

SAMPLE / DEMO WORK — created to show our deliverable format. Not a client project. No client results are shown.

Sample Store Audit: Shopify "Dawn" Theme Demo Store

This is a **SAMPLE** audit to show our format. The store audited is Shopify's own public demo store for its free Dawn theme (`theme-dawn-demo.myshopify.com`). It is not a Vimtro client, and Vimtro is not affiliated with Shopify. We chose it because it is public, it is meant to be looked at, and it doesn't single out any real merchant. No changes were made to the store.

Store	<code>https://theme-dawn-demo.myshopify.com/</code> (Shopify Dawn theme demo)
Pages tested	<code>Home / · Collection /collections/all · Product /products/studio-denim</code>
Date measured	17 Oct 2026, 14:21–14:24 PKT (09:21–09:24 UTC)
Tools	Lighthouse 13.5.0 (free, open source) running locally in Google Chrome 154, default mobile settings (emulated mid-range phone, simulated slow 4G), plus 1 desktop run. Manual checks of the page HTML with <code>curl</code> .
Method	3 mobile Lighthouse runs per page; the median run is reported. Lab test from one cloud machine. Results vary between runs and from Google PageSpeed Insights. Field data (real visitors) was not available for this audit.
Raw reports	Every full Lighthouse report (HTML + JSON) is in <code>raw/</code> .

1. Summary

The Dawn demo is a lean, well-built store. Layout stability is excellent (CLS 0 on every run) and there is very little JavaScript blocking. Desktop scored 99. The main room for improvement is on **mobile load speed, especially the collection page**. There, the main product image (Largest Contentful Paint) took **4.4 s in 2 of 3 runs**, above the 2.5 s that Google rates as "good". We also found a few quick SEO gaps: no meta description on the home and collection pages, and the home page title is just the store handle.

Top 3 actions:

1. Make the first product images on the collection page load first (high fetch priority) and cut down render-blocking CSS.
2. Serve the home hero image at the right size for mobile.
3. Add meta descriptions and a proper home page title.

2. Measured results (mobile, median of 3 runs)

Page	Performance	Accessibility	Best Practices	SEO	FCP	LCP	TBT	CLS	Speed Index	Page weight	Requests
Home	90	97	77	92	1.98 s	3.46 s	30 ms	0	2.51 s	~1.68 MB	285
Collection	78	97	77	92	2.72 s	4.43 s	59 ms	0	4.18 s	~1.56 MB	303
Product	91	97	77	100	2.07 s	3.16 s	51 ms	0	2.39 s	~1.53 MB	277

Desktop (home, 1 run): **Performance 99**, LCP 0.85 s, TBT 0 ms, CLS 0.

All 9 mobile runs (performance score / LCP):

Page	Run 1	Run 2	Run 3
Home	88 / 3.70 s	92 / 3.06 s	90 / 3.46 s
Collection	78 / 4.43 s	93 / 2.98 s	77 / 4.46 s
Product	85 / 3.97 s	91 / 3.16 s	95 / 2.86 s

FCP = First Contentful Paint, LCP = Largest Contentful Paint, TBT = Total Blocking Time, CLS = Cumulative Layout Shift. Google's "good" thresholds: LCP ≤ 2.5 s, CLS ≤ 0.1 (source: <https://web.dev/articles/vitals>). Page weight and request counts come from the median run and include all files the page loaded.

3. What's already good

- **CLS 0** on every page and run: nothing jumps around while the page loads.
- **Low blocking time** (30–59 ms median on mobile).
- **One H1 per page**, Open Graph image set, structured data (JSON-LD) present on all 3 pages.
- Lighthouse's image-alt, link-name, button-name and form-label checks **passed**.
- No browser console errors on the home page.

4. Prioritised fixes

Effort is our estimate of developer time. Impact describes what we expect, not what we guarantee: real gains have to be measured again after the change.

#	Issue (evidence)	Fix	Effort	Expected impact	Priority
1	Collection page LCP 4.43 s (median). The LCP element is the first product card image. Lighthouse: "fetchpriority=high should be applied" = not met; element render delay 934 ms .	Add <code>fetchpriority="high"</code> (and no lazy-loading) to the first 2–4 product card images in the collection grid. Reduce render-blocking CSS (see #3).	1–2 h	High: we expect a noticeable drop in collection-page LCP on mobile, aiming for the "good" range.	P1

#	Issue (evidence)	Fix	Effort	Expected impact	Priority
2	Home hero image oversized. "Improve image delivery": est. 104 KiB savings. The hero image (141569803_...n.jpg) is 100 KB with ~64 KB estimated waste; 2 collection images could save a further ~43 KB.	Correct sizes / srcset widths for mobile in the hero section; use Shopify's image_url width parameters; check compression.	1 h	Medium: smaller download on mobile; we expect home LCP to improve.	P1
3	Render-blocking CSS: 5–6 small stylesheets (component-slideshow.css , component-slider.css , component-list-social.css , component-localization-form.css) block first paint on all pages.	Load only the CSS each section needs, defer what's below the fold (media-swap pattern), and inline tiny critical rules.	2–3 h	Medium: earlier first paint (FCP) and less render delay.	P2
4	SEO basics: home and collection pages have no meta description (Lighthouse + HTML check). The home <title> is just theme-dawn-demo .	Write a meta description (~150 characters) for home and key collections; set a descriptive home title (brand + what you sell).	30 min	Medium: better-looking search results; we expect a better click-through over time (not measurable right away).	P1 (quick win)
5	Unused JavaScript: about 36–40 KiB unused in the web-pixels script on every page, plus ~52 KiB unused in portable-wallets.en.js (dynamic checkout buttons) on the product page. Both are Shopify platform scripts.	Review which tracking pixels/apps are connected and remove unused ones. Decide whether dynamic checkout buttons are worth it on product pages.	1 h (review)	Low–medium, depending on how many pixels/apps a store has.	P3
6	Colour contrast flags: 21 elements (home) / 29 (collection) flagged at contrast ratio 1.01 (#fdfdfd on white), on product card titles and prices.	Verify by hand first. The colours suggest Lighthouse caught Dawn's "reveal on scroll" animation mid-fade rather than a real design problem. If they're real, fix the colour settings; if not, note it and move on.	30 min	Low (accessibility score); confirm before spending time on it.	P3
7	Images with empty alt text: Home 9/25, Collection 16/33, Product 10/20 tags have alt="" (HTML check). Lighthouse passes this because empty alt is valid for decorative images.	Check that every product image has a meaningful alt in Shopify admin (helps accessibility and image search). Keep empty alt only for decorative images.	1 h	Low–medium: accessibility and image SEO.	P3
8	Best Practices 77: 6 third-party cookies and a cookie warning in Chrome's Issues panel, from Shopify's pixel/Shop Pay scripts.	Mostly platform-controlled. Make sure the cookie/consent banner (Shopify Customer Privacy) is configured for UK/EU visitors.	30 min	Low for speed; matters for privacy compliance.	P3

Estimated total for P1 + P2: about 5–7 hours. That fits inside the *E-commerce Growth Starter* package.

5. How a paid audit differs from this sample

For a real client we would also: check the cart and checkout flow by hand, list the installed apps that load storefront code, test on a real phone, and review real-visitor data from PageSpeed Insights or Search Console where available. Before/after numbers are always measured the same way (same tool, same pages, median of 3 runs), with dates.

6. Notes and limits

- These are lab measurements from one location on one day. Scores can change with network conditions and with Shopify platform updates.
- Google PageSpeed Insights was not used for this sample: its free public API returned a quota error on 17 Oct 2026, so Lighthouse was run locally instead (it's the same engine, but the numbers won't match exactly).
- Nothing here claims sales or conversion gains. Speed and SEO fixes are improvements we expect to help, and we measure them after the work.

Prepared by Vimtro (Muhammad Umar Farooq). Sample / demo work.

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