

Competitor PDP Audit Template

For Shopify Brands

Use this template to audit your top 3 competitors' product pages and identify the gaps between their PDPs and yours. The brands winning on Shopify aren't necessarily the ones with the best products -- they're the ones with the best-optimised product pages.

HOW TO USE THIS TEMPLATE

Pick your top 3 competitors. Go through each section below for each competitor's main product page. Score each element 1 (poor) to 5 (excellent). Where they score higher than you, that's a prioritised optimisation opportunity.

01 -- Above the Fold

Element	Competitor 1 (1-5)	Competitor 2 (1-5)	Competitor 3 (1-5)	Yours (1-5)	Priority?
Product headline -- clear, benefit-led, specific?					
Price visible without scrolling on mobile?					
Add-to-cart button above the fold on mobile?					
Hero image quality -- lifestyle vs product only?					
Trust signal visible above the fold (reviews, badges)?					

02 -- Social Proof

Element	Competitor 1 (1-5)	Competitor 2 (1-5)	Competitor 3 (1-5)	Yours (1-5)	Priority?
Star rating and review count visible on PDP?					
Number of reviews (volume signals trust)?					
Photo reviews present?					
Negative reviews present (100% positive looks fake)?					
Outcome-based testimonials (results, not just praise)?					

03 -- Product Information

Element	Competitor 1 (1-5)	Competitor 2 (1-5)	Competitor 3 (1-5)	Yours (1-5)	Priority?
Clear size guide or usage guide accessible?					
FAQ section answering top 5 buyer objections?					
Ingredients / materials / specifications clearly listed?					
Comparison to alternatives or variants?					
Video content on the PDP?					

04 -- Urgency and Conversion

Element	Competitor 1 (1-5)	Competitor 2 (1-5)	Competitor 3 (1-5)	Yours (1-5)	Priority?
Stock count or scarcity signal present?					
Shipping deadline or delivery estimate visible?					
Money-back guarantee prominently displayed?					
Upsell or bundle offer present?					
Sticky add-to-cart bar on scroll?					

05 -- Page Performance

Element	Competitor 1 (1-5)	Competitor 2 (1-5)	Competitor 3 (1-5)	Yours (1-5)	Priority?
Mobile load time under 3 seconds?					
No intrusive popups blocking content on mobile?					
Clean navigation -- not competing with add-to-cart CTA?					
Trust badges near checkout / add-to-cart button?					
Related products or social proof below the fold?					

WHAT TO DO WITH YOUR RESULTS

Any element where 2+ competitors score higher than you is a priority fix. Start with above-the-fold issues -- they have the biggest impact on RPV. Then work through social proof, then urgency signals.

Want us to implement this for your store?

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