CONVERSION AUDIT · ONLINE CAKE ORDERING · DUBLIN

Where Mannings Bakery's online orders *get stuck.*

A phone-first audit of one moment: a buyer who already wants a cake, trying to order it. Three leaks, each re-checked live, with the smallest fix and a test that shows whether it worked.

01

An "optional" card blocks the basket

Tested live: skip it, and nothing is added.

02

Four answers to "when do I order?"

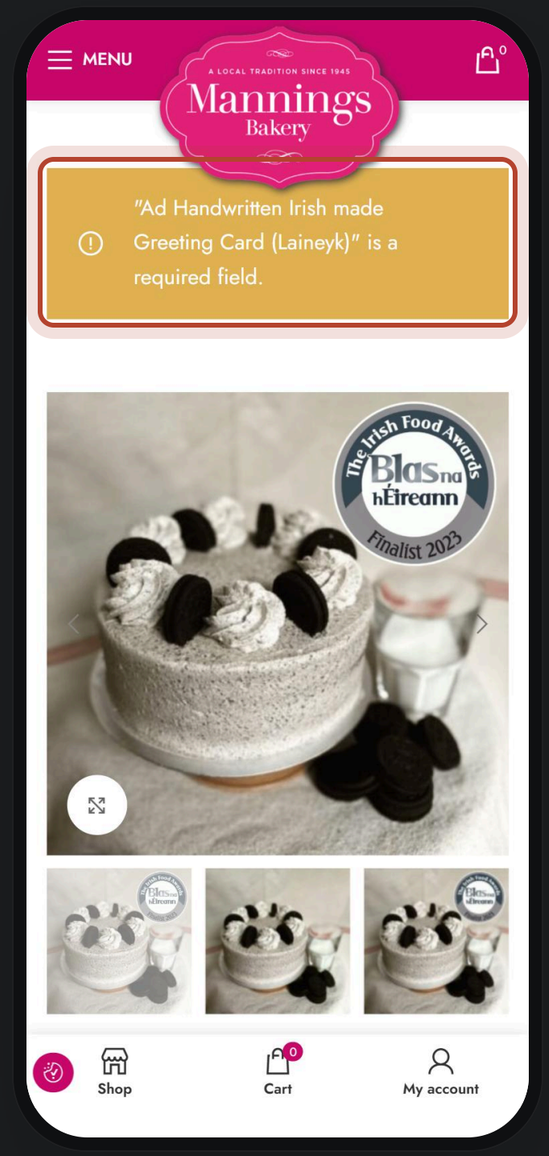
Before 5pm, before 3pm, 48 hours, or "usually 48, often 24", by page.

03

Nothing on "if nobody's home"

Gift senders can't see what happens.

SEEN · REPORTED · JUDGEMENT Every finding says how we know it.



manningsbakeryshops.ie, Oreo Chocolate Cake
Add to basket blocked. Screenshot, 15 Nov 2026

Independent audit by Joseph Adeniyi. Not commissioned by Mannings Bakery. Public pages only, on a phone-sized screen.

No analytics access, so no traffic or sales figures are claimed.

THE DIAGNOSIS

Buyers already want the cake. *The friction is in ordering it.*

SEEN

An established bakery, selling online

Three Dublin branches (Thomas St, Tallaght, Blanchardstown), an online shop with next-day, 48-hour and 72-hour cakes, and a Blas na hÉireann 2023 finalist badge on its product photos.

JUDGEMENT

So the constraint is the order step

For an occasion cake, the buyer has usually decided before they reach the site. What decides the sale is whether ordering on a phone is clear, quick and certain.

SEEN

Visitor tracking is already running

The cake page runs Google Analytics, Google Ads and Meta's (Facebook's) tracking code: the tools that count visits and clicks.

JUDGEMENT So the numbers for the first two fixes most likely exist.

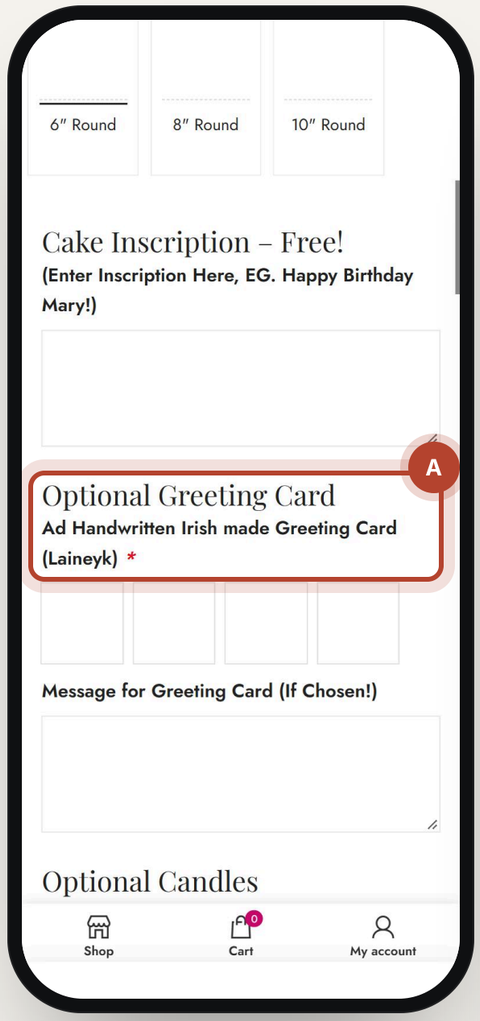
	LEAK	WHAT A BUYER MEETS	EVIDENCE	WHY IT RANKS HERE
1	**An "optional" card blocks the basket**	Skips the optional greeting card, presses Add to basket, and gets an error at the top of the page.	SEEN, TESTED	Blocks the basket every time the card is skipped. Certain, and the cheapest fix.
2	**Four answers to "when do I order?"**	Before 5pm, before 3pm, 48 hours' notice, or usually 48 and often 24, depending on the page.	SEEN, 3 PAGES	Hits last-minute birthday buyers. Strong evidence, simple fix.
3	**Nothing on "if nobody's home"**	A gift sender can't book a time and can't find what happens if the recipient is out.	SEEN REPORTED	Fewer orders affected, but it turns a gift into a complaint.

Phone first A phone-sized screen	**Public pages only** No login, no order placed	**Checked three times** 6, 11 and 15 Nov 2026	**One cake, page to basket** Oreo Chocolate Cake	**32 public reviews** Read as evidence, not as a sample

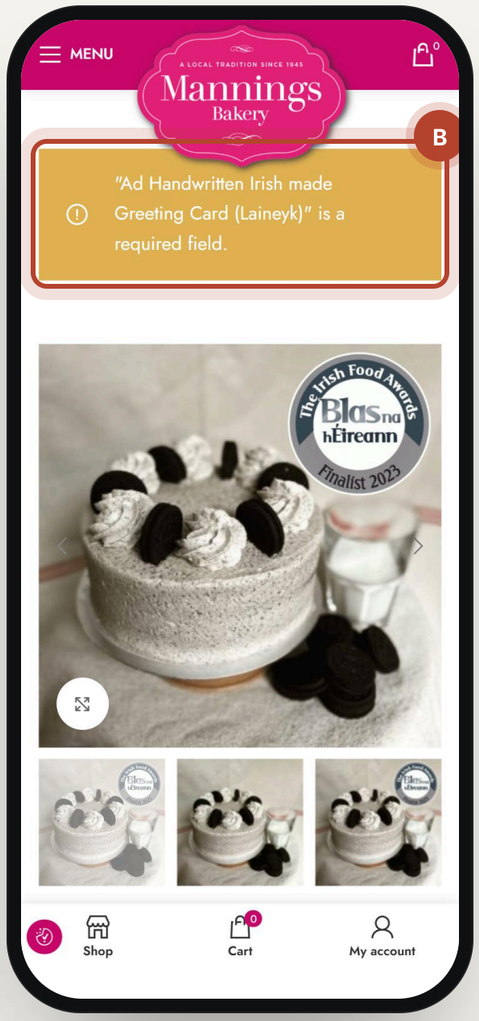
Seen = observed on the live site. Reported = from reviews or testimonials. Judgement = the auditor's call.

1 LEAK 1 · SEEN AND TESTED, 15 NOV 2026

An "optional" card *stops the basket.*



Oreo Chocolate Cake page
"Optional", yet marked required *



After pressing Add to basket
Error at the top; basket still 0

A The heading says **Optional Greeting Card**, yet the field carries a red required star. Candles and the topper follow the same pattern.

B Skip the card, press Add to basket, and the error "**'...Greeting Card (Laineyk)' is a required field**" appears above the photo, while the field sits further down. Nothing is added.

JUDGEMENT Some buyers scroll back and fix it. Some phone instead, or give up.

PROPOSED FIX

Greeting card (optional)

✓ No card, thanks | Card 1 | Card 2

Add to basket

✓ Added to your basket

Make "No card" the default

The same for candles and the topper. Skipping an extra can never block the basket, and anyone who wants one still picks it. If an error ever shows, it sits next to its field.

One cake was tested, from its page to the basket. The fix includes checking every other cake page the same way.

Screenshots: live site, phone view, 15 Nov 2026. The fix panel is a proposed design.

2 LEAK 2 · SEEN ON THREE PAGES, 15 NOV 2026

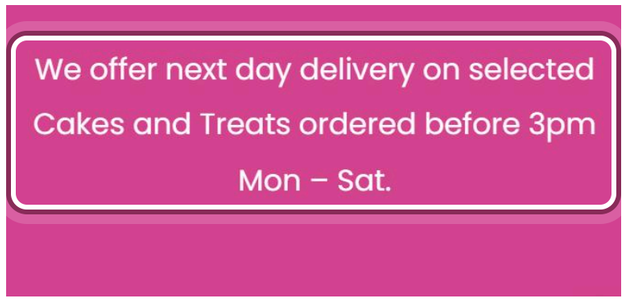
Four answers to *"when do I need to order?"*

manningsbakeryshops.ie



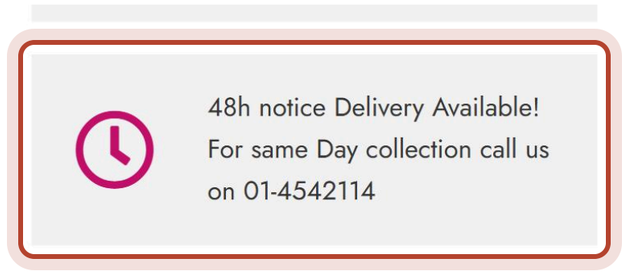
Homepage banner
"Next Day Delivery, Before 5pm Mon-Sat"

manningsbakeryshops.ie



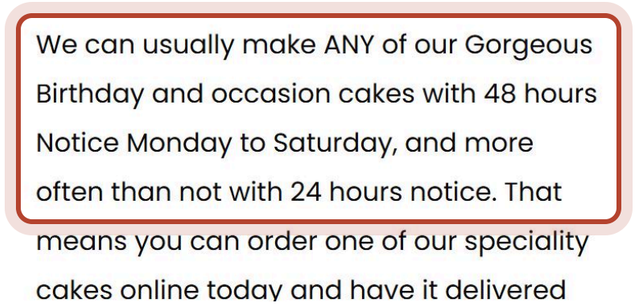
Homepage, lower down
"next day delivery ... ordered before 3pm"

.../oreo-chocolate-cake/



Oreo cake page
"48h notice Delivery Available!"

.../faqs/



FAQ
"48 hours Notice ... more often than not with 24"

JUDGEMENT

A buyer ordering tonight for tomorrow can't tell which deadline is real. Some miss a cut-off they thought they'd made. Others stop and phone to check.

PROPOSED FIX

One rule, said the same way everywhere

Next-day delivery: order by 3pm*, Monday to Saturday, on cakes marked Next Day

On every cake page, beside Add to basket

◷ **This cake needs 48 hours' notice**

*Mannings confirms the real cut-off. The fix is that the banner, homepage, FAQ and product pages all say it the same way.

The 5pm and 3pm conflict was also seen on 6 and 11 Nov, so it has stood for over a week.

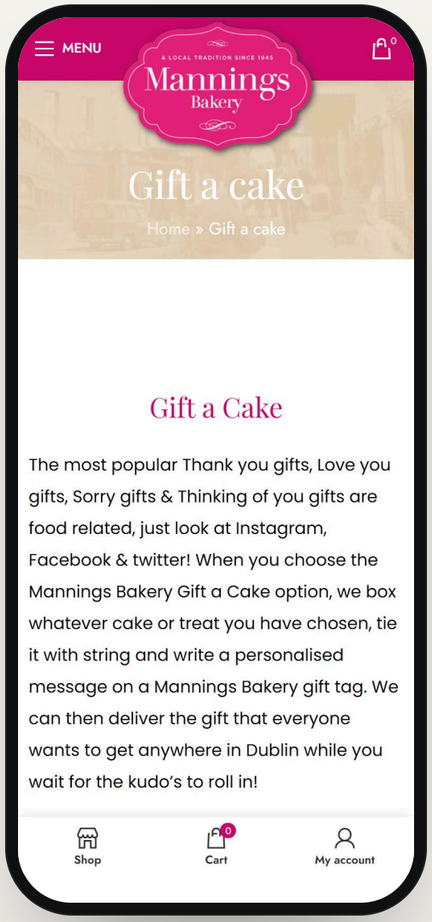
3 LEAK 3 · SEEN 15 NOV 2026, REPORTED BY CUSTOMERS

Gift senders aren't told *what happens if nobody's home.*

.../cake-and-treat-delivery/

We will then take your order and full payment using a credit or Debit card (the delivery driver is not able to take payments, therefore payment must be in advance). On the day of delivery you should get a text message with an estimated delivery time. Deliveries are made between 8.30am & 5pm, we can not offer and manage specific delivery times and recommend having your

Delivery page
8.30am to 5pm, a texted estimate, no set times



Gift a Cake page
Nothing on what happens if nobody's home

SEEN The Delivery, FAQ and Gift a Cake pages never say what happens if the recipient is out.

REPORTED Two of the homepage testimonials are from senders abroad. One public review describes a cake sent from the US going back to the shop because nobody was home, and the delivery fee lost.

PROPOSED FIX

If nobody's home

[Mannings' own policy here. Example only: the driver calls the recipient; the cake then waits at the nearest branch until closing, or is redelivered the next day.]

Recipient's phone number | Delivery notes

One short paragraph on the Delivery and Gift a Cake pages, and two fields at checkout if they aren't there already.

The policy and any fee are Mannings' decision. Checkout wasn't observed.

Reported items: Mannings' homepage testimonials and a public review, read 11 Nov 2026.

HOW WE'D KNOW IT WORKED

Measure first. Change one thing. *Then check.*

	BEFORE: THE LAST 4 WEEKS	ONE CHANGE	AFTER: 4 WEEKS LATER	MUSTN'T GET WORSE
1	Add to baskets per 100 cake-page views, from the site's analytics.	"No card", "No candles" and "No topper" chosen by default.	The same figure on cakes with these extras. The required-field error no longer appears.	Paid card and topper sales don't drop sharply.
2	Next-day orders, next-day product page views and late-order complaints, from existing records.	One cut-off rule on the banner, homepage, FAQ and product pages, plus a lead time beside each Add to basket.	Next-day orders per 100 next-day cake-page views.	Late-order complaints and refunds don't rise.
3	Mannings' records of failed deliveries and related complaints.	Publish the "If nobody's home" policy.	Failed deliveries per 100 deliveries, each month. Complaints about missed deliveries.	Driver time and redelivery cost don't rise.

THE RULE

Each fix has its own number and goes live a week apart, so each can be judged on its own. Keep a change only if it beats its "before" number and everything in the last column holds. Otherwise, undo it.

SEEN

Google Analytics, Google Ads and Meta's tracking code run on the cake page.

JUDGEMENT So the "before" numbers for fixes 1 and 2 most likely exist already.

LIMITS

Checkout wasn't observed. One cake was followed, from its page to the basket. Desktop wasn't reviewed in detail. No traffic, sales or conversion figures are known or claimed. December changes cake orders, so compare with the same weeks last year where possible.

WHAT HAPPENS NEXT

Three fixes in three weeks. *No new website.*

WEEK 1

Unblock the basket

Pull the last 4 weeks of numbers from analytics and Mannings' records. Set the default extras on every cake page. Move any error next to its field. Test on real phones.

WEEK 2

One deadline, everywhere

Agree the true cut-off with the team. Rewrite the banner, homepage, FAQ and product pages. Add the lead time beside each Add to basket.

WEEK 3

Peace of mind for gift senders

Write the "If nobody's home" policy with Mannings, publish it on two pages, and check the checkout fields.

WEEKS 4 TO 7

Read the numbers

Compare each number with its "before" figure. Keep what works, undo what doesn't, report in plain English.

What Mannings provides

View-only access to the site's analytics. One person who approves each change. The real next-day cut-off. A decision on the failed-delivery policy.

How the work runs

Nothing goes live without the owner's sign-off. Every change is logged and can be rolled back. Every finding carries its label: seen, reported, or judgement.

Guesswork doesn't scale. *Systems do.*

Evidence, diagnosis, the smallest fix, a measured test. AI does the volume; Joseph does the judgement.

Want this done on your order page? Message me here on Upwork.

Joseph Adeniyi
Growth marketer, Dublin