



Conversion Rate Optimization Audit

Homepage · Collections · Product · Cart

Prepared by

optimizers.

April 2026

Executive Summary

Tahoe Mountain Sports has a strong foundation: curated inventory, legitimate local authority, a top-tier brand roster (Patagonia, Arc'teryx, Hoka, Smartwool, Vuori, Black Diamond), and a service layer (rentals, boot fitting, ski mounts) most DTC competitors can't match. The storefront is functional and cleaner than the underlying markup suggested, but several conversion-critical surfaces have clear, fixable friction, and the site leaves meaningful merchandising power unused.

This audit is organized by page type, prioritized by expected impact. Each section states the observed issue, shows the relevant screenshot where useful, and proposes a specific fix. Items are tagged **High / Med / Low** priority and **S / M / L** effort.

The three changes most likely to drive conversion lift

1. **Rebuild the PDP purchase block.** Replace native Color/Size dropdowns with visual swatches and a size grid with sold-out states. Move the trust callouts from above to below the ATC. Add reviews and a size guide. This is the weakest surface on the site and the one with the most direct revenue upside. 2. **Add a free-shipping progress bar to the cart drawer.** The \$100 threshold already exists. Making it visible and incremental is a standard AOV lift with almost no build cost. 3. **Rework homepage hero and add merchandising rails.** The current hero ("Gear up for adventure!") does no selling, and the homepage asks visitors to navigate to find product instead of presenting it. A proper hero + New Arrivals / Staff Picks / seasonal rails changes what the homepage is for.

1. Site-Wide Issues

1.1 Visual identity & theme

- **Theme is serviceable but dated.** The PDP, header, and cart drawer are clean enough but lack contemporary polish, spacing is tight and there's no visual system tying the brand to a mountain/outdoor shop. A theme refresh (Dawn, Sense, or a premium theme like Impulse / Motion) would modernize the entire site in one move.
- **Inconsistent casing in product data.** On PDPs, Color dropdown options mix title case and lowercase (e.g., "Forge Grey" next to "otter brown"; "Large" next to "xl"). Apply a title-case transform in the template and clean up variant data over time.

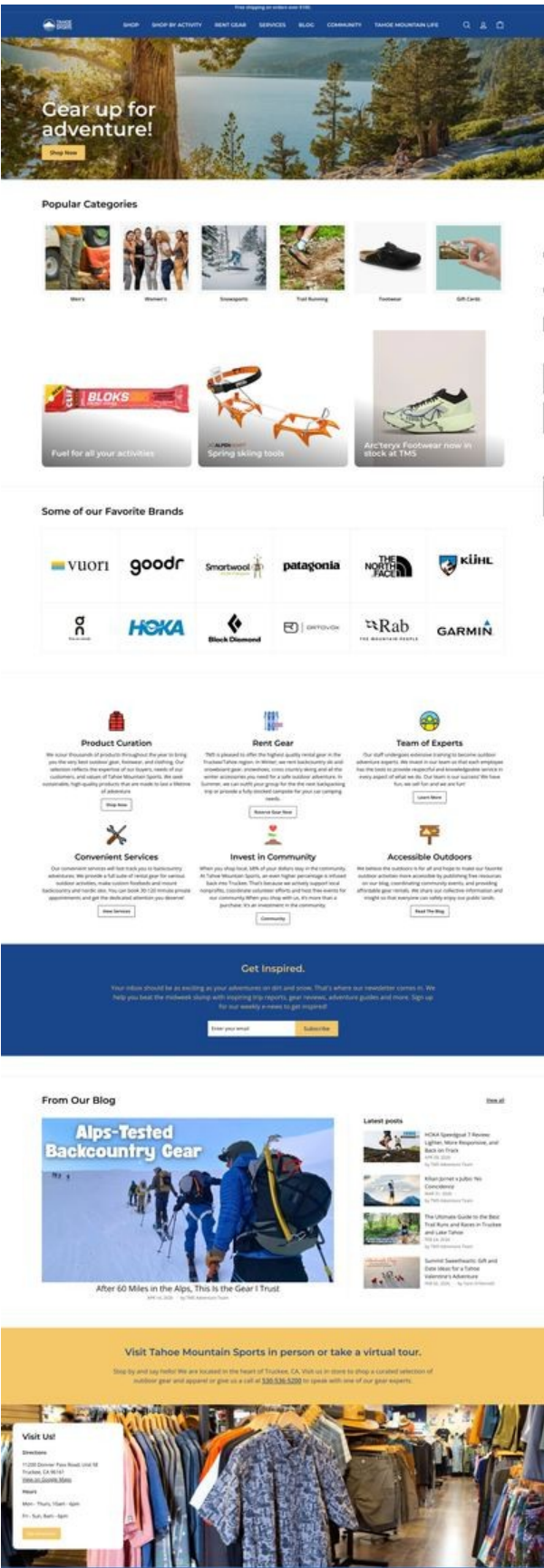
1.2 Trust & social proof

- **No reviews anywhere.** Not on collection tiles, not on PDPs, not aggregated on the homepage. This remains the single largest missing conversion lever. Install Judge.me (free tier) or Okendo.
- **No customer / UGC imagery.** A shop in Truckee with this customer base should be leaning on customer photos, an Instagram feed module on the homepage and PDPs would fill empty space and build credibility.
- **"Certified Green Business" and "Family Owned Local Business" exist but are buried.** These are real differentiators. A slim site-wide trust strip or a dedicated homepage band would surface them better than a muted list inside the PDP benefit stack.

1.3 Navigation & architecture

- **Footer is thin.** Add a Support column (FAQ, Shipping, Size Guide, Contact), a Store column (Hours, Directions, Phone), and re-surface the newsletter signup. Currently it's a single "Explore" column with minimal utility.

2. Homepage



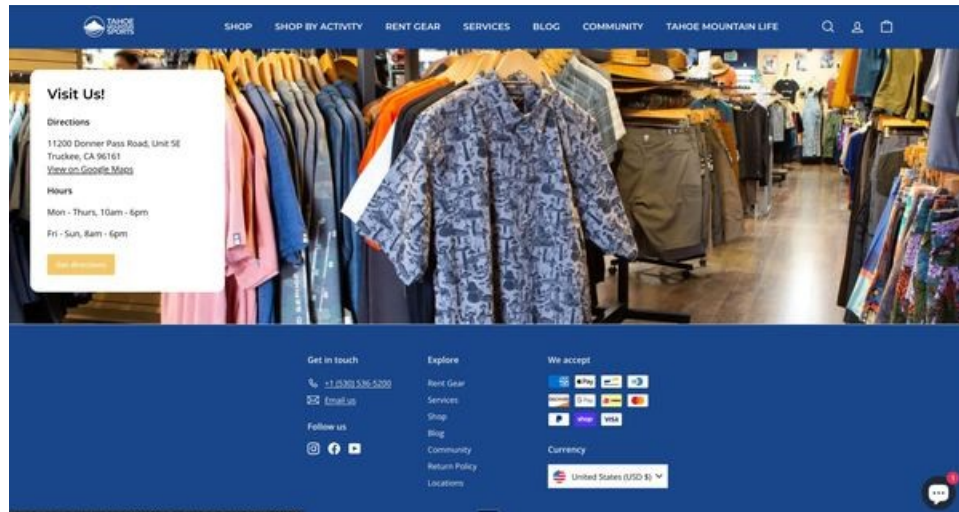
Current homepage, hero, Popular Categories, three feature tiles, brand row, six value pillars, newsletter, blog, storefront visit band.

Observed

The homepage leads with a wide Tahoe landscape hero and "Gear up for adventure!" headline with a "Shop Now" button. Below: a six-tile Popular Categories grid (Men's / Women's / Snowsports / Trail Running / Footwear / Gift Cards), three promotional feature tiles, a brand logo row (renders correctly), six value-pillar blocks (Product Curation, Rent Gear, Team of Experts, Convenient Services, Invest in Community, Accessible Outdoors), an email signup band, a blog feed, and a large closing "Visit Tahoe Mountain Sports in person" section with a storefront photo.

Issues

- **Hero headline does no selling.** "Gear up for adventure!" is a slogan, not a value prop. It doesn't say what TMS is, who it's for, or why to shop here rather than REI or Backcountry. The CTA points to /all, which is a 30,000+ product dump.
- **No product merchandising above the fold.** No New Arrivals, Best Sellers, Back in Stock, Staff Picks, or seasonal collection rail. The homepage currently asks the visitor to navigate instead of presenting product. This is the single biggest homepage miss.
- **Six value-pillar blocks in sequence is too many.** Product Curation / Rent Gear / Team of Experts / Convenient Services / Invest in Community / Accessible Outdoors are thematically overlapping, three are essentially "we're a good local shop." Shoppers scroll past all six without retaining any single point. Cutting to three and tightening copy would be more persuasive.
- **No seasonal story.** Mid-April in Truckee is a spring-skiing / transition moment. The "Spring skiing tools" tile is present but buried, and the hero ignores seasonality entirely. This is a revenue window being left on the table.
- **Blog-to-product handoff is missing.** Blog posts are well-produced (HOKA Speedgoat 7 review, Alps gear trust, Kilian x Julbo) but the homepage blog feed is just thumbnails. A reader is sent to an article, not toward a product.
- **Storefront "Visit Us" section at the bottom is one of the strongest pieces of the page.** The photo of the actual Truckee storefront is credibility you can't buy. It's currently positioned as a contact-info block, it deserves better framing.



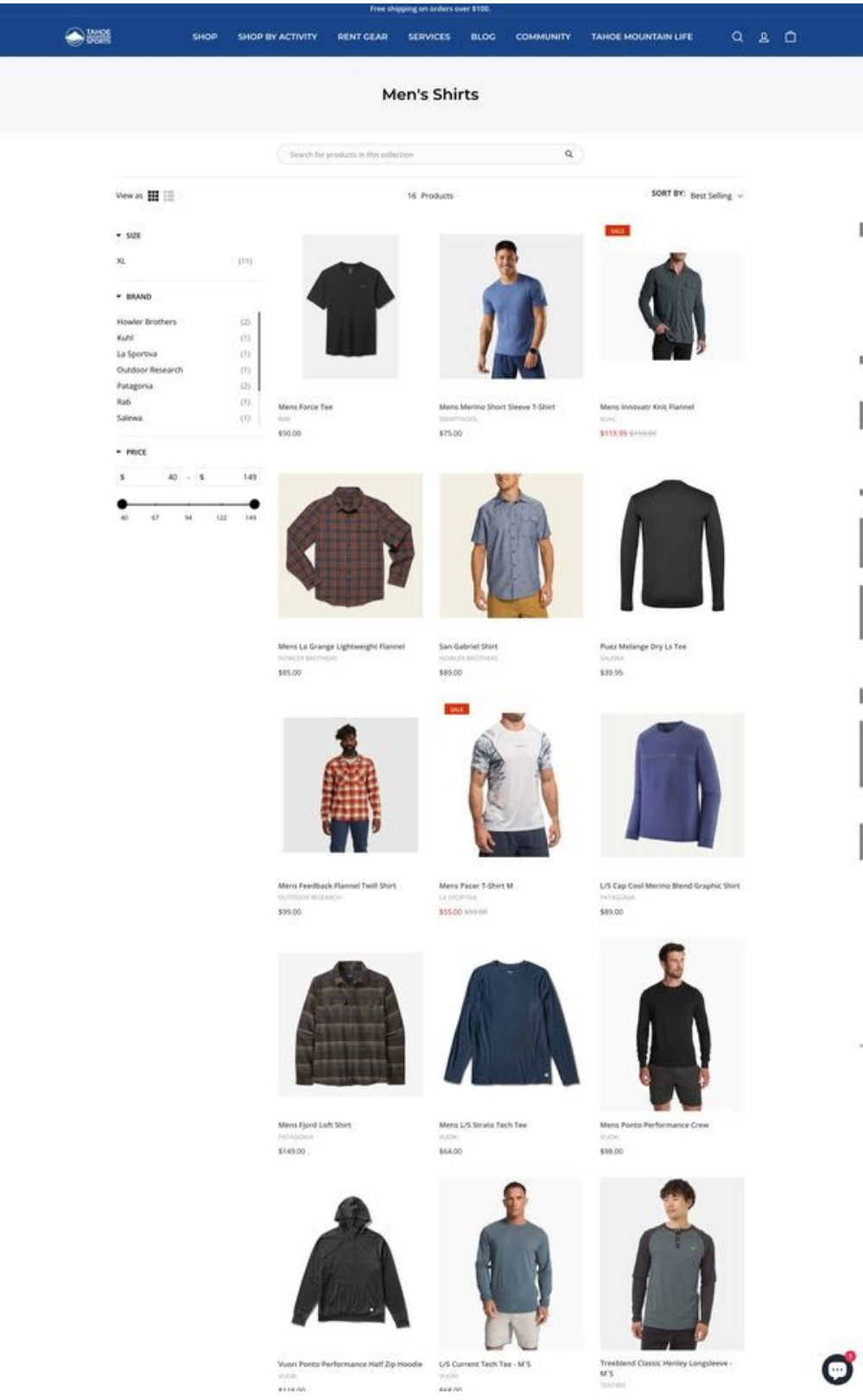
The "Visit Us!" section, strong trust asset, under-leveraged.

Recommendations

Priority	Recommendation	Impact	Effort
High	Rewrite the hero. Replace "Gear up for adventure!" with a two-line value prop (e.g., "The Sierra's most trusted outdoor shop. Gear, rentals, and expert fittings since 2007."). Keep the Tahoe image. Point the CTA at a curated seasonal collection, not /all.	High	S
High	Add a "New Arrivals" rail directly below the hero. Horizontal scroll on mobile, 4-up grid on desktop. This is the single most common pattern on high-converting outdoor sites and the homepage is missing it.	High	M
High	Add an email capture popup with a real offer. 10% off first order (or \$10 off \$100), triggered on 10-second delay or exit intent. Klaviyo's free tier covers the setup. Funnel the traffic you're already getting into a list you own.	High	S
High	Consolidate value pillars to three. Suggest: (1) Expert Fitting & Rentals, (2) Local & Independent Since 2007, (3) Curated Selection. Cut copy by half. Replace full-width photo blocks with a compact icon row.	Med	M
Med	Seasonal hero rotation. 3 slots: current-season headline (spring skiing tools, trail running '26), rental reservations, and a brand spotlight. Content already exists, it just isn't surfaced.	High	M
Med	Add a "Staff Picks" or "Best Sellers" rail.	Med	M

Priority	Recommendation	Impact	Effort
	Shoppers who don't know what they want are looking for permission. 6–8 items with "Staff Pick" labeling, a curation shop's natural advantage.		
Med	Lead with rentals for seasonal visitors. A large share of homepage traffic is people planning a Tahoe trip. A dedicated "Rent Gear for Your Tahoe Trip" band with ski / snowboard / camping / snowshoe thumbnails + "Reserve in 2 minutes" CTA captures a high-intent segment.	High	M
Med	Elevate the "Visit Us!" storefront section. Keep the photo prominent, but add a small Google rating badge, a "Book an appointment" CTA (tied to the existing Personalized Shopping service), and store hours with today's hours dynamically highlighted.	Med	M
Low	Trim value-pillar copy. Product Curation / Team of Experts / etc. each run 60–80 words. Half should be deleted; the rest should live on an expanded About page.	Low	S

3. Collection / Category Pages



Current Men's Shirts collection page, filters present, product tiles clean, but swatches, quick-add, and color filter are absent.

Observed

/collections/mens-shirts shows a left-side filter sidebar with **Size**, **Brand**, and **Price** facets, an in-collection search input, a grid/list view toggle, a product count ("16 Products"), and a sort-by dropdown defaulting to "Best Selling". Product tiles show a single product image (mostly on-model lifestyle), title, vendor in small caps, and price. Sale items have a red "SALE" badge and show a strikethrough price.

Issues

- **No Color filter.** For outdoor apparel where aesthetic and color match matter, this is a notable gap. Adding Color to the facet set is high-value.
- **No swatches on tiles.** A product like the Vuori Strato Tech Tee ships in 10+ colors, but the tile shows only one. Shoppers can't pre-qualify before clicking. Swatches directly under the tile (with image swap on hover) would reduce wasted PDP clicks significantly.
- **No quick-add.** Shoppers must commit to the PDP for every item they're considering. For single-variant items, a one-click add; for variant items, a mini size-picker modal.
- **Filter facets are shallow.** Only 4 brands shown for Size XL + 6 total brands in the sidebar. On the parent collection (16 products), this is fine, but on larger collections, more facets (Activity, Material, Features) would help.
- **Mobile sidebar filters almost certainly become a full-screen modal, worth verifying the filter application flow is smooth on mobile** (not visible in the desktop screenshot).
- **Disclaimer at the bottom of the page is still present in the HTML** ("Please note that our website does not reflect the full extent of products and inventory available at our store"). This tells the online shopper the online store is incomplete. Reframe as "Not finding it? Call us at (530) 536-5200, we'll check the floor."

Recommendations

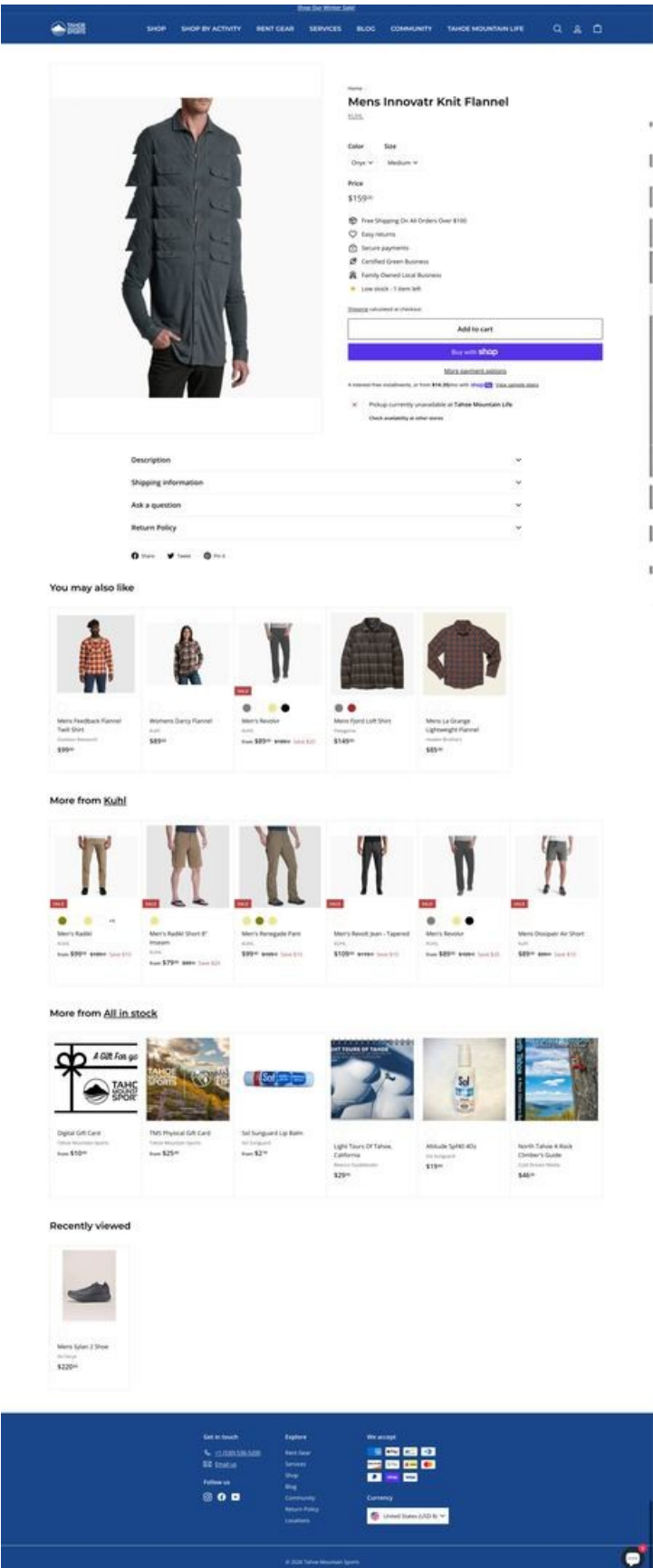
Priority	Recommendation	Impact	Effort
High	Add color swatches to collection tiles. Pull variant option values with color metafields. Tapping a swatch swaps the tile image; clicking through deep-links to that variant on the PDP. This is the biggest single win for the collection template.	High	M
High	Add Color to the filter sidebar. Color swatches alongside the existing Size / Brand / Price facets.	High	S
High	Add quick-add. "Add to cart" on hover for single-variant items, size-picker mini modal for variant items. Keeps the shopper browsing.	High	M
Med	Rewrite the "incomplete inventory" disclaimer.	Med	S

Priority	Recommendation	Impact	Effort
	Reframe as a helpful nudge, not a disclaimer that undermines online trust.		
Med	Add more filter facets on large collections. Activity (for Jackets), Material (for Base Layers), Features (waterproof, insulated, etc.). Implement via product metafields.	Med	M
Med	Add a short collection intro block. 1–2 sentences at the top of each category, helps SEO and orientation.	Low	S
Low	Add "Staff Pick" badges on featured tiles. Low-effort merch lever that uses the in-store team's authority.	Low	S
Low	Verify mobile filter UX. Confirm the mobile filter modal is frictionless, apply button, clear-all, counts on each facet.	Med	S

4. Product Detail Page (PDP)

This is the priority surface

Per your scope, the PDP gets the deepest treatment, swatches, reordered trust callouts, and a rebuild of the purchase block. What follows is a full PDP rebuild spec.



Current PDP, single product image with large empty canvas, native dropdowns for Color/Size, trust callouts stacked above the ATC button, accordion for description/shipping/etc., related rails with weak relevance tuning.

Observed: Kuhl Mens Innovatr Knit Flannel

Left column: one large product image on a white canvas, with significant empty space. Right column (top to bottom):

1. Breadcrumb ("Home")
2. Title ("Mens Innovatr Knit Flannel")
3. Vendor ("KUHL", as a link)
4. Color and Size labels with **native browser dropdowns** ("Onyx ▼" / "Medium ▼")
5. Price (\$159.00)
6. **Trust callout stack (6 items, above ATC):** Free Shipping On All Orders Over \$100 · Easy returns · Secure payments · Certified Green Business · Family Owned Local Business · Low stock – 1 item left
7. "Shipping calculated at checkout" link
8. **Add to cart** button
9. **Buy with Shop Pay** express button
10. "More payment options" link
11. Shop Pay installments message ("4 interest-free installments... or \$14.35/mo")
12. Local pickup availability ("Pickup currently unavailable at Tahoe Mountain Life, Check availability at other stores")
13. Accordion: Description / Shipping information / Ask a question / Return Policy
14. Social share icons (Share / Tweet / Pin)
15. "You may also like": 5 products, including a **Women's Darcy Flannel** as the first item on a men's PDP
16. "More from Kuhl": 6 Kuhl products
17. "More from All in stock": mixed bag of gift card, TMS gift card, lip balm, California light-tours guidebook, sunscreen, rock-climbing guide
18. "Recently viewed"

Issues

- **Color and Size are native browser dropdowns.** This is the single most impactful PDP issue. Shoppers can't see colors without opening the dropdown; can't tell which sizes are in stock without trial-and-error; can't visually scan the variant set. Native selects also look out of place on a premium-brand storefront, the Shop Pay button is polished and the variant selectors look like a form from 2010.
- **Trust callouts stack above the ATC button.** Six lines of benefit copy push the ATC below the fold on mobile and demote the most important action on the page. The

Baymard-era standard is to keep primary CTA visible without scrolling, with trust signals as a compact row below.

- **"Low stock – 1 item left" is mixed into the benefits bullet list.** This is a strong urgency signal presented as if it were equivalent to "Secure payments." It deserves its own visual treatment adjacent to the ATC.
- **Product image canvas is mostly white space.** The large left column shows one product-on-model shot with considerable empty padding above and below. No visible thumbnail strip on desktop, no zoom affordance, no lifestyle image, no detail shots (cuff, buttons, fabric texture).
- **No reviews.** Not shown near title, not present further down, not imported from manufacturer.
- **No size guide.** For apparel, this drives both abandoned carts and returns. Needs a "Size Guide" link adjacent to the Size selector.
- **No TMS buyer note.** The description is likely stock Kuhl copy. A one-line fit note ("Runs true to size; relaxed fit through the body, Mike, TMS Men's Buyer") is a moat against the big retailers and currently absent.
- **"You may also like" relevance is weak.** On a Men's Innovatr Flannel (Kuhl, \$159), the rail surfaces a Women's Darcy Flannel as the first result. Likely a collection-based or tag-based recommendation rule that isn't filtering by gender.
- **"More from All in stock" rail is actively harmful.** Gift card, lip balm, light-tours guidebook, climbing guide: none of these are plausible cross-sells for a \$159 men's flannel. This rail should be removed from the PDP entirely or scoped to a related activity.
- **Social share icons (Facebook/Twitter/Pinterest) remain.** Low-use feature; candidate for removal or for being moved into an accordion.
- **Local pickup messaging is clear but uses the wrong location label.** "Pickup currently unavailable at Tahoe Mountain Life" refers to the brand's content section, not the store. The pickup location should be "Tahoe Mountain Sports, 11200 Donner Pass Road, Truckee".

Proposed PDP content order

Same on mobile and desktop, primary column order:

19. Breadcrumb
20. Vendor (small label above title)
21. Product title
22. **Review stars + count** (clickable, jumps to reviews section)
23. Price + compare-at price + savings pill if on sale
24. **Color selector as visual swatches** (circle or square chips with color fill or thumbnail; click swaps gallery image)

25. **Size selector as a visible grid** (not dropdown), with struck-through / dimmed sold-out states. "Size Guide" link to the right.
26. **Single urgency line** when applicable: "Only 1 left in Onyx / Medium"
27. Quantity selector
28. **Add to Cart: primary, full-width, above the fold on mobile**
29. Shop Pay / express checkout buttons directly under ATC (already present, preserve)
30. Shop Pay installments (already present, preserve)
31. Local pickup status (already present; fix location label)
32. **Compact 3-icon trust row below everything above:** Free shipping over \$100 · Easy returns · Local expertise (not a 6-item vertical list)
33. Description (auto-expanded or accordion, test)
34. Fit & Sizing accordion (with TMS buyer note)
35. Materials & Care accordion
36. Shipping & Returns accordion
37. **Reviews section** (with submission form)
38. "You may also like" rail (gender-filtered, excluding current product)
39. Recently viewed rail

Specific PDP changes

Priority	Recommendation	Impact	Effort
High	Replace Color dropdown with visual swatches. Circle or pill chips, color fill from metafield or variant thumbnail. Selected state: 2px dark outline. Hover: tooltip with color name. Click: swaps main gallery image to that variant.	High	M
High	Replace Size dropdown with a visible size grid. Buttons for each size; sold-out sizes rendered with strikethrough + dimmed state (not click-to-discover).	High	M
High	Move trust callouts from above to below the ATC. Compact 3-icon horizontal row, not a 6-item vertical list. Keeps ATC above the fold on mobile.	High	S
High	Pull "Low stock" out of the trust stack. Dedicated urgency line adjacent to the ATC, triggered when inventory ≤ 3 . Red or amber accent color.	High	S
High	Add reviews. Judge.me or Okendo. Stars near the title, full reviews block further down. Import historical reviews via API where possible.	High	M

Priority	Recommendation	Impact	Effort
High	Add sticky mobile ATC bar. As the shopper scrolls past the ATC, a thin sticky bar appears with product image, price, and ATC button. Standard pattern, ships with most modern themes.	High	M
High	Fix related-product filtering. Exclude opposite-gender results from "You may also like" on gendered PDPs. Use product tags (e.g., gender:mens / gender:womens) or collection membership in the recommendation rule.	High	S
High	Remove the "More from All in stock" rail from PDPs. Or scope it tightly to the same activity/category. A gift card + lip balm + rock-climbing guide on a men's flannel is worse than nothing.	High	S
Med	Add TMS buyer notes to apparel and footwear PDPs. One-line fit note per item, written by the in-store team. Format: "Buyer's note: Runs true to size; relaxed fit., Mike, TMS Men's Buyer." This is a defensible differentiator.	High	L
Med	Add a size guide. Start with a generic TMS-branded apparel guide; upgrade to brand-specific later. Triggered by the "Size Guide" link next to the Size selector.	Med	M
Med	Fix the local pickup location label. "Tahoe Mountain Sports" instead of "Tahoe Mountain Life."	Med	S
Med	Improve the product gallery. Tighten the empty canvas; add thumbnail strip or vertical thumbnails on desktop; ensure zoom on hover / click. Push brand reps to supply lifestyle + detail images for top SKUs.	Med	M
Low	Demote or remove social share icons. Move into a Share accordion or drop entirely. Pinterest arguably worth keeping for apparel.	Low	S
Low	Replace "Ask a question" form with a chat widget or mailto. The form sends inbound support email; a live chat widget (Gorgias, Tidio) with store-hours awareness would be higher-converting.	Low	M
Low	Verify Product / Offer / Review schema. Most modern themes handle this, confirm it passes Google's Rich Results test once reviews are installed.	Med	S

5. Cart / Cart Drawer

Observed

Right-side cart drawer with a "Goes great with" upsell rail (currently static: Olukai Puawe, Carve Designs Dahlia One Piece, Carve Designs Stinson Bottom, Birkenstock Arizona, all women's items regardless of cart contents), line items, subtotal, a subscription/deferred-purchase disclaimer that appears to always render, and a Check Out button. No free-shipping progress bar, no estimated delivery, no trust badges, no discount code field in the drawer.

Issues

- **No free-shipping progress bar.** The \$100 threshold is site-wide but not surfaced in the cart. A "You're \$23.01 away from free shipping" bar is the single most consistent AOV lift in Shopify CRO literature.
- **"Goes great with" upsell is static and not personalized.** Shows four women's items (Olukai, Carve Designs ×2, Birkenstock) regardless of cart contents. Suggesting women's swimwear to someone who added a men's flannel is a negative signal.
- **Subscription disclaimer always renders.** Reads as legalese and erodes trust when no subscription items are in the cart. Conditionally render only when a selling-plan item is present.
- **No estimated delivery date.** "Order today, arrives by April 22" is a proven conversion lever.
- **No trust row in cart.** Payment icons, secure checkout lock, and returns assurance should appear at the bottom of the drawer, cart is the last trust moment before checkout.

Recommendations

Priority	Recommendation	Impact	Effort
High	Free-shipping progress bar at the top of the cart drawer. Dynamic copy and a visual bar. Minimal custom Liquid + JS; no app required.	High	S
High	Conditionally render the subscription disclaimer. Show only when cart contains a selling-plan item. Liquid conditional, quick change.	High	S
High	Dynamic cart upsell. Replace the static "Goes great with" with gender/category-matched recommendations via Shopify's Product Recommendations API (free) or Rebuy / ReConvert (paid). If full dynamic is out of scope, at minimum tie upsells to the dominant category of the cart.	High	M

Priority	Recommendation	Impact	Effort
Med	Estimated delivery date. Business-day calculator against shipping zones. Highly persuasive, especially on mobile.	Med	M
Med	Trust row at the bottom of cart. Payment icons + secure checkout lock + "Free returns within 30 days." One compact row.	Med	S
Med	Discount code field in drawer, or clear "Enter discount at checkout" messaging so code-holders know where to apply it.	Low	S
Low	Cart notes toggle (gift message / shipping note). Low volume but useful in gift-buying windows.	Low	M
Low	Free-gift incentive at a higher threshold (\\$150+). Low-COGS freebie (stickers, chapstick, buff) bumps AOV further past the shipping threshold. Configurable via Rebuy.	Med	M

6. What I'd Measure

Before shipping the core rebuild, establish baselines. GA4 + Shopify Analytics cover most of it:

- **Homepage** → **collection CTR** (% of homepage sessions reaching a collection page)
- **Collection** → **PDP CTR**
- **PDP** → **add-to-cart rate** (the core PDP metric)
- **Cart** → **checkout initiated rate**
- **Checkout completion rate** (Shopify native)
- **Overall site conversion rate**, split **mobile vs. desktop**
- **AOV**, to verify free-shipping bar and upsell impact
- **Email opt-in rate**, baseline before popup, 30 days after

PDP add-to-cart rate and cart → checkout rate are where the biggest lifts from this audit should show up. Mobile conversion in particular is where sticky ATC, moved trust callouts, and swatch replacements should move the number.