

PREPARED FOR

Nesar · Veyro

shopatveyro.shop

Sam

TaskElevate · 4 August 2026

The store can take money. Nothing on it yet earns the first order.

A full review of the homepage, the buying route, the product pages, the catalogue, the policies and the mobile experience — carried out on the live store, to establish what stops a first-time visitor from paying.

STOREFRONT

The homepage is
still a demo layout

CATALOGUE

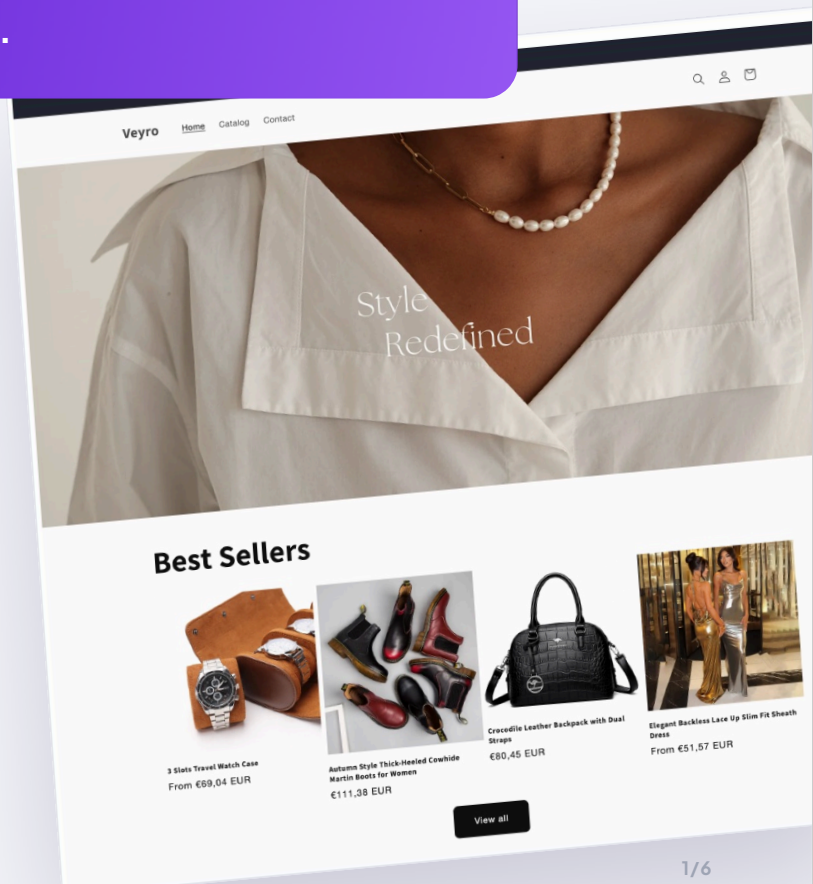
28 unrelated products,
supplier codes live

TRUST

The reviews did not
come from customers

CORE DIAGNOSIS

**Veyro does not have a traffic problem.
It has a credibility problem — the storefront still reads
as a supplier's catalogue, not as a brand.**



The diagnosis in 30 seconds

Nesar, the good news is the timing. The store is live, the checkout works, and you have not spent an advertising budget against it yet. Everything in this report can still be fixed before it costs you money.

01

NO REASON TO BUY HERE

The homepage never says what Veyro is.

The words “Style Redefined” are baked into the banner image, and there is no button under them. The menu offers Home, Catalog and Contact. No category, no offer and no promise appear anywhere above the fold.

02

THE CATALOGUE IS THE SUPPLIER'S

Colour options are still called “R1Style” to “R16Style”.

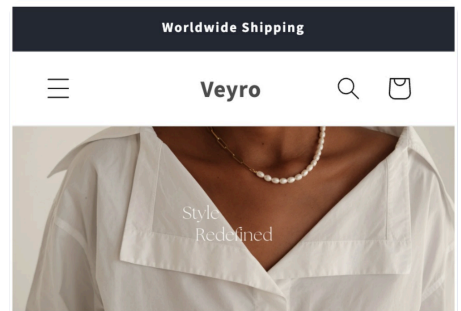
28 products sit in one undivided list: evening dresses, a tactical army belt, an NFL hoodie, a €306,83 diaper bag and a skin-brightening cloth. Several titles carry brands that are not Veyro.

03

THE TRUST LAYER IS EMPTY

Three five-star reviews on a store with no orders.

Michael from Miami, Laura from Chicago and Chris from New York praise a shop that has not shipped to them. The footer heading is still the word “Heading”, and the only link in it is Search.



The homepage above the fold on a phone — headline inside the image, no button.

Heading

Share contact information, store details, and brand content with your customers.

Quick links

Search

The footer that appears on every page of the store.

€80,45 EUR

Color

Green

Black

Quantity

–

1

+

Add to cart

The whole of a product page: a price, a colour and a button.

WHAT THIS MEANS

Nothing on Veyro is broken. Everything on it tells a first-time visitor to check somewhere else before paying.

THE BUYING ROUTE TODAY

01

Visitor arrives

“Style Redefined” — no offer, no button

02

Opens “Catalog”

28 unrelated items, no categories

03

Opens a product

Supplier text, foreign brand, broken image

04

Looks for reassurance

No policy, no company, invented reviews

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

What this will cost **the day you advertise**

Illustrative scenario using 1.000 visitors and an assumed average order value of €45, in line with your current catalogue. This is not a revenue promise and does not represent your figures.

AS IT STANDS

1.000 visitors
 × 0,2–0,5% conversion
 × €45 order value
 ≈ 2–5 orders

€90–225

CREDIBLE STOREFRONT

1.000 visitors
 × 1,5–2,5% conversion
 × €45 order value
 ≈ 15–25 orders

€675–1.125

+ FOCUSED RANGE

1.000 visitors
 × 1,5–2,5% conversion
 × €65 order value
 ≈ 15–25 orders

€975–1.625

LIVE EVIDENCE · 4 AUGUST 2026

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/ (footer, every page)
→ heading: "Heading" · only link: Search

/pages/contact
→ form only — no company, address or e-mail

/products/crocodile-leather-backpack...
→ "Crocodile Leather" + "premium PU material"
→ image loads from cbu01.alicdn.com — broken

/products/mens-nfl-tribute-...-hoodie
→ colours: R1Style ... R16Style
→ 16 images served from res.race321.com

/collections/all
→ 28 products · 1 collection · 0 categories
```

Two growth engines are switched off.

Trust: a first-time visitor has nothing on the store they can verify you with — no company, no policy, no real review.

Basket size: 28 unrelated products give a buyer no second item that belongs with the first.

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

WHAT HAS TO BE TRUE BEFORE ANY TRAFFIC IS WORTH BUYING

A brand, not a list

One category, one customer, one promise.
 Without that, better design is only a nicer version of the same confusion.

A page that answers

Own copy, own images, sizing, delivery time and returns on the product page itself — not on the supplier's server.

Proof a stranger can check

Company details, real policies and reviews that came from real orders. A cold visitor buys the proof before the product.

The €45 order value and the conversion ranges are assumptions used to make the arithmetic concrete; replace them with your own figures once traffic runs and the proportions stay the same. The percentages are ordinary bands for a working Shopify store, not a commitment.

Three leaks doing most of the damage



"I'll definitely buy again"

I've already placed three orders and everything was perfect. Great quality, excellent service, and fair prices.

— Michael A., Miami



"Smooth and easy shopping experience"

Fast, safe, and hassle-free. Shopping online couldn't be easier.

— Laura R., Chicago

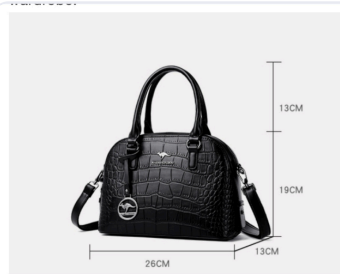
FINDING 01 · TRUST

Critical

The reviews on the homepage never happened.

Three five-star testimonials are signed Michael A. (Miami), Laura R. (Chicago) and Chris M. (New York); one claims three completed orders. The store is new, prices in euros and has no order history these could come from. The same block promises delivery "within 24–48 h guaranteed" on products that ship from supplier stock. In the EU, presenting reviews as customer reviews without verifying that they come from real buyers is prohibited — please have this checked by a lawyer.

Commercial impact: the only element on the page meant to create trust is the one element that would not survive being checked.



FINDING 02 · PRODUCT PAGES

Critical

The product pages still belong to the supplier.

The "Crocodile Leather Backpack" is a PU handbag; the text offers Green, Red and Black while only two colours exist, and the written dimensions contradict the dimension image. One description image is loaded straight from Alibaba's CDN and is already broken on the live page — visitors see the alt text "Crocodile Leather Backpack Image 2". The NFL hoodie carries 16 colours named R1Style to R16Style, roughly 100 images, and tells the customer to "consult our size chart" when no size chart exists.

Commercial impact: the page tells the buyer exactly where the product came from — and that it was not from you.



Fast Shipping

Shipped within 24–48 h guaranteed



Easy Returns

Immediate, hassle-free returns



Secure Payment

Safe and reliable payment options.



Quick Support

Customer service — Monday to Saturday, 9 a.m. – 8 p.m.

FINDING 03 · IDENTITY & POLICIES

Critical

There is no identity a buyer can check.

The footer still carries the Shopify placeholder "Heading — Share contact information, store details, and brand content with your customers", and its only link is Search. Terms, returns, privacy and shipping are not reachable from anywhere on the storefront. Contact is a bare form with no company name, address, e-mail or phone. The service block uses emoji as icons, and the footer credits Storebuild.ai — the build tool, not the brand. Selling to German and EU consumers carries its own identification and returns duties; have those confirmed by a lawyer.

Commercial impact: at the exact moment a stranger decides to enter card details, there is nothing on the page to reassure them.

ALSO FOUND

6 extra points

● Invisible in Google

The page title and description of the homepage are both literally "Veyro". The catalogue page is titled "Products".

● One collection, no order

"Catalog" is a two-page list of 28 items; a sold-out shawl is still shown for sale.

● Text baked into banners

The hero wording sits inside the image, so Google cannot read it and it nearly disappears on a phone.

● Struck-through prices

€64,28 → €15,00 and €160,55 → €54,99. Reference prices that were never charged are restricted in the EU.

● Emoji instead of icons

🚚 📦 🇪🇺 📞 carry the service promises, above a generic stock illustration.

● Two risky categories

An NFL-branded hoodie and a cosmetic making skin-brightening claims both carry their own approval requirements.

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 every euro of traffic you buy lands somewhere that can convert it.

THIS IS ALREADY IN PLACE

- ✓ The domain is yours — shopatveyro.shop, not a myshopify address.
- ✓ Ten payment methods are live, including Klarna, PayPal, Apple Pay and Shop Pay.
- ✓ The checkout works end to end: cart, quantity, variants and payment.
- ✓ Product photography on the bags, boots and watch case is usable commercial imagery.
- ✓ "Veyro" is short, clean and ownable — there is a brand to build here.
- ✓ No advertising budget has been spent against a store that cannot convert it.

Nothing here needs rescuing. It needs deciding: what Veyro sells, to whom, and why here.

01

Decide what Veyro is

One category, one customer, one promise — settled before any pixel is moved.

02

Cut the list into a range

A focused set someone can buy from twice, organised into real collections.

03

Rebuild the product page

Own copy, own images hosted on your store, sizing, delivery and returns on the page.

04

Replace invented proof

Verified reviews collected after real orders, and delivery times you can keep.

05

Give the store a spine

Company details, terms, returns, shipping and privacy reachable from every page.

06

Build mobile first

A real headline and a real button in the hero, readable on a phone.

The audit points at the leak. The rebuild closes it.

Correcting a spelling mistake or swapping a photo is something you can do yourself. Choosing a range, rebuilding the product template, hosting your own images, restructuring collections and navigation, and putting a real trust layer under the store is technical 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

- Remove the three invented testimonials from the homepage
- Set up a real business e-mail on the domain, e.g. info@shopatveyro.shop
- Decide which category Veyro is going to own
- Photograph or source images you are allowed to use

THIS IS WORK IN THE THEME

- Homepage rebuilt around one buying route, mobile first
- Product template with sizing, delivery, returns and own hosted images
- Collections, navigation and catalogue cleanup
- Policy and identity 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 level fits Veyro and I will send the scope and the investment straight through.

Conversion Repair

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

- ✓ Homepage rebuilt around one clear buying route
- ✓ Hero text taken out of the image and turned into a real headline and button
- ✓ Product template rebuilt: sizing, delivery, returns, own hosted images
- ✓ Invented reviews and placeholder text removed
- ✓ Terms, returns, shipping and privacy reachable from every page
- ✓ Mobile buying path optimised

Expected delivery

3–5 working days

Recommended

Complete Rebuild

Builds one coherent Veyro store and rebuilds the journey from first visit to payment.

- ✓ Everything inside Conversion Repair
- ✓ Positioning: one category, one customer, one promise
- ✓ Catalogue cut and restructured into real collections
- ✓ Complete visual rebuild of the storefront
- ✓ Supplier codes, foreign brands and hotlinked images removed
- ✓ Full trust layer: company identity, policies, review structure
- ✓ SEO basics: page titles and descriptions Google can show
- ✓ Full desktop and mobile check before handover

Expected delivery

5–7 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 Veyro's slot?

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

RESERVE MY SLOT

HOW IT RUNS FROM THERE

01

You reply REDESIGN

We hold a build slot for Veyro. 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.