

FREE CHECKLIST

Search & Discovery setup checklist

**The settings most Shopify
stores never switch on**

Filters

- Install Search & Discovery (free)**
Apps, then search Search and Discovery
- Add filter groups to your collections**
Size, colour, price, availability, type
- Add filters from your metafields**
Material, fit, capacity, anything populated
- Set a sensible default sort**
Best selling or featured, not Manual

Search & cross-sell



Add synonyms for your top searches

sofa = couch, trainers = sneakers



Check zero-result searches weekly

Analytics, then top searches



Turn on Complementary recommendations

Hand-pick cross-sell pairs on hero products

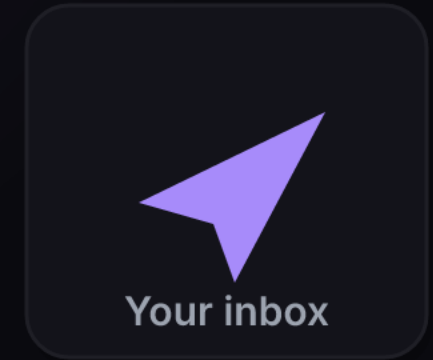
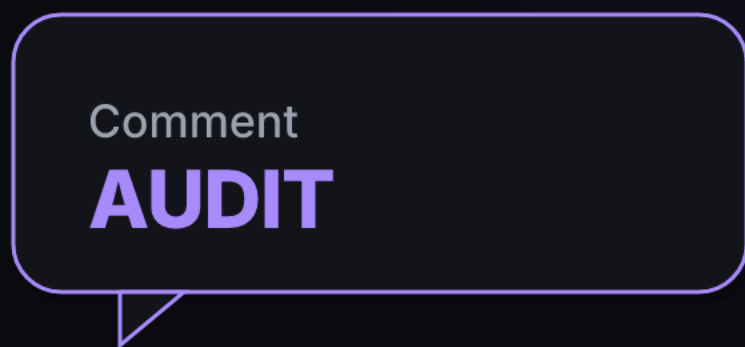


Pin products for seasonal queries

Search merchandising, boost by tag or vendor

YOUR MOVE

Want a second pair of eyes?



I tear down Shopify stores for conversion.

AUDIT

Comment AUDIT or DM me for a free look.