CHECKLIST

Shopify Additional Scripts Checklist

For Basic, Shopify and Advanced stores after the August 26, 2026 cutoff.

START HERE

Tracking dark since August 26? Install the **Google and YouTube app** first, about **20 minutes**, then the Meta app. Everything else waits.

Recover tracking first (4)

- [ ] **Install the Google and YouTube app: replaces gtag, about 20 minutes**
  Keeps Google Ads conversions and Enhanced Conversions alive
- [ ] Install the Facebook and Instagram app: replaces fbq, adds Conversions API
- [ ] A real test order shows in GA4 DebugView and Meta Test Events
  STOP IF NO
- [ ] COD, affiliate and custom events wait until both apps ship

Week 1: audit the old boxes (5)

- [ ] Run the free Checkout Extensibility Migration Checker to automate the audit
- [ ] Screenshot every snippet in Additional Scripts, Thank You and Order Status
- [ ] Tag each snippet: tracking, validation, UX or dead
- [ ] List every custom GA4 event and conversion goal
- [ ] Dead snippets nobody remembers adding are marked for deletion

Weeks 2 and 3: pixels (4)

- [ ] Build one custom pixel per platform with analytics.subscribe(), reading event.data only
- [ ] Stitch users with event.clientId, never cookies
- [ ] Proxy any server token, like Meta CAPI, through your own endpoint
- [ ] **No custom pixel resends an event a native app already sends**
  STOP IF NO
  Duplicates double-count conversions

Weeks 4 and 5: cutover (5)

- [ ] Rebuild COD and postal code rules as a Validation Function
- [ ] Hide payment methods with a Payment Customization Function
- [ ] Test edge-case orders on a development store
- [ ] On a duplicate theme, every pixel fires in checkout preview
- [ ] **GA4 and Meta dashboards stay clean for 14 consecutive days**
  Then delete every legacy snippet

Ticked: ___ / 18 Any STOP item unticked: fix it before anything else.

Tracking still dark? Book a migration audit. kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant
Audited 100+ Shopify stores in 18 months, roughly 70/30 non-Plus to Plus.

kaspianfuad.com/blog/shopify-checkout-extensibility-non-plus-2026 | v1.0 | 2026-10-09
Sources: Shopify Help Center, checkout upgrade guide; Shopify developer docs, Web Pixels API and Functions