



## Overusing Apps

Too many third-party apps = bloated speed, poor UX. Stick to the essentials only.



## Ignoring Mobile UX

Most traffic is mobile. Your store **must** be responsive and touch-friendly.



## Using Carousels in the Hero Section

Sliders kill conversions. Use a bold static banner + clear CTA instead.



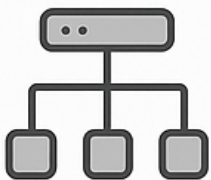
## Lack of Visual Hierarchy

Don't confuse users. Guide them with layout, spacing, and clear CTAs.



## Not Showcasing Products Above the Fold

Visitors need to see what you sell instantly — avoid hiding collections.



## Cluttered Navigation

Too many menu items or mega-menus confuse users. Keep it simple.



## Ignoring Site Speed

A slow Shopify site = lower sales. Optimize images, themes, and remove unused apps.



## Inconsistent Branding

Colors, fonts, and tone should feel cohesive