

Shopify CRO Results Timeline Checklist

For owners paying for CRO. Tick each box on the week it's due.

START HERE

No dated baseline? Stop and record one first. Judge week 1 on errors and abandonment, and read revenue only after **about 8 weeks**.

Before work starts (4)

- ☐ Baseline written down: sessions, add to cart, reached checkout, orders
STOP IF NO
- ☐ **Baseline covers 28 days, with exact dates**
Plus the 28 days before, for an equal comparison
- ☐ A shared log will record the date each fix ships
- ☐ **Monthly sessions checked before anyone promises an A/B test**
1.5% conversion, 10% lift: 108,153 sessions per version

Week 1: bugs and friction (4)

- ☐ **JavaScript error sessions falling in Microsoft Clarity**
WD Electronics: 93.9% to 41 sessions in one sprint
- ☐ Rage clicks falling on the pages that were fixed
- ☐ Checkout abandonment compared with the week before
- ☐ **Weekly conversion rate under 1% treated as noise, not a verdict**
0.73% to 0.81% in one week proved nothing

Weeks 2 to 4: the funnel (4)

- ☐ Added to cart rate compared with an equal prior window
- ☐ Reached checkout rate compared with an equal prior window
- ☐ **Completed orders moved with the rates, not only the rates**
STOP IF NO
Rates up, orders flat: look for bots first
- ☐ Each move lines up with the week its fix shipped

Week 8: revenue and speed (4)

- ☐ **Revenue read on two equal 4-week windows**
WD: reached checkout +30% on sessions +4%
- ☐ Sessions change written next to the sales change
- ☐ Season, ad spend and stock changes noted for both windows
- ☐ **Core Web Vitals judged only after 28 days of field data**
CrUX is a 28-day rolling average, updated daily

Ticked: ____ / 16 Any STOP item unticked: fix it before anything else.

Not sure which clock your store is on? kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant

WD Electronics: checkout abandonment 62.9% to 43.2% in three weeks.