

Shopify SEO Consultant Hiring Scorecard

Rates, scope and red flags to check before you sign. Built by Kaspian Fuad, Shopify developer.

1. Know the market rate

\$75 to \$200 an hour

47% of 439 SEO providers (Ahrefs survey).

\$501 to \$1,000 a month

Most common retainer (20.4%).

\$2,501 to \$5,000

Most common per-project fee (21.2%).

2. Divide before you sign

retainer / hourly rate = hours

\$1,000 at \$75 to \$100 = 10 to 13 hours.

ask: what ships in those hours?

Reports and calls are not fixes.

3. Your 10-minute baseline

GSC > Page indexing

Count Crawled, not indexed + 404s.

GSC > Performance, pos 11 to 20

Count queries with real impressions.

robots + schema check

Run a product URL through a validator.

4. Shopify-only scope to demand

/collections/x/products/y

Collection-scoped duplicate product links.

?sort_by= / ?filter.

Parameter pages open to crawling.

robots.txt.liquid

Save the current output before any edit.

5. More Shopify scope

dead URLs from removed apps

Redirects only fire on broken paths.

JSON-LD in Liquid

Product, FAQPage, Organization schema.

collection titles + meta

Fastest page-two wins live here.

6. Google's own questions

Show me previous work

Ask for results with numbers.

Do you follow Search Essentials?

The answer must be yes.

How do you measure success?

Clicks and revenue, not DA.

7. Shopify questions to add

Show me a Liquid diff you shipped

Proves they fix, not just report.

Which pages earn clicks now?

And how will you protect them?

What do you need in week one?

Good answer: Search Console access.

8. Red flags: end the call

Guaranteed #1 ranking

Google: no one can guarantee it.

We will buy you links

Link spam under Google's policies.

Rewrite your best pages first

Risks the traffic you still have.

No Search Console request

They are guessing.

9. Realistic timelines

Page-two title fixes

Days to weeks (13.4 to 6.95 in 7 days).

Index recovery

Months. Google recrawls on its schedule.

Backlink gap

Ongoing. No theme fix closes it.

10. Pick the right model

Consultant who edits code

Technical SEO, \$500K to \$10M stores.

Agency

When you need content + digital PR too.

Marketplace gig

Small, defined tasks only.