

Shopify Expert Rate Card 2026

What a Shopify expert actually costs, and how not to overpay. By Kaspian Fuad.

Hourly rate by tier (2026)

Junior / offshore	\$15 to \$35 /hr
<i>The cheapest quote. Often the most expensive outcome.</i>	
Senior freelancer	\$48 to \$74 /hr
<i>North America. The fair-value band for senior work.</i>	
Shopify Plus agency	\$100 to \$250 /hr
<i>Blended. Includes people who never touch your store.</i>	
Kaspian Fuad	\$50 /hr
<i>Senior and direct. No account manager in the middle.</i>	

Senior rate by region

North America	\$48 to \$74 /hr
United Kingdom	\$30 to \$77 /hr
Eastern Europe	\$27 to \$38 /hr
Philippines	\$30 to \$40 /hr
Global median	\$35 /hr
<i>Source: Lemon.io 2026 Shopify developer rate data.</i>	

What each engagement costs

Fixed-scope CRO audit	\$500
<i>Delivered in 2 to 3 days. Start here.</i>	
Full-funnel CRO audit	\$2,000 to \$5,000
<i>Homepage to checkout, ranked by revenue impact.</i>	
Checkout optimization	\$1,500 to \$3,000
Core Web Vitals sprint	\$1,000 to \$3,000
Weekly retainer	\$750 to \$1,000 /wk
<i>15 to 20 hours, billed on the Friday.</i>	
Monthly retainer	\$2,700 to \$3,600 /mo
<i>60 to 80 hours. 12% under weekly billing.</i>	

3 questions before you sign

1. Who writes the code?
If it is not the person quoting you, you are paying a translation tax.
2. Diagnosis before quote?
A price quoted without seeing your theme is a padded guess.
3. What if it does not move?
A senior expert names the metric and the expected move.

Red flags

- Quote arrives before diagnosis
They priced their own risk, not your job.
- No direct developer access
You are buying account management.
- Vague upside promises
No named metric means no accountability.
- Senior work under \$30 /hr
You are buying junior time at a senior label.

The rule that saves the most

- Compare cost per shipped fix
Not the hourly rate. A cheap developer who needs three attempts is the expensive one.

Shopify sets no prices

- Experts Marketplace: closed
Sunset December 2023. Replaced by the Shopify Partner Directory.
- Partners bill you directly
Shopify docs: the charges do not display on your Shopify bill.

What drives the price up

- Shopify Plus checkout work
Extensibility, UI extensions, Script Editor. Plus only.
- A custom product builder
Configurators are the most underquoted job on Shopify.
- Multi-market / multi-currency
Markets, hardcoded prices, and translation all add scope.
- A vague brief
Ambiguity gets priced as risk. Bring a number, get a tighter quote.

What \$500 should buy you

- A named leak, not a report
The single biggest drop-off, with the evidence behind it.
- A ranked fix list
Ordered by revenue impact, not by how easy it is.
- Delivery in 2 to 3 days
If an audit takes three weeks, it is a retainer in disguise.

Where to find one

- Shopify Partner Directory
Free. Partners quote you directly. shopify.com/partners/directory
- Upwork
Check hours billed and Top Rated status, not just the hourly rate.
- A referral from a merchant
Highest signal. Ask who actually fixed their theme.