

Shopify Merchant Center Price Mismatch Checklist

For one disapproved product. Work top to bottom, then fix the source.

START HERE

Trace **one flagged product** through all **4 places**: feed, page HTML, structured data and checkout. Fix the theme or app, never the feed number.

1. Read the flagged item (4)

- ☐ Copy the submitted price, country and currency
- ☐ Copy the exact link, including any ?variant= parameter
- ☐ Note which variant the feed item is
- ☐ Feed price left alone until the cause is found

STOP IF NO

2. Compare the 4 prices (4)

- ☐ Feed price matches the visible price in raw HTML
- ☐ **JSON-LD lists the feed price for that variant**
A ProductGroup lists one price per variant
- ☐ Only one Product or ProductGroup block on the page
- ☐ Checkout shows the same amount for that variant

```
curl -s "<link>" -o page.html
```

Raw HTML, no JavaScript

3. Rule out the Shopify causes (6)

- ☐ **Link opens the feed's variant, not the default one**
Shopify's ?variant= parameter preselects it
- ☐ **No script rewrites the price after the page loads**
Currency apps, subscription widgets, fetch sections
- ☐ Each Markets country has its own URL and correct tax display
- ☐ Sale and compare-at changes had 24 hours to sync
- ☐ No app adds a second Product block with its own price
- ☐ Feed app maps price and compare-at to the right fields

4. Verify the fix (4)

- ☐ **Request a website check on the fixed item**
Google re-crawls over a few hours or days
- ☐ Recheck the issue count after 3 days
- ☐ Curl one variant from each price tier again
- ☐ Start with the variant priced furthest from the default

Ticked: ____ / 18 Any STOP item unticked: fix it before anything else.

Want the cause found on your store? kaspianfuad.com/contact

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Found 38 hardcoded prices rewritten by script on a supplements landing page.