

PERSONALIZED PDF AUDIT

Revenue Leak Audit

Where lazyone.com is converting well, where it is leaking, and what to fix first.

| SITE AUDITED | INDUSTRY | PLATFORM | AUDIT DATE |
|--------------|-----------------------|-------------|------------|
| lazyone.com | Apparel and sleepwear | BigCommerce | April 2026 |

EXECUTIVE SUMMARY

3 revenue leaks identified

12 to 18% estimated lift potential

48 hrs to deliver your full audit

Top priority leak: free shipping threshold visibility. Quickest fix ships in 2 days.

What we reviewed

- ✓ Homepage and value proposition
- ✓ Product detail pages
- ✓ Checkout journey
- ✓ Site search and filtering
- ✓ Category and product discovery
- ✓ Cart and add to cart flow
- ✓ Mobile experience
- ✓ Trust and credibility signals

What this sample shows vs your full audit

This sample is a real audit of lazyone.com. It illustrates the structure, depth, and tone you can expect.

- Revenue recovery estimates tied to your traffic and AOV
- Heatmap-based friction findings on your top pages
- Mobile vs desktop conversion gap analysis
- Competitor benchmark for your category

HOW TO READ THIS REPORT

- ✓ Working well
- ⚠ Opportunity
- ✗ Revenue leak

01 Conversion Funnel Diagnosis

Homepage

Mixed

- ✓ Strong category navigation across eight product groups.
- ✓ Hero carousel showcases seasonal and Mother's Day collections.
- ! Free shipping threshold (\$75) appears as a thin text banner. Visual emphasis is low.
- ✗ Long descriptive copy below the fold pushes shop CTAs further down on mobile.

Product Detail Page

Opportunity

- ✓ Clear pricing, size selection, and multiple product photos.
- ! Customer review counts not surfaced on category tiles, so social proof is hidden until click-through.
- ✗ No "complete the look" or matching family suggestion above the fold.

Cart Page

Leak

- ✓ Cart summary is clean and item edits are easy.
- ✗ No AOV nudge for shoppers within \$10 of the free shipping threshold.
- ✗ Express checkout options (Shop Pay, PayPal, Apple Pay) not surfaced above the main button.

Checkout

Mostly healthy

- ✓ BigCommerce streamlined checkout with guest checkout enabled.
- ! Shipping cost surprise possible on sub-\$75 carts. No reminder until step 2.

Mobile Experience

Mixed

- ✓ Responsive layout adapts cleanly. ConversionBox search performs well on mobile.
- ✗ Sticky add to cart button missing on PDPs. Long pages force scroll-back-up to convert.

02 Search, Discovery and Merchandising

- ✓ ConversionBox-powered search returns relevant matches for product, theme, and gift queries on first attempt.
- ✓ Filters work cleanly across categories. Holiday and seasonal collections are merchandised consistently with brand voice.
- ✓ Zero-result queries redirect into popular categories and best sellers, keeping intent alive instead of bouncing visitors.
- ✓ Site search drives a clear conversion uplift compared with default category browsing, especially for gift-led queries.
- ✓ Search and merchandising layer is the strongest part of this site. No changes recommended here.

03 Top 3 Revenue Leaks Identified

LEAK 01 Free shipping threshold visibility **IMPACT 4 to 7% AOV lift**

WHERE Homepage, category, cart

WHY Shoppers do not see how close they are to the \$75 free shipping threshold until checkout. The promise appears as a small text banner only.

FIX Add a sticky progress bar showing "Add \$X more for free shipping" on cart and mini-cart. Surface the threshold reminder on PDP.

LEAK 02 Cart page lacks AOV nudges near threshold **IMPACT 3 to 5% AOV lift**

WHERE Cart page, mini-cart drawer

WHY Shoppers within \$10 to \$15 of free shipping are not shown matching family items, slippers, or low-priced add-ons that could push the cart over.

FIX Use ConversionBox merchandising rules to recommend bundle add-ons (socks, mugs, accessories) when carts are within \$15 of the threshold.

LEAK 03 AI Shopping Assistant not activated **IMPACT 5 to 9% lift, lower support load**

WHERE Sitewide, especially Family Matching, Holiday, Gift

WHY Gift-led shoppers ("PJs for a family of four with a dog", "matching set for grandma") have no guided path. They self-serve through categories or contact support, which slows decisions and drives ticket volume.

FIX Activate the ConversionBox AI Shopping Assistant on Family Matching, Holiday, and Gift landing pages. Conversational guidance shortens the path to add-to-cart and deflects common product questions away from support.

04 Prioritized Action Plan

Quick wins this week

- 1 Free shipping progress bar · 1 to 2 days
- 2 Sticky mobile add to cart · 3 to 5 days
- 3 Express checkout buttons · 2 days

Next-tier opportunity

Add a sticky add-to-cart footer on mobile PDPs. Then personalize PDP recommendations for returning visitors. Both build on the AI Assistant rollout.

Estimated lift: 4 to 7% on returning visitor conversion

Implementation timeline

- Week 1** Quick wins: free shipping progress bar and express checkout buttons
- Week 2 - 3** AI Shopping Assistant activation on Family Matching, Holiday, Gift pages
- Week 4 - 6** Cart bundle merchandising, sticky mobile CTA, returning visitor personalization

Ready for your own audit?
 Visit conversionbox.ai/free-revenue-leak-audit

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