CHECKLIST

Shopify Collection Page Audit Checklist

Run it on your busiest collection, on a phone first.

START HERE

Start on your phone: **no product on the first screen** means fix the banner first. One grid took **9.0s** to show its main image.

First screen and cards (5)

- [ ] **At least one product shows on the first mobile screen**
  STOP IF NO
  Count products before you scroll. Zero is a stop.
- [ ] **Four products show on the first desktop screen**
  Tuff Pupper got four after shortening banners.
- [ ] Banner is short, with a crop setting per template
- [ ] **Each card shows the fact buyers decide on: fit, condition, savings**
  Ask what your buyer checks before tapping.
- [ ] Sale badges show a savings percentage, hidden below 10%

Grid and speed (5)

- [ ] Rows stay even: card titles have a fixed height
- [ ] **Back button returns to the same card and scroll spot**
  Tap a card three rows down, then press back.
- [ ] **First four card images load eagerly, not lazy**
  STOP IF NO
  A lazy first image delays what Google measures.
- [ ] **Grid image widths start near 180px, not 900px**
  Cells are about 154px wide on a phone.
- [ ] **App blocks on the grid removed or deferred**
  One removed block cut about 390KB.

Filters and SEO (5)

- [ ] **Five or six filters that match how buyers choose (25 max)**
  Collections over 5,000 products show no filters.
- [ ] **Product cards link to /products/ URLs, not within: collection**
  STOP IF NO
  Search page source for /collections/ in product links.
- [ ] **Filter and sort URLs blocked in robots.txt**
  Check Search Console for ?filter. URLs.
- [ ] **One H1 plus CollectionPage, ItemList and BreadcrumbList schema**
  Test the page in Google's Rich Results Test.
- [ ] **Collection title written for the search, not keywords repeated**
  One WD page moved from 13.4 to 6.95 in 7 days.

Your numbers

Products on the first mobile screen: _____

Mobile LCP on this collection (s): _____

Filters in use (of 25): _____

Collection-scoped links in page source: _____

Ticked: ___ / 15 Any STOP item unticked: fix it before anything else.

Want this checklist run on your store? kaspianfuad.com/services

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Moved the first product up about 220px on Tuff Pupper's mobile collection pages.

kaspianfuad.com/blog/shopify-collection-page-optimization | v1.0 | 2026-11-13
Sources: Enea, Tuff Pupper, Mobelglede, WD case studies; Shopify docs; Google Search Central