

COMMERCIAL OFFER



# Stability & Quick Fixes

EXECUTIVE BRIEF

Commercial offer brief

Stop revenue leaks in your active storefront

RATE

**\$30/hour**

Was \$35/hour

Promo valid: Feb 01, 2026 - Apr 30, 2026

CAPACITY

**40+ hours**

TIMELINE

**2-3 weeks**

## Business Problem and Executive Summary

Revenue flows are leaking due to checkout bugs or slow pages. This sprint rapidly stabilizes your funnel without a full redesign.

## Success KPI Focus (Phase 1)

- Checkout completion and conversion recovery on critical cart flows
- Core Web Vitals uplift on PDP/PLP/cart templates
- Lower hotfix frequency and fewer production incidents after releases

## Problems We Solve

- Frequent cart/checkout errors after releases.
- Customers complaining about slow mobile performance.
- Dev team is overwhelmed with hotfixes instead of features.

## Expected Business Outcomes

- Restored Conversion: Critical blockers removed from the user path.
- Stability: Crash-free releases during campaigns.
- Speed: Tangible improvement in Core Web Vitals (LCP).

Prepared by Yevhen Samkov - Senior Frontend Architect

samcheek1989@gmail.com | +380500686769 | samcheek.com

Confidential commercial proposal - for internal leadership review

## Stability & Quick Fixes - Continued

### Execution Scope

- Discovery audit of funnel steps, Core Web Vitals, logs, and event-tracking quality
- Magento 2 or Shopify storefront stabilization with a technical SEO baseline
- Priority fixes for checkout, cart, and account conversion blockers
- Payment and shipping method reliability checks in checkout flows
- Cross-browser and responsive QA hardening with release guardrails

### Scope Boundaries (Included / Not Included)

- Included: Discovery audit of funnel steps, Core Web Vitals, logs, and event-tracking quality
- Included: Magento 2 or Shopify storefront stabilization with a technical SEO baseline
- Included: Priority fixes for checkout, cart, and account conversion blockers
- Not included: Full platform replatforming and complete backend rewrite
- Not included: Paid media buying, ad campaign operations, and legal compliance audits

### Leadership Deliverables

- Executive brief with risks, impact map, and ROI assumptions
- Prioritized backlog (Now/Next/Later) with effort estimates
- Technical SEO and storefront template quality checklist with before/after metrics
- Production-ready patch set with test notes and release plan
- Handover session with internal team and owner-level guidance

### Kickoff and Next Step

Kickoff can start from 40+ hours with phased delivery. Standard timeline: 2-3 weeks.  
Investment model: From 40 hours per sprint.

### Why Act Now

Best first step when UX and performance defects are leaking revenue daily.

**Prepared by Yevhen Samkov - Senior Frontend Architect**

samcheek1989@gmail.com | +380500686769 | samcheek.com

Confidential commercial proposal - for internal leadership review