

Sample Conversion Audit — OperatorVault (illustrative)

Oct 20, 2026 · @nitin

Cover and scorecard

This is an illustrative sample. The store, figures and findings below are examples that show the format of a conversion audit. They are not measurements from a real client.

Detail	Example
Prepared by	OperatorVault, a DesignerDeskDesign service
Reference	SAMPLE-001
Page reviewed	Product page of an example wellness store, on mobile and desktop
Focus	From the first screen to the payment button

Scorecard (example figures)

Measure	Example result
Overall page score	54 out of 100
Biggest problem	On phones, the floating button hides the refund promise, and the offer takes too long to understand
Possible gain if all three fixes are made	18% to 26% more orders from the same traffic. This is an example estimate and not a promise

The three main problems

Problem 1: Visitors don't understand the offer fast enough

First screen. Seriousness: high.

What we saw. The headline is poetic. It takes about 5 seconds to work out what the store sells and what the visitor gets.

Why it costs orders. The “Buy” button shows up before the price and the benefit are clear, so visitors are asked to commit before they know what they are committing to.

Example impact. 58% of visitors leave before they scroll.

Problem 2: The floating button covers your refund promise

Phones only. Seriousness: high.

What we saw. A button that follows the visitor down the page sits on top of the 30-day money-back guarantee when the screen loads.

Why it costs orders. The visitor reaches the buying decision without seeing the one message that makes buying feel safe.

Example impact. 68% of visitors who add to cart do not go on to checkout.

Problem 3: Checkout gives no reassurance

Final step. Seriousness: medium.

What we saw. Near the pay button there is no delivery time, no security seal and no way to ask for help.

Why it costs orders. People hesitate right before paying, and nothing on the page settles that doubt.

Example impact. 38% of visitors leave at the payment step.

Fix list

Each fix is small and can be done in under an hour. Gains are example figures.

Fix	Where	Effort	Example gain
Replace the headline with what you sell and what the buyer gets. Put a money-back badge directly under the main button.	First screen	Low, about 20 minutes	15% more visitors scroll
Shrink the floating button to a slim 44 px pill and move it so it never covers the guarantee.	Phones	Medium, about 1 hour	22% more carts completed
Add the delivery time, three trust seals and a help link right next to the pay button.	Checkout	Low, about 15 minutes	12% more checkouts completed

In a real audit, every gain comes with the reasoning behind it, so you can judge it for yourself.

What a real audit adds, and what to do next

A real audit goes further than this sample:

- A screenshot of each problem on your own page
- A two-minute video walking through what we found
- Rewritten headline and button text, ready to paste
- Fixes ranked by effort and likely impact for your page

Friction is silent revenue loss. The fix is to remove doubt at the moments when a visitor decides.

Next step. Ask for a free two-minute teardown of your own page at operatorvault.pro. A full conversion audit costs ₹1,499 / \$49 for one page, and you approve the scope and price before paying.

WhatsApp +91 92772 54194 · nitin@operatorvault.pro