DÉCLIC

TWELVE CHECKS BEFORE BUYING MORE ADS

Why isn't my Shopify store selling? 12 checks before buying more ads

- ☐ 01 Sales counted correctly in Google Ads, Meta and Shopify
- ☐ 02 Visitor sources compared
- ☐ 03 Key pages under 2.5 seconds on mobile
- ☐ 04 Full test purchase on a phone
- ☐ 05 Photos that show material and scale
- ☐ 06 Product pages that answer questions
- ☐ 07 Shipping and returns shown before the cart
- ☐ 08 Proof near the buy button
- ☐ 09 Simplified checkout
- ☐ 10 Complete French version
- ☐ 11 Unnecessary apps removed
- ☐ 12 Abandoned-cart follow-up

Each check in detail: agencedeclic.ca/en/journal/shopify-store-not-selling/ · Free audit: agencedeclic.ca/en/shopify-store-audit/

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