

The Sudden Sales Drop Diagnostic

Find the cause in order, cheapest checks first. Never change three things at once.

1. Check Shopify's order count FIRST

Read the raw order count in Shopify
The platform's own number is the source of truth.

Steady count = sales did not drop
You have a reporting problem, not a sales one.

Do this before touching anything
Do not fix a store that is not broken.

2. Split traffic vs conversion

Sessions down = channel problem
Fewer people arrived. Look upstream.

Conversion down = store problem
People arrived but could not buy.

Both down = two investigations
They usually have two separate causes.

3. Rule out a tracking break

Shopify steady but GA4 dropped
Your tracking lied, your sales are fine.

Common after app / theme / consent change
Events stop firing or double-count.

When they disagree, believe Shopify
Fix the tag, not the store.

4. Reconcile the platforms

Shopify orders vs GA4 purchases
Same dates, side by side.

vs ad-platform conversions
Find which report actually moved.

Only third-party fell? tracking
No rebuild needed.

5. Store-change checklist

Theme deploy broke ATC / checkout
Most common conversion killer.

New / updated app, popup on load
Slows the page or eats mobile taps.

Out-of-stock bestseller, price bug
Cheap to check, often the cause.

6. Walk the funnel by step

Sessions > product views > ATC
Where does the line diverge from before?

> begin checkout > purchase
The step that broke names the cause.

Drop at ATC vs at checkout
Product page vs checkout problem.

7. Traffic-change checklist

Ad account paused / card declined
Or a campaign ended or got disapproved.

Google core update, lost ranking
Or a broken redirect after a URL change.

Manual action in Search Console
Rare but check it.

8. Isolate the exact day

GA4 + Shopify Analytics side by side
Find the first day the numbers moved.

Down to the day, not the week
Precision makes the cause obvious.

Note the drop window
Everything correlates against it.

9. Correlate with the change log

App installs and updates that day
The overlap is usually the answer.

Theme publishes, campaign edits
Deploys are the usual suspect.

Price and inventory changes
A currency or stock change can do it.

10. Change one thing at a time

Never three fixes during a drop
You lose which one mattered.

Change one, watch one day
Confirm before the next move.

Trail into theme code? hire
Do not keep pulling threads blind.