



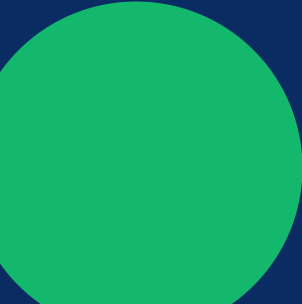
marketfy

FREE BUSINESS TOOLKIT

Shopify Growth Toolkit

A focused guide to improve revenue, conversion and store profit.

A free resource from marketfy.shop



Start with the numbers that matter

For Shopify store owners. Use this short toolkit alongside Marketfy calculators to make a clear plan before you spend, price or launch.

CORE FORMULA

Monthly revenue = visitors x conversion rate x average order value

The five metrics to watch

Metric	Why it matters
Conversion rate	Track it consistently and compare it with your target.
Average order value	Track it consistently and compare it with your target.
Revenue per visitor	Track it consistently and compare it with your target.
Net margin	Track it consistently and compare it with your target.
Repeat purchase rate	Track it consistently and compare it with your target.

Your action worksheets

Print this page or use it as a checklist while you plan.

Store health check

- Confirm mobile speed and checkout flow.
- Make shipping and returns easy to find.
- Add clear product benefits and social proof.
- Review payment, app and transaction fees.

Conversion worksheet

- Monthly visitors:
- Current conversion rate:
- Average order value:
- One change to test this week:

30-day growth plan

- Week 1: fix the highest-friction page.
- Week 2: improve product-page trust signals.
- Week 3: test an offer or bundle.
- Week 4: review results and repeat the winner.

Turn insight into action

The best plan is simple enough to review every week. Use the prompts below to choose one meaningful next move.

The metric I want to improve:

My current baseline:

My target for the next 30 days:

The one experiment I will run first:

What I will review at the end of the month:

Want more practical tools? Visit marketfy.shop for free ecommerce calculators and guides.