

Shopify Jewelry Store Fix Checklist

For jewelry brand owners briefing a developer. Tick each item on your own store.

START HERE

View source on one collection page first. Product links starting with /collections/ meant **25,285 duplicate links** on one jeweler.

Product URLs and indexing (4)

- ☐ **Product cards link to /products/ URLs, not /collections/.../products/**
STOP IF NO
Check: View Page Source on a collection, search /collections/ then /products/.
- ☐ **No within filter left in any product card snippet**
Enea's theme used it 15 times across 5 snippets.
- ☐ Sort and filter URLs carry a noindex robots meta tag
- ☐ Canonical tags point to the clean /products/ URL

Metal options and gallery (4)

- ☐ **Developer read one product's data before writing gallery code**
STOP IF NO
On Enea, featured_media was empty on every product. A day was lost.
- ☐ Each gold color shows only its own photos
- ☐ Description text swaps correctly for 10k, 14k and 18k
- ☐ Combined Listings considered if you are on Plus

Product photos (4)

- ☐ **First collection image is not set to loading lazy**
STOP IF NO
On Enea it added a 4,960ms load delay before the LCP.
- ☐ **Grid widths start near 180px, not 900px**
A 154px mobile card needs only about 462px, even at 3x.
- ☐ **PDP sizes value matches the real rendered photo width**
Wrong sizes is why photos look blurry on a large monitor.
- ☐ Press logos requested at about 300px, not the master file

Apps and proof of results (4)

- ☐ **Scope document names which apps are out of scope**
Apps were about 60% of the JavaScript payload on Enea.
- ☐ Popup, rewards and wishlist scripts measured for blocking time
- ☐ **Results judged on real-user field data, not the lab score**
Good lines: LCP 2.5s, INP 200ms, CLS 0.1 or less.
- ☐ One change per commit, tested on a staging theme first

Ticked: ____ / 16 Any STOP item unticked: fix it before anything else.

Want this audit run on your jewelry store? kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant

Took a fine jeweler to all 5 Core Web Vitals green on real users.