



PREPARED FOR
Martin Muwonge
Zoë Fitness Shop
zoefitnessshop.nl

Sam
TaskElevate · 4 August 2026

The traffic is arriving. The store is not built to convert it.

A focused review of the homepage, product pages, cart and trust journey of the live Dutch storefront — built to identify why visitors leave before they buy.

POSITIONING

The homepage never states what the store is

PRODUCT PAGES

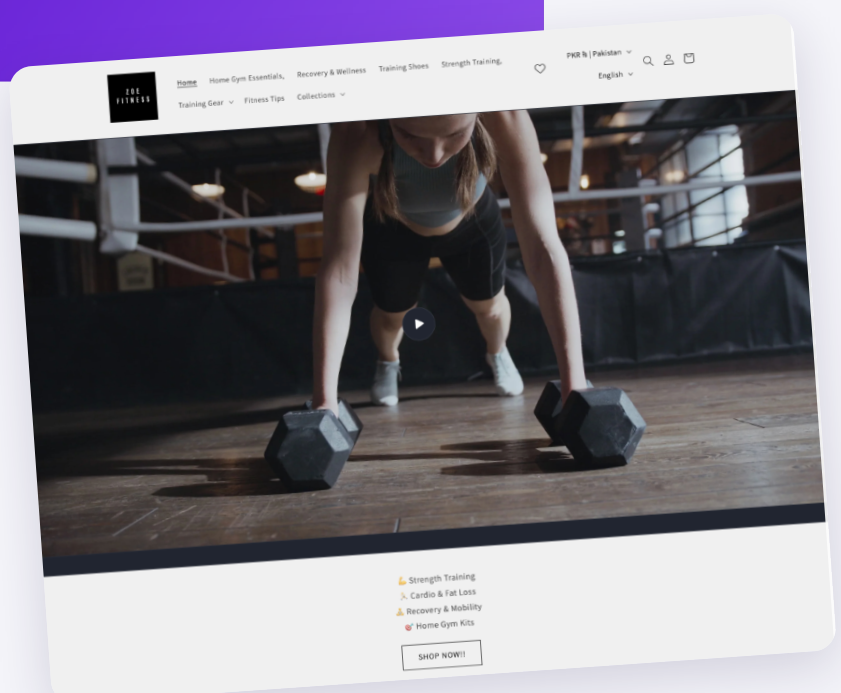
Supplier data is visible to the buyer

TRUST

Placeholder text and 1-star reviews on display

CORE DIAGNOSIS

Zoë Fitness Shop has a trust and structure problem — not simply a traffic problem.



The diagnosis in 30 seconds

Martin, you said the store gets traffic but few sales. That matches what the storefront shows. Visitors are not being given a reason to trust the shop, and they are not being given one clear path to a purchase.

01 Nothing above the fold tells a visitor where they have landed.

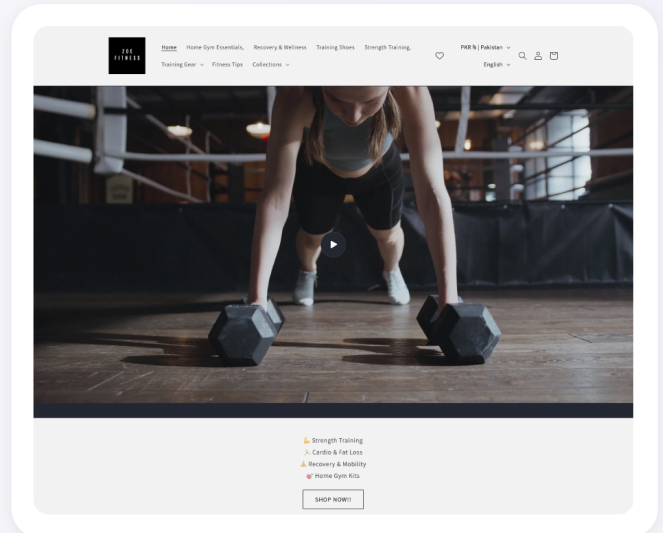
The homepage opens on a full-width video with no headline, no promise and no button. The only direction is a small emoji list and a “SHOP NOW!!” link that sends everyone to Home Gym Essentials.

02 The product page shows the supply chain to the customer.

A “Ships From: China Mainland” option, a 39-image supplier gallery and reseller-facing dropshipping copy all appear on the page where the buying decision is made.

03 Unfinished theme content is live on the storefront.

Four “Collapsible row” placeholders, default theme paragraphs on product pages, a duplicated badge and a review carousel that opens on its lowest ratings.



Live homepage, 4 August 2026. The first screen carries no headline, no delivery promise and no priority product.

WHAT THIS MEANS

A Dutch shopper currently has no reason to choose this store — and several reasons to leave it.

What the leak **may be worth**

Illustrative scenario using 1,000 monthly visitors. This is not a revenue promise and is not presented as Martin's current analytics.

CURRENT ILLUSTRATION

1,000 visitors
 × 1% conversion
 × €30 order value
 ≈ 10 orders

€300

FIXED CONVERSION

1,000 visitors
 × 2.5%–3.5%
 × €30 order value
 ≈ 25–35 orders

€750–1,050

CONVERSION + AOV

1,000 visitors
 × 2.5%–3.5%
 × €55 order value
 ≈ 25–35 orders

€1,375–1,925

LIVE PRICING EVIDENCE

€3,54 · €12,27 · €14,23

€16,93 · €20,21 · €22,76

Live collection prices are raw converted numbers rather than chosen retail prices. There is no free-shipping threshold, no bundle and no set, so nothing in the store encourages a second item.

Two growth multipliers are switched off.

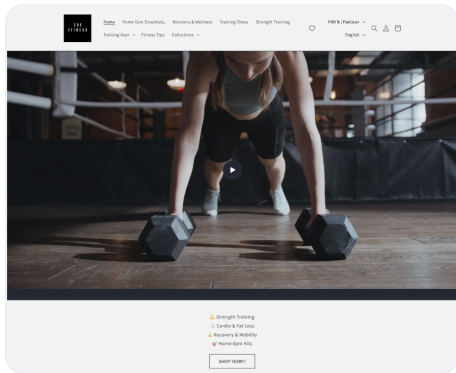
Conversion: more of the visitors you already pay for completing a purchase.

Average order value: a shipping threshold and a bundle that make a second item the obvious choice.

The redesign should make both work together.

Storefront leaks — verified live

Every item below was checked on zoefitnessshop.nl on 4 August 2026.



FINDING 01 · HOMEPAGE

High

No promise, no priority, no path.

- The video hero carries no headline, no subtitle and no call to action.
- Category links are a plain emoji text list set at roughly footnote size.
- Two main-menu items end in a stray comma, and one menu item is empty.
- Best Sellers shows four near-identical women's sets with 20-word supplier titles; the eight men's products and the shoes category never appear.

Commercial impact: a visitor must work out what this shop is before they can consider buying from it.

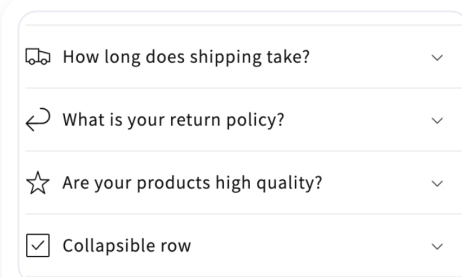
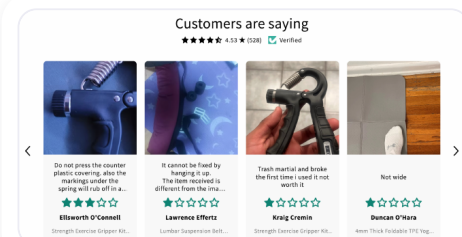
FINDING 02 · TRUST AND SOCIAL PROOF

Critical

The store publishes its own placeholder text — and its worst reviews.

- Four “Collapsible row” theme placeholders sit in the FAQ and Our Guarantee sections.
- The widget claims 4.53 stars from 528 reviews, then opens on one 3-star and three 1-star reviews about broken and mis-shipped items.
- The badge strip repeats “Guaranteed Quality” twice and makes claims a shopper cannot verify.
- Footer Quick links contains a single entry: Search. There is no About or Contact link anywhere above the legal bar.
- The Instagram strip includes an empty black tile and a sneaker photo the store does not sell.

Commercial impact: the strongest trust position on the page is currently working against the sale.



The product page is where **the sale is lost**

This is the page a paid visitor lands on. Reviewed on the €45,00 yoga set — the same pattern repeats across the catalogue.

FINDING 03 · PRODUCT EXPERIENCE

Critical

The customer is shown the supply chain instead of the product.

- “Ships From” is a selectable option, so every variant reads “... / M / China Mainland” directly above Add to cart.
- The description ends with reseller copy offering custom logos and dropshipping — written for wholesale buyers, not for shoppers.
- Thirty-nine raw supplier images in the gallery, with the description images still loading from an external marketplace CDN.
- Materials, Shipping & Returns, Dimensions and Care Instructions are all empty on an apparel page.
- The Free Shipping and Hassle-Free Exchanges blocks still carry the theme's default paragraph.
- No size chart, no delivery estimate, and 4 reviews on the page against 528 claimed on the homepage.

Commercial impact: a €45 apparel purchase asks for trust the page actively removes at the moment of decision.

ALSO VERIFIED

Site language is split: Dutch theme controls sit around English headings, English section titles and English product copy. The footer mixes both in the same row.

ALSO VERIFIED

On mobile the product carousel and the badge strip run past the screen edge, cutting off prices and trust text mid-word.



Live badge strip — “Guaranteed Quality” is printed twice in the same row.

What TaskElevate would **change commercially**

The objective is not a nicer-looking website. It is a storefront a Dutch shopper is willing to buy from on the first visit.

01

Say what the shop is, in the first screen

A headline, a promise and one primary action replace the silent video.

02

Lead with one buying decision

A controlled entry category instead of four near-identical sets.

03

Rebuild the product template

Supplier fields removed, real descriptions, size chart, delivery and returns answered.

04

Fix the trust layer

Placeholders removed, review display corrected, verifiable claims only.

05

Turn the cart into a revenue tool

A free-shipping threshold and a bundle that make a second item obvious.

06

One language, one market

A consistent Dutch storefront with pricing set for retail, not raw conversion.

RECENT TASKELEVATE BUILD · SAME NICHE

“It definitely looks more aligned now with the product images corrected. I really like how it’s taking form. Definitely feels like the transformation I needed.”

Asked to rate the transformation: “Definitely a 10. The dream was doing it myself, and I’m proud of getting as far as I did with no past experience — but ultimately the goal was exactly what you have created.”

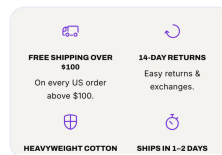
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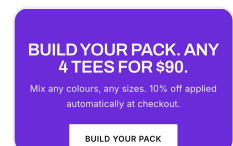
Founder · Goals Over Dreams

10/10

OWNER RATING



Trust promises placed where the decision happens.



A bundle offer built to lift average order value.

The audit identifies the leak.
The redesign closes it.

Spelling fixes, image swaps and a tidier menu can be handled internally. The larger problems — product-template development, supplier data removal, collection architecture, cart logic, language consistency and responsive implementation — require technical store work rather than isolated edits.

That is the line between tidying the store and rebuilding the conversion foundation.

Choose the level of implementation

Conversion Repair

€450

Repairs the most immediate trust and purchasing leaks while keeping the existing store foundation.

- ✓ Homepage hero rebuilt with a headline, promise and primary action
- ✓ All theme placeholders and duplicate badges removed
- ✓ Review display corrected and trust section rebuilt
- ✓ Upgraded product template with supplier fields removed
- ✓ Free-shipping threshold and cart incentive set up
- ✓ Mobile purchasing-path fixes for overflow and cut-off content
- ✓ Implementation for up to 10 products

Estimated delivery

3–5 business days

Complete Redesign

€850

Creates a complete, scalable Dutch fitness storefront and rebuilds the journey from first visit to checkout.

- ✓ Everything inside Conversion Repair
- ✓ Complete storefront visual redesign and brand system
- ✓ Collection and navigation restructuring, men's range brought into the journey
- ✓ Product titles, descriptions, size charts and pricing architecture rewritten
- ✓ Bundle and average-order-value journey
- ✓ Catalog cleanup for up to 20 products
- ✓ Consistent Dutch language across storefront and checkout
- ✓ Instagram profile direction
- ✓ Full desktop and mobile quality assurance

BONUS

3 branded Instagram launch posts

€150 value

BONUS

14-day post-launch support

€100 value

Estimated delivery

5–7 business days

50% to begin. 50% after approval.

The redesign is built on a duplicate unpublished Shopify theme. The live store stays active and nothing is published until Martin reviews and approves the completed work.

Three August build slots.

Slots are reserved on a first-confirmed basis. Proposal and pricing are valid until 18 August 2026. Any paid app, domain, theme or email subscription requires Martin's approval and is billed separately.

Ready to reserve the recommended build?

Reply COMPLETE on WhatsApp or by email to reserve the Complete Redesign slot.

RESERVE THE REDESIGN