

STORE SCAN • SAMPLE REPORT • 2026

Your store, *examined from the outside.*

This is how your report reads: written to you, about your store. Because this copy is a sample, the store behind it is a fictionalized home & living brand doing roughly \$6M a year online. Every chart, figure and page is rendered exactly as yours will be, from your real data.

\$6.0M	≈\$700	4	26	11
YEARLY ONLINE REVENUE (AS STATED)	FLows THROUGH EVERY HOUR	MONEY PAGES EXAMINED	THIRD-PARTY SCRIPTS FOUND	BREAK POINTS, UNWATCHED

READ-ONLY THROUGHOUT • NOTHING WAS LOGGED INTO • NOTHING LEFT YOUR STORE

SCOPE • WHAT AN EXTERNAL SCAN CAN SEE

Nothing was logged into. Everything below is *visible from outside*.

Your store was examined the way the world already examines it, the way a shopper's browser loads it, the way ad platforms hear from it, the way Google's public speed records describe it, and the way an accessibility plaintiff's tool would test it. No passwords, no installs.

EXAMINED	HOW	DEPTH
Tracking & pixels	A real browser walks your store while every tag that fires is recorded	Home • collection • product • cart
Speed history	Google's public field records, timing from your actual visitors, 12 months	Chrome visitors, mobile + desktop
Accessibility	The same automated test class used in demand letters	4 money pages • WCAG 2.1 A/AA
App & script census	Every third-party script on your storefront, weighed and identified	Full storefront
Storefront integrity	Crawl of links, images, banners and paths a shopper can reach	214 URLs
Agent visibility	How AI shopping agents see your store: live queries, crawler access, product data	ChatGPT • Copilot • Google AI
Exposure math	Arithmetic on the revenue figure you state; nothing pulled	Hourly • peak-week

FOUR KINDS OF FIGURE APPEAR IN YOUR REPORT: **[MEASURED]** COUNTED DIRECTLY **[ESTIMATED]** FORMULA SHOWN **[EXPOSURE]** A BAND, NEVER SUMMED **[ATTESTED]** CHECKED & CLEAN, NEVER DOLLARIZED

FINDING 01 • TRACKING

Your ad platforms are being told about every visitor *twice*.

A real browser walked your store while we recorded every tag that fired. Your Meta base code is installed two ways, once in the theme, once through an app. Core events fire in duplicate on every page a shopper touches.

18:42:07	page load • /products/oak-shelf	
18:42:07	Meta PageView	FIRE x2 • theme + app
18:42:11	Meta ViewContent	FIRE x2
18:42:19	add to cart • Meta AddToCart	FIRE x2
18:42:19	GA4 add_to_cart	FIRE x1 • CLEAN

PAGE	META PV	META VC	META ATC	GA4	TIKTOK
Home	x2	-	-	x1	x1
Collection	x2	x2	-	x1	x1
Product	x2	x2	x2	x1	x1
Cart	x2	-	x2	x1	-

EVERY TAG OBSERVED FIRING, PER PAGE WALKED • SCREENSHOTS RETAINED • **[MEASURED]**

- A1** Every Meta event doubles. The platform's own deduplication cannot fully repair this pattern: its optimization and its reporting inherit inflated signals. **[MEASURED]**
- A2** What it costs is dollarizable only against your ad spend, which an external scan can't see. At a typical \$30k/month budget for a store your size, optimizing on doubled signals wastes low four figures monthly. **[PENDING]** (dollarized precisely once spend is shared).

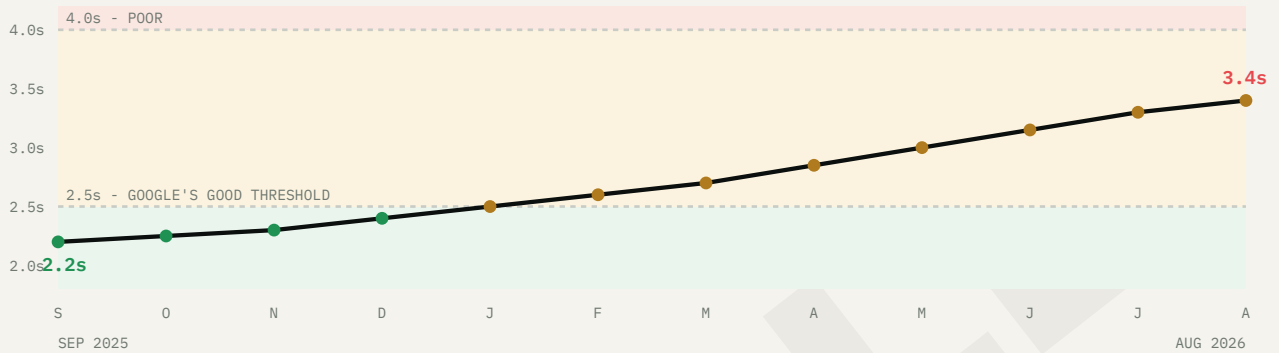
WHAT IT MEANS

Every dollar of your paid social is currently aimed by numbers that are wrong in a known direction. The fix is a one-day cleanup. The finding is that nobody had looked.

FINDING 02 • SPEED

Your real visitors have been waiting longer *every month*.

Google's public field records, timing collected from your actual Chrome visitors. They show your mobile main-content paint drifting for a year. Nobody decided to make your store slower. Your app stack did it one install at a time.



MOBILE LARGEST CONTENTFUL PAINT • 75TH PERCENTILE • YOUR CHROME VISITORS • TRAILING 12 MONTHS • SOURCE: CHROME UX REPORT • [MEASURED]

Session recorder A		412 KB
Reviews widget (renders nowhere)		388 KB
Session recorder B		301 KB
Popup / email capture		255 KB
Loyalty widget		231 KB
Chat		210 KB
A/B testing		166 KB
Everything else (19)		924 KB

THIRD-PARTY SCRIPT WEIGHT ON YOUR PRODUCT PAGE • 4.8MB TOTAL PAGE • 26 SCRIPTS • [MEASURED]

- B1** Mobile main-content paint drifted 2.2s → 3.4s in a year, out of Google's good band, on the device class most of your shoppers use.
- B2** The three heaviest scripts on your product page belong to apps installed in the last twelve months. The drift is the app stack's signature.
- B3** One in five of your visitors is invisible to every speed dataset that exists: public field data covers Chrome only. Not this scan's gap alone; the market's. [ATTESTED] (stated as a limit, not a finding).

WHAT IT MEANS

Slower pages sell less, and nobody notices a store getting slow, only a store gone slow. This drift is what an unwatched release process looks like: every app and change lands unweighed.

FINDING 03 • ACCESSIBILITY

34 failures on the four pages where your *money moves*.

The same automated test class used in demand letters, run against your home, collection, product and cart pages. An accessibility overlay is installed, and billing you, while the failures underneath it persist, because they live in the theme itself.

PAGE	CRITICAL	SERIOUS	MODERATE	TOTAL
Home	-	7	1	8
Collection	-	6	-	6
Product	1	9	2	12
Cart	1	7	-	8
All money pages	2	29	3	34

WCAG 2.1 A/AA AUTOMATED PASS • AXE RULESET • VIOLATION NODES DEDUPLICATED PER TEMPLATE • [MEASURED]

- c1** Contrast, unlabeled controls and keyboard traps, the three categories most cited in filings, are all present on your money pages.
- c2** Your overlay does not repair theme-level failures, and overlay-equipped stores appear regularly in filings. Industry settlements for this class run \$20,000–\$75,000. [EXPOSURE] (a band, never added to anything).

WHAT IT MEANS

You are paying for accessibility and don't have it. Proper remediation is a scoped project; staying accessible afterward is a monitoring problem, which is why it decayed in the first place.

FINDING 04 • APP & SCRIPT CENSUS

Paying for tools nobody is using, two of them doing *the same job*.

- d1** 23 apps detected on your storefront. Three show no configured output anywhere: likely subscribed and abandoned. At typical app pricing, roughly \$140/month. [PENDING] (confirmed against your invoices in one call).
- d2** Two session-recording tools run simultaneously: double weight, double cost, one job. Both visible in Finding 02's weight chart.
- d3** A reviews widget loads on every page but renders on none we crawled: 388 KB of weight with no work.

WHAT IT MEANS

Your app stack is where your speed went (Finding 02), and where a few hundred dollars a month quietly goes with it. Nobody audits this because it's nobody's job.

FINDING 05 • STOREFRONT INTEGRITY

Small breakage a shopper meets *before you do.*

A crawl of 214 URLs a shopper can reach on your store, every link followed, every image checked, every banner read.

/pages/care-guide → /pages/materials	404 • linked from 3 product pages
/collections/summer-24	404 • linked from footer, sitewide
Product image • walnut-tray-03.jpg	missing • renders broken on collection
Homepage hero banner	advertises a sale that ended in July, its code, still active, still discounts
/blogs/journal/... (11 more)	full list in the evidence appendix

E1 11 broken links and 3 missing images across 214 crawled URLs, including one dead link in your checkout-adjacent footer.

[MEASURED]

E2 A homepage banner still advertises July's sale, and the code behind it still discounts. [MEASURED]

E3 14 redirect chains add avoidable delay to paths your shoppers and search engines still use.

WHAT IT MEANS

None of these is a crisis. All of them are the texture of an unwatched store: each found today by a scan, and every day before today by your customers.

WHAT CAME BACK CLEAN

What we *refused* to claim.

F1 Your GA4 fires once and correctly on every event we observed. [ATTESTED]

F2 Your checkout is reachable and renders on every path we walked. Whether it stays that way at 3AM is a monitoring question, not a scan question. [ATTESTED]

F3 No mixed-content or certificate issues. [ATTESTED]

F4 Your desktop speed holds in the good band. The drift is mobile-specific, we won't inflate it. [ATTESTED]

WHY THIS PAGE EXISTS

A report you can trust when it says something is wrong must be willing to say when something is right. Every scan includes this page.

FINDING 06 • AGENT VISIBILITY

AI agents are shopping. Yours is a store they *can't* see.

Shoppers now ask ChatGPT, Copilot and Google's AI to find and buy products, and Shopify routes real orders through those conversations. We asked them for products you sell, then checked what the agents are given to work with.

WE ASKED	YOUR PRODUCTS SURFACED	COMPETITORS SURFACED
ChatGPT • “walnut serving tray under \$80”	NONE	6
ChatGPT • “best linen table runner”	NONE	5
Copilot • your bestseller, by name	NONE	3 lookalikes
Google AI Mode • your brand + category	1 • PRICE OUTDATED	4

LIVE QUERIES, RECORDED • TRANSCRIPTS RETAINED • [MEASURED]

```
# your robots.txt • lines 14-15
User-agent: GPTBot
Disallow: /
The crawler that feeds AI shopping is blocked sitewide, a 2024 decision nobody revisited.
```

- G1** Your products do not surface in AI shopping conversations where your competitors already do. Four live query sets, zero clean appearances. [MEASURED]
- G2** Your robots.txt still blocks the AI crawler sitewide: agents are being turned away at the door, so the invisibility is self-inflicted and reversible. [MEASURED]
- G3** Your product data is missing the fields agents rely on: returns window, shipping detail and identifiers absent from the product schema on every template we checked. Agents skip what they can't verify. [MEASURED]
- G4** For scale, not as a claim about your store: Shopify reports AI-driven traffic to stores grew 8× year over year in Q1 2026, with orders from AI search up nearly 13×. The channel is compounding while this store sits out. [ATTESTED]

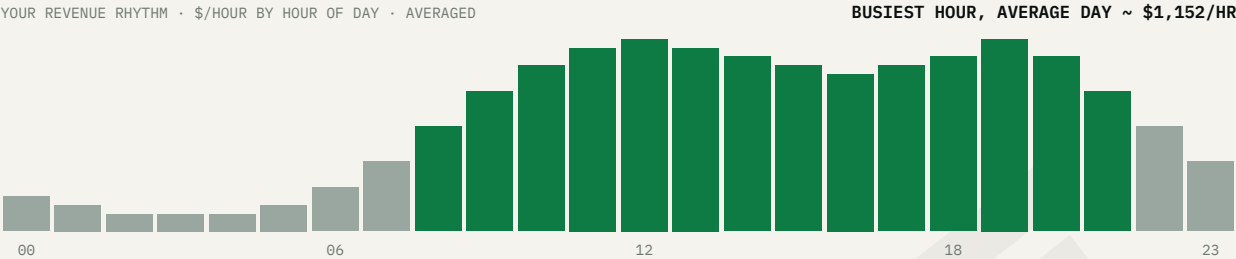
WHAT IT MEANS

Your store now has two kinds of customers: people, and the agents shopping for them. Nobody has checked what the second kind sees, because in most companies it is nobody's job. Being seen and chosen is your merchandising; being visible, current and verifiable to agents is the floor, and the floor is what we keep.

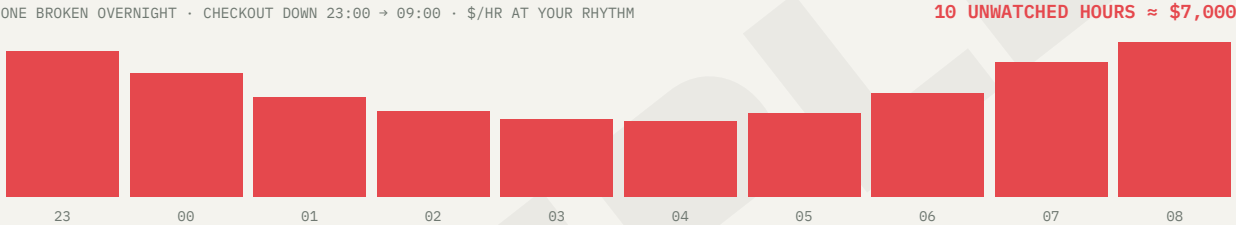
EXPOSURE • FROM YOUR OWN NUMBERS

What's riding on the parts *nobody watches.*

Nothing below is a claimed loss. It's arithmetic on the revenue you stated, and the reason the findings above matter. Your store earns around the clock; your ability to notice a problem doesn't.



DERIVED FROM YOUR STATED \$6.0M USING A TYPICAL DTC DAY-SHAPE • [SAMPLE MATH]



ILLUSTRATIVE INCIDENT USING YOUR OWN HOURLY RATES • ON MOST STORES WE SCAN, THE LAST REAL INCIDENT WAS DISCOVERED THE SAME WAY: A CUSTOMER WROTE IN.

≈\$700	≈\$1,900	≈\$800k	≈\$7,000
EVERY HOUR, AVERAGE	PEAK-WEEK HOURS	THROUGH NOV-DEC, AT LAST YEAR'S SHAPE	ONE BROKEN OVERNIGHT (10H)

WITH VIEW ACCESS • THE SCAN'S SECOND HALF

What this report could not see, and what the full examination *adds*.

An external scan reads your store's surface. With read-only view access, the same examination extends into your records, where the largest findings usually live.

WITH ACCESS, WE EXAMINE

THE QUESTION IT ANSWERS

Twelve months of your order flow, hour by hour	Did sales ever silently stop, and did anyone notice?
Your subscription billing, every attempt	How much recurring revenue dies to failed cards nobody chases?
Your refunds against their own baseline	Which months were abnormal, and what did they cost?
Your analytics vs. reality, nightly logic	Do the numbers your decisions rest on agree with the money?
Your discounts & prices, in full	What's stacking, what never expires, what's still active from apps long gone?
Your AI-channel orders, as they arrive	Are agent-placed orders attributed and measured truthfully?

READ-ONLY THROUGHOUT • YOUR DATA NEVER LEAVES YOUR STORE • EVERY FIGURE ARRIVES WITH ITS EVIDENCE

Then imagine this report *alive*.

Everything above was discovered once, by a scan, the way an autopsy discovers things. Storekeeper is the same examination running every night: your checkout tested like a shopper around the clock, every release gated, every number verified, every finding fixed or handed to your team with evidence, and a report like this every month. Three lines that mattered on top; seven hundred quiet checks underneath.

Our recommendation: worth operating

0.1% OF PROTECTED VALUE • EVERYTHING INCLUDED • 30-DAY EXIT • FIRST 90 DAYS: CANCEL FOR ANY REASON, FULL REFUND

\$6,000/mo

YOUR REAL SCAN STARTS WITH JUST YOUR STORE'S ADDRESS • HELLO@WORKSOFWEB.CO.UK