

STANDARD AUDIT · SITE + AD ACCOUNT

MARKETING AUDIT — LUMEN SKINCARE

D2C skincare · Shopify storefront + Meta Ads · Prepared for portfolio demonstration

This is an illustrative work sample built to demonstrate FunnelForge's audit format and depth — not a real client engagement. "Lumen Skincare" is a fictional example business.

SUMMARY

6 ISSUES FOUND	2 HIGH SEVERITY	72h TURNAROUND
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RANKED FINDINGS

01	GUEST CHECKOUT IS HIDDEN BEHIND ACCOUNT CREATION	HIGH
WHERE	Checkout, step 1	
WHY IT MATTERS	Forcing account creation before checkout is one of the most common causes of cart abandonment in Shopify stores — buyers with intent are stopping at a login wall.	
FIX	Enable guest checkout as the default path; offer account creation as an opt-in after the order confirms, not before.	
02	AD LANDING PAGE DOESN'T MATCH THE AD'S OFFER	HIGH
WHERE	Meta Ads → homepage	
WHY IT MATTERS	Ads promoting "20% off your first order" send traffic to the general homepage with no mention of the discount — visitors land confused and bounce before finding the offer.	
FIX	Route this campaign to a dedicated landing page that repeats the exact offer above the fold.	

03 PRODUCT PAGE HAS THREE COMPETING CALLS TO ACTION

MEDIUM

WHERE	Product detail page, above the fold
WHY IT MATTERS	"Add to Cart," "Buy Now," and a newsletter signup all compete for the same click — splitting intent instead of capturing it.
FIX	Keep one primary action (Add to Cart) visually dominant; move the newsletter prompt to exit-intent or post-purchase.

04 AUTOPLAY HERO VIDEO IS SLOWING MOBILE LOAD

MEDIUM

WHERE	Homepage, mobile
WHY IT MATTERS	The unoptimized autoplay video adds meaningful load time on mobile connections — the segment driving most of this store's ad traffic.
FIX	Replace with a compressed static image on mobile breakpoints, or lazy-load the video after first paint.

05 NO ABANDONED-CART RECOVERY FLOW

MEDIUM

WHERE	Post-checkout-abandonment
WHY IT MATTERS	There is currently no email or SMS sent to visitors who reach checkout and leave — a standard, low-cost recovery layer is simply missing.
FIX	Set up a 3-email abandoned-cart sequence (1h, 24h, 72h) through the existing ESP.

06 ONLY ONE AD HEADLINE HAS RUN IN THREE WEEKS

MEDIUM

WHERE	Meta Ads Manager
WHY IT MATTERS	Without headline variation, there's no signal on which angle actually resonates — spend is running on an untested assumption.
FIX	Launch 3-4 headline variants testing different angles (price, ingredient story, social proof) against the same creative.