

How to Lift Revenue Per Visitor by 10% in 30 Days

The exact framework Shivook uses across 400+ Shopify brands to guarantee a minimum 10% RPV lift — or clients get a full refund.

400+

Brands optimized

\$40M+

Incremental revenue

44X

Avg. client ROI

01 — WHAT IS RPV AND WHY IT MATTERS

Revenue Per Visitor (RPV) is the single most important metric on your Shopify store. It tells you how much revenue you generate for every person who lands on your site — regardless of whether they buy or not.

Most brands obsess over conversion rate. But conversion rate alone misses half the picture. A store converting at 3% with a \$40 AOV generates less per visitor than one converting at 2% with a \$100 AOV. RPV captures both.

$$\text{RPV} = \text{Conversion Rate} \times \text{Average Order Value}$$

A 10% lift in RPV means your store generates 10% more revenue from the same traffic. No extra ad spend. No new products. No price increases. Just a better store.

02 — THE 5-STEP RPV FRAMEWORK

Across 400+ Shopify audits, we found the same patterns repeatedly. The stores with the highest RPV consistently do these five things well.

01

Audit Your PDP for Conversion Friction

Your product page is the most important page on your store. Check: Is the CTA above the fold on mobile? Is the price visible without scrolling? Are trust signals (reviews, guarantees) present? Does the page load in under 3 seconds? These are the most common RPV killers we find.

02

Fix Your Mobile Experience First

Over 70% of Shopify traffic is mobile. Yet most brands build desktop-first. Check every critical page on a real mobile device — not browser emulation. The add-to-cart button, product images, price, and reviews must all be immediately visible without scrolling on a phone screen.

03

Strengthen Your Social Proof Layer

Buyers need permission to purchase. Reviews, star ratings, testimonials, and trust badges give them that permission. Ensure reviews are visible on the PDP — not hidden in a tab. Include photo reviews, a review count, and at least one specific outcome-based testimonial (e.g. 'I saw results in 2 weeks').

04

Remove Checkout Friction

The average Shopify store abandons 70%+ of carts at checkout. The most common culprits: forced account creation, no guest checkout, a prominent promo code field that sends shoppers hunting for discounts, and missing trust badges at the payment step. Fix these before anything else.

05

Run a Head-to-Head A/B Test

Do not guess. Build a new version of your PDP, run it against the current version with equal traffic, and measure RPV over 30 days minimum. The winner stays. The loser gets replaced. This is how Shivook guarantees a 10% RPV lift — we test, not assume.

03 — REAL RESULTS

These are not projections. These are results from real Shopify brands who applied this framework with Shivook.

Ava Estell	+\$350,000/month	Beauty & skincare brand. PDP rebuild targeting mobile UX and trust signals.
Editors Pick	+\$213,000/month	568X ROI on CRO investment. Checkout flow and PDP copy optimisation.
Hydrohealth	+\$140,000/month	Supplements brand. Above-the-fold CTA and social proof restructure.
Duradry	+46% RPV	Full funnel CRO programme. Persistent 46% RPV improvement maintained over 6 months.
Phase Zero	+139% CR	Conversion rate more than doubled. PDP redesign with new visual hierarchy.

04 — 10 QUICK WINS TO IMPLEMENT THIS WEEK

1. Move your Add-to-Cart button above the fold on mobile.
2. Add a star rating and review count to every product card on collection pages.
3. Enable guest checkout — forced account creation kills 26% of checkouts.
4. Show a trust badge (SSL, money-back guarantee) near the checkout button.
5. Add a "Free shipping on orders over \$X" threshold message to the cart.
6. Replace your generic product description with a problem-agitate-solution format.
7. Add at least one lifestyle product image to every PDP.
8. Include a short FAQ answering the top 3-5 buyer objections on your PDP.
9. Add urgency — stock count, "X people viewing now", or a shipping deadline.
10. Remove or minimise the promo code field at checkout — it sends buyers searching for discounts.

Want us to do this for your store?

Shivook builds a new PDP for your store and tests it head-to-head against your current one. We guarantee a minimum 10% lift in RPV within 30 days — or you get a full refund. Starting at \$1,500.

Book a free 20-minute store review at shivook.com

Shivook.com — eCommerce CRO Agency | 400+ brands optimized | \$40M+ in incremental revenue | Not for redistribution