pixeliq
CREATIVE AGENCY

FREE GUIDE

FOR FASHION, BEAUTY & D2C BRANDS

The Website Leak Checklist

25 checks to find where your website is losing the customers your Instagram brings in.

15 minutes · just your phone

BEFORE YOU START

How to use this checklist

Your customers shop on a phone, on mobile data, coming from Instagram. So check your site the same way.

1

Use your phone, not your laptop.

Turn Wi-Fi off and use mobile data. That's what your buyers see.

2

Start from your Instagram bio.

Tap your own link in bio and try to buy one product, all the way to the payment page.

3

Tick only what's true today.

Not "we're fixing it next week". Be honest. The score is only for you.

4

Count your ticks.

Your score and what to do next are on page 9.

SECTION 1 OF 5 · SPEED

Does it load before they leave?

- [ ] **The page shows something useful within 3 seconds on mobile data.**
  Count it yourself. Then test it free on PageSpeed Insights (page 8) and look at the mobile score.

- [ ] **Product images are compressed.**
  Most product photos can be under 200 KB without looking worse. Use WebP if your platform supports it.

- [ ] **No heavy video autoplays at the top on mobile.**
  A big hero video looks great on a laptop and stalls on a phone. Use a photo or a short, light loop.

- [ ] **Apps and scripts you don’t use are removed.**
  Old popups, review widgets and trackers you installed once still load on every page.

- [ ] **You use 2 font families or fewer.**
  Every extra font is another file your customer waits for.

SECTION 2 OF 5 · FIRST SCREEN

Do they get it in 5 seconds?

- [ ] **A stranger can tell what you sell in 5 seconds.**
  Show the screen to a friend for 5 seconds. Ask: "What does this brand sell?" If they hesitate, it fails.

- [ ] **There is one main button on the first screen.**
  "Shop the collection" beats three buttons fighting for attention.

- [ ] **Your offer is visible at the top.**
  Free shipping above ₹999, a launch price, COD available — whatever your reason to buy today is, say it in a thin bar at the top.

- [ ] **The hero image is your real product.**
  Not a stock photo, not a mood board. People should see what they'll actually receive.

- [ ] **Your menu has 6 items or fewer.**
  Too many choices on a small screen means no choice at all.

SECTION 3 OF 5 · PRODUCT PAGE

Is buying the easy part?

- [ ] **Price and "Add to cart" show without scrolling on mobile.**
  Open any product on your phone. If you have to scroll to find the button, many buyers won't.

- [ ] **Photos show the product in use, up close and to scale.**
  Worn on a person, on a hand, next to something familiar. Four photos of the same angle don't count.

- [ ] **Reviews sit near the price, not at the bottom.**
  Star rating and review count right under the product name. Photo reviews are even better.

- [ ] **Size guide or "how to use" is one tap away.**
  The question that stops a purchase should be answered on the same screen.

- [ ] **Delivery time and return policy are next to the button.**
  "Delivered in 3–5 days · Easy 7-day returns" removes the last doubt.

- [ ] **"Add to cart" stays visible while scrolling on mobile.**
  A sticky button at the bottom of the screen means the decision is always one tap away.

SECTION 4 OF 5 · CHECKOUT

Do they make it to payment?

- [ ] **People can check out without creating an account.**
  Forcing sign-up before paying is one of the most common reasons carts get abandoned.

- [ ] **The checkout asks only what you need to deliver.**
  Name, phone, address, pin code. Count your fields: anything extra is a reason to leave.

- [ ] **UPI and COD (if you offer it) are shown clearly.**
  Indian buyers look for their payment method before they commit. Show the icons early.

- [ ] **The full price, with shipping, is clear before checkout.**
  A surprise shipping charge on the last step feels like a trick. Show it in the cart.

- [ ] **A WhatsApp or contact option is easy to find.**
  Some buyers have one question before paying. Make sure they can ask it in one tap.

SECTION 5 OF 5 · INSTAGRAM → WEBSITE

Does the path from reel to cart work?

- [ ] **Your link in bio goes to the exact product or collection.**
  If the reel shows a red kurta, the link should open the red kurta, not your homepage.

- [ ] **The website looks like your Instagram.**
  Same colours, same photo style, same tone. A different look makes people think they're on the wrong site.

- [ ] **Real customer photos or Instagram posts appear on the site.**
  The trust you built on Instagram should follow people to the product page.

- [ ] **About, contact and policy pages exist and are linked in the footer.**
  New brands get checked. A missing returns or contact page is a red flag for a first-time buyer.

FREE TOOLS

Check it yourself, free

You don’t need a developer to find most leaks. These are free and take a few minutes each.

PageSpeed Insights

pagespeed.web.dev

Paste your product page link. Look at the **Mobile** tab. It lists exactly what’s slowing your page down.

Squoosh

squoosh.app

Drag in a product photo, pick WebP, and watch the file size drop. Runs in your browser.

Microsoft Clarity

clarity.microsoft.com

Free recordings and heatmaps of real visitors. See where people scroll, tap and give up.

Google Search Console

search.google.com/search-console

Shows mobile problems and pages Google can’t load properly.

YOUR SCORE

Count your ticks

21-25	Your site is in great shape. Keep testing after every new launch.
14-20	Your site is leaking sales. Fix the easy ones this week.
0-13	Your website is holding your Instagram back. Time for a rebuild.

→

Start with the easiest ”no”.

Compress images, fix the link in bio, move reviews up. Some fixes take 10 minutes.

→

Re-check every launch.

New apps, new banners and new photos slowly add leaks back. Save this guide.

Want a website that doesn't leak?

pixeliq builds fast, clean, conversion-focused websites for fashion, beauty and D2C brands, and the social media that sends people to them.

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