SCORECARD

Shopify CRO Hiring Scorecard

Agency or freelancer: score each one on the first call. Print one per candidate.

START HERE

Any **deal breaker** ticked: walk away. Under $10M a year, a senior freelancer at **$3,000 to $4,000** a month usually ships the same fixes.

Stop if yes

- ☐ The quote will not break down to a rate times hours — DEAL BREAKER
- ☐ A month of paid discovery before anything ships — DEAL BREAKER
- ☐ A logo wall, but no dated before and after — DEAL BREAKER

Proof

Shows a dated before and after on a store like yours (0 1 2)
Ask: show me a funnel chart with a deploy date

Names a reverted change (0 1 2)
Ask: what happens when you are wrong?

Works from a written audit list, not a hunch (0 1)

Process

Names who touches your theme, and their rate (0 1 2)

The first fix lands inside seven days (0 1 2)
Ask: what ships in week one?

Reports weekly from Shopify Analytics and GA4 on flat traffic (0 1)

The person reading the funnel also edits the theme (0 1)

Fit and the 90-day bar

Matches test volume to your traffic: 1 to 2 tests at a time under $5M (0 1)

Commits to one funnel step moved by the end of month one (0 1 2)

Their monthly fee: $ _____

Fee x 12 as % of annual revenue: _____

Your score: ___ / 14 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
Sells coordination, not fixes. Do not sign.

6 to 10: Probe more
Gaps in proof or process. Start with a paid audit.

11 to 14: Hire
Diagnoses and ships in one motion. Hire if no deal breaker.

Want a second opinion before you sign? Book a call. kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant
Eight sprints on a UTV kit store: added to cart up 28% on flat traffic.

kaspianfuad.com/blog/shopify-cro-agency-vs-freelancer | v1.0 | 2026-10-09
Sources: Glued CRO agency pricing, 2026; Shopify conversion benchmarks, June 2026