Product page audit

Bohemia Lina 30" Floating Bathroom Vanity · morenobath.com · Reviewed October 28, 2026 · Desktop and phone (375 px wide)

This page already does several things well. The biggest sales are being lost on phones, in the first two screens, before a shopper reaches the Add to Cart button.

WHAT IS WORKING

- 83 verified-buyer reviews, many with real customer photos, and the star rating sits right under the title.
- Clear was-and-now price with a visible 27% saving.
- Free shipping and a PayPal payment-plan line near the price.
- An installation video and a spec sheet for a product that needs measuring.

WHAT IS COSTING SALES

- On a phone, Add to Cart is about 465 px below the first screen, with no sticky button.
- An email-offer pop-up and a pinned "Unlock 10% discount" tab compete with the product.
- No delivery date and no return terms near the buy button on a 102 lb purchase, while the best proof (customer photos) sits far down the page.

Findings at a glance

$7,500
baseline sales per 1,000 visitors (assumed)

3
findings on this page, 2 rated High

465 px
Add to Cart sits below the first phone screen

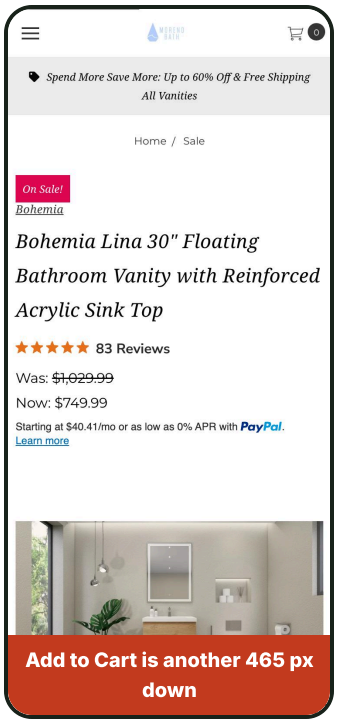
#	FINDING	PRIORITY	EFFORT	EST. REVENUE IMPACT PER 1,000 VISITORS
1	Add to Cart and color choice sit below the first phone screen	High	This week	**+$300 to +$750**
2	Pop-up and pinned discount tab get in the way of the product	High	Under 1 hour	**+$150 to +$450**
3	Delivery, returns and customer photos are far from the buy button	Medium	Half a day	**+$225 to +$600**

How the revenue numbers are worked out

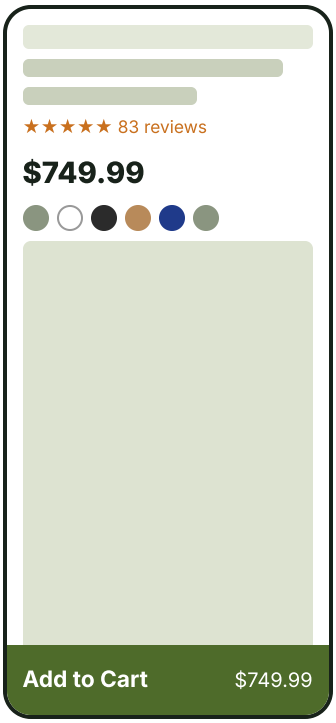
Planning estimates from my own judgment, not measurements, because I cannot see this store's analytics. They assume 1,000 mostly-phone visitors at a 1% conversion rate (about 10 orders, or $7,500, at $749.99). The ranges overlap, so do not add them. A paid audit uses the store's real numbers.

1. Add to Cart is out of sight on a phone

HIGH PRIORITY



Now (375 px phone, first screen)



Suggested

WHAT WE FOUND

On a 375 px phone the first screen shows the title (three lines), the price, the PayPal line and a blank gap. The photo starts near the bottom. Color selection sits about 1,080 px down and Add to Cart about 1,277 px down. There is no sticky buy button.

WHAT TO FIX

Add a sticky Add to Cart bar at the bottom of the phone screen with the price. Shorten the phone title, close the gap above the photo, and put color swatches under the price.

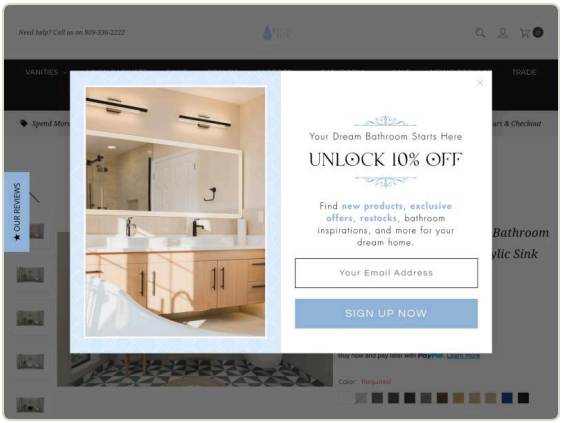
WHY IT MATTERS

Shoppers decide on the photo, then look for the button. A big purchase needs a next step at every scroll position.

> **Estimated impact: +$300 to +$750 per 1,000 visitors** (a 4% to 10% lift on the $7,500 baseline).

2. The pop-up and pinned tab compete with the product

HIGH PRIORITY



Desktop: the offer opens over the product photo within seconds

WHAT WE FOUND

A full-screen "Unlock 10% off" pop-up covers the product on desktop. Afterward a pinned "Unlock 10% discount" tab stays on screen and covers the bottom of the first phone screen. The page already shows a 27% sale, "up to 60% off", "Spend More Save More" and storewide discounts in cart, so a fourth offer blurs the real price.

WHAT TO FIX

Remove the pop-up and pinned tab on product pages, or show them only when a shopper is about to leave. Keep one clear offer near the price.

> **Estimated impact: +$150 to +$450 per 1,000 visitors** (a 2% to 6% lift). It is a settings change in the email tool.

Screenshots of the public page, taken October 28, 2026.

3. Delivery, returns and the best proof are far from the buy button

MEDIUM PRIORITY

WHAT WE FOUND

The page says "Free Shipping" with no delivery estimate. It does not show return terms near the button, only a "Shipping & Return" link in the menu. The only warranty text is a long list of exclusions. The product weighs 102 lb and costs $749.99, so a shopper will ask when it arrives and what happens if it is damaged or wrong. The height is listed as 22.5" in one place and 21.5" in another. Meanwhile the reviews are the strongest part of the page: shoppers post their own bathroom photos, and several mention easy installation and quick delivery. But they sit near the bottom of a very long page, and the newest review shown is dated January 2024.

WHAT TO FIX

Add one line under "Free Shipping" with an estimated delivery window, and a short returns summary with a link. Put the warranty in two plain sentences. Fix the height. Pull two or three customer photos and a one-line quote about delivery or installation up beside the gallery, and link to "see all 83 reviews". Replace the long keyword list in the description with a short feature list and one clear paragraph about who the vanity suits.

WHY IT MATTERS

Unexpected costs and unclear terms are among the most common reasons shoppers leave a large purchase.

> **Estimated impact: +$225 to +$600 per 1,000 visitors** (a 3% to 8% lift).

What the full audit adds

This sample shows 3 findings from one page. A full audit covers every finding on your product pages, ranked High, Medium or Low, with where to find each one, what to change, how long it takes, and your own numbers in place of these assumptions. You also get a one-page "do before November 27" list and a video walkthrough of about ten minutes.

NOT INCLUDED

Homepage, cart and checkout, mobile and speed work, heatmaps, funnel and form optimization.

ORDER A FULL AUDIT

$497 for one store. Five spots. Order by November 12, delivered within 5 business days and no later than November 19.
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Observations come from the public product page, viewed on October 28, 2026. Revenue figures are planning estimates, not measurements. Okra Studio is not affiliated with Moreno Bath, and this sample was prepared without their involvement.