

Shopify CRO Audit Cost and Scope Checklist

What each price buys, what to demand, and how to spot a template audit. By Kaspian Fuad, Shopify CRO specialist.

1. The price tiers (2026)

Mini-audit call: free

30 min live screen share + Loom recap.

Focused audit: \$500

About 10 senior hours on one funnel stage.

Full-funnel: \$2,000 to \$5,000

40 to 100 hours, all 7 areas, 6 days.

Agency: \$4,000 to \$25,000

Same hours at \$100 to \$250/hr blended.

2. The price formula

price = hours x rate

Ask for both numbers before you sign.

$\$500 / \$50 = 10 \text{ hrs}$

Enough for one known leak, not seven.

$\$5,000 / \$50 = 100 \text{ hrs}$

Plus store, 50 apps, several markets.

3. What pushes the price up

App count

Every app block checked for blocking time.

Markets + locales

More currencies, more pages that break.

Checkout extensions

Pixels and UI extensions double-firing.

Broken GA4

A day spent fixing data before analysis.

4. Pick the right tier

Know the leaky stage?

Focused \$500 audit.

No idea where money leaks?

Full-funnel audit.

Plus + 30 apps + markets?

Full-funnel, upper range.

Leaks known, need fixes?

Skip the audit, scope a project.

5. Access a real audit asks for

Shopify admin: Staff

Theme, apps, analytics scopes.

GA4: Viewer

Funnel pull, event integrity.

Search Console: Restricted

Query and CTR data.

Clarity or Hotjar: read

Rage and dead clicks.

6. Deliverables the fee must include

Written report

25 to 60 pages, by area.

Fix list ranked by dollars

Issue, page, \$ impact, hours, owner.

Loom walkthrough

30 to 60 minutes on your store.

30-day plan

Week-by-week ship order.

7. The 7 areas audited

PDP + collection

Above fold, variants, cards, filters.

Cart + checkout

Drawer, Shop Pay, extensions.

Mobile UX

Sticky ATC, tap targets, zoom.

Speed + data + apps

CWV, GA4 events, app scripts.

8. Six template-audit red flags

Needs only your URL

No data access = no funnel numbers.

Generic advice

'Add trust badges' fits any store.

No dollar ranking

You still don't know what's first.

No file paths or code

Dev can't start without a call.

No sample report

Ask for an anonymized one.

Seller != doer

Ask who opens your admin.

9. Dollar-impact math

$\text{sessions} \times \text{lift} \times \text{AOV} \times 12$

Annualized value of one fix.

$60,000 \times 0.3\text{pt} \times \90

= \$194,400 per year.

$800 \times 0.1\text{pt} \times \90

= \$864 per year. Lower on the list.

10. Questions to ask before paying

What's your rate and hours?

Resolves the quote.

What access do you need?

Admin + GA4 + GSC, or walk.

Can I see a sample?

Anonymized, real findings.

Who does the work?

The name, not the agency.