

Tony's plan

leafandpot.example



TONY'S VERDICT

Give the homepage one job and add proof.**1 Give the homepage one main job**DONE ☐**Start here** **Big impact** **Quick win***"Five buttons fighting with knives in a parking lot. Pick one and let it win."*

- ☐ Put one sharp promise above the fold: healthy plants with expert support.
- ☐ Split visitors right away into For Home and For Business.
- ☐ Make one call to action dominant on the first screen.

2 Turn your expertise into proof**Big impact** **Some work**DONE ☐*"Nobody buys a plant from a guy who can't show one happy customer."*

- ☐ Add reviews and star ratings to product pages and product cards.
- ☐ Show stock, delivery time and a one-line return note next to the cart button.
- ☐ Show real numbers: plants shipped, interiors delivered, happy customers.

3 Catch the people who aren't buying yetDONE ☐**Solid impact** **Quick win***"No newsletter signup anywhere. That's a missed opportunity the size of a ficus."*

- ☐ Offer a useful freebie: "5 plants that survive normal human behavior".
- ☐ Follow up with care tips and abandoned-cart emails.

4 Sell the kit, not just the pot**Solid impact** **Some work**DONE ☐*"Pots, soil, pest control: this is cross-sell heaven and you're not even knocking."*

- ☐ Build ready-made kits like "Repotting starter" and "Plant rescue".
- ☐ Add a "goes well with" block under every product.

5 Help shoppers choose on category pagesDONE ☐**Solid impact** **Quick win***"Right now customers dig through the listing like it's a garage sale."*

- ☐ Sort by best sellers by default.
- ☐ Show stock labels and the product count on the listing.
- ☐ Add an "on sale" filter so deals get found.

"You don't need a miracle. Clearer paths, stronger proof, smarter bundles, and this shop goes from 62 to 80 without buying one extra click."

T Big Tony

Scan to open the full audit
bigtony.io/sample-audit?lang=en

