Website Conversion Audit

LUMEN CONVERSION FOR FERRO COFFEE ROASTERS



Sample report for Ferro Coffee Roasters (ferro.example).
A fictional company and illustrative figures

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Website Conversion Audit

A sample report: Ferro Coffee Roasters and every figure in it are illustrative. Where a subscription coffee site loses buyers, and what to fix first.

This is a sample audit, written to show the shape of a Lumen Conversion deliverable. Ferro Coffee Roasters, its website ferro.example and every number in these pages are fictional and illustrative. The figures are internally consistent, but they describe no real company, market or benchmark.

Ferro sells specialty coffee as a subscription, one or two bags every two or four weeks. Over 28 days of traffic we reviewed the analytics, watched recorded sessions, ran speed tests and bought a subscription on three phones and two desktop browsers, to answer one question: where do visitors who want coffee fail to become subscribers, and what should be fixed first?

1 Executive summary

Ferro's site is not broken. Traffic is healthy, the coffee photography is excellent and desktop visitors who reach the checkout mostly finish. The losses sit in two places: the step from product page to cart, and the mobile checkout. Both can be fixed within one quarter, without a redesign, and every change can be tested before it is kept.

Headline numbers

1.40%

CONVERSION RATE

of all 100,000 sessions in the audit window ended in a first subscription purchase.

68%

MOBILE SESSIONS

arrived on a phone, but phones produced only 48.6% of purchases.

33.3%

MOBILE CHECKOUT COMPLETION

of mobile checkout starts became a purchase, compared with 51.5% on desktop.

Overall score

58/100

Demand and the product story are strong. A slow mobile product page and a checkout that asks for too much, too early, hold the rest back.

What we found

Five findings drive the fix list in this report:

- The product page loses most visitors: 46,000 sessions reached one, and only 15.0% of those added a box to the cart.
- Subscription terms are hidden. The rules for pausing, skipping and cancelling appear only in the FAQ, so first-time buyers hesitate at the commitment.
- Mobile product pages are slow. The largest image takes a median 4.6 seconds to appear, against a 2.5 second target.
- Checkout asks for 19 fields and a new account before payment. Mobile buyers leave at the account step more than at any other.
- Email traffic converts at 3.50%, five times the rate of paid social. The best audience is already on Ferro's list and under-used.

> IMPORTANT
> Fix the product page first, then the checkout. Every outcome in this report is a hypothesis to test, not a promise, so each change ships behind a split test.

2 Traffic and the funnel

Ferro does not have a traffic problem. In 28 days the site drew 100,000 sessions from six channels, and the visitors from search and email arrive with clear intent. The losses begin after the first page, so this chapter follows those sessions from the channel that brought them to the subscription they did, or did not, buy.

Sessions by channel

Organic search brings the most visitors and email brings the best ones. Paid social is the weak spot: it delivers a quarter of all sessions and an eighth of purchases.

Channel	Sessions	Purchases	Conversion rate
Organic search	38,400	422	1.10%
Paid social	24,600	172	0.70%
Direct	14,200	284	2.00%
Email	9,800	343	3.50%
Paid search	8,600	129	1.50%
Referral and affiliates	4,400	50	1.14%

Together the six channels account for 100,000 sessions and 1,400 purchases, an overall conversion rate of 1.40%. Paid social supplies 24.6% of sessions but only 12.3% of purchases. Email is the mirror image: 9.8% of sessions and 24.5% of purchases. Ferro is compared with itself throughout, never with industry averages.

The purchase funnel

Every session either reaches the next step or leaves. The table counts sessions that reached each step at least once during the window.

Step	Sessions	Share of all sessions
All sessions	100,000	100%
Viewed a product page	46,000	46.0%
Added to cart	6,900	6.9%
Started checkout	3,450	3.45%
Bought a subscription	1,400	1.40%

Read step by step, 46.0% of sessions reach a product page, 15.0% of those add a box to the cart, 50.0% of carts start the checkout and 40.6% of checkouts finish. The largest single drop is between the product page and the cart: 39,100 product page sessions ended without an add to cart. That is where the offer and speed fixes aim.

Device split

Device	Sessions	Checkout starts	Purchases	Conversion rate
Mobile	68,000	2,040	680	1.00%
Desktop	28,000	1,250	644	2.30%
Tablet	4,000	160	76	1.90%

Phones bring 68% of sessions and 48.6% of purchases. The gap opens in two places. Fewer mobile sessions start a checkout (3.0%, against 4.5% on desktop), and fewer mobile checkouts finish (33.3%, against 51.5% on desktop and 47.5% on tablet). If mobile completion matched desktop, the same 2,040 checkout starts would produce about 1,051 purchases instead of 680: not a forecast, but it shows where the opportunity sits.

Speed and mobile experience

Two out of three Ferro visitors arrive on a phone, often from a social video or a search on the move. The site is responsive and nothing breaks at small sizes, but the pages that matter most are heavy, and the product page asks a thumb to travel a long way before it meets the subscribe button.

Mobile experience score

41/100

Pages render correctly on a phone, but they load slowly, and the product page places the subscribe button below two full screens of photography.

What slows the product page

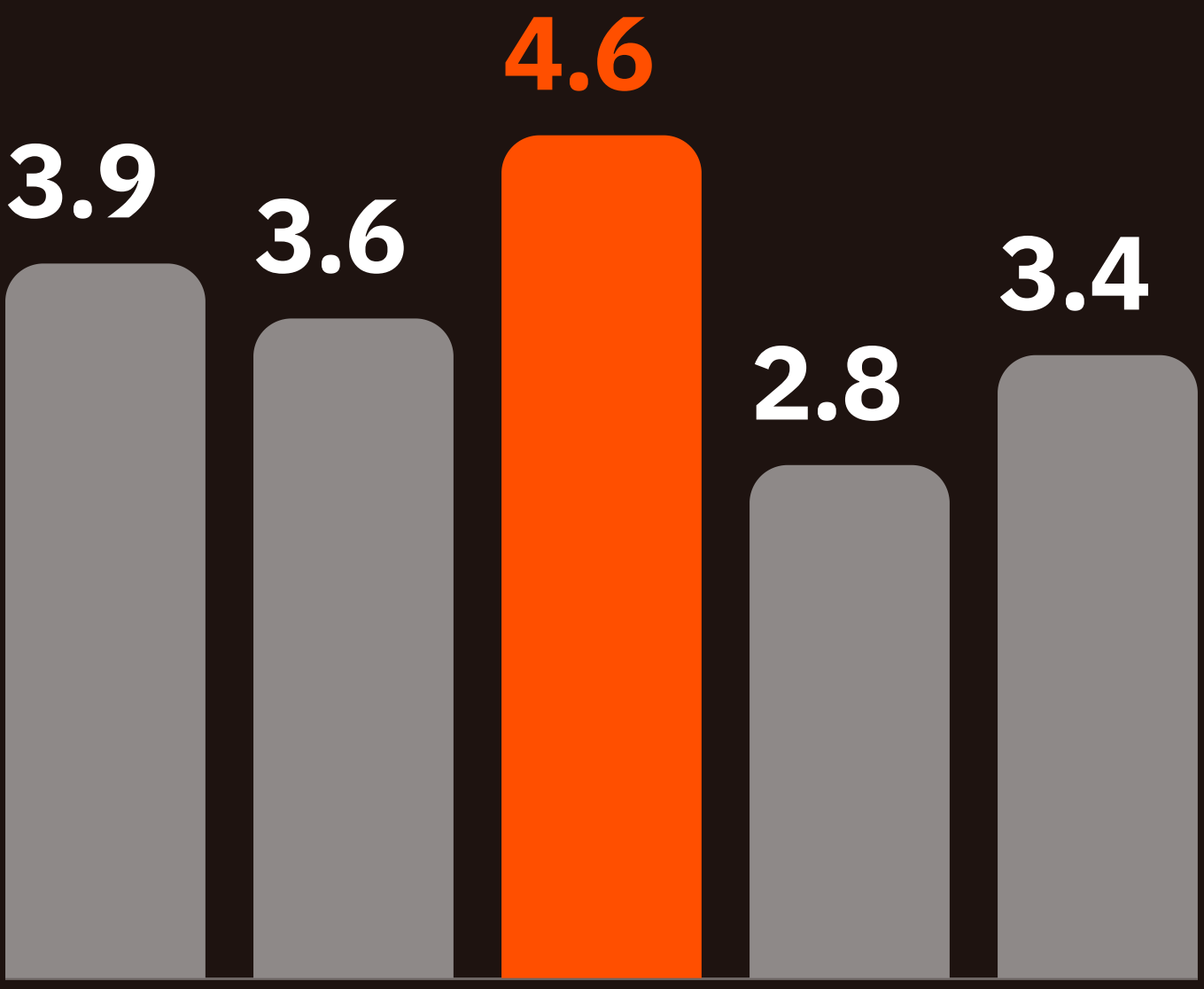
Carousel images.	Eight full-size photographs, 3.9 MB together, load at once. Only the first is visible.
Review widget.	A third-party reviews script blocks rendering for about 0.6 seconds on a throttled connection.
Web fonts.	Four font files load before the first text; two are weights the page never uses.
Chat bubble.	The support chat loads on every product view, although it is opened in fewer than 1 in 200 sessions.

TIP

On a phone, show the price, the delivery frequency and the subscribe button within the first screen, and move the tasting notes below the button.

Page speed by template

Median of five lab runs on a mid-range phone over throttled 4G. LCP is the time until the largest element appears. The product page is the slowest template and the leakiest step.



Template	Home	Collection	Product	Cart	Checkout
Page weight (MB)	4.8	3.9	6.2	1.9	2.3
Requests	112	96	131	74	68

Checkout and form friction

Visitors who start the checkout have already chosen a coffee, a grind and a frequency. Losing them is the most expensive leak in the funnel. On desktop, roughly half finish. On a phone only one in three does, and the recordings show the same three obstacles again and again.

Checkout score

47 /100

Desktop buyers get through. Mobile buyers meet a forced account, nineteen fields and a delivery cost that appears only on the last step.

Where checkouts end

Abandoned checkouts by the last step reached: 1,360 on mobile, 606 on desktop.

Checkout step	Mobile exits	Desktop exits
Account creation	544	170
Contact and address	286	121
Delivery and cost	340	200
Payment	190	115

On mobile, 40.0% of exits happen at the account step, before the visitor has typed an address. On desktop the delivery step is the largest single exit (33.0%), because that is where the delivery charge appears for the first time.

The form, field by field

The checkout asks for 19 fields. Eleven are needed to charge a card and ship a subscription. These are the eight to remove:

Email, twice.	A confirmation field doubles typing on a phone. Validate the address inline instead.
Password, twice.	Create the account from the confirmation email, after the purchase.
Title and date of birth.	Neither is needed to roast or ship coffee. Ask for a birthday later, in the account.
Company name.	Rarely filled, and on a phone it reads as required.
How you heard about us.	Ask on the thank you page, where answering costs the buyer nothing.
Gift message.	Offer it on the confirmation page, for gift orders only.

Delivery cost and payment

Ferro charges $4.50 delivery per box, a fair price shown far too late: on the third checkout step, after an account and an address. Cards are the only payment method, and typing a card number is the slowest part of a mobile purchase. An open promo code field above the payment form sends visitors off to search for codes, and many do not return.

5 Trust and offer clarity

The coffee is described with real care: origin, process, tasting notes, roast date. The subscription itself, what it costs over a month, when the first box ships and how to leave, is described hardly at all. For a recurring purchase, those are the questions that decide the click.

Offer clarity score

62/100

The product is presented beautifully. The subscription terms, the real monthly cost and the exit route are not.

What visitors could not answer

In 40 recorded sessions that left a product page without adding to cart, visitors appeared to be looking for these answers. One survey respondent could not see how to cancel, so bought a single bag instead.

Question	Where the answer is today	Where it should be
Can I pause or skip a delivery?	FAQ page, item 14	Beside the subscribe button
What does it cost per month?	Not stated; price is per bag	Under the price, per delivery and per month
When will my first box ship?	Order confirmation email	Above the subscribe button
Which grind do I need?	A brewing guide on the blog	A picker by brew method
Can I cancel online?	Not stated	Beside the subscribe button

The offer block

Before

- Price per 250 g bag, with the delivery frequency hidden in a dropdown.
- Grind options named by particle size, with no mention of brew methods.
- Pause, skip and cancel rules only in the FAQ.
- Delivery cost revealed at the third checkout step.

After

- Price per delivery and per month, delivery included in the number.
- Grind chosen by brew method: espresso, filter, French press or whole bean.
- One line under the button: pause, skip or cancel online at any time.
- The first ship date shown above the button.

6 Prioritised fix list

Eleven fixes, ranked by expected impact on first subscription purchases and by the effort to ship them. Owners are roles at Ferro, and the week is when a fix is ready to ship.

Fixes ranked by impact and effort

Rank	Fix	Impact, effort	Owner	Week
1	Pause, skip and cancel terms beside the subscribe button	High, low	Content lead	1
2	Lighter, lazy-loaded product carousel images	High, low	Developer	1
3	Delivered price per delivery and per month	High, medium	Ecommerce lead	2
4	Guest checkout, account created after purchase	High, medium	Developer	2 to 3
5	Eight fewer checkout fields	High, low	Developer	3
6	Wallet payments on mobile	High, medium	Ecommerce lead	3 to 4
7	Delivery cost on the product page and cart	Medium, low	Ecommerce lead	4
8	Grind picker by brew method	Medium, medium	Designer	4 to 5
9	Review summary next to the price	Medium, low	Designer	5
10	Defer the review widget, chat and unused fonts	Medium, low	Developer	5
11	Collapse the promo code field	Medium, low	Developer	6

7 Test plan

Hypotheses

Fixes that change what a buyer sees run as split tests, one change per page at a time; speed fixes ship directly. Each test names the change, the expected behaviour and the deciding metric.

Test	Hypothesis	Decides it	Runs
Offer terms	Visible exit terms ease commitment worry	Add to cart rate	Weeks 1 to 4
Monthly price	A delivered monthly price is easier to judge	Add to cart rate	Weeks 5 to 8
Grind picker	Choosing by brew method removes doubt	Add to cart rate	Weeks 9 to 12
Short checkout	No forced account, eight fewer fields	Mobile completion	Weeks 3 to 6
Wallet payments	One-tap payment speeds the slowest step	Mobile completion	Weeks 7 to 10

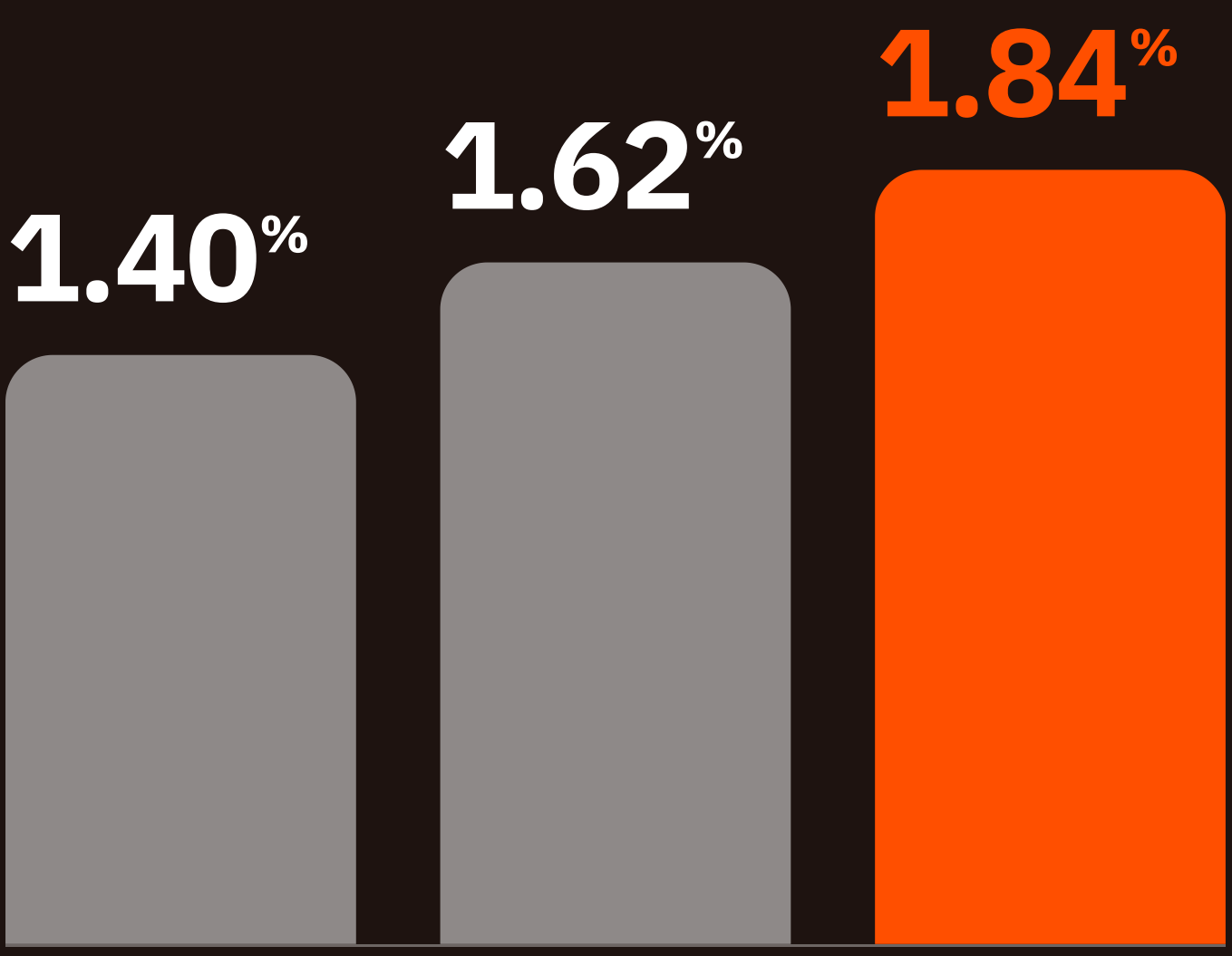
How large a change each test can detect

About 46,000 sessions reach a product page every 28 days: enough to detect a one point change in add to cart rate (15.0% to about 16.0%) in four weeks, at 95% confidence and 80% power. About 2,040 mobile checkout starts only reveal a change of about six points in mobile completion (33.3% to about 39%), so smaller effects need longer runs. A test that shows no difference is still a result.

Planning scenarios

Possible test results combined into an overall conversion rate, with product page reach (46.0%), cart to checkout (50.0%) and traffic (100,000 sessions per 28 days) held as they are.

Conversion rate



Scenario Current	Cautious	Target
Product page to cart		
15.0%	16.0%	17.0%
Checkout completion		
40.6%	44.0%	47.0%
Purchases per 28 days		
1,400	1,619	1,838

At an illustrative average first box of $32, the cautious scenario would add about $7,000 of first-box revenue every 28 days, and the target scenario about $14,000, before any repeat deliveries.

> **IMPORTANT**
> These are planning ranges, not forecasts. They show what the test plan is worth if the hypotheses hold.

8 Methodology

This is a sample report. Ferro Coffee Roasters, ferro.example, Lumen Conversion, the survey response and every figure in this document are fictional and illustrative, created to show the structure and reasoning of a conversion audit. They are not drawn from any real business, and they are not benchmarks.

Sources and window

The window is 28 consecutive days with no sale or launch. Funnel, channel and device figures come from analytics, with purchases reconciled against orders. Speed figures are lab measurements. Observations come from 40 recorded sessions and an on-site survey of visitors who left a product page without buying. Conversion rate is first subscription purchases divided by sessions; checkout completion is purchases divided by checkout starts. Scores use Lumen's rubric of 20 checks per area, five points each. Recorded sessions show what visitors did, not why, so every reason given here is an inference to test.

Walk through the audit with us

- [ ] We take your team through the findings in 45 minutes
- [ ] Together we agree the first three fixes and their owners
- [ ] We set up the first split test within one week

Book the readout call