RushProof.IO

AUDITED PAGE · COSMETICS

# Sérum éclat 30 ml

## boutique-demo.rushproof.io

`boutique-demo.rushproof.io/products/serum-eclat`

Audited on 18 November 2026 at 21:56 · mobile view 390 × 844 px




### PAGE SCORE

50
out of 100

**Fragile**

Only 6 fixes to reach ≈ 100.

One blocker to fix first. No failing legal check.

| 1 | 5 | 4 | 7 |
|---|---|---|---|
| blocker | fixes | to check | already good |

### IN THIS REPORT

**01** The essentials — themes, priorities, compliance

**02** The first screen — what the shopper sees

**03** The fixes — why, how

**04** Appendix — passed rules, method

Rules version: 1.5.0

# 01 The essentials

**A fragile page: 50 out of 100.**

Strong points: mobile, sector: Cosmetics. One blocker to fix first; with every fix, the score rises towards ≈ 100.

Only 2 fixes away from “Fair”.

## Score by theme

Points earned out of points at stake, from the theme losing the most to the most solid.

| | |
|---|---|
| Delivery reassurance | 0 / 8 |
| Urgency | 0 / 7 |
| Social proof | 0 / 7 |
| Offer clarity | 8 / 11 |
| Friction | 6 / 8 |
| Mobile | 6 / 6 |
| Sector: Cosmetics | 7 / 7 |

Plus 4 rules to check, outside the score.

## Where to start

Estimated gain on the score, detail in chapter 03.

| | | | |
|---|---|---|---|
| 1 | A1 | **Offer end date visible without scrolling**<br>Blocker | +13 |
| 2 | C1 | **Customer reviews visible near the product**<br>Major | +13 |
| 3 | D2 | **Shipping time given in figures**<br>Major | +7 |
| 4 | D3 | **Shipping costs announced on the page**<br>Major | +7 |
| 5 | B3 | **Saving shown in euros**<br>Minor | +6 |

## Legal compliance

- **Legal notice reachable from the page** — to check
- **Ingredient list (INCI) shown** — to check
- **Precautions for use shown** — to check
- **Terms of sale and right of withdrawal reachable** — to check
- **Size shown (50 ml, 30 g...)** — compliant · « Sérum éclat 30 ml »

Not applicable here: Compliant reference price (lowest price of the last 30 days), Review checks disclosed, Price per litre or kilo shown.

Prices in euros, page in French: EU consumer law applies (seller identity, 14-day right of withdrawal, reference price of promotions), plus the law of the shop’s country.

# 02 The first screen

What a mobile shopper sees on arriving at the page, before scrolling: 390 × 844 px, no cookie banner recognised. The markers refer to the rules checked on this screen.




## On this screen

1 **S2** **Size shown (50 ml, 30 g...)**
« Sérum éclat 30 ml », 589 px

2 **B1** **Reduction in figures visible without scrolling**
« −29 % », 747 px

## Further down the page

| | | |
|---|---|---|
| E1 | Buy button visible on arrival (mobile) | 930 px |
| G3 | Buy button easy to tap (44 px) | 930 px |

found · to improve · at fault

# 03 The fixes

One blocker to fix first. 5 fixes, ranked by gain on the score.

## A1 Offer end date visible without scrolling

Blocker +13 pts

**OBSERVED**

No explicit end date in the first 800 pixels.

**WHY**

An offer with no end date creates no urgency: visitors put off buying and often never come back.

**HOW TO FIX**

Show a precise date (“until 16 March”) as soon as the page opens: a reason to buy now, without false pressure.

Detected by reading the page text: confirm before fixing.

## C1 Customer reviews visible near the product

Major +13 pts

**OBSERVED**

No customer reviews visible: no rating out of 5, no review count.

**WHY**

Other buyers’ reviews are often the last proof that settles a purchase. A rating and a review count near the title reassure before the description is even read.

**HOW TO FIX**

Show the average rating and the review count under the product title, linking to the detailed reviews. With no reviews yet, invite the first buyers to leave one.

Detected by reading the page text: confirm before fixing.

## D2 Shipping time given in figures

Major +7 pts

**OBSERVED**

No shipping time given in figures.

**WHY**

Without a delivery time, visitors imagine the worst and go and compare elsewhere.

**HOW TO FIX**

Give a precise time (“shipped within 24 h”, “delivered in 2 to 3 days”): it reassures far more than a vague mention.

Detected by reading the page text: confirm before fixing.

### D3 Shipping costs announced on the page

Major +7 pts

**OBSERVED**

Shipping costs are not announced.

**WHY**

Costs discovered in the basket are the leading cause of abandoned purchases; they must be known before ordering anyway.

**HOW TO FIX**

Announce the costs on the product page (“free delivery from €49”, “€4.90”) to avoid the bad surprise.

Detected by reading the page text: confirm before fixing.

### B3 Saving shown in euros

Minor +6 pts

**OBSERVED**

The amount saved is not shown.

**WHY**

On small baskets, an amount speaks louder than a percentage: visitors do not have to calculate.

**HOW TO FIX**

Show the amount saved (“Save €15”) next to the price: the offer becomes concrete.

Detected by reading the page text: confirm before fixing.

### E1 Buy button visible on arrival (mobile)

Major +4 pts

**OBSERVED**

Buy button 930 px from the top of the page: visitors must scroll to reach it (first screen: 844 px).

Seen: “Ajouter au panier”, at 930 px.

**WHY**

On mobile, the first screen decides. If the buy button is not there, visitors have to look for a way to buy, and some leave before finding it.

**HOW TO FIX**

Put the buy button in the first mobile screen, under the price, or add a buy bar fixed to the bottom of the screen.

Measured by the browser.

## To check yourself (4)

### F1 Legal notice reachable from the page

Legal compliance

No “Legal notice” link is visible on the mobile page: it may be in a folded footer menu. To check.

An online shop must give easy, direct and permanent access to the seller’s identity: name, address, contact, registration (EU e-Commerce Directive, article 5; in France, article 19 of the law on confidence in the digital economy). The link also reassures buyers discovering the shop.

F2 **Terms of sale and right of withdrawal reachable** Legal compliance

No link to the terms of sale or returns policy is visible on the mobile page: it may be in a folded footer menu. To check.

Before ordering, online buyers must be told their rights, including the 14-day withdrawal period (EU Consumer Rights Directive 2011/83/EU; in France, Consumer Code articles L.221-5 and L.221-18). The link also removes a barrier to buying.

S1 **Ingredient list (INCI) shown** Legal compliance

Ingredient list not found in the page text: it may be on a packaging photo, which RushProof.IO does not read. To check.

The French consumer authority (DGCCRF) treats the composition as an essential characteristic to give before purchase (Consumer Code, article L.111-1). It also reassures buyers who watch for allergens.

S3 **Precautions for use shown** Legal compliance

No precautions for use are visible on the page. To check: not every product has them, and they may be in a folded section.

When a cosmetic has them, its precautions for use are among the essential characteristics to give before purchase (DGCCRF, French Consumer Code, article L.111-1).

# 04 Appendix

## Already good (7)

| | | |
|---|---|---|
| B1 | Reduction in figures visible without scrolling | « −29 % » |
| E3 | No window covers the page on arrival | |
| G1 | Page adapted to the mobile screen (meta viewport) | « width=device-width, initial-scale=1 » |
| G2 | Readable text on mobile (14 px minimum) | Body text at 15 px. |
| G3 | Buy button easy to tap (44 px) | « Ajouter au panier » |
| G4 | No horizontal scrolling on mobile | |
| S2 | Size shown (50 ml, 30 g...) | « Sérum éclat 30 ml » |

## Not applicable (6)

These rules do not concern this page today: they do not count in the score.

| | | |
|---|---|---|
| A2 | Honest countdown | No countdown on the page. |
| B2 | Compliant reference price (lowest price of the last 30 days) | Not enough history: 0 day(s) of readings before the promotion, 30 needed. |
| C2 | Review checks disclosed | No reviews shown on the page. |
| E2 | Out of stock: back-in-stock alert offered | No out-of-stock notice near the price: no back-in-stock alert expected. |
| H2 | Images in WebP or AVIF | No significant image loaded. |
| S4 | Price per litre or kilo shown | The title does not name a product that requires a unit price (soap, toothpaste, bath and... |

## For information, outside the score

These findings do not count in the score. Speed varies from one audit to the next: about 10% on the same page, up to 35% for one page in ten; a trend over several audits matters more than a single measurement. Tips do not apply to every product page: judge whether they concern yours.

| | | |
|---|---|---|
| B4 | Several product photos | No product photo, no video. |
| D1 | Order deadline announced | No order deadline announced. |
| E4 | Buy button still within reach while scrolling | After scrolling 1688 px, no buy button is left on screen: visitors must scroll back up to... |
| H1 | Main content shown in under 4 s (LCP) | Measured: 805 ms (passed under 4 s, to improve under 8 s). |
| H3 | Stable layout while loading (CLS) | Measured: 0 (passed under 0.1). |
| H4 | Product data readable by Google Shopping | No product data declared (schema.org Product): Google Shopping and price comparison sites... |

Not measured yet for this page: Images described (alt text). Run the audit again to get it.

### Method

- A single page, the address above, seen as a mobile visitor sees it at the time of the audit.
- Score out of 100: the points of the passed rules. A rule “to improve” earns half its points. Rules to check, not applicable or not evaluated do not count.
- “Measured by the browser”: size, format, overflow. “Detected by reading the text”: right in most cases, to confirm on the page.
- Speed: measured by Lighthouse on a simulated mobile on slow 4G. Like a few tips that do not apply to every product page, it is shown for information, outside the score.
- Legal compliance: a single failing legal check limits the band to “Fragile”.

Bands: critical 0–49 · fragile 50–69 · fair 70–84 · ready 85–100.

RushProof.IO gives an opinion based on what a visitor sees on the page at the time of the audit. This report is neither a certification nor legal advice; compliance points should be confirmed with a legal professional.

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