

# The PDP Revenue Leak Report

## For Shopify Brands Doing \$50K+/month

The average Shopify store loses 30-40% of its potential revenue to fixable issues on its product pages. This report covers the 8 most common PDP revenue leaks we find across the 400+ brands we've audited -- and how to fix them.

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### LEAK 1 -- THE ADD-TO-CART BUTTON IS BELOW THE FOLD ON MOBILE

**The problem:**

Over 70% of Shopify traffic is mobile. If your ATC button requires scrolling to find on a phone screen, you are losing conversions on every single mobile visit. This is the most common and most impactful fix we make.

**The fix:**

Move your ATC button above the fold. Test a sticky ATC bar that follows the user as they scroll.

### LEAK 2 -- NO GUEST CHECKOUT

**The problem:**

Forced account creation kills 26% of checkouts before they start. Buyers do not want to create an account to make a purchase. They want to buy and leave.

**The fix:**

Enable guest checkout. Make account creation optional and post-purchase.

### LEAK 3 -- PROMINENT PROMO CODE FIELD AT CHECKOUT

**The problem:**

A visible promo code field at checkout sends 15-20% of buyers to Google to find a discount code. Many never come back. This is one of the most underestimated conversion killers.

**The fix:**

Move the promo code field to a collapsed accordion or remove it from the primary checkout view.

### LEAK 4 -- NO TRUST SIGNALS NEAR THE PURCHASE DECISION

**The problem:**

Buyers need permission to purchase. Without a visible money-back guarantee, SSL badge, or security indicator near the checkout button, doubt creeps in at the moment of decision.

**The fix:**

Add trust badges directly below or adjacent to the ATC button. Include your guarantee prominently.

### LEAK 5 -- PRODUCT DESCRIPTION WRITTEN FOR GOOGLE, NOT BUYERS

**The problem:**

Most product descriptions are feature lists optimised for SEO. Buyers don't buy features -- they buy outcomes. A description that reads like a spec sheet leaves conversions on the table.

**The fix:**

Rewrite your product description using the problem-agitate-solution format. Lead with the outcome, not the ingredient.

### LEAK 6 -- WEAK OR MISSING SOCIAL PROOF

**The problem:**

Reviews hidden in a tab, a low review count, or 100% five-star ratings (which look fake) all undermine purchase confidence. Social proof is the most powerful conversion lever on a PDP.

**The fix:**

Show reviews directly on the PDP -- not in a tab. Add photo reviews. Aim for 50+ reviews with a realistic average (4.3-4.7 stars converts better than 5.0).

**LEAK 7 -- NO URGENCY OR SCARCITY SIGNALS****The problem:**

Without a reason to buy now, browsers stay browsers. Urgency -- when genuine -- dramatically increases conversion rate. Even a shipping deadline (order by 2pm for same-day dispatch) has measurable impact.

**The fix:**

Add a stock count when genuinely low. Show shipping deadlines. Use countdown timers for limited offers only.

**LEAK 8 -- SLOW MOBILE LOAD TIME****The problem:**

Every additional second of load time costs approximately 7% of conversions. A store loading in 5 seconds on mobile loses over 20% of conversions purely to speed before the visitor even sees the product.

**The fix:**

Compress and WebP-convert all images. Audit and remove non-essential third-party scripts. Target under 3 seconds on mobile via Google PageSpeed Insights.

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**HOW MANY OF THESE DO YOU HAVE?**

The average Shopify store we audit has 5-7 of these 8 leaks. Each one you fix compounds with the others. Fixing all 8 can increase RPV by 30-50% without touching your ad spend.

**Want us to implement this for your store?**

**Book a free 20-minute store review at [shivook.com](https://shivook.com)**