

Is your store ready to take the traffic?

The manual BFCM 2026 readiness audit — one senior engineer, twelve checks, your actual store.

Black Friday 27 November 2026 · Cyber Monday 30 November 2026

Peak week is not lost on creative.

A theme that was fine in August

Section-heavy templates hold up at low concurrency and fall over when everyone arrives at once.

An app stack nobody audited

Storefront scripts installed for a test that nobody removed. Small individually, fatal together.

A promotion never placed as a real order

Stacked codes, bundles and gift-with-purchase behave differently in a real cart.

Tracking that stopped attributing

No error is thrown. Revenue just moves into "direct" and budget decisions go wrong.

Four parts. Twelve checks.

01

SPEED

What the store weighs when it matters

- Core Web Vitals on real field data
- The templates that actually carry the traffic
- What blocks the first paint

02

STACK

The apps nobody has audited since last November

- The storefront script audit
- Theme freeze and a rollback you have tested
- Caching, CDN and traffic that is not human

03

CHECKOUT

The promotion nobody placed as a real order

- Place the promotion as a real order
- Inventory and fulfilment sync at peak velocity
- Checkout extensibility and payment edge cases

04

DATA

The tracking that quietly stops attributing

- One purchase, counted exactly once
- Both consent states, and the server-side path
- Retention capture and sending reputation

A tool tests a page. An engineer tests a path.

AUTOMATED SCAN

- Core Web Vitals for the URLs you point at
- Render-blocking scripts and image weight
- Technical SEO and crawlability
- Results in minutes, no access needed

MANUAL AUDIT

- A stacked discount breaking a real cart
- An app fine alone and fatal beside two others
- Oversell exposure from your sync interval
- Which of thirty findings threaten revenue

WHAT YOU GET

Seven deliverables, in three to five working days.

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- 01 A written report of every finding, ranked by revenue risk and by fix effort
 - 02 All twelve checks run against your store, apps, promotion logic and markets
 - 03 Checkout and discount testing with real cart states and real combinations
 - 04 Tracking verification across GA4, Meta CAPI and Klaviyo, both consent states
 - 05 A recommended code-freeze date and rollback plan for your stack and team
 - 06 A 45-minute walkthrough call, so nobody interprets a PDF alone
 - 07 A fix list your own developer or agency can work from
-

The calendar decides what advice is honest.

SEP

Rebuild window

The only month where structural work is still safe: theme refactors, app removals, template rewrites, migration decisions.

CHANGE FREELY

OCT

Fix and test window

Targeted fixes, promotion logic built and tested end to end, tracking verified, load and fulfilment paths rehearsed.

CHANGE CAREFULLY

NOV

Freeze and rehearse

Freeze roughly two weeks before Black Friday. After that, only provable revenue bugs get touched, and every change has a rollback.

CHANGE RARELY

27-30

Trade and watch

Monitoring, not building: conversion by device, checkout errors, sync failures, sending health, and a named person on call.

DO NOT CHANGE

WHO RUNS IT

Senior-only. No junior handoff.

The engineer who writes your report is the engineer who would do the work. No account manager relaying questions, no template report with your logo in the corner.

400+

Shopify stores shipped

\$120m+

GMV powered by our builds

7+ yrs

Focused on Shopify

4.9

Trustpilot rating

BEFORE YOU PAY US ANYTHING

Six free tools we built.

Free Shopify CRO Audit

forgecro.com/request-a-free-cro-audit/

Shopify SEO Audit

forgecro.com/free-tools/shopify-seo-audit/

Retention ROI Calculator

retentioncontrol.com/roi-calculator/

BFCM Retention Audit

retentioncontrol.com/bfcm-2026-by-retention-control/

AI Visibility Audit

forgecro.com/free-tools/ai-visibility-audit/

Shopify Plus Migration Cost

forgecro.com/free-tools/shopify-plus-migration-cost/

Four steps, no surprises.

01

Send the store

Store URL and what worries you. A senior engineer replies within 12 hours.

02

Access and scope

Collaborator access plus your promotion plan. We confirm scope and price before starting.

03

The audit

Three to five working days. All twelve checks, run manually against your store.

04

Walkthrough

45 minutes on the report, ranked fix list, and a freeze date. Implementation optional.

Find out in September. Not on 27 November.

Every call ends with a written plan and a fixed number, whether or not we work together.

REQUEST THE AUDIT

aqsashahzad.com/bfcm-2026-shopify-readiness-audit/

BOOK 30 MINUTES

cal.com/aqsa-shahzad/30min

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