

G'LORE

PREPARED FOR

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thoughtfulgiftsfromtheheart.com

Sam

TaskElevate - 4 August 2026

The brand has potential. The current mobile journey is weakening the sale.

A focused review of the live Wix storefront, mobile presentation, catalogue structure, public template footprint and trust journey - built to identify why visitors may hesitate before purchasing.

IDENTITY

The domain and storefront name do not match.

ORIGINALITY

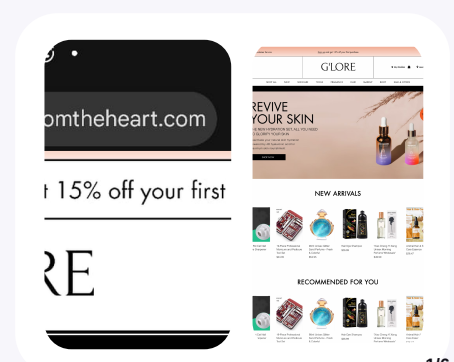
The same G'LORE template copy appears on other public stores.

MOBILE

Repeated products and overlay controls interrupt shopping.

CORE DIAGNOSIS

G'LORE has a brand-ownership and mobile-conversion problem - not simply a traffic problem.



The diagnosis in 30 seconds

Laura, the desktop layout creates an initial beauty impression. The deeper issue is that the storefront does not yet feel uniquely owned, consistently curated or reliable on mobile.

01

PUBLIC TEMPLATE FOOTPRINT

The exact 'Revive Your Skin' hero, 25% fragrance offer, category order and footer language appear across multiple unrelated G'LORE storefronts online.

02

HERO-TO-CATALOGUE DISCONNECT

The page opens as premium skincare, then immediately promotes a pet nail grinder, generic manicure tools, fragrance and animal-care products without one controlled beauty journey.

03

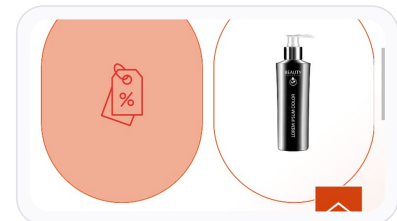
MOBILE CONVERSION BREAKDOWN

Oversized cards, repeated products, long blank spaces and a floating orange button overlap content throughout the supplied mobile experience.

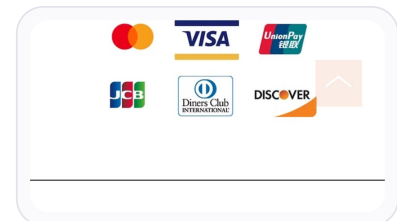
SUPPLIED MOBILE EVIDENCE



Domain and storefront identity



Overlay crosses category content



Payment and footer trust signals

The evidence is shown as direct crops from Laura's supplied mobile captures.

WHAT THIS MEANS

Traffic can arrive. The current storefront still looks templated before the visitor reaches a confident product decision.

What deeper research uncovered

These are specific storefront fingerprints, not generic design comments.

4

major homepage sections repeat the same pet nail sharpener

New Arrivals, Recommended, Must-Haves and What's on Sale

2

public identities compete before checkout

thoughtfulgiftsfromtheheart.com versus G'LORE

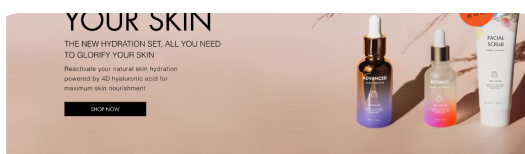
4+

other public sites use the same G'LORE template language

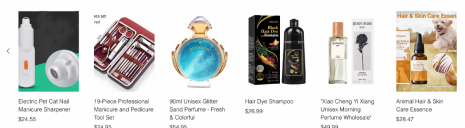
including the same hero, offers, categories and 2035 footer

PUBLIC TEMPLATE CROSS-CHECK

The same 'REVIVE YOUR SKIN' headline, '25% OFF FRAGRANCE DEPARTMENT', 'SHOP BY CATEGORY', newsletter wording and G'LORE footer appear on multiple public websites. The current store therefore reads as a reused Wix concept rather than a distinct business identity.

g-lore.com
shopglore.net
glorebeaute.com
shoppglore.com


NEW ARRIVALS



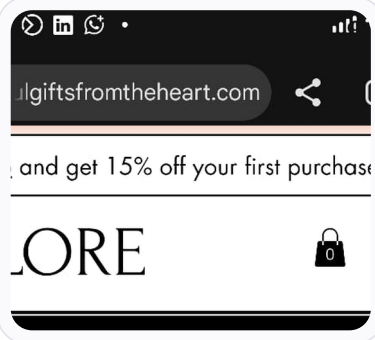
CATALOGUE EVIDENCE

The hero promises a focused hydration experience, but the first commercial rows repeat a pet nail grinder and supplier-style products such as 'Xiao Cheng Yi Xiang ... Wholesale'. This is a positioning break, not a traffic shortage.

The phrase 'Exclusive at G'LORE' should also be removed until exclusivity can be substantiated.

Three leaks doing **most of the damage**

Every issue below is tied to the supplied store capture or public storefront research.



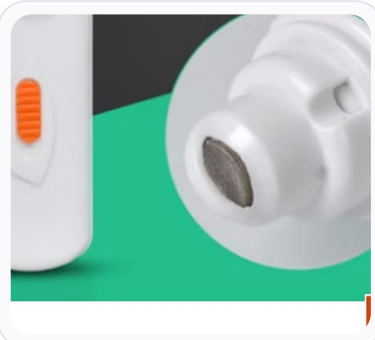
FINDING 01 - BRAND OWNERSHIP

CRITICAL

The domain, logo and public template do not tell one owned story.

thoughtfulgiftsfromtheheart.com suggests gifting, while the storefront presents G'LORE with copy and layout found on unrelated public stores.

Commercial impact: the visitor may question who the business is before trusting the products.



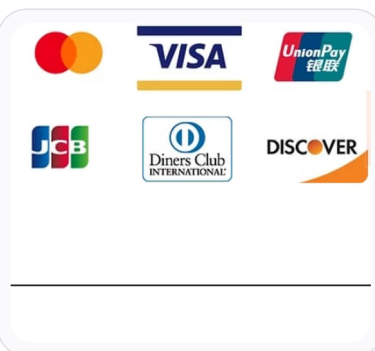
FINDING 02 - PRODUCT ARCHITECTURE

HIGH

The homepage repeats products instead of guiding a beauty purchase.

The pet nail sharpener appears across four homepage sections. Skincare, fragrance, tools and animal care receive similar weight, so browsing feels repeated.

Commercial impact: browsing feels automated and random instead of curated and desirable.



FINDING 03 - MOBILE + TRUST

CRITICAL

The mobile layout loses the premium impression created on desktop.

The orange control overlaps products, category tiles and payment logos. Oversized sections, blank gaps, a 2035 copyright date and a generic Wix footer weaken trust.

Commercial impact: mobile visitors face friction at the exact stage the store needs confidence.

What TaskElevate would changecommercially

The objective is not simply moving Wix to Shopify. It is rebuilding the store so the brand, products and mobile buying journey finally support one another.

01

Own one clear brand

Align G'LORE, the domain, email, policies and storefront identity.

02

Curate the catalogue

Prioritise beauty categories and remove unrelated product noise.

03

Build mobile first

Shorten the page, remove overlaps and control the first purchase.

04

Strengthen product trust

Add benefits, usage, ingredients, delivery, returns and real proof.

05

Turn the cart into a tool

Use relevant recommendations, discounts and free-shipping progress.

06

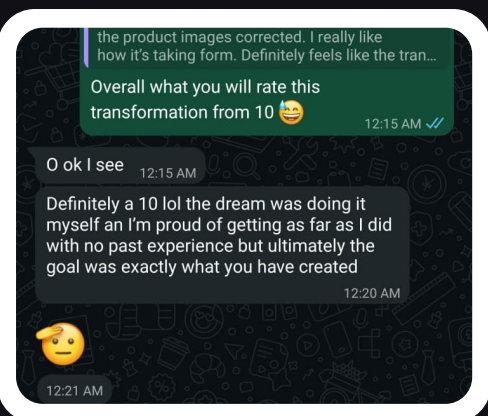
Create a scalable system

Build collections, search, merchandising and analytics on Shopify.

RELEVANT PROOF - COMPLETED CLOTHING TRANSFORMATION

goalsoverdreams.shop

A first-time ecommerce owner came to TaskElevate with a self-built store and a clear vision. After the redesign, he rated the transformation 10/10 and said the finished result was exactly what he had hoped to create.



Choose the level of **implementation**

Conversion Repair

\$450

Repairs the most immediate mobile, presentation and trust problems while keeping the current Wix foundation.

- ✓ Mobile homepage restructuring
- ✓ Brand, navigation and promotion clarification
- ✓ Product-title and presentation cleanup
- ✓ Priority policy, footer and trust corrections
- ✓ Mobile spacing and overlay repairs
- ✓ Improved collection journey
- ✓ Desktop and mobile quality assurance

Estimated delivery

3-5 business days

RECOMMENDED

Complete Shopify Transformation

\$850

Rebuilds G'LORE as a focused, scalable beauty store on Shopify and replaces the current templated mobile journey.

- ✓ Complete Wix-to-Shopify transformation
- ✓ New premium mobile-first storefront
- ✓ Collection and navigation restructuring
- ✓ Conversion-focused product-page system
- ✓ Cart drawer and average-order-value journey
- ✓ Catalogue and product-presentation cleanup
- ✓ Domain and branded-email connection
- ✓ Discount and email-capture setup
- ✓ Full desktop and mobile quality assurance

BONUS

3 branded launch posts

BONUS

14-day post-launch support

Estimated delivery

5-7 business days

Ready to build the recommended Shopify transformation?

Reply SHOPIFY by email or WhatsApp to reserve the Complete Transformation.

RESERVE THE BUILD

50% to begin. 50% after approval.

Nothing is published until Laura reviews and approves the completed work.

Protected build process

Any paid Shopify plan, app or domain expense requires Laura's approval and is billed separately.

