

PREPARED FOR

Edward Modica · Ed In Your Head

getedinyourheadnow.com

Sam

TaskElevate · 4 August 2026

The brand is real. The storefront is where the sale is being lost.

A full review of the homepage, the buying route, the product pages, the catalogue, the proof and the mobile experience — carried out on the live store, to establish why traffic is arriving and leaving without ordering.

STOREFRONT

The homepage sells a cause, never a coffee

CATALOGUE

94 products in one list, sorted A to Z

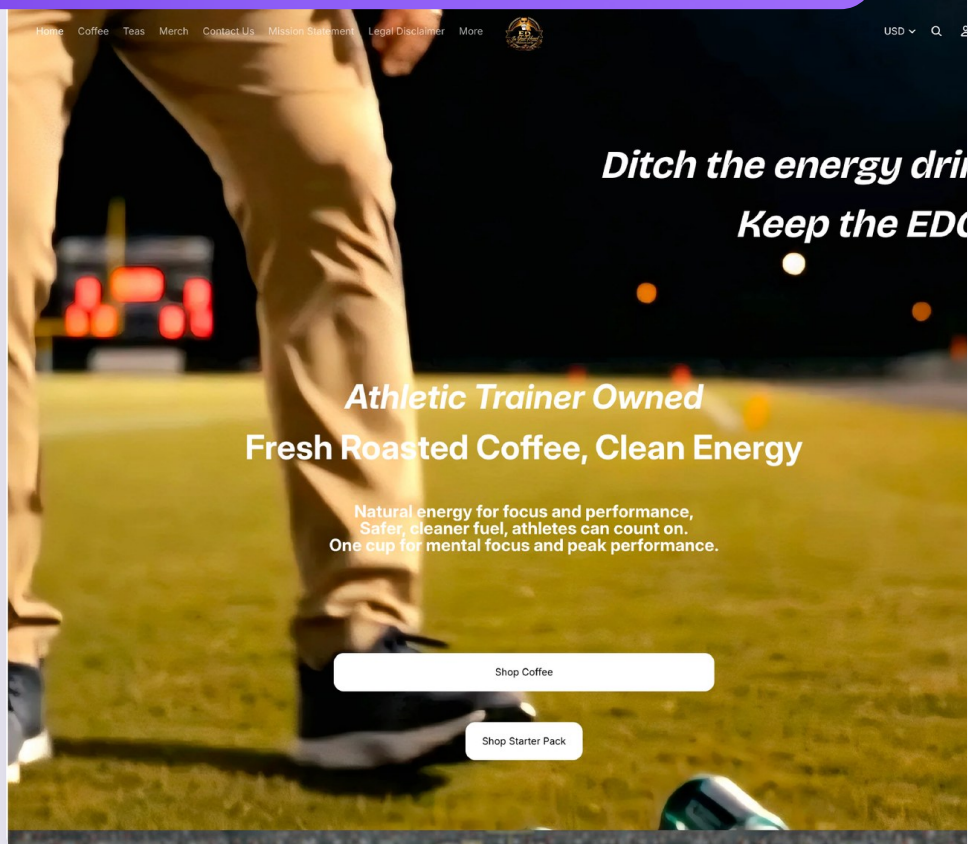
TRUST

Nine reviews claimed, one shown, zero on the product page

CORE DIAGNOSIS

Ed In Your Head does not have a traffic problem.

It has a **credibility and structure problem** — the strongest asset in the business, a 35-year athletic trainer, is nowhere on the page a stranger has to buy from.



The diagnosis in 30 seconds

Edward, the good news is that the hard part is done. The brand has a story, a real founder, its own roastery promise and a working checkout. What it does not have is a page that carries any of that to a first-time visitor.

01 THE HERO SELLS THE ENEMY

A stranger's first screen shows no coffee.

The opening image is a cropped pair of legs on a night field with an energy can on the grass. The words are about what to stop drinking. No bag, no cup, no price, no roast — and two competing white buttons, "Shop Coffee" and "Shop Starter Pack", with nothing telling anyone which one is for them.

02 THE BEST OFFER HAS NO BUTTON

The \$69.99 MVP Pack cannot be bought.

The featured product band on the homepage carries a photo, a tiny grey title and a price. No description, no "Add to cart", and the entire right half of the section is empty. The highest-value item on the page is a dead end.

03 THE PROOF SHRINKS WHEN CHECKED

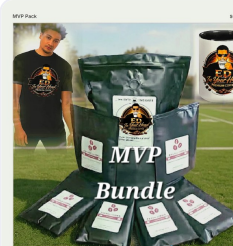
Nine reviews on the homepage, zero on the product.

The homepage badge reads 5.00 from 9 reviews, then shows one eight-word line. Open the product a visitor actually wants and the same widget reports "Product reviews (0)" and "Store reviews (3)". The number falls the moment somebody looks.

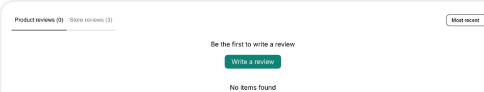
04 THE STRONGEST ASSET IS HIDDEN

Nobody ever meets Ed.

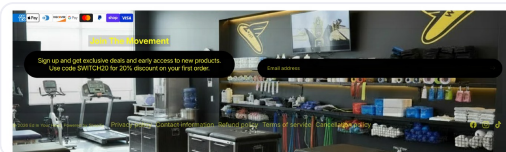
The whole proposition is that a trainer with 35 years on the sideline chose this coffee. He is never named, never photographed and never quoted — not on the homepage, not on a single product. His story is one unsigned paragraph on a page called "Mission Statement".



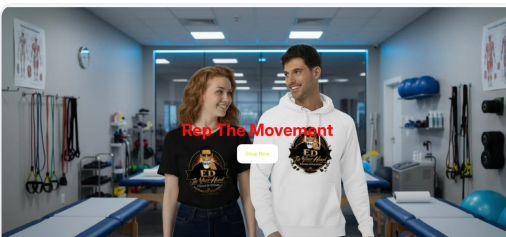
The featured product on the homepage: a price, a photo, and half a section of nothing.



The review tabs on the 12 Pack Pods page.



The footer on every page — policies, newsletter and copyright over a photograph.



The only people shown anywhere on the store are stock models.

WHAT THIS MEANS

Nothing on the store is broken. Everything on it asks a first-time buyer to take a \$26 risk on a brand that has not yet told them who roasts the coffee, what it tastes like, or who has drunk it before.

THE BUYING ROUTE TODAY

01

Visitor arrives

Energy-drink message, no product, two equal buttons

02

Scrolls the page

A bundle with no button, then 8 of 94 products

03

Opens a coffee

One photo, five lines, no roast, no notes, no reviews

04

Looks for a reason

No trainer, no company, no proof — leaves

The route never breaks — every button works and checkout is reachable. It simply never becomes convincing, and an unconvincing route costs exactly as much traffic as a broken one.

What this costs on every 1.000 visitors

Illustrative scenario using 1.000 visitors and an average order value of \$26, in line with your current single-bag and pod pricing. This is not a revenue promise and does not represent your figures.

AS IT STANDS

1.000 visitors
 × 0,4–0,8% conversion
 × \$26 order value
 ≈ 4–8 orders

\$104–208

CREDIBLE STOREFRONT

1.000 visitors
 × 2,0–3,0% conversion
 × \$26 order value
 ≈ 20–30 orders

\$520–780

+ BUNDLES & SUBSCRIPTION

1.000 visitors
 × 2,0–3,0% conversion
 × \$42 order value
 ≈ 20–30 orders

\$840–1.260

LIVE EVIDENCE · 4 AUGUST 2026

/ (homepage · featured product)
 → "MVP Pack" \$69.99 — no copy, no button

/collections/all
 → 94 products · one list · sorted A–Z
 → row 1: 12 Pack Pods · 5 panel cap · 6 Bean

/products/12-pack-single-serve-...
 → 1 image · rn-image_picker_lib_temp_cd9...png
 → "Grind: Standard" · "Size: 12 Pack" — 1 option each

/pages/contact
 → form only — no company, address or phone

/ (footer, every page)
 → policy links over photo · code SWITCH20 in full

Two growth engines are switched off.

Trust: a first-time visitor cannot verify a single thing. No trainer named, no company, no address, no review that survives a click.

Repeat: coffee is the one category where the customer comes back by default. Subscribe & Save is already live at \$18,39 per pack — and it is sold nowhere on the site.

Traffic is the only lever that costs money every month. These two are paid for once and keep working.

WHAT HAS TO BE TRUE BEFORE ANY TRAFFIC IS WORTH BUYING

A face, not a slogan

35 years of athletic training is the reason to choose this coffee. Right now it is one unsigned paragraph on a page called "Mission Statement".

A page that answers

Roast, tasting notes, weight, caffeine, grind, delivery time and returns on the product page itself — not five lines of supplier copy.

Proof a stranger can check

Reviews that stay the same number when clicked, a real company block, and claims that survive being looked up.

THE ARITHMETIC THAT DECIDES THE YEAR

A one-time buyer

One bag, one order

\$26 once

A monthly subscriber

\$18,39 × 12 deliveries

\$220,68 a year

One subscriber is worth about eight first-time buyers

Subscribe & Save is already installed and already priced. It appears on exactly one screen of the whole site — inside the buy box, below the fold, with nothing anywhere explaining what it is or that it can be cancelled.

The \$26 order value and the conversion ranges are assumptions used to make the arithmetic concrete; replace them with your own Shopify figures and the proportions stay the same. The percentages are ordinary bands for a working DTC food and beverage store, not a commitment.

Three leaks doing most of the damage

12 Pack Single Serve Coffee Pods

\$22.99

Grind

Standard

Size

12 Pack

Purchase options

One-time purchase \$22.99

Subscribe and Save from \$18.39 each

About subscriptions

1 Add to cart

Buy with shop

More payment options

A premium blend single serve coffee we call 'Original Roast'. This is our signature blend of premium gourmet coffees that make a

The buying half of the 12 Pack Pods page, in full.

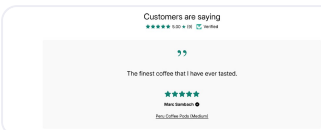
FINDING 01 · PRODUCT PAGES

Critical

The product page answers none of the questions a coffee buyer has.

One photograph — the bag on an AI stadium background, with a blank white "Fresh Roasted Coffee / ORIGIN" label you cannot read. Five lines of supplier copy describing an "improved filter design", with no roast level, no tasting notes, no weight, no caffeine figure, no brew guidance and no delivery time. "Grind" and "Size" are full-width black bars with one option each, so the two largest controls above Add to cart do nothing. The loudest element on the page is the purple Shop Pay button — Shopify's brand, not yours. Nothing here repeats the roasted-within-24-hours promise the homepage was built on, and there is no review, no delivery estimate and no return statement anywhere on the page. The subscription that would double this customer's value sits silently beside "One-time purchase" at \$18,39, with nothing explaining what it is or that it can be cancelled.

Commercial impact: the page asks for \$22.99 without telling the buyer what the coffee tastes like.



The whole social-proof section of the homepage.

FINDING 02 · TRUST & PROOF

Critical

Every trust signal on the site gets weaker the closer you look.

"Customers are saying - 5.00 from 9 - Verified" is followed by a single eight-word testimonial, and the product page reports 0 product reviews and 3 store reviews. Above it sits an "AS SEEN ON" laurel carrying three broadcast network marks and "over 250 news outlets", linking to no article. Your own Legal Disclaimer states that parts of the site may be automatically generated and that testimonials may have been incentivised. Health comparisons against energy drinks, the "Athletic Trainer approved" line and the network logos should all be confirmed by a lawyer before any paid traffic runs against them.

Commercial impact: the only elements meant to build trust are the ones that would not survive being checked.



The proof badge, sat between two unrelated lifestyle photos.

FINDING 03 · STRUCTURE & IDENTITY

Critical

94 products in one alphabetical list, and no company behind them.

The catalogue is a single "Products" page of 94 items sorted A to Z, so the first things a shopper sees are "12 Pack Pods", "5 panel cap", "6 Bean Blend" and "60 Pack Pods" — numbers before coffee, with a cap in the middle. The homepage shows 8 of them with no best-seller logic. The main menu spends four slots on Mission Statement, Legal Disclaimer, Behind the logo and Blog Posts, and on the homepage those links are dark grey on a dark photograph. Contact is a bare form with no company name, address, e-mail or phone.

Commercial impact: at the exact moment a stranger decides whether to enter card details, there is no business on the page to reassure them.

ALSO FOUND

6extrapoints

● The trainer is invisible

35 years of experience appears once, unsigned, with no name, no face and no credential — on a page called "Mission Statement".

● Camera-roll filenames

Product images are stored as rn_image_picker_lib_temp and Screenshot-20260315_Shopify.jpg; merch alt text is "Product mockup".

● The discount is free

SWITCH20 for 20% is printed in the footer of every page, so nobody needs to give an e-mail to get it.

● Headings that apologise

"FIND YOUR FUEL (click on photos)" and "Game Day Collection (click on photos)" — the layout is being explained in the heading.

● Two claims that fight

"Breakfast Blend + (Extra Caffeine)" and mushroom coffee sit in a store that argues caffeine load is the danger. No mg figure appears anywhere.

● Text over photographs

"Rep The Movement" in red on a bright image, yellow footer links over shelving, and a hero menu that disappears into the grass.

All points above were verified on the live store on 4 August 2026. Screenshots are taken from the live pages. This is a design, UX and implementation audit and not legal advice; have the health-comparison, endorsement, review and press-badge points confirmed by a lawyer.

What already works — and what changes

The goal is not a prettier website. The goal is a store where the first purchase is obvious, the trust holds up to a stranger checking it, and the second bag sells itself.

THIS IS ALREADY IN PLACE

- ✓ A real founder story — 35 years as an athletic trainer, which no competitor can copy.
- ✓ Your own domain, your own roasting promise, and free U.S. shipping already funded.
- ✓ Nine payment methods live, including Shop Pay, PayPal, Apple Pay and Google Pay.
- ✓ Subscriptions already installed and working at roughly 20% off.
- ✓ A deep range: blends, single origin, flavoured, pods, teas and merch.
- ✓ A logo and a name people remember — "Ed In Your Head" is ownable.

Nothing here needs rescuing. It needs ordering: what a first-time visitor sees, in what order, and why they should believe it.

01

Put Ed on the homepage

Name, face, credential and one sentence in his own words, above the fold — the single highest-value change on the site.

02

Rebuild the hero

Coffee in the first screen, one promise, one primary button. The energy-drink argument moves below it, where it belongs.

03

Give the range a shape

A curated front page of best sellers and starter packs, real collections, and 94 items that no longer open alphabetically.

04

Rebuild the product page

Roast, notes, weight, caffeine, grind guidance, delivery and returns — plus the bundle and subscription offer in the buy box.

05

Make the proof real

One review system, collected after real orders, showing the same number everywhere it appears.

06

Give the store a spine

A readable footer with company, contact and policies, a contact page a person can use, and mobile checked end to end.

The audit points at the leak.

The rebuild closes it.

Fixing a heading or swapping a photo is something you can do yourself this afternoon. Restructuring 94 products into a range, rebuilding the product template, putting a founder and a trust layer under the store and making the homepage sell a coffee instead of an argument is work in the theme — not a list of small edits.

That is the difference between tidying the shop and rebuilding the foundation under it.

YOU CAN DO THIS YOURSELF

- Write two paragraphs in Ed's own voice, and add one photo of him
- Print the SWITCH20 code only inside the sign-up, not in the footer
- Confirm the health-comparison and press-badge claims with a lawyer
- Decide the six coffees that lead the range

THIS IS WORK IN THE THEME

- Homepage rebuilt around one buying route, mobile first
- Product template with roast, notes, delivery, returns and bundle offer
- Collections, navigation and a 94-product catalogue cleanup
- Footer, identity and review structure reachable from every page

Choose the level of the rebuild

This audit is yours and comes with no obligation. If you want us to carry it out, we work at two levels. Tell me which one fits Ed In Your Head and I will send the scope and the investment straight through.

Recommended

Conversion Repair

Repairs the direct buying and trust leaks on the storefront you already have.

- ✓ Homepage rebuilt around one clear buying route
- ✓ Hero rebuilt around the coffee and one primary button
- ✓ Ed introduced above the fold — name, face, credential
- ✓ MVP Pack and featured bundles given copy and a working button
- ✓ Product template rebuilt on up to 10 products: roast, notes, weight, grind, delivery and returns
- ✓ One review system, consistent on homepage and product pages
- ✓ Readable footer with company, contact and policies
- ✓ Mobile buying path optimised

Expected delivery

4–6 working days

Complete Rebuild

Builds one coherent Ed In Your Head store and rebuilds the journey from first visit to second order.

- ✓ **Everything inside Conversion Repair**
- ✓ Positioning step: one customer, one promise, one hero product — settled before any design work
- ✓ 94 products restructured into a shoppable range with best sellers and starter packs
- ✓ Complete visual rebuild: homepage, collections, product pages, cart
- ✓ Subscription and bundle offer built into the buy box and the homepage
- ✓ Full trust layer: founder story, company identity, policy and review structure
- ✓ Product copy rewritten across the lead range, in Ed's voice
- ✓ SEO basics: page titles and descriptions Google can show
- ✓ Full desktop and mobile check before handover

Expected delivery

6–8 working days

Your live store keeps running.

The rebuild happens on a duplicated, unpublished theme. Nothing is published until you have seen it and approved it.

3 build slots left this month.

We take on a maximum of three rebuild projects in August so each one gets full attention. Holding a slot is free and commits you to nothing.

Want to hold Ed In Your Head's slot?

Reply **REDESIGN** on WhatsApp or to this message and I will keep one of the three August build slots open while you decide on the level.

RESERVE MY SLOT

HOW IT RUNS FROM THERE

01

You reply REDESIGN

We hold a build slot. Nothing is agreed yet.

02

You choose the level

I send the scope and investment for the level that fits.

03

We build

On a duplicated theme, while your live store stays online.

04

You approve, it goes live

You review on desktop and mobile before anything is published.