

Shopify Theme Audit Sheet

Written against Shopify API version 2026-07. Every figure below is quoted from Shopify's own theme documentation, checked 1 August 2026.

Measure before deciding on a rebuild. Shopify's own position is that upgrading to Online Store 2.0 is not mandatory and merchants can continue using a vintage theme if it meets their needs, so a rebuild is a decision to justify.

1. Sections And Blocks

Shopify: JSON templates and section groups can render up to 25 sections, and each section can have up to 50 blocks.

- ☐ Count sections on the homepage template.
- ☐ Count sections on the product template.
- ☐ Count sections on the collection template.
- ☐ Flag any template within a few sections of 25.
- ☐ Count blocks in the largest section. Flag anything near 50.
- ☐ Identify sections added for campaigns that have ended.

2. App Blocks

Shopify: JSON templates support app blocks, allowing merchants to include app content within sections without editing theme code.

- ☐ List apps that currently require theme code changes to place.
- ☐ For each, check whether the app offers an app block.
- ☐ Note which templates are JSON and which are Liquid.

3. Accessibility, The Measurable Figures

Shopify's theme accessibility best practices were created with the Web Content Accessibility Guidelines in mind, and set out four principles: perceivable, operable, understandable and robust. The figures below are quoted.

- ☐ Text under 24 pixels regular, or 18.5 pixels bold, has a contrast ratio of **4.5:1**.
- ☐ Text at 24 pixels regular, or 18.5 pixels bold, and larger, has a contrast ratio of **3.0:1**.
- ☐ Icons have a contrast ratio of **3.0:1** against their background.
- ☐ Touch targets on primary controls and links are at least **44 by 44 pixels**.
- ☐ The Tab key and Shift and Tab keys can be used to navigate the theme.
- ☐ The theme is built using valid HTML.

Record each failure against the CSS token or component it comes from, not against the page it appeared on. A colour used site wide fails once in the stylesheet.

4. Performance

From Shopify's theme performance guidance.

- ☐ Minified JavaScript bundle is **16 KB or less**.
- ☐ JavaScript is not required for basic functionality such as finding or purchasing products.
- ☐ No large frameworks. Shopify names React, Angular, Vue and jQuery.
- ☐ Below the fold images are lazy loaded.
- ☐ Responsive images use the `image_tag` filter.
- ☐ Assets are served from Shopify's CDN via the `/assets` folder.

5. Content Placement

- ☐ List product content that changes regularly.
- ☐ For each, note whether it lives in a metafield, a description field, or a template.
- ☐ Flag anything hardcoded in a template that changes more than once a year.

6. Which Of The Four Paths

Shopify's migration assessment names four: not migrating, installing a new theme, updating to a new version of your current theme, and manually migrating.

- ☐ Which of the four is being proposed?
- ☐ Have all four been priced, or only two?
- ☐ Weigh Shopify's stated factors: whether Online Store 2.0 features are needed, satisfaction with the current theme, reliance on apps and customisations, available budget, and code expertise level.
- ☐ Note that two of those factors are about your business, not about the theme.

7. Before You Sign Off A Rebuild

- ☐ Every failure in sections 1 to 5 listed, with the fix and a rough size.
- ☐ Which failures a rebuild would fix, and which it would not.
- ☐ Which failures could be fixed without one.
- ☐ Who maintains the result, checked against the code expertise factor above.

8. Sources

1. theme architecture, sections
[shopify.dev](#)
2. theme best practices, accessibility
[shopify.dev](#)
3. theme best practices, performance
[shopify.dev](#)
4. Online Store 2.0 migration assessment
[shopify.dev](#)

All checked 1 August 2026, against API version 2026-07.

Free Shopify Store Audit

The form asks for your website or store URL and a note on what is eating the time. A theme rebuild quote you are weighing up is a reasonable thing to put in that box. The audit costs nothing.

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