The Complete Hiring Checklist

Everything You Must Verify Before Partnering with a Shopify Development Company in the USA

How to Use This Checklist: Go through each section carefully before signing any contract. Every checkbox represents a critical factor that separates professional agencies from unreliable ones. A trustworthy Shopify Development Company will pass all checks.

❖ SECTION 1 — Company Credibility & Trust

- [ ] **1** Company has a verified US-based address and contact number
- [ ] **2** Agency has been operating for at least 2+ years
- [ ] **3** Official website is professional, fast, and fully functional
- [ ] **4** Business is registered and legally compliant in the USA
- [ ] **5** Company has a physical presence or verifiable team profile
- [ ] **6** No history of legal disputes or fraud complaints online
- [ ] **7** Google Business profile exists with genuine reviews
- [ ] **8** LinkedIn company page is active and updated

❖ SECTION 2 — Portfolio & Shopify Experience

- [ ] **1** Company shows a portfolio of 10+ live Shopify stores
- [ ] **2** Portfolio includes stores similar to your industry or niche
- [ ] **3** Stores are mobile responsive and load in under 3 seconds
- [ ] **4** Company demonstrates experience with Shopify Plus
- [ ] **5** Custom theme development examples are visible in portfolio
- [ ] **6** Company has completed successful Shopify migrations (WooCommerce/Magento)

7 ☐ They can share measurable results (conversion rate lift, traffic growth)

8 ☐ At least 3 detailed case studies are available on request

✦ SECTION 3 — Technical Expertise

1 ☐ Team includes certified Shopify developers

2 ☐ Proficient in Liquid (Shopify's templating language)

3 ☐ Experience with JavaScript, HTML5, CSS3 for custom frontend

4 ☐ Capable of building custom Shopify apps and private apps

5 ☐ Skilled in third-party API and app integrations

6 ☐ Experience with headless Shopify (Hydrogen / Oxygen)

7 ☐ Can handle complex payment gateway integrations

8 ☐ Understands Shopify's theme architecture and OS 2.0

9 ☐ Uses version control (Git) for all development work

10 ☐ Implements proper staging/testing before deployment

✦ SECTION 4 — SEO & Performance Optimization

1 ☐ SEO is built into development — not added as an afterthought

2 ☐ Company optimizes URL structure, meta titles, and descriptions

3 ☐ They implement schema markup for products and reviews

4 ☐ Image compression and lazy loading are standard practice

5 ☐ Core Web Vitals (LCP, FID, CLS) are tracked and improved

6 ☐ Company uses Google Search Console and Analytics setup

7 ☐ Internal linking strategy is part of the development plan

8 ☐ Store achieves 90+ Google PageSpeed score on mobile

❖ SECTION 5 — Design, UI/UX & Conversion Focus

1. ☐ Design process starts with brand discovery and research

2. ☐ Custom wireframes and mockups are provided before development

3. ☐ Store design is optimized for conversion rate (CRO)

4. ☐ Clear call-to-action buttons on every key page

5. ☐ Trust badges, reviews, and social proof are strategically placed

6. ☐ Checkout flow is simplified to reduce cart abandonment

7. ☐ Mobile-first design approach is followed

8. ☐ Product pages are optimized with zoom, videos, and clear CTAs

9. ☐ Color psychology and typography are brand-aligned

❖ SECTION 6 — Project Process & Communication

1. ☐ Clear project proposal with scope, timeline, and milestones

2. ☐ Dedicated project manager assigned to your account

3. ☐ Regular progress updates (weekly reports or standups)

4. ☐ Uses project management tools (Trello, Jira, Asana, etc.)

5. ☐ Response time is under 24 hours on business days

6. ☐ They use US time zone for scheduling and meetings

7. ☐ A formal contract with deliverables is provided

8. ☐ Revision policy is clearly defined in the contract

❖ SECTION 7 — Pricing Transparency & Contracts

1. ☐ Detailed quote provided with breakdown of all costs

2. ☐ No hidden fees — all charges are listed upfront

3 ☐ Payment milestones are tied to deliverables

4 ☐ NDA (Non-Disclosure Agreement) is offered

5 ☐ Intellectual property rights transfer to client on completion

6 ☐ Refund/dispute policy is clearly written in contract

7 ☐ Post-launch maintenance pricing is defined separately

8 ☐ ROI-focused pricing — focused on results, not just hours

❖ SECTION 8 — Post-Launch Support & Maintenance

1 ☐ Post-launch support plan is included or available as add-on

2 ☐ Bug fixes are handled promptly after launch

3 ☐ Regular Shopify platform updates are monitored and applied

4 ☐ Performance monitoring (uptime, speed) is offered

5 ☐ A/B testing and CRO improvements are available ongoing

6 ☐ Training is provided to manage the store independently

7 ☐ Long-term partnership mentality — not just a one-time project

■ RED FLAGS — Avoid These Warning Signs

■ No contract or written agreement provided

■ Extremely low price with no explanation

■ No portfolio or only showing design mockups (not live stores)

■ Cannot answer technical Shopify questions confidently

■ Promises #1 Google rankings in 30 days

■ No fixed timeline or milestone plan

■ Inconsistent communication or slow responses

■ No support plan after the website goes live

★ SCORING GUIDE — How to Evaluate Your Results

Score Range	Evaluation	Recommendation
55 – 60 Checks ✓	Excellent Partner	Proceed with confidence. Sign the contract.
45 – 54 Checks ✓	Good Candidate	Discuss missing areas. Likely a safe choice.
30 – 44 Checks ✓	Moderate Risk	Request clarification on all gaps before proceeding.
Below 30 Checks ✓	High Risk	Do NOT proceed. Find a better agency.

Ready to Build Your Shopify Store?

Use this checklist to find a partner you can trust. A professional Shopify Development Company USA will welcome every question on this list — because they have nothing to hide.

© 2025 Shopify Development Company USA | shopifydevusa.com