



Paid Shopify SEO Audit Brief

Use this before requesting a paid review. It helps scope the risk, protect private data and make the first reply useful.

BEST FOR

Stores preparing for a paid Shopify SEO or migration review.

USE WHEN

Use when the risk is too expensive for guesses, screenshots or generic app advice.

What to send first

- Store URL and current platform.
- Migration status or last major change date.
- The pages or page types at risk.
- What changed before the issue appeared.
- Search Console or analytics symptom summary.
- Known apps, theme changes or redirects involved.
- The decision you need help making.

What not to send in the first message

- Passwords or admin access.
- Raw private revenue exports.
- Customer data.
- A 19-tab spreadsheet with no question attached.

Useful first message: "We moved from WooCommerce to Shopify on 12 May. Organic sessions dropped but Shopify orders look stable. These five old category URLs matter. Can you help confirm whether this is tracking, redirects or page replacement?"

Audit scope checklist

AREA	NEEDED?	NOTES
Migration redirects	Yes / No	
Crawl/indexation	Yes / No	
Collections	Yes / No	
Products	Yes / No	
Analytics/tracking	Yes / No	
Apps/theme output	Yes / No	
AI visibility/product evidence	Yes / No	