E-COMMERCE PRODUCT PAGE AUDIT

Product Page Conversion Audit

A conversion-focused teardown of the Waterproof Kit product page — layout, imagery, pricing, trust, variant and checkout — with prioritized, build-ready fixes to turn browsers into buyers.

PAGE UNDER REVIEW
mwork.ca/store/p/microcement-36-48-sqf-waterproof-kit

OVERALL SCORE



C

NEEDS WORK

A strong, clearly-priced product — undersold at the point of decision. The $289 kit, its coverage and its contents are all clear, but there's no trust, no shipping or returns, and the description runs twice right where a buyer decides.

SUBJECT	DATE	DIMENSIONS
Waterproof Kit 36–48 sq ft Fixed-price product page	**Jul 2026** v1.0 deliverable	**12** analyzed

USING THIS REPORT

Three ways to get the most out of it.

Your audit is delivered in three formats so you can read, share and act on it however you work best. Everything below is included with your purchase.

INCLUDED

FORMAT 01

Interactive HTML

The living version. Click through every finding, study the annotated screens, and revisit it any time as your team ships the fixes.

Open the interactive report ↗

INCLUDED

FORMAT 02

Print-ready PDF

The same audit, paginated and ready to forward to a designer, marketer or developer — or print and mark up by hand in a working session.

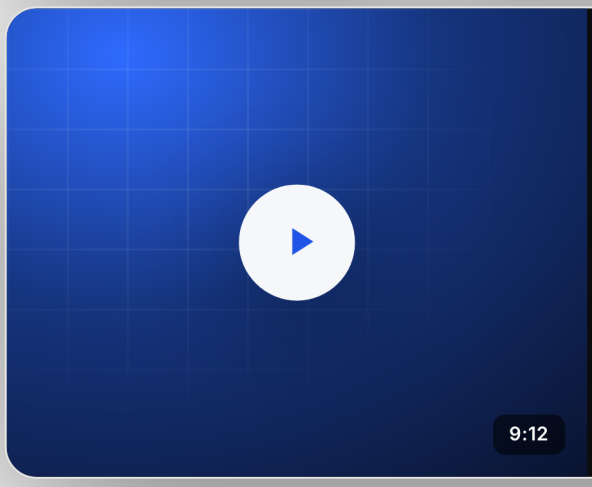
Download the PDF ↓

INCLUDED

FORMAT 03

Expert video walkthrough

Made for **non-technical founders and business owners** — a BoldZee specialist walks you through the audit on screen, explaining what each issue means and what to fix first. No design background needed.



YOUR PERSONAL WALKTHROUGH

Watch us walk through your page — issue by issue

Not a designer? You don't need to be. Our expert opens your page on screen, points at exactly what's costing you sales, and tells you the first three things to change.

▶ Play the walkthrough

HOW PRIORITIES ARE LABELLED

- **P0 · Critical** — costs conversions now; fix first.
- **P1 · High** — meaningful conversion lift; tackle this month.
- **P2 · Polish** — refinement once the fundamentals are solid.

HOW EACH DIMENSION IS SCORED (0–10)

- **0–4** — Critical gap
- **5–7** — Needs work
- **8–10** — Solid

EXECUTIVE SUMMARY

A strong, well-priced product — let down at the point of decision.

This is a better page than most in the catalogue: the price is a **clear, fixed $289 CAD**, the item shows **in stock**, and the description is genuinely useful — stating exact coverage (36–48 sq ft), full kit contents and where the finish is used. But the moment a buyer decides, the page goes quiet. There are **no reviews, ratings or guarantees** near the buy button, and **shipping, returns and lead time appear nowhere** on the page — only as footer links. The strong description is then **printed twice**, doubling the scroll, and a **"Hradener" typo** in the contents undercuts a premium product. The single Texture choice (Base / Medium) offers **no guidance or preview**. None of this is a rebuild — it's adding trust and fulfilment at the CTA, de-duplicating the copy, and guiding the one decision the buyer has to make.



SIGNIFICANT OPPORTUNITY

0
Reviews, ratings or guarantees near the $289 buy button

2×
The full product description is printed twice on the page

$289
A clear, fixed price with in-stock status — a real strength to build on

Top findings at a glance

RANKED BY CONVERSION IMPACT

01 **No trust at the point of sale.** No reviews, ratings, guarantees or secure-checkout badges sit near the $289 Add to Cart — nothing answers "can I trust this?" at the moment of decision. — P0 · CRITICAL

02 **Shipping, returns & lead time are missing.** A $289 considered purchase gives no delivery cost, dispatch time or return terms on the page — the policies exist only as footer links. — P0 · CRITICAL

03 **The strong description is printed twice — with a typo.** The full spec block repeats verbatim, doubling the scroll, and "Hradener" (Hardener) in the kit contents undercuts a premium product. — P1 · HIGH

04 **The one variant gives no guidance.** Texture (Base / Medium) is a bare dropdown with no preview or "which do I need?", so the buyer guesses at the only choice they have to make. — P1 · HIGH

05 **No sticky cart, and filename alt text.** The single Add to Cart scrolls away with nothing to bring it back, and the 12 gallery images carry names like "46 (2).jpg". — P1 · HIGH

SCORECARD

Twelve dimensions, scored.

Each dimension is rated 0–10 against e-commerce product-page best practice for a considered-purchase product. Bars are color-coded by band — the greens and ambers here are real strengths worth protecting.

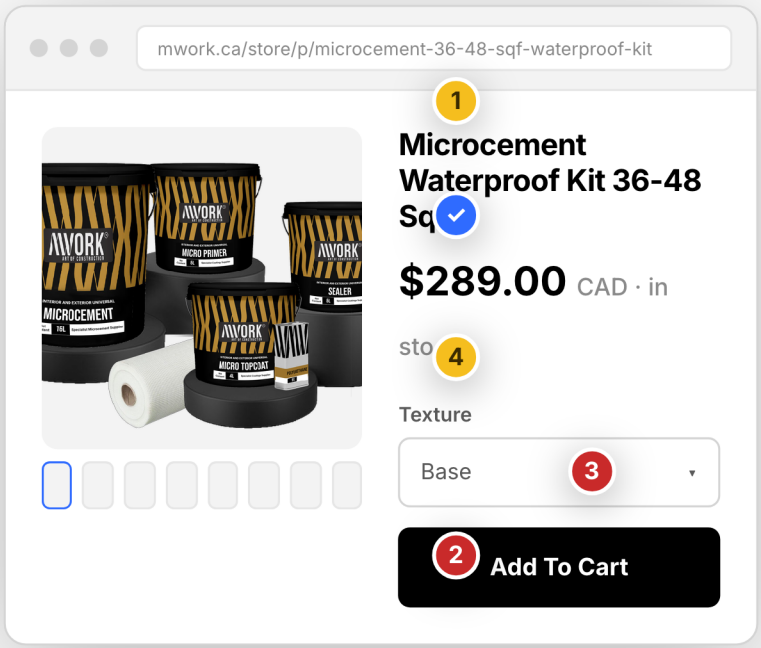
Layout & structure 6/10	Product imagery 6/10
Title & clarity 5/10	Pricing & perception 7/10
CTA & placement 5/10	Description clarity 6/10
Trust signals 3/10	Mobile experience 6/10
Page speed 5/10	Variant selection 5/10
Checkout entry 5/10	Shipping & returns 4/10

0–4 · Critical gap 5–7 · Needs work 8–10 · Solid

VISUAL ANNOTATION · 1 OF 2

The buying block, marked up.

A faithful reconstruction of the buy zone as it appears today. Numbered pins map to the commerce problems — and the one clear strength — described on the right.



1 **Truncated, cryptic title**
"...36-48 Sq.f" cuts off the coverage unit and omits the matte-PU finish that sells the kit.

✓ **Clear, fixed price — a strength**
$289.00 CAD with in-stock status reads instantly. Build on it with value framing, don't hide it.

2 **No trust at the point of sale**
No reviews, ratings, guarantees or secure-checkout badges sit anywhere near Add to Cart.

3 **No shipping, returns or lead time**
A $289 buyer gets no delivery cost, dispatch time or return terms at the CTA — only footer links.

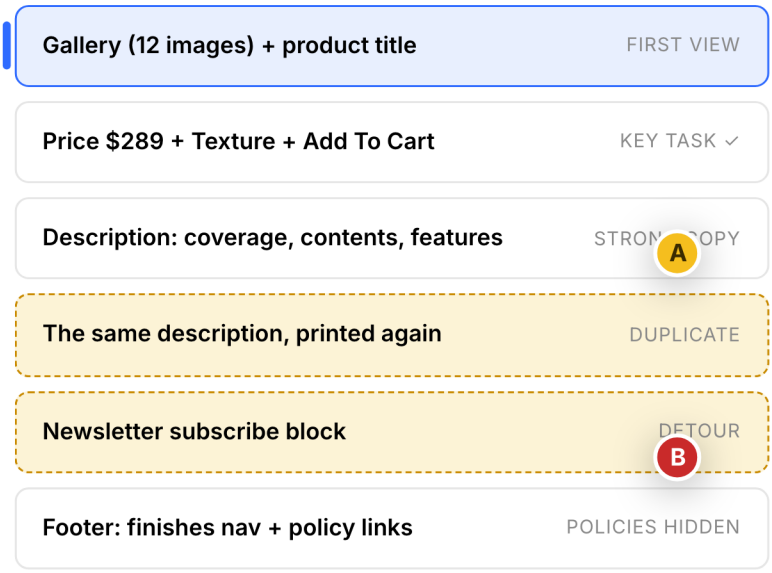
4 **The one variant gives no guidance**
Texture (Base / Medium) is a bare dropdown — no preview or "which do I need?" for the only choice.

! **Missing: a sticky Add to Cart**
The single buy button scrolls away with nothing to bring it back on a long page.

VISUAL ANNOTATION · 2 OF 2

A clean buy zone — then the page repeats itself.

The page's structure today. The buy zone is solid, but the strong description is printed twice and trust and fulfilment never appear.



The buy zone is genuinely good
Clear price, in-stock status and a strong, detailed description — a solid foundation.

A **The description is printed twice**
The full spec block repeats verbatim, doubling the scroll and the image payload with it.

B **Trust & fulfilment never appear**
No reviews or guarantees anywhere, and shipping/returns live only as footer links — not at the decision.

i **No related products or upsell**
No "add the tools" or "you might also like" to lift order value after the buy zone.

Layout, imagery & product title

DIMENSION 01

Product page layout & structure

6/10
NEEDS WORK

WHAT WE OBSERVED

- A clean product-page layout: gallery, a buy box with price and one option, then the description.
- But the full description block is **repeated twice** in a row, doubling the page length for no gain.
- There is no scannable spec strip or trust row above the long prose.

RECOMMENDED

- Keep the layout, but **remove the duplicate description**.
- Add a scannable spec strip (coverage · contents · finish) above the prose.
- Raise a compact trust row directly under the buy box.

DIMENSION 02

Product images & visual quality

6/10
NEEDS WORK

WHAT WE OBSERVED

- Twelve real images — the kit, finishes and rooms in use — a solid visual set.
- But most carry **filename alt text** ("46 (2).jpg", "50 (2).jpg", "Base Microcement MWork.png").
- No captions, no zoom, and crops/aspect ratios are inconsistent across the gallery.

RECOMMENDED

- Write **descriptive alt text** (surface, room, finish) for every image.
- Add a captioned "real projects" set and zoom on the main image.
- Standardise crop and aspect ratio for a clean gallery grid.

DIMENSION 03

Product title & clarity

5/10
NEEDS WORK

WHAT WE OBSERVED

- The H1 reads **"Microcement Waterproof Kit 36-48 Sq.f"** — the coverage is truncated to "Sq.f".
- It states the product but reads a little cryptic, and the finish (matte PU top coat) isn't in the title.
- It's serviceable, not the confident product name a premium kit deserves.

RECOMMENDED

- Rewrite the H1 as a confident product name: **"Microcement Waterproof Kit — 36–48 sq ft, matte PU top coat"**.
- Add a one-line "what it is / what it covers" under the title.
- Keep the keyword variants in body and meta, not the H1.

Pricing, calls-to-action & description

DIMENSION 04

Pricing visibility & perception

7/10
NEEDS WORK

WHAT WE OBSERVED

- A clear, fixed **$289.00 CAD** price with **in-stock** status — a genuine strength.
- But there's no value framing: $289 covers 36–48 sq ft, yet no per-sq-ft or "what this replaces" context appears.
- The price sits plainly with no anchor, bundle or finance cue to reinforce value.

RECOMMENDED

- Keep the clear $289, and add **value framing** ($289 for 36–48 sq ft ≈ per-sq-ft).
- Show what a comparable pro finish would cost to anchor value.
- Consider a "kit + tools" bundle price to lift order value.

DIMENSION 05

CTA visibility & placement

5/10
NEEDS WORK

WHAT WE OBSERVED

- A single **"Add To Cart"** button — clear, but it scrolls out of view quickly.
- No sticky or repeated CTA across a long, twice-printed description.
- No low-commitment secondary path (order a sample, ask a question, save).

RECOMMENDED

- Add a **sticky Add-to-Cart** with price on scroll and on mobile.
- Repeat the primary CTA after the description.
- Offer a secondary action such as "order a sample" or "ask a question".

DIMENSION 06

Product description clarity

6/10
NEEDS WORK

WHAT WE OBSERVED

- Genuinely strong copy: coverage, full kit contents, key features, ideal-for and "why choose".
- But the entire block is **printed twice**, and a **"Hradener"** typo sits in the kit contents.
- Specs are buried in prose — no scannable table for coverage, contents, cure time or finish.

RECOMMENDED

- **Delete the duplicated block** and fix "Hradener" → "Hardener".
- Add a scannable spec table (coverage, contents, cure time, finish).
- Lead with the outcome, then the detail, in one clean description.

Trust, mobile & performance

DIMENSION 07

Trust signals

3/10
CRITICAL GAP

WHAT WE OBSERVED

- **No reviews, ratings or star counts** anywhere on the page.
- No guarantees, certifications or secure-checkout badges near the $289 CTA.
- Room and application photos are unlabeled, so they read as filler rather than proof.

RECOMMENDED

- Add reviews/ratings and surface a few near the buy zone.
- Show a guarantee, secure-checkout and any material certifications.
- Turn the room photos into captioned "real projects" proof.

DIMENSION 08

Mobile experience & usability

6/10
NEEDS WORK

WHAT WE OBSERVED

- It reflows to one column and the buy box is usable on a phone.
- But the twice-printed description makes for a long mobile scroll with the CTA lost above.
- No sticky bottom Add-to-Cart to bring the buy action back.

RECOMMENDED

- Add a sticky bottom Add-to-Cart bar with price.
- Collapse the description into tap-to-expand sections after de-duplication.
- Trim the gallery to a lazy-loaded carousel of the best shots.

DIMENSION 09

Page speed & loading feel

5/10
NEEDS WORK

WHAT WE OBSERVED

- Twelve high-resolution images, several 1500px PNGs, make the page heavy.
- Below-the-fold media does not clearly lazy-load.
- The duplicated description adds length that delays perceived readiness.

RECOMMENDED

- Compress and correctly size every image; serve modern formats.
- Lazy-load gallery and below-the-fold imagery; reserve space to avoid shift.
- Remove the duplicate block to cut payload and length.

Variants, checkout & fulfilment

DIMENSION 10

Variant selection experience

5/10
NEEDS WORK

WHAT WE OBSERVED

- One option — **Texture: Base / Medium** — presented as a bare dropdown.
- No preview, swatch or photo shows how Base differs from Medium.
- No "which should I choose?" helper for the only decision the buyer makes.

RECOMMENDED

- Show **Base vs Medium** with a photo/swatch and a one-line difference.
- Pre-select the most popular texture as a sensible default.
- Add a short "which should I choose?" helper beside the field.

DIMENSION 11

Checkout entry points

5/10
NEEDS WORK

WHAT WE OBSERVED

- The only entry point is **Add To Cart** — no express-pay (Apple/Google/Shop Pay).
- No cart preview, shipping estimate or "what happens next" after adding.
- No reassurance (secure checkout, easy returns) beside the button.

RECOMMENDED

- Add **express-pay** (Apple / Google / Shop Pay) beside Add to Cart.
- Show a cart preview with a shipping and lead-time estimate.
- Put "secure checkout · easy returns" reassurance under the button.

DIMENSION 12

Shipping, returns & delivery clarity

4/10
CRITICAL GAP

WHAT WE OBSERVED

- **No shipping cost, dispatch time or delivery estimate** appears on the page.
- Return terms aren't shown at the CTA — only as footer "Return Policy" / "Shipping Policy" links.
- For a $289 heavy kit, this silence on fulfilment is a real hesitation point.

RECOMMENDED

- State **shipping cost, dispatch time and delivery estimate** at the CTA.
- Summarise the return window in plain language beside the button.
- Add a "damaged in transit? we'll make it right" reassurance line.

PRIORITIZED FIXES

The roadmap, sequenced by impact.

Start at the top. P0 items cost conversions right now and are mostly merchandising- and clarity-level changes. Impact and effort are rated 1–4 dots.

P0 Critical · do now | **P1** High · this month | **P2** Polish · next

#	FIX	PRIORITY	IMPACT	EFFORT
01	**Add trust to the buy screen** Reviews/ratings, a guarantee, secure-checkout and material certifications near the $289 Add to Cart.	P0	●●●●	●●○○
02	**Put shipping, returns & lead time at the CTA** Delivery cost, dispatch time and the return window in plain language beside the button.	P0	●●●●	●●○○
03	**Remove the duplicate description & fix typos** Show the description once; correct “Hradener” → “Hardener”.	P1	●●●○	●○○○
04	**Guide the Texture choice** Show Base vs Medium with a photo/swatch, a one-line difference and a sensible default.	P1	●●●○	●●○○
05	**Add a sticky Add-to-Cart** A persistent bar with price on scroll and on mobile.	P1	●●●●	●●○○
06	**Add a scannable spec table + value framing** Coverage, contents, cure time and finish as a table; frame $289 against coverage.	P1	●●●○	●●○○
07	**Fix media hygiene** Descriptive alt text, captioned gallery, zoom and lazy-loaded, compressed images.	P1	●●●○	●●○○
08	**Clean up the product title** “Microcement Waterproof Kit — 36–48 sq ft, matte PU top coat.”	P2	●●○○	●○○○
09	**Add express checkout & a tools upsell** Express-pay beside Add to Cart and a “add the tools” bundle.	P2	●●○○	●●○○
10	**Design interaction states** Hover/active/disabled and an added-to-cart success state.	P2	●●○○	●○○○

2
P0 fixes are merchandising & clarity changes — no platform migration required

P0–P1
The first 7 items address every critical & high-priority gap in this audit

53 → 80+
Realistic scorecard ceiling once the P0–P1 set is implemented

METHODOLOGY & NEXT STEPS

How this audit was built.

A structured, repeatable review across twelve e-commerce product-page dimensions — grounded in the live page, not assumptions.

01

Walk the page

The live page's layout, imagery, copy, pricing, variants and buy flow were captured and catalogued top to bottom.

02

Score

Each of 12 dimensions rated 0–10 against modern e-commerce product-page and conversion best practice.

03

Annotate

Conversion issues pinned directly onto a reconstruction of the buy zone and the page's structure.

04

Prioritize

Findings sequenced by conversion impact vs. implementation effort into a P0–P2 action roadmap.

You've seen what's costing you sales. Here's the fastest way to fix it.

Every issue in this audit is fixable — and most are merchandising- or clarity-level, not a rebuild. Pick the path that fits how you want to work — we'll take it from there.

DONE FOR YOU · FASTEST

Get my fix quote

We ship the P0–P1 fixes as a clean, high-converting product page — trust and fulfilment at the buy button, one clean description, a guided Texture choice and a sticky cart, ready to drop into Squarespace.

Get my fix quote →

DO IT YOURSELF, THEN VERIFY

Book a re-audit

Prefer to handle it in-house? Work the roadmap top-down, then send the page back. We'll re-score all 12 dimensions to confirm the lift.

Book a re-audit →

GROW THE WHOLE FUNNEL

Add a productized service

Ready to go further? Pair this audit with a done-for-you build or a deeper conversion diagnostic — fixed scope, fixed price.

See what fits →

RECOMMENDED NEXT

Productized services to grow your business

Hand-picked next steps that build on this audit's findings.

Product Page Redesign | UI/UX Review | Landing Page Audit

Visit the Service Store ↗

Not sure where to start? **Watch your video walkthrough** — we point at the first three changes to make.

Questions about this audit? **support@boldzee.com**