

Tony's plan

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TONY'S VERDICT

Good bones, money leaking at the edges

1 Show real customer proof

Start here

Big impact

Some work

DONE

☐

"Pets do not read sales copy; their humans read other humans."

- ☐ Add review stars to homepage bestsellers and daily offers.
- ☐ Pull snippets from Recenzie onto the homepage above featured products.
- ☐ Show ratings and review counts on product pages like Casozen.
- ☐ Send post-purchase review emails for food, supplements, and accessories.

2 Make category pages buyable

Big impact

Some work

DONE

☐

"A shelf without labels makes people leave the store."

- ☐ Show stock status on product cards in dog, cat, and bird categories.
- ☐ Default sorting to bestsellers or recommended in major categories.
- ☐ Add a discounted-only filter beside price and brand.
- ☐ Highlight fast sellers above the long product grid.

3 Fix variant shopping friction

Solid impact

Bigger project

DONE

☐

"Nobody wants detective work just to pick the right bag size."

- ☐ Merge size or flavor variants into one product page where possible.
- ☐ Label variant selectors clearly for weight, flavor, and package size.
- ☐ Update price and stock instantly when a variant changes.
- ☐ Link orphan variant pages to the main selectable product.

4 Sell bundles, not lonely items

Solid impact

Some work

DONE

☐

"One chew toy is cute; a full basket pays the bills."

- ☐ Build dog starter bundles from bowls, leashes, treats, and grooming.
- ☐ Pair calming products like Casozen with complementary treats or supplements.
- ☐ Add buy-together sets under related products on key pages.
- ☐ Tie bundles to your free shipping threshold.

"You're closer than most. Tighten trust, speed up category shopping, and the revenue mutt should start fetching bigger sticks."

T Big Tony

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