

Included in the Holiday Health Check Package

- A diagnostic evaluation of your site
- A 1-pager with itemized list of issues with the site graded with their severity
- A detailed evaluation that will be reviewed in a follow-up call

What Work Will Be Performed:

Front End Site Speed Audit

Senior Front End developer (15 hours for Homepage, Category page, Search results page, Product page, Cart page, Checkout steps)

- Reviewing existing JS and CSS to make sure they meet best practices and checking for places where code can be optimized
- Checking to see if all JS and CSS is combined and minified into as few files as possible
- Inspect PHP templates to see if there are images or content that we can load asynchronously after the main page loads
- Reviewing page load times using tools such as Google Pagespeed Insights and WebpageTest
- Based upon the above, the developer will create a write up of recommendations to improve the load time and also the perceived load time for users
 - Includes estimates for how long these optimizations should take

UX Audit and Review

Front End Developer (15 hours for Homepage, Category page, Search results page, Product page, Cart page, Checkout steps)

- Explore the current user flow on desktop, tablet, and mobile devices
- Make recommendations on how to reduce friction through the purchasing steps
- Check to make sure user stories are clearly defined and followed
- The developer will write up on areas that need improvements and how to improve UX to help streamline the purchasing process
 - Includes breakdown of estimates for how long these changes will take

Back End Audit (Magento only)*

Senior Back End Developer

- Overview - Summary of technology used
- Best Practices - Identify where protocol does not follow best practices (improper SQL calls, external scripts, etc)
- Security Patches - Patches applied or missing
- Custom Code - Identify custom code/templates/layouts and evaluate quality
- Third-Party Extensions/Plugins - Identify installed extensions, plugins and modules and evaluate compatibility and performance
- Upgradeability - Evaluate whether any custom code or extensions will prevent critical upgrading of the platform
- Conclusion - Report key findings on where improvements can be made

How Long Will the Health Check Take?

- 30 hours for Front End audits
- 30 hours for Back End audits
- Enough time for PM involvement
- A 1 hour call with the customer (this will actually be 3 billable hours with an Account Manager/Project Manager, Back End, and Front End)

Who Will Review the Deliverables With You On the Follow-up Call?

The Back End and Front End developer(s) that worked on the audits will be on the call, along with your Account Manager and Project Manager, as applicable.

What Do We Need From You to Perform the Health Check?

- Main contact information (email, phone number)
- Access to a staging environment (for Back End audit, if available)
- Access to the code repository (bitbucket, github)
- Access to production environment (ssh/ftp creds)
- Access to third party services (PayPal, authorize.net, email service providers)
- Access to marketing technology (scripts, third party extensions, analytics)
- Access to ERP if custom code was written to integrate them with the platform
- OPTIONAL (based on complexity): business needs and upcoming initiatives (ex: we do all our business in Q4)
- OPTIONAL (based on complexity): server monitoring services credentials
- OPTIONAL (based on complexity): order fulfillment workflow

*If you are a Shopify Plus customer with custom code that was written and is running on a separate server, you could also be eligible for a Back End audit. Please contact your account manager for more information.