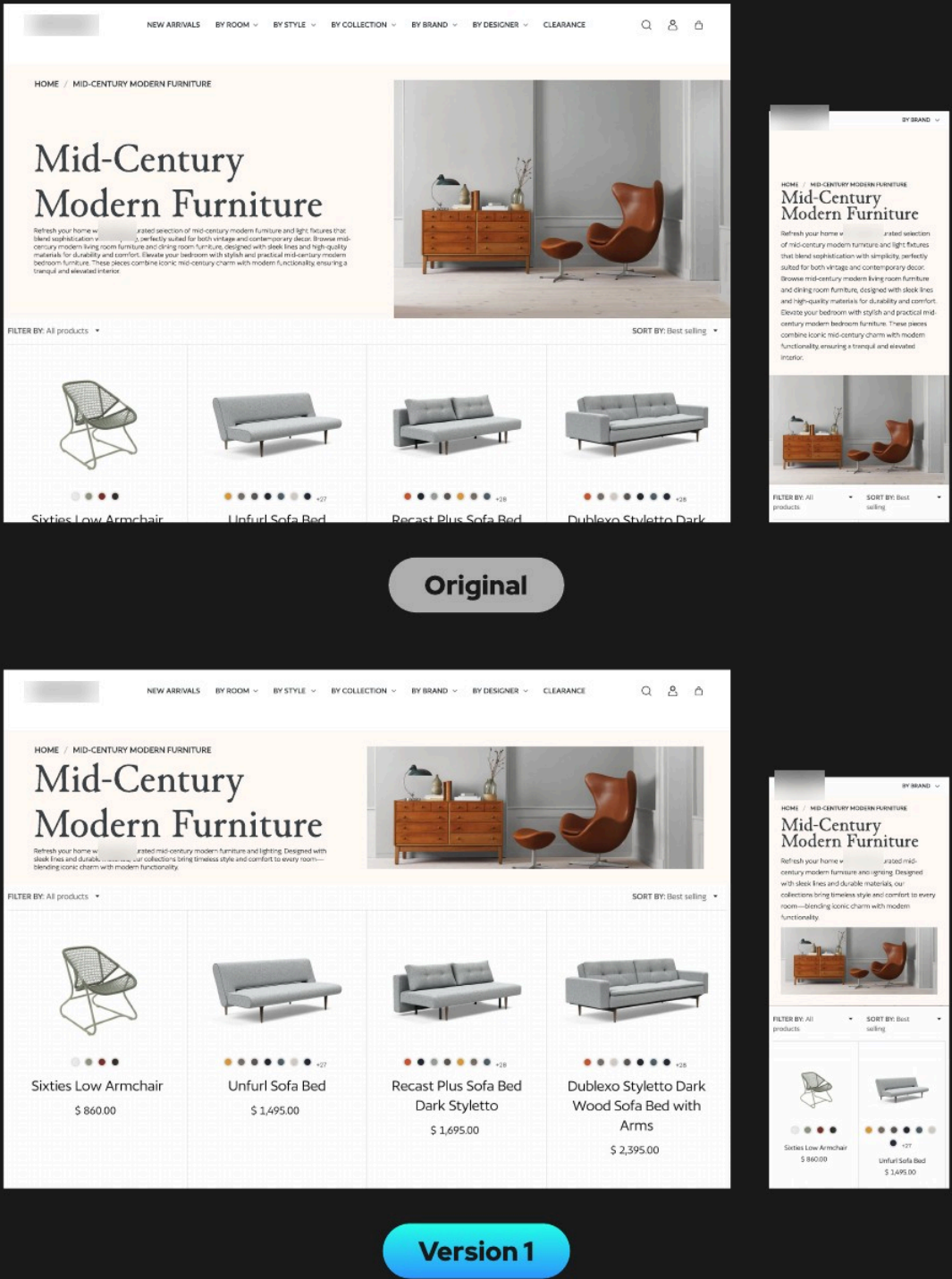
Because long intro copy pushes products below the fold, a compact hero will increase product clicks from collection pages.

Impact 4

Confidence 4

Ease 4

Priority #3



10 · COLLECTION PAGES

Add sale tags and strikethrough prices

Add Sale, New, Best Seller or Clearance tags and strike through original prices on product cards to highlight value.

HYPOTHESIS

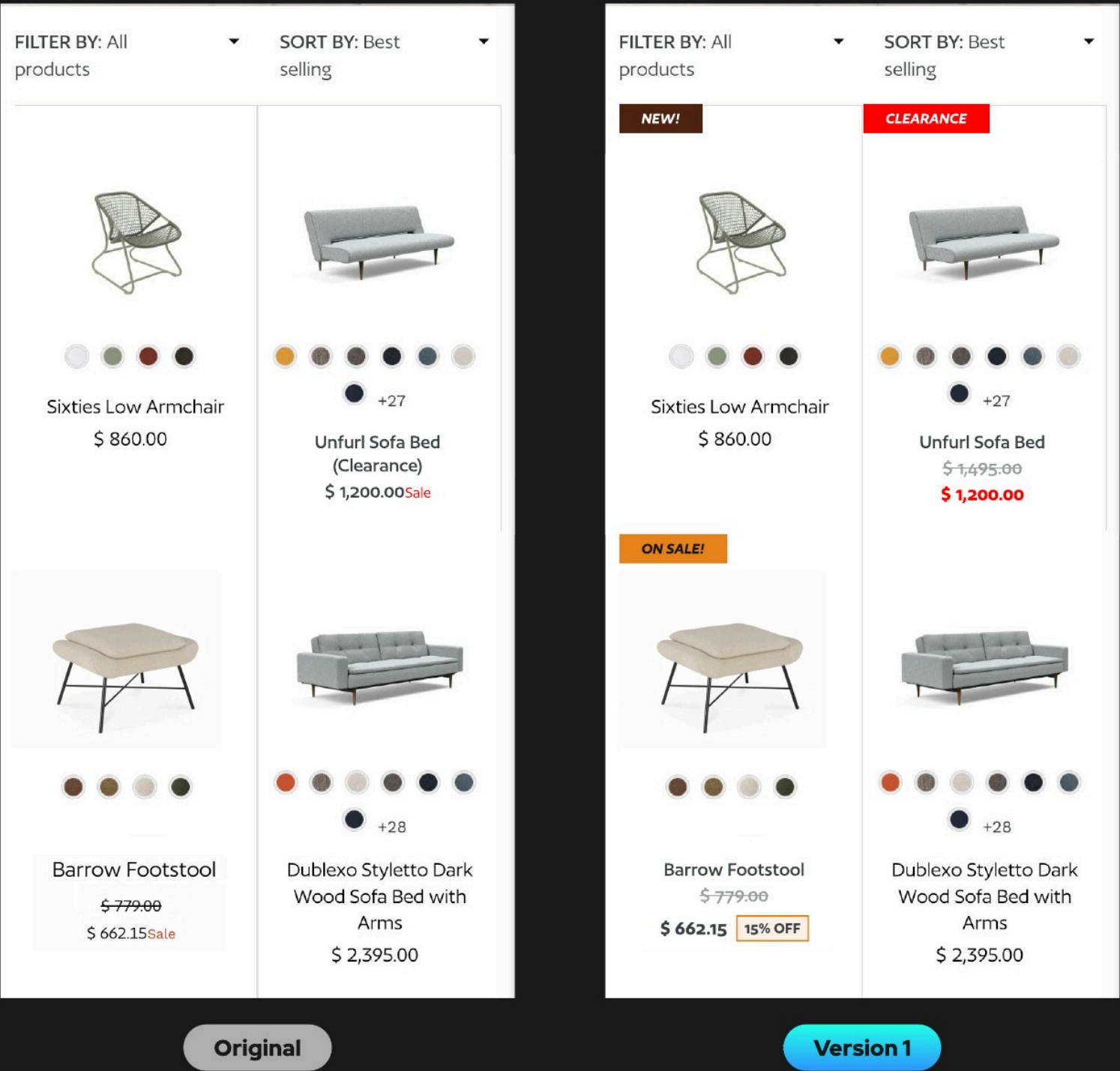
Because discounts are easy to miss on product cards, clear tags and strikethrough prices will raise product clicks and add-to-carts.

Impact 4

Confidence 4

Ease 4

Priority #2



11 · COLLECTION PAGES

Fix color swatch consistency

Some product cards show no color swatches, and choosing a color doesn't always update the image. Show swatches everywhere and swap the image on select.

HYPOTHESIS

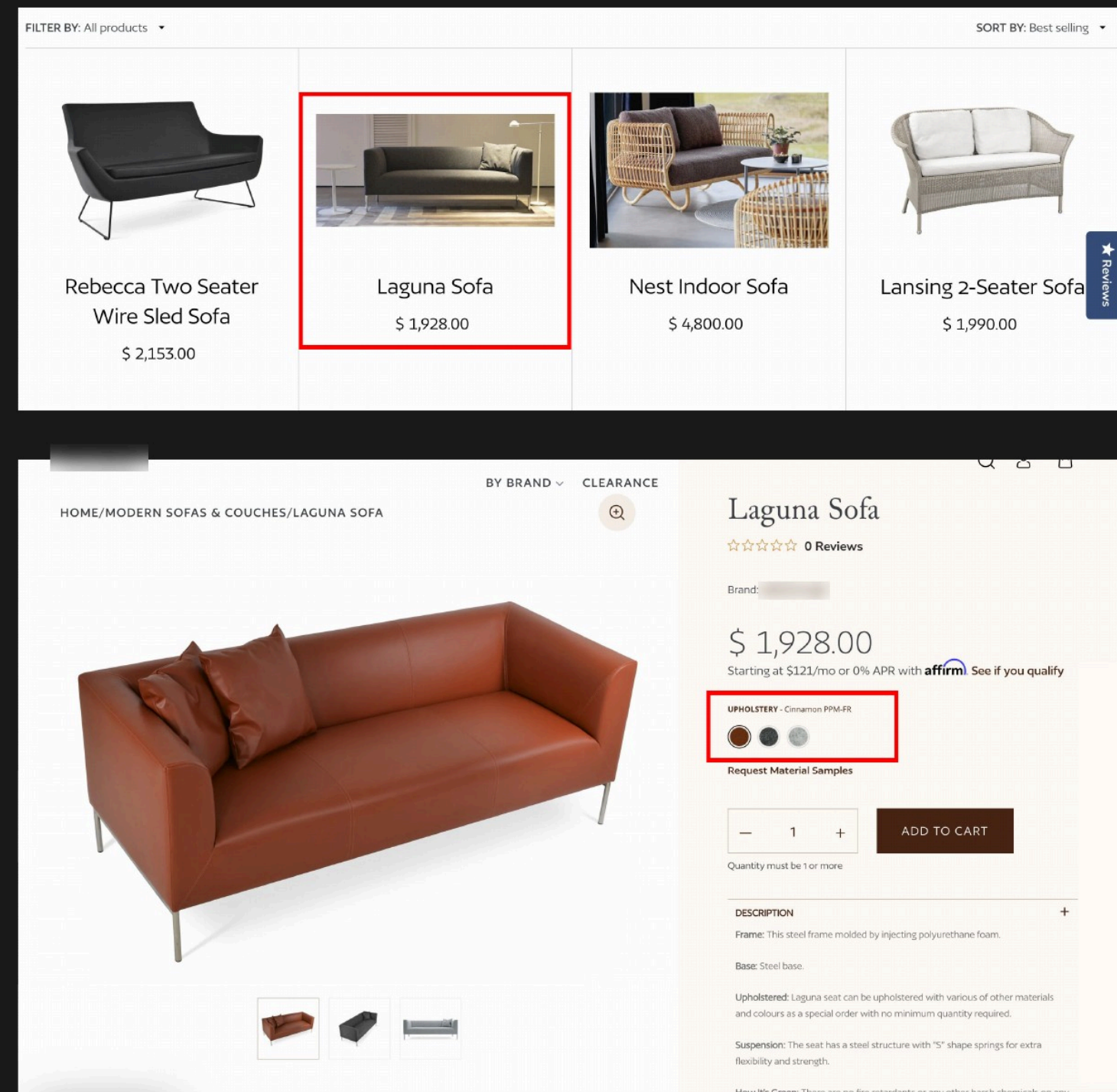
Because missing or unresponsive swatches make products harder to judge, consistent swatches will reduce exits from product pages.

Impact 3

Confidence 4

Ease 3

Fix now



12 · COLLECTION PAGES

Link related collections

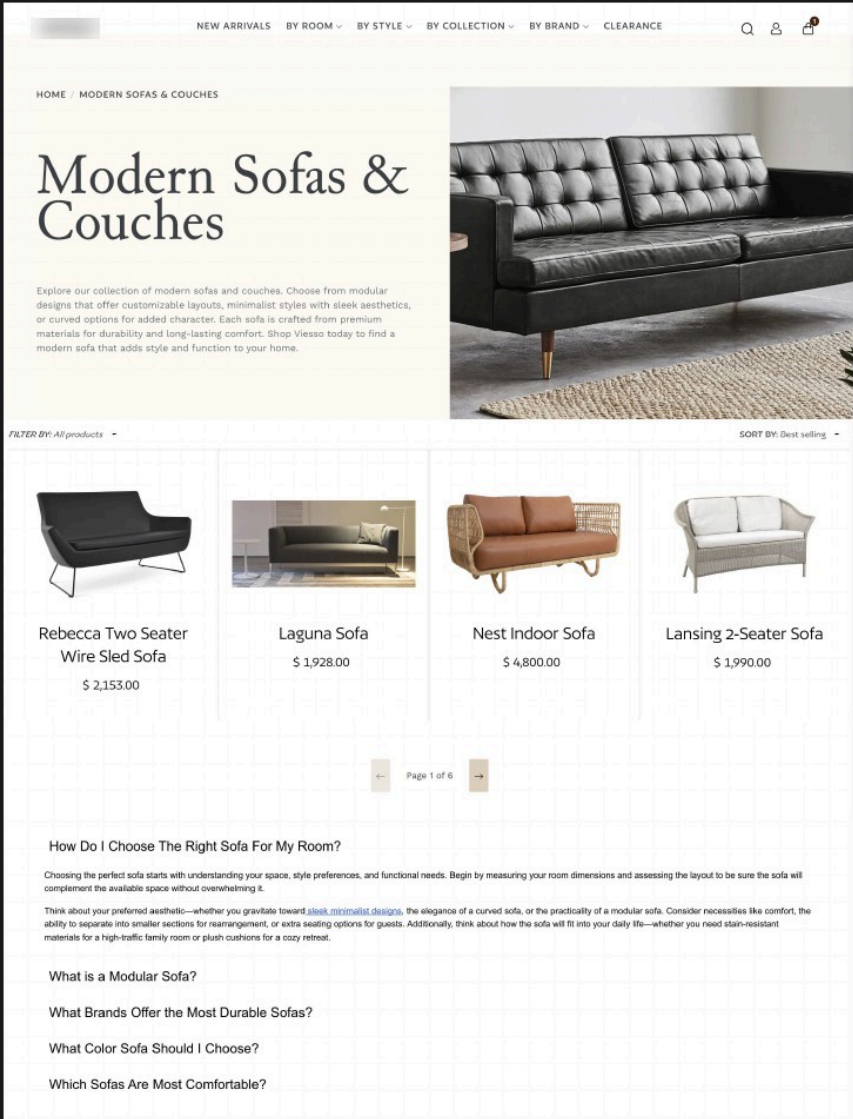
Add links between related collections (dining tables to dining chairs, sofas to coffee tables) for smoother browsing.

HYPOTHESIS

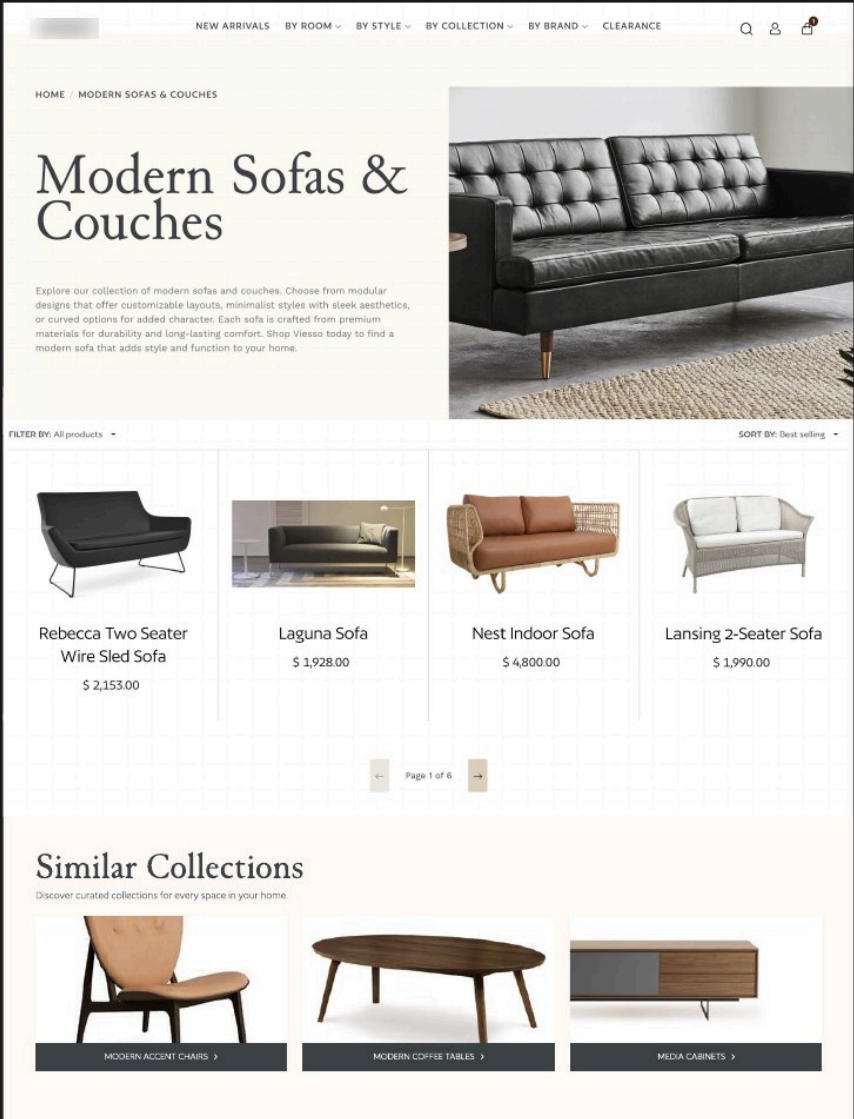
Because shoppers furnishing a room need more than one category, related-collection links will increase pages per session and multi-item carts.

- Impact 2
- Confidence 3
- Ease 4

Priority #17



Original



Version 1

13 · COLLECTION PAGES

Test lazy loading vs. pagination

Test continuous loading or clearer pagination so shoppers don't miss products beyond the first page.

HYPOTHESIS

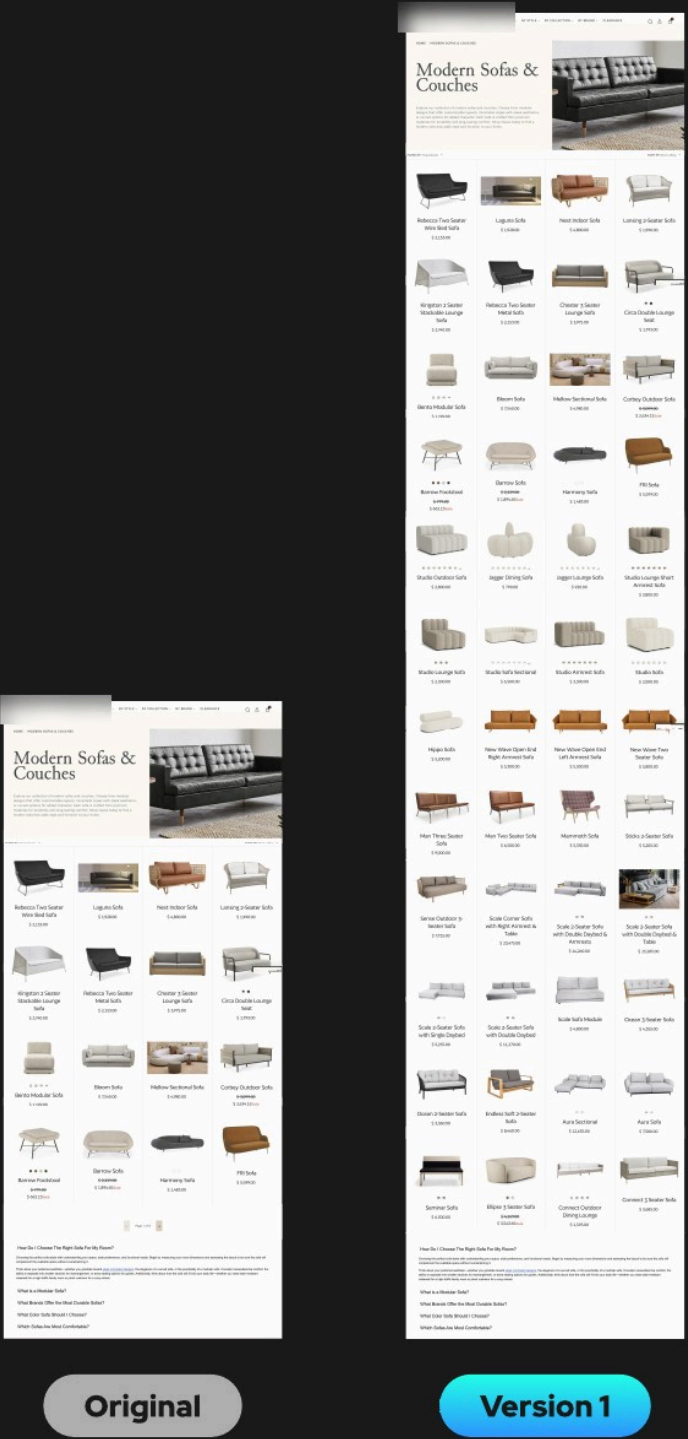
Because the small pagination controls are easy to miss, continuous loading will increase product views per session.

Impact 3

Confidence 3

Ease 3

Priority #11



14 · COLLECTION PAGES

Let shoppers save and compare

Let shoppers bookmark items and compare similar styles side by side to build a shortlist while they decide.

HYPOTHESIS

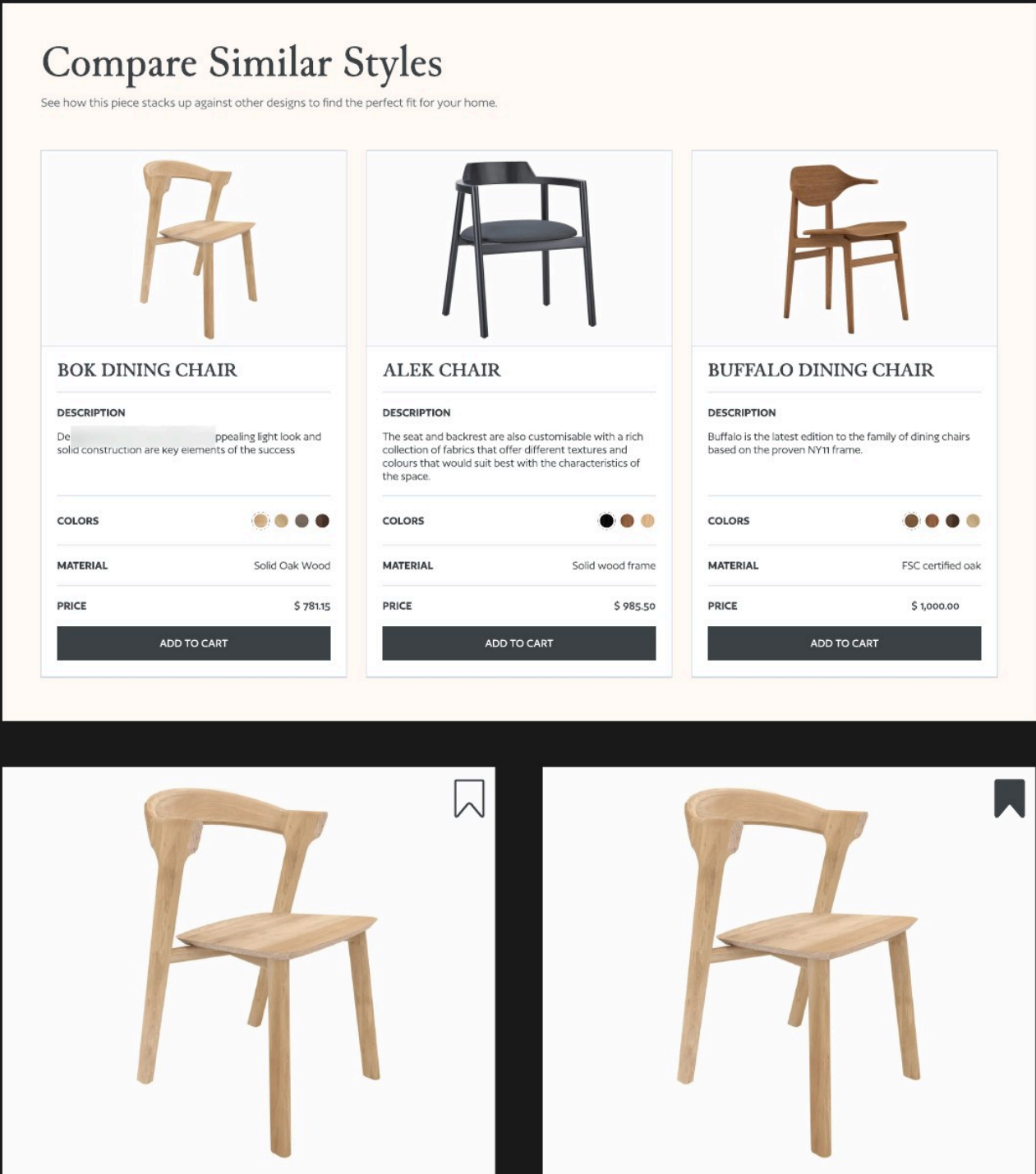
Because furniture is a considered, high-price purchase, saving and comparing will increase return visits and conversion.

Impact 2

Confidence 2

Ease 2

Priority #19



15 · COLLECTION PAGES

Add a free shipping filter

A “Free Shipping” filter could encourage conversions, especially where shipping is built into the product price.

HYPOTHESIS

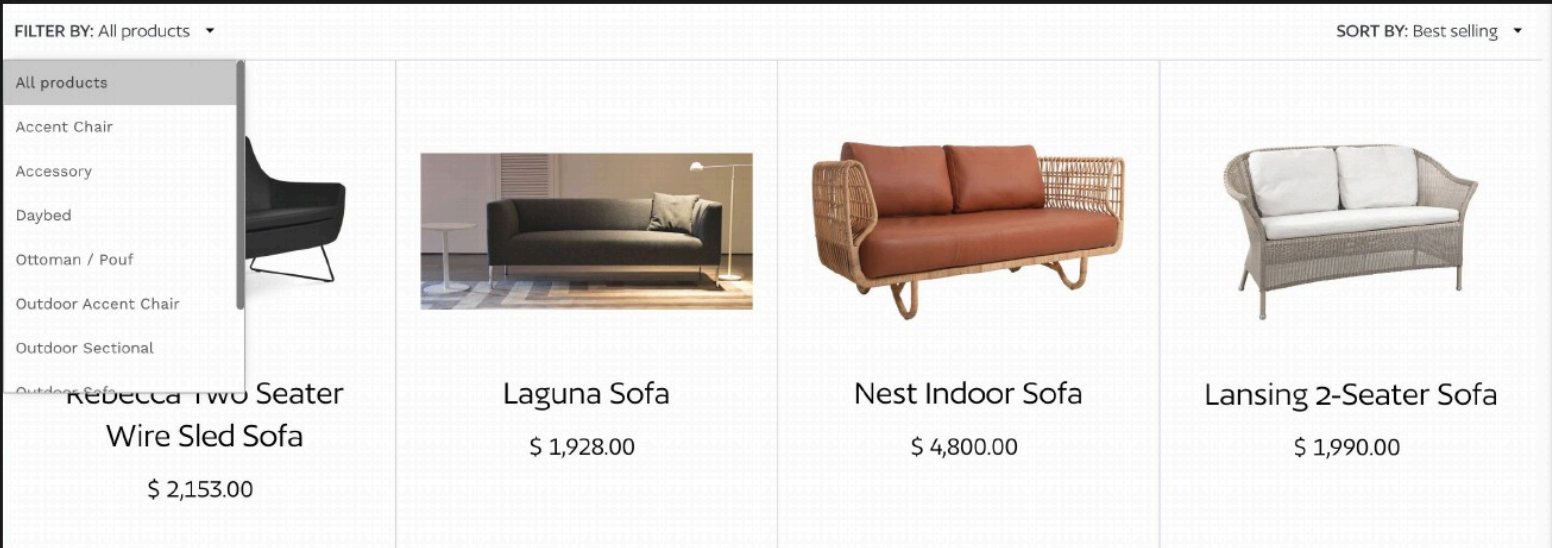
Because shipping cost is a top concern for large items, a free shipping filter will raise add-to-cart rates for eligible products.

Impact 3

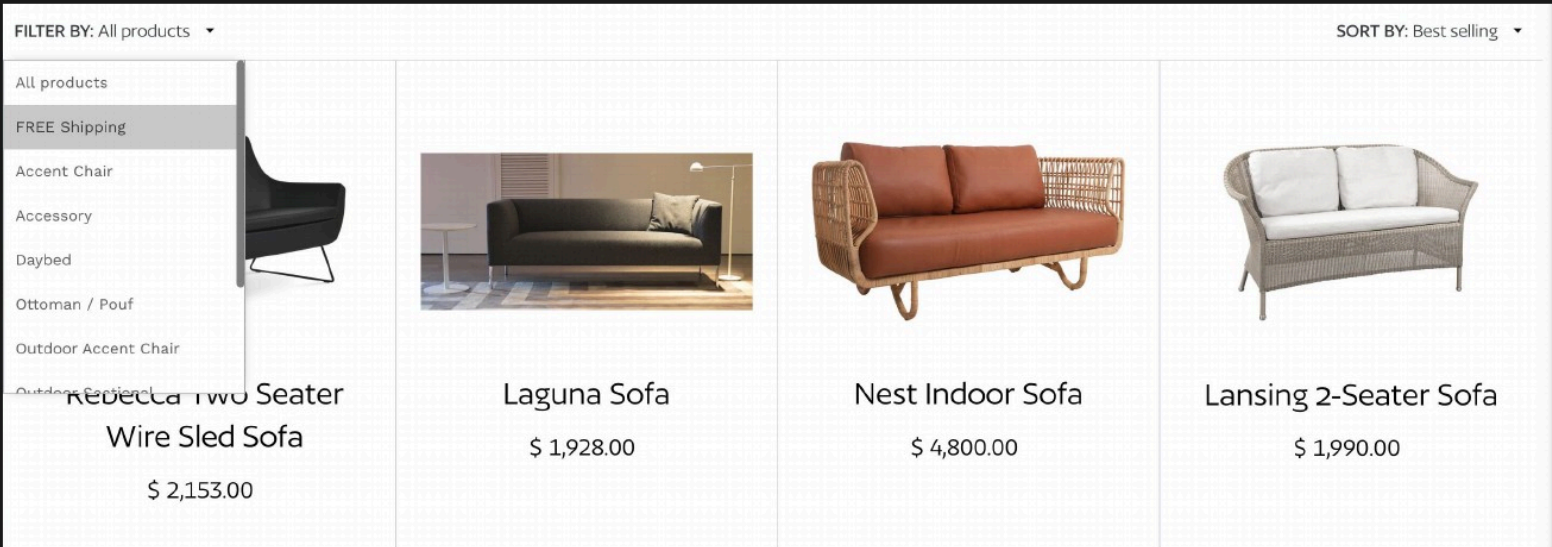
Confidence 3

Ease 3

Priority #12



Original



Version 1

16 · PRODUCT PAGES

Make fabric samples stand out

Turn the plain “Request Material Samples” text into a visible button so more shoppers order samples.

HYPOTHESIS

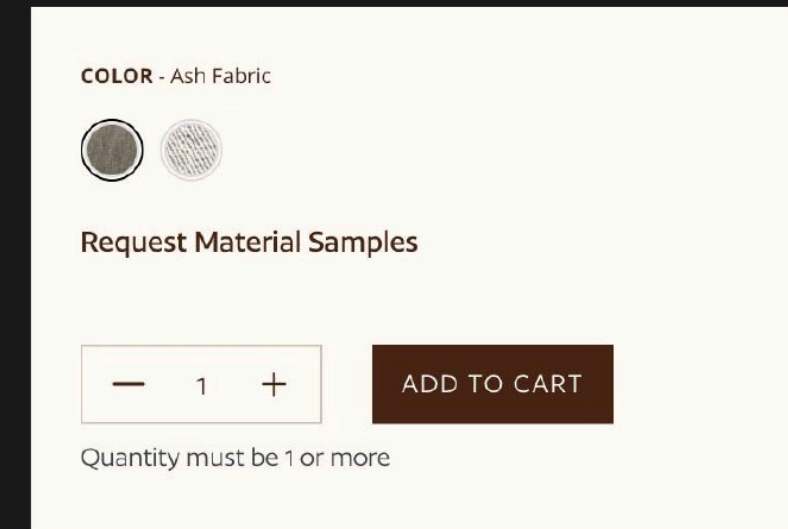
Because the sample link reads as plain text, a button will raise sample requests, an early signal of purchase intent.

Impact 2

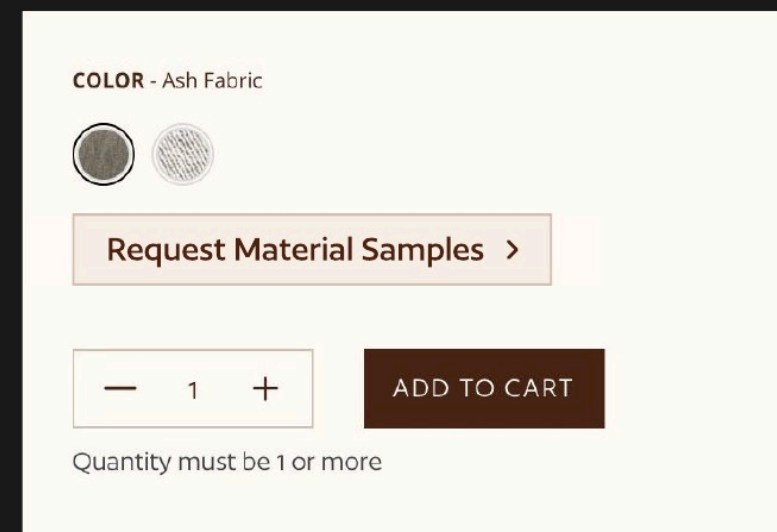
Confidence 3

Ease 5

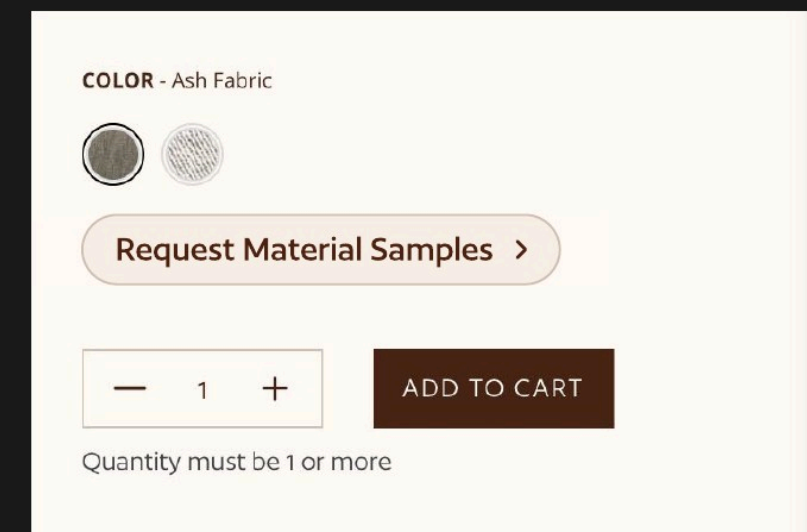
Priority #9



Original



Version 1



Version 2

17 · PRODUCT PAGES

Call out free shipping and key benefits

Use icons to show free shipping, returns and lead time next to Add to Cart, instead of hiding them in tabs.

HYPOTHESIS

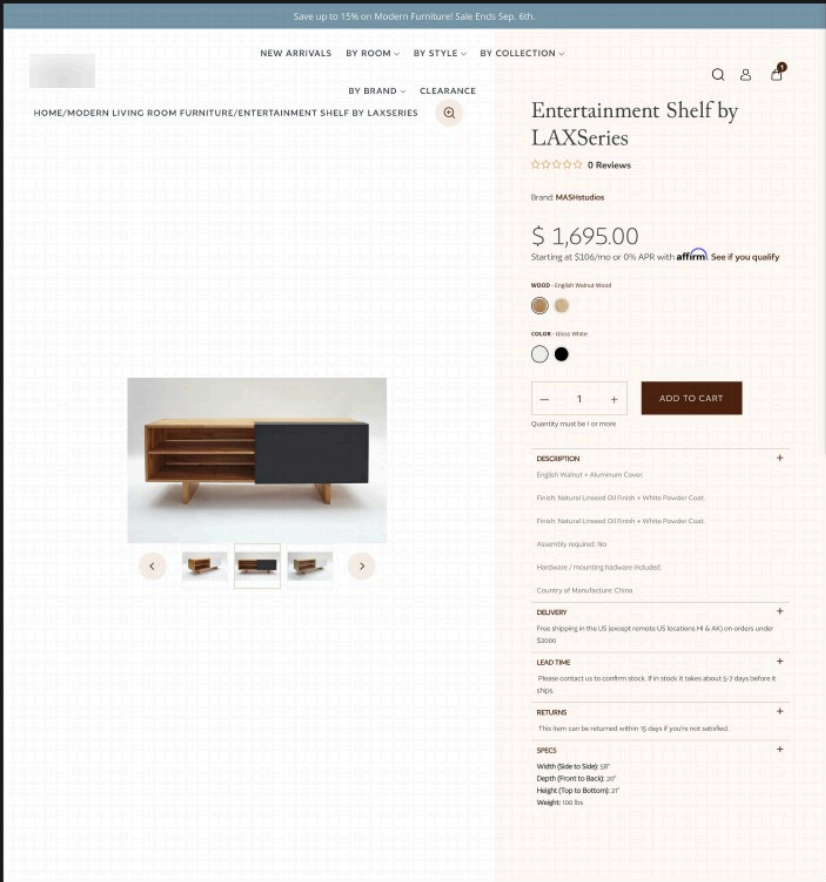
Because shipping, returns and lead times are hidden in tabs, surfacing them by Add to Cart will raise the add-to-cart rate.

Impact 4

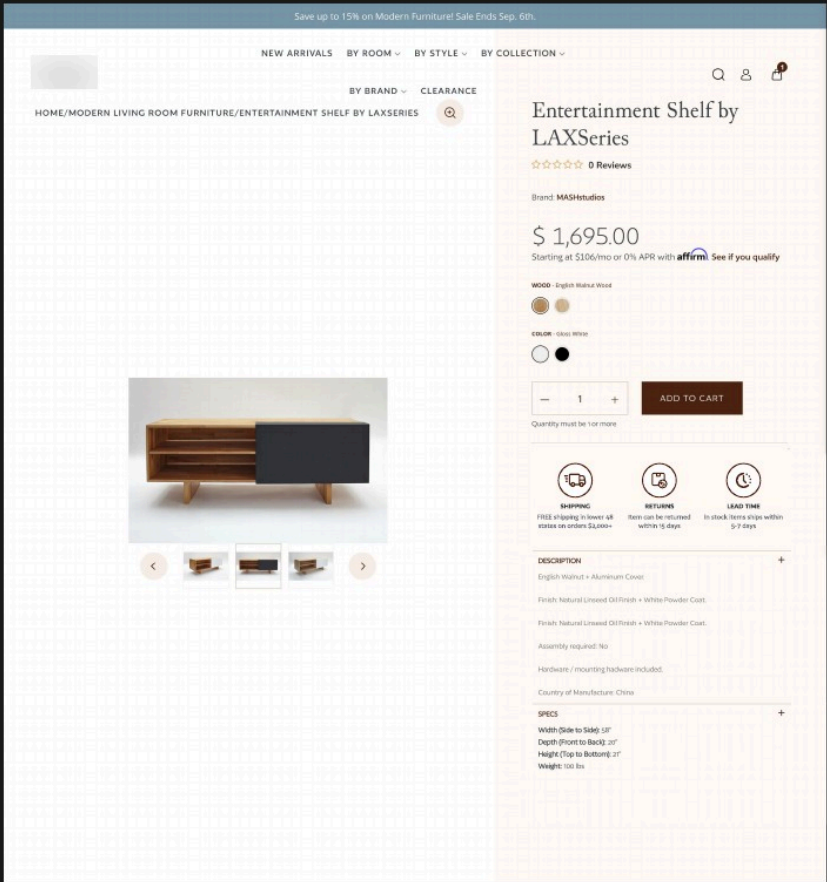
Confidence 4

Ease 4

Priority #1



Original



Version 1

18 · PRODUCT PAGES

Preview shipping cost by zip code

Let shoppers enter a zip code on the product page to see shipping costs up front.

HYPOTHESIS

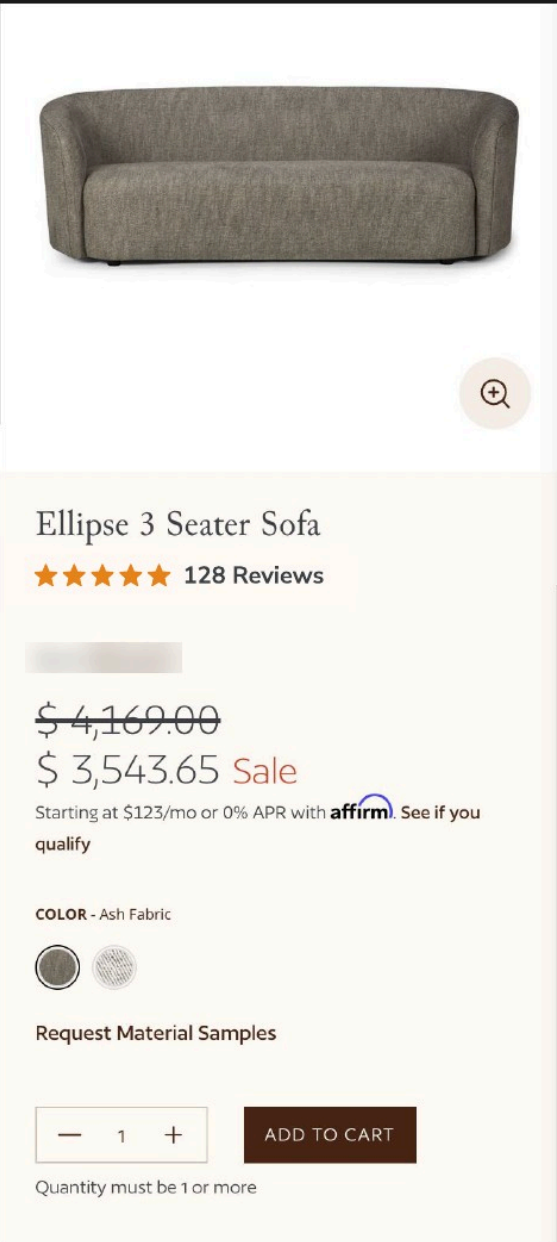
Because shipping cost stays unknown until checkout, an up-front estimate will reduce cart and checkout abandonment.

Impact 4

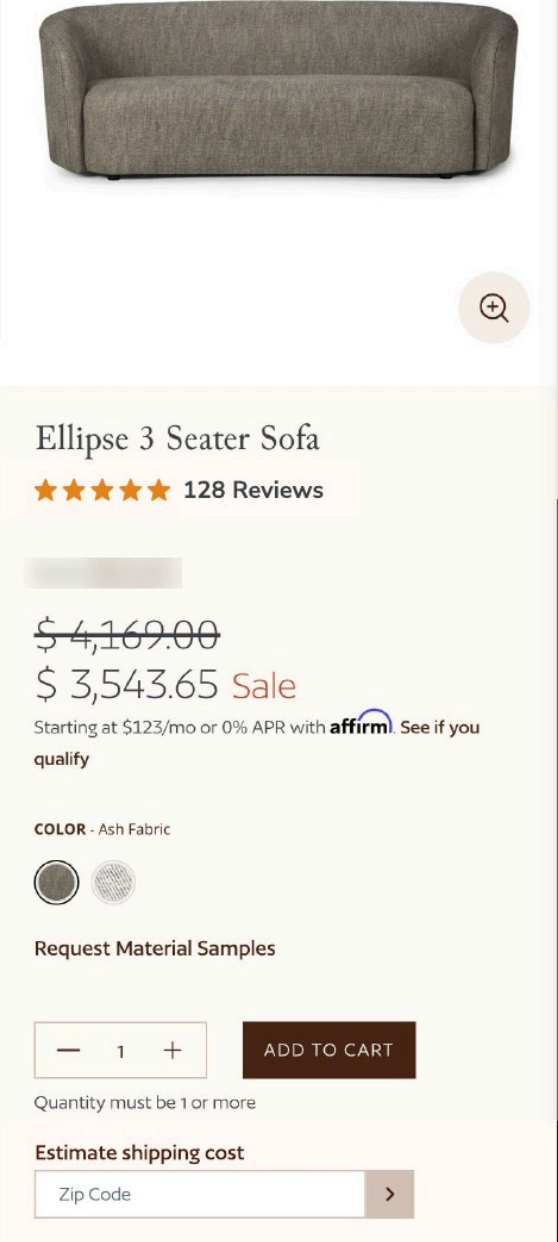
Confidence 3

Ease 2

Priority #10



Original



Version 1

19 · PRODUCT PAGES

Import reviews for low-review products

Pull in reviews from other sources, such as the manufacturer, where a product has few or none, to strengthen credibility.

HYPOTHESIS

Because products with zero reviews look riskier, showing sourced reviews will raise conversion on those product pages.

Impact 4

Confidence 3

Ease 3

Priority #6

HOME/MODERN SOFAS & COUCHES/
ELLIPSE 3 SEATER SOFA



Ellipse 3 Seater Sofa

☆☆☆☆☆ 0 Reviews

\$ 4,169.00

\$ 3,543.65 Sale

Starting at \$123/mo or 0% APR with [affirm](#). See if you qualify

COLOR - Ash Fabric

Request Material Samples

— 1 +

ADD TO CART

Quantity must be 1 or more

HOME/MODERN SOFAS & COUCHES/
ELLIPSE 3 SEATER SOFA



Ellipse 3 Seater Sofa

★★★★★ 128 Reviews

\$ 4,169.00

\$ 3,543.65 Sale

Starting at \$123/mo or 0% APR with [affirm](#). See if you qualify

COLOR - Ash Fabric

Request Material Samples

— 1 +

ADD TO CART

Quantity must be 1 or more

Original

Version 1

Better Call CRO Sol · Sample CRO Audit

21

20 · PRODUCT PAGES

Show complementary products

In “You may also like,” show items that go with the product (chairs for a dining table) instead of more of the same.

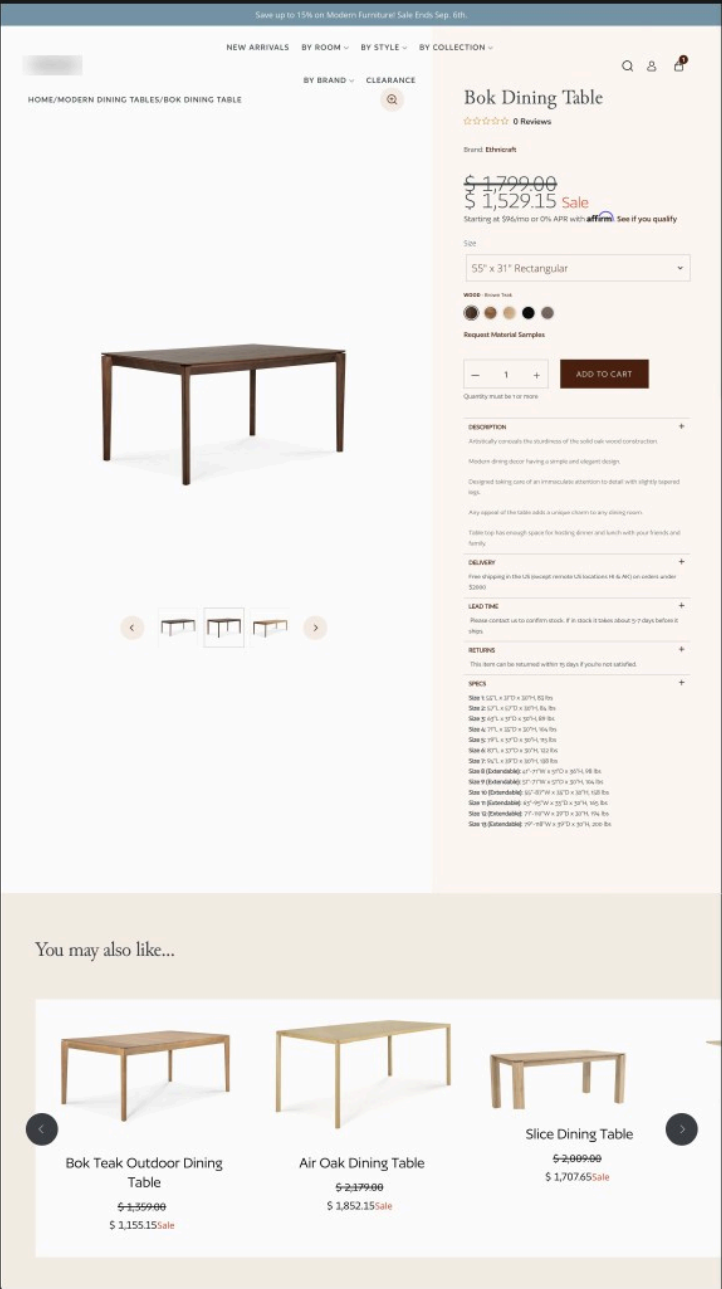
HYPOTHESIS
Because shoppers furnish rooms, not single pieces, complementary items will increase items per order.

Impact 3

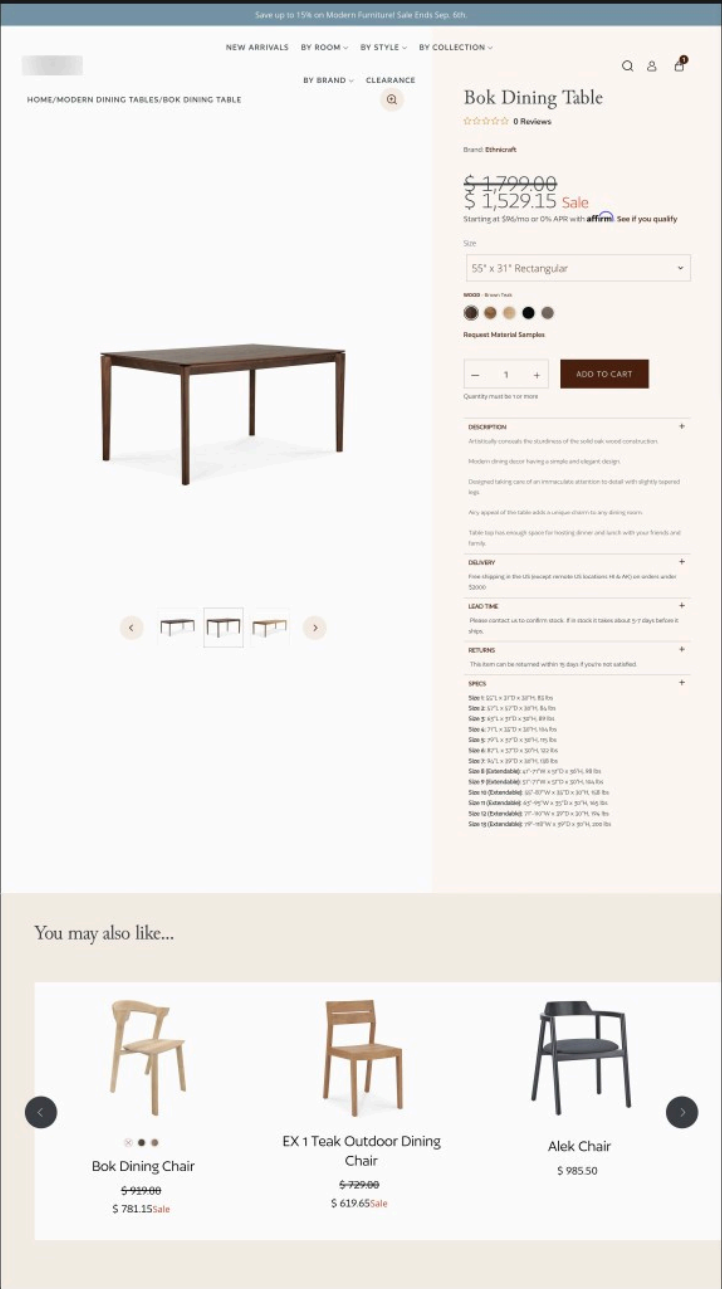
Confidence 3

Ease 3

Priority #13



Original



Version 1

Recommend products in the cart

Add relevant cross-sells to the cart drawer, such as stools or chairs that match the item just added, to increase average order value.

HYPOTHESIS

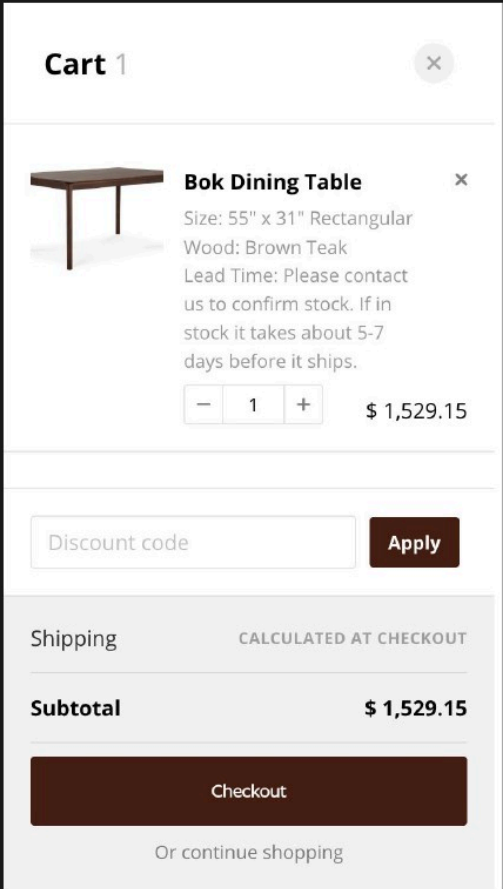
Because the cart drawer shows only the item just added, a recommendation strip will increase average order value.

Impact 4

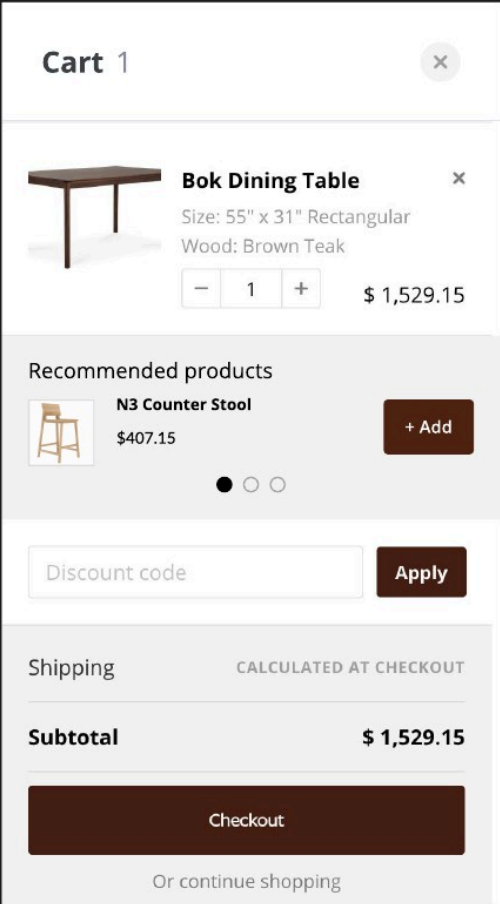
Confidence 3

Ease 3

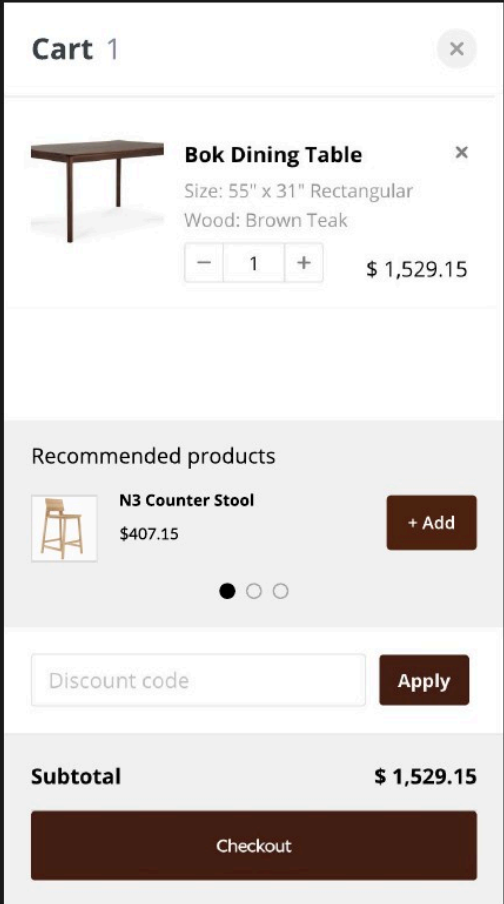
Priority #7



Original



Version 1



Version 2

PRIORITIZED TEST ROADMAP

19 tests, ranked by expected payoff

#	Test (rec no.)	I	C	E	Score
1	Benefit callouts (17)	4	4	4	12
2	Sale tags on cards (10)	4	4	4	12
3	Compact collection hero (09)	4	4	4	12
4	Simpler mobile menu (06)	4	4	3	11
5	Shop-by-room hero (03)	4	3	4	11
6	Imported reviews (19)	4	3	3	10
7	Cart cross-sells (21)	4	3	3	10
8	Press bar higher (04)	2	3	5	10
9	Fabric sample button (16)	2	3	5	10
10	Zip code shipping cost (18)	4	3	2	9

#	Test (rec no.)	I	C	E	Score
11	Lazy load vs. pages (13)	3	3	3	9
12	Free shipping filter (15)	3	3	3	9
13	Complementary products (20)	3	3	3	9
14	Featured product hero (05)	3	2	4	9
15	Style descriptions (02)	2	3	4	9
16	Brand logos in menu (07)	2	3	4	9
17	Related collections (12)	2	3	4	9
18	Curated furniture sets (08)	3	2	1	6
19	Save & compare (14)	2	2	2	6

I = Impact, C = Confidence, E = Ease (each 1–5; 5 = easiest). **Fix now, no test needed:** 01 chat bubble over the mobile cart, 11 color swatch consistency.

NEXT STEPS

Where to start

STEP 1

Fix the two bugs

Clear the chat bubble off the mobile cart (01) and make color swatches consistent (11). No test needed.

STEP 2

Launch the top three tests

Shipping and benefit callouts (17), sale tags (10) and a compact collection hero (09). They sit on different pages, so they can run side by side.

STEP 3

Measure and re-rank

Set a primary metric and runtime before each launch, log every result, and re-rank the roadmap as you learn.

BETTER CALL CRO SOL

Questions?

Want an audit like this for your site? Let's talk about your goals, pricing and next steps.

 Sol@BetterCallCroSol.com

 bettercallcrosol.com

 [Book a 30-minute call](#)

 [Austin, TX](#)