Shopify Store Audit Checklist

12 checks to run yourself | Crest Matrix Digital Group | crestmatrixdigital.com

Speed and mobile

- [ ] 1. Run your homepage and top product page through PageSpeed Insights (mobile).
- [ ] 2. Open the store on a real phone over mobile data. Does the first screen load quickly?
- [ ] 3. Remove apps you no longer use and check for leftover code.

Product pages

- [ ] 4. Price visible without scrolling or tapping.
- [ ] 5. Clear photos, short benefit-led description, size/variant details.
- [ ] 6. Reviews or other proof near the main button.

Cart and checkout

- [ ] 7. Guest checkout available.
- [ ] 8. Shipping costs and delivery times clear before the last step.
- [ ] 9. Payment options your shoppers expect.

Trust, search and email

- [ ] 10. Policies, contact details and About page easy to find.
- [ ] 11. Each key page has its own title and description that match real searches.
- [ ] 12. Automatic welcome email and abandoned cart email in place.

Fix first: anything that blocks a purchase (checkout, price, speed).

Want a second pair of eyes? Request a free written review: crestmatrixdigital.com/StoreReview.html