

Shopify Tool Choice Filter

Use this before installing a Shopify SEO, image, schema, reporting or audit tool. The aim is not to avoid tools; it is to stop tools being used as a substitute for diagnosis.

BEST FOR

Stores deciding whether an app, crawler, reporting layer or paid tool is justified.

USE WHEN

Use before adding a tool to a live Shopify theme or migration project.

The five-question filter

- What exact problem will this tool help us decide?
- Which page type is affected?
- What native Shopify control has already been checked?
- How will we measure success after 30 days?
- What is the rollback plan if it creates risk?

Use the tool only if it changes a decision

TOOL TYPE	GOOD REASON	WEAK REASON
Audit or crawl tool	Find crawl, depth, internal-link or status-code patterns.	Generate a long warning list with no priority.
Image app	Repeated compression, alt text or media QA at scale.	Hide weak product media behind automation.
SEO app	Bulk controls that the team can measure and maintain.	Fix "SEO" without knowing the page problem.
Reporting tool	Page-type reporting that changes priorities.	More dashboards for the same confusion.

Decision record

Tool being considered

Problem proven by

Success metric

Owner

Field note: If nobody owns the tool after installation, the tool owns you.