

FOR SHOPIFY ONLINE STORES · QATAR AND THE GCC

SHOPIFY STORE AUDIT CHECKLIST FOR WHITE FRIDAY

Every check from our guide, in the order that protects orders. Give each line an owner, write down the evidence and retest after each fix.

ONLINE STORE

AUDIT LEAD

DATE

STEP 1

Work top to bottom

A tracking or payment fault hides every later finding, so do sections 01 and 02 first.

STEP 2

Test on a real phone

Use your main market, a popular product and the payment methods your customers use.

STEP 3

Close the loop

Every finding gets an owner and a retest date. Tick a line only when the retest passes.

THE AUDIT ORDER

FIX WHAT BLOCKS AN ORDER FIRST

1

Tracking

Prove that every purchase is recorded once.

2

Checkout and payment

Every method, on a phone, through to confirmation.

3

Product pages and menus

Costs, delivery, returns and both prices before the cart.

4

Search and speed

One sale page, indexed and fast for real visitors.

5

The offer

Approval, profit per order, stock and courier capacity.

6

Sale days and after

Watch orders hourly, then review what to fix next.

Read the full guide with sources and examples: abecods.com/insights/shopify-store-audit-checklist/. This checklist is a working tool, not legal advice; confirm sale rules with the authority in each market you sell to.

00 BEFORE YOU START

A baseline tells you later whether a fix worked.

CHECK	OWNER	EVIDENCE / NOTES	RETEST
☐ Record the baseline Sessions, orders, conversion rate and average order value for the last four weeks, split by device and traffic source.			
☐ Note what else changed Campaigns, price changes and stock changes in the same period, so you do not blame the online store for them.			
☐ Choose the test journey One main market, one popular product, one real iPhone and one Android phone.			
☐ Open one findings list Problem, page or setting, owner, retest date. One list for the whole team.			

01 TRACKING

If tracking is wrong, every report after it misleads you.

CHECK	OWNER	EVIDENCE / NOTES	RETEST
☐ Place one real test order Accept the cookie banner first. Then cancel and refund it. Note the order number, value, currency and products.			
☐ Find it in Google Analytics 4 The Realtime report shows the purchase with the same value and currency. DebugView shows more, but only with debug mode on (for example Tag Assistant on a computer).			
☐ Find it in each ad platform The platform's event reports show one purchase, not none and not two. Test tools only show a visit started from the tool.			
☐ Check the Thank you page upgrade 2026 Shopify upgraded Thank you and Order status pages (deadline 26 August 2026). Tracking from the old additional scripts box, including Google Tag Manager code, must be rebuilt as app or custom pixels.			
☐ Test the consent banner Accept and decline. Know which events should fire in each case; pixels only track with consent.			
☐ Custom domain: account subdomain Customer accounts on a subdomain such as account.yourdomain.com, or pixels and consent will not work on the Order status page.			
☐ Compare a week of orders Shopify orders against each platform's purchases. A steady gap is normal; missing or doubled purchases are faults.			

02 CHECKOUT AND PAYMENTS

A payment fault is often silent and loses every buyer who reaches it.

CHECK	OWNER	EVIDENCE / NOTES	RETEST
☐ Live payments are not in test mode Shopify warns customers cannot place live orders while a provider is in test mode. Test with a real order, then refund.			

CHECK	OWNER	EVIDENCE / NOTES	RETEST
☐ Every payment method, end to end QATAR Shopify Payments is not offered in Qatar, so each third-party card, wallet or bank option is tested separately: bank verification screen and back to the confirmation page.			
☐ Instalment payments (if offered) Breakdown shows under the price on a phone; checkout with each instalment provider connects and returns to the confirmation page.			
☐ Cash on delivery (if offered) Each order and address confirmed by WhatsApp or SMS before dispatch.			
☐ Declined card and expired code Each shows a clear message and a way to carry on.			
☐ Guest checkout works Creating an account is optional.			
☐ Total visible before checkout Cart shows delivery fee and total; no new charge appears first at payment.			
☐ Address form fits local addresses Fields counted on a phone; optional fields removed.			
☐ Checkout with everything loaded Tested on iPhone and Android with pop-ups, chat widgets and app scripts running.			
☐ Confirmation and invoice Order confirmation arrives with a clear invoice: items, prices, discount, delivery and total.			

03 PRODUCT PAGES AND MENUS

Often where most buyers are lost, before the cart.

CHECK	OWNER	EVIDENCE / NOTES	RETEST
☐ Homepage first screen On a phone, it says what you sell and for whom. The sale banner opens the sale collection.			
☐ Menu and search Main categories visible, no dead links. Search finds common names and misspellings; the no-results page offers a way forward.			
☐ Photos and variants Clear photos from several angles; sizes, colours or options easy to pick.			
☐ Delivery time and cost on the page Stated by area, and realistic for sale-week volumes.			
☐ Price before and after the discount QATAR Both prices shown. Qatar's Ministry of Commerce and Industry reminds shoppers this is their right.			
☐ Returns and exchange policy Linked from product pages and checkout, in plain words.			
☐ Stock rules Sold-out variants marked; decided per product whether it may sell at zero stock.			

CHECK	OWNER	EVIDENCE / NOTES	RETEST
☐ Trust details Contact details, genuine reviews and the payment methods you really accept are easy to see.			

04 SEARCH AND SPEED

Shoppers and Google need to find the sale, fast, on a phone.

CHECK	OWNER	EVIDENCE / NOTES	RETEST
☐ One sale page on a yearly address For example /collections/white-friday, live all year and linked from the homepage (Google's guidance for recurring sales). In Qatar, publish and link it only once the approval is in hand.			
☐ Indexed Google Search Console URL Inspection: the sale page and top product pages are indexed.			
☐ Prices match in Google Price and availability Google shows match the page after sale price changes.			
☐ Web performance report: Good Shopify admin, Online Store. Good is loading (LCP) 2.5 s or less, responsiveness (INP) 200 ms or less, layout shift (CLS) 0.1 or less, from real visits over the past 30 days. In Analytics, Reports, filter to mobile; data can lag by up to 36 hours.			
☐ Sale additions checked for speed Apps, pop-ups, chat widgets and large banners added for the sale; remove what you do not need after testing what depends on it.			

05 THE OFFER

Approved, profitable and deliverable, before you announce it.

CHECK	OWNER	EVIDENCE / NOTES	RETEST
☐ Discount approval QATAR Approval from the Ministry of Commerce and Industry in hand before anything is announced: sale page, teaser ads, emails or social posts. Dates, products and discount match it. Process and timing confirmed with the Ministry; since Decision No. 4 of 2025 one license request can cover several sale periods in a year. Rules checked for every other market.			
☐ Codes and automatic discounts Each tested, including how they combine, start and end times and excluded products.			
☐ Profit per order Positive for every sale product after fees, delivery, packaging and returns. Use the worksheet below.			
☐ Stock Quantities per variant confirmed; reorder dates known.			
☐ Courier capacity in writing Orders per day they can collect, delivery times by area, cut-off times.			
☐ Support ready Replies for delivery, returns and payment questions; one named owner for faults.			

06 SALE DAYS AND AFTER

Catch faults within the hour, not after the weekend.

CHECK	OWNER	EVIDENCE / NOTES	RETEST
☐ Change freeze No theme or app changes in the final week unless they fix a fault.			
☐ Test order on the first sale morning Same checks as section 01.			
☐ Hourly watch Orders, payment errors, stock and customer messages.			
☐ After the sale Refunds, cancellations, complaints and profit per order reviewed; fixes listed with owners before Ramadan.			

07 PROFIT PER ORDER WORKSHEET

Sale price minus every cost of fulfilling one order.

PRODUCT	SALE PRICE	PRODUCT COST	PAYMENT FEES	DELIVERY	PACKAGING	EXPECTED RETURNS	PROFIT PER ORDER

08 THE FOUR-WEEK COUNTDOWN

Work backwards from your sale date.

WHEN	DO THIS	DONE
Four weeks before	Record the baseline; place the test order; test each payment method; apply for the discount approval.	☐
Three weeks before	Fix anything that blocks an order; confirm stock, profit per order and courier capacity.	☐
Two weeks before	Once the approval is in hand, publish the sale page; update product pages, delivery times and returns; test every code.	☐
Final week	Freeze theme and app changes; prepare support replies; repeat the test order.	☐
Sale days	Check orders, payment errors, stock and messages every hour; compare ad reports with Shopify orders.	☐
The week after	Review refunds, complaints and profit per order; list what to fix before Ramadan.	☐

WANT A SECOND PAIR OF EYES?

We work with online stores in Qatar and the GCC on conversion, checkout and the sale season. Send us your online store and what is not working.

Tell us about your online store · abecods.com

Sources (read 30 October 2026 unless dated): Shopify Help Center pages on the Thank you page upgrade, additional scripts, test orders, Shopify Payments countries and web performance reports; Google Search Central, Black Friday and Cyber Monday pages (2020); Qatar Tribune on the MOCI discount approval (22 April 2026); The Peninsula on MOCI shopper rights (1 July 2026). Full links in the guide. General guidance, not legal or financial advice; check the source pages before you rely on a detail.
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