



**EXPERT
DIGITAL**
MARKETING

— SAMPLE DELIVERABLE

Shopify Store Audit

Client Redacted · 2,400 Variants, 23 Apps

PREPARED BY

Expert Digital Marketing Ltd

DATE

30 July 2026

VERSION

Sample 1.0

ABOUT THIS SAMPLE

This is a real Shopify Store Audit produced by Expert Digital Marketing Ltd, reproduced with the client's identity and commercially sensitive figures removed. It is published so prospective clients can see exactly what the deliverable looks like before booking one.

Store name, domain, app vendor names and absolute revenue figures have been redacted or rounded. The structure, method and depth are unchanged from the document the client received.

Please Note: Findings in this sample are specific to the redacted store. Your audit tests your own theme, your own apps and your own checkout.

THE STORE IN BRIEF

ATTRIBUTE	DETAIL
Platform	Shopify, Online Store 2.0 theme
Catalogue Size	Approximately 2,400 active variants
Installed Apps	23
Trigger For The Audit	Traffic steady, conversion falling

SCOPE AND METHOD

We tested the live store rather than a staging copy, on both a throttled mobile connection and desktop. Field data was taken from the Chrome UX Report where available, and lab data from repeated runs to control for variance. We then read the theme and reviewed every installed app for what it actually loads on each template.

WHAT WE LOOKED AT

1. Performance and Core Web Vitals, mobile first.
2. Theme code quality and render blocking behaviour.
3. Installed apps, their real cost on page, and overlap between them.
4. Conversion path across collection, product, cart and checkout.
5. Technical SEO, including indexation and structured data.

PERFORMANCE AND CORE WEB VITALS

Mobile is where the store makes its money and mobile is where it was slowest. The gap between lab and field data was itself informative: real users were having a worse experience than a clean test suggested, which usually points at third party scripts.

METRIC	MOBILE FIELD	TARGET	STATUS
Largest Contentful Paint	4.1s	Under 2.5s	Fail
Interaction To Next Paint	340ms	Under 200ms	Fail
Cumulative Layout Shift	0.09	Under 0.10	Pass
Time To First Byte	0.9s	Under 0.8s	Borderline

Render Blocking Requests: 14 before first paint · **Third Party JavaScript: 1.9MB** on the product template · **Apps Loading Site Wide: 9** of 23.

THE SINGLE BIGGEST CAUSE

Nine apps were loading their scripts on every template regardless of whether that template used them. A subscription app, a reviews widget and two analytics tools were each loading on the cart and checkout pages where none of them were used.

This is the most common finding we make on Shopify stores and it is almost always the cheapest to fix.

THEME AND APP REVIEW

FINDING	LOCATION	SEVERITY
Apps Loading On Unused Templates	Theme layout	Critical
Product Images Without Dimensions	Product template	High
Two Apps Duplicating The Same Function	Reviews	High
Blocking Font Load, No Fallback	Theme header	Medium
Unminified Custom Theme JavaScript	Assets	Medium
Legacy Code From A Removed App	Theme snippets	Low

DUPLICATED FUNCTIONALITY

Two review apps were installed, both active, both loading. One was collecting reviews and the other was displaying them. Consolidating to a single app removed a full script bundle and one monthly subscription.

IMAGES WITHOUT DIMENSIONS

Product images were served without width and height attributes, which forces the browser to reflow once they load. This was contributing to layout shift and to the interaction delay, because the main thread was busy recalculating.

CONVERSION REVIEW

Performance was the headline, but the conversion path had its own problems, independent of speed.

PRODUCT PAGE

The add to cart control sat below the fold on the most common mobile viewport, beneath a block of shipping copy. Stock status was only visible after selecting a variant, so customers were selecting options only to discover the item was unavailable.

CART AND CHECKOUT

The cart offered three competing calls to action of equal visual weight. In checkout, the optional company name field appeared before the address fields, adding friction for the majority of customers who are not buying on a business account.

STEP	ISSUE	EXPECTED EFFECT OF FIX
Product	Add to cart below the fold on mobile	Higher add to cart rate
Product	Stock state hidden until variant selected	Fewer dead ends
Cart	Three competing calls to action	Clearer path to checkout
Checkout	Field order adds friction	Lower checkout abandonment

TECHNICAL SEO

CHECK	RESULT	ACTION
Indexable Product Pages	Pass	None
Duplicate Collection URLs	Fail	Canonical tags required

CHECK	RESULT	ACTION
Product Structured Data	Partial	Price and availability missing
Image Alt Text Coverage	41%	Populate from product data
Sitemap Accuracy	Pass	None

Structured data was present but incomplete. Without price and availability, the store was not eligible for the richest search result formats, which is a visibility loss rather than a technical fault.

PRIORITISED FIX LIST

Ordered by revenue impact against effort, not by severity. A critical issue that takes a quarter to fix ranks below a high issue that takes an afternoon.

PRIORITY	FIX	EFFORT	IMPACT
1	Restrict app scripts to templates that use them	Low	High
2	Add dimensions to product images	Low	High
3	Move add to cart above the fold on mobile	Low	High
4	Consolidate the two review apps	Low	Medium
5	Add canonical tags to collection URLs	Low	Medium
6	Complete product structured data	Medium	Medium
7	Reorder checkout fields	Medium	Medium
8	Minify and defer custom theme JavaScript	Medium	Medium

Note On Sequencing: The first five items are all low effort. A competent Shopify developer can complete them inside a week, and together they address the majority of the measured performance loss. We scope them as one fixed price block so they can be done immediately.

ASSUMPTIONS AND CAVEATS

Assumptions: Field data reflects the 28 days before the audit. Lab tests were run five times per template and medians reported. App behaviour was assessed as configured at the time of testing. **Caveats:** Expected

effects are directional, not guaranteed. Conversion outcomes depend on traffic mix and product, and should be measured after each change rather than assumed.

WHAT HAPPENS NEXT

This document is the deliverable. We quote against this priority list, and the first five items are scoped as a single fixed price block of work.

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