

Clothing Brand Shopify Developer Scorecard

For apparel store owners on a sales call. Print one per candidate.

START HERE

Any **Stop if yes** box ticked: walk away. Then ask about apps. One apparel store I audited hit **2,500ms** of blocking time, 12x Google's target.

Stop if yes

Quotes a full redesign before looking at your product page

DEAL BREAKER

Can't name the apps loading on your product page

DEAL BREAKER

Color and photos

Ties every photo to a color, no gallery jump

0 1 2

Ask: how does the gallery pick the color's photos?

Uses native Shopify swatches before a swatch app

0 1

Price and hours

Gives a fix list with hours per item

0 1 2

Ask: how many hours for each fix?

Their hourly rate: \$ _____

Hours quoted: _____

Fit and size

Stores size charts as product data, not images

0 1 2

Ask: will the chart be text I can edit once?

Leaves size unselected until the shopper picks

0 1

Ask: what does the page show before a size is picked?

Knows Liquid lists only 250 variants

0 1

Ask: what happens past 250 variants?

Speed before peak

Cuts to one app per job and scopes returns apps to their own pages

0 1 2

Ask: which apps would you cut first?

Fixes the hero: no lazy load, phone-sized image

0 1

Plans speed work before your next peak

0 1

Ask: what ships before Black Friday?

Your score: ____ / 13 Deal breaker hit? Yes / No Candidate: _____

0 to 2 rows: 0 = no, 1 = partly, 2 = yes with proof. 0 to 1 rows: 0 = no, 1 = yes. Bands are my judgment.

0 to 5: Walk away

Treats apparel like any other store. Do not sign.

6 to 9: Probe more

Gaps on fit, color or speed. Ask for a paid audit first.

10 to 13: Hire

Fixes fit, color and app weight. Hire if no deal breaker.

Want me to check your product page? kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant

Audited a collegiate apparel store: 12+ apps, 7.9s mobile LCP, 2,500ms TBT.

kaspianfuad.com/blog/shopify-clothing-brand-developer | v1.0 | 2026-10-28

Sources: Coresight Research for 3DLOOK, 2023; NRF returns report, 2025; web.dev, Google