

Shopify Redesign Quote Checker (2026)

Tier prices, line-item hours, break-even math and the redesign-or-fix test. By Kaspian Fuad, Shopify developer and CRO specialist.

1. Price tiers (\$1M to \$10M stores)

Template fixes: \$2.5K to \$8K
PDP, cart, collection on your current theme.

Theme swap: \$5K to \$15K
New Theme Store theme plus rebuilt sections.

Custom redesign: \$15K to \$50K
Custom design system and theme build.

Enterprise/headless: \$50K+
Multi-market, complex integrations.

2. Line-item hours (theme / custom)

Discovery + CRO audit: 10 / 20
Analytics, funnel by device.

Design key templates: 15 / 60
Home, collection, PDP, cart, mobile.

Theme build: 30 / 120
Sections and templates.

Apps + content + tracking: 18 / 48
Embeds, metafields, pixels.

SEO + QA + launch: 22 / 55
Redirects, schema, devices, 30-day fixes.

TOTAL: 95 h / 303 h
\$4,750 / \$15,150 at \$50 an hour.

3. Agency rate check

95 h x \$150 = \$14,250
Theme-based rebuild, agency blended.

303 h x \$150 = \$45,450
Full custom redesign, agency blended.

Quote / rate = hours
Compare to the table above.

4. Redesign IS justified when

Rebrand
New name, positioning or audience.

New business model
Subscriptions, B2B, configurator.

Vintage theme
Pre Online Store 2.0, no app blocks.

Every fix breaks something
Regression testing eats each change.

5. Fix, do not redesign, when

Leak is in 1 funnel step
PDP to cart, or cart to checkout.

Mobile ATC below the fold
A template fix, not a rebrand.

Slow because of apps
A redesign reinstalls the same apps.

"It looks dated"
No number attached = no business case.

6. Break-even math

Cost / gross margin = revenue needed
\$40K / 50% = \$80K.

Revenue needed / annual revenue
\$80K / \$3M = 2.7% lift in year one.

Downside: 10% dip x 3 weeks
About \$17,300 on a \$3M store.

7. A quote must include

Line-item hours
Not one lump sum.

Duplicate-theme build
Live theme untouched until launch.

App embed owner
Shopify: not active by default on a new theme.

Redirect map + schema check
For any changed URL or template.

30-day fix window
Included in the price.

Rollback rule
Agreed revenue threshold.

8. SEO risk on a theme redesign

Product/collection URLs
Do not change with the theme.

Changed handles
Need a 301 redirect.

Removed copy
Collection text and FAQs that ranked.

New theme schema
Check product JSON-LD fields.

9. Launch week checks

Orders: Shopify vs GA4
Split tracking from real sales.

Funnel by device
ATC, reached checkout, purchase.

Top 5 PDPs on a phone
Variant picker, price, ATC.

Browser console
JS errors on PDP and cart.

10. 5-minute quote check

Divide quote by rate
Custom at 60 h is a corner cut.

Find the biggest funnel drop
Price a targeted fix first.

Search: 30 days, rollback, redirect
Missing? Ask in writing.