Technical capabilities

Shopify Plus builds that ship like an in-house engineering pod.

Senior-only development, custom Shopify apps and retention engineering. Written for a technical audience — architecture, trade-offs and delivery, not marketing language.

400+	7+	8wks	4.9★
Stores built & scaled	Years on Shopify	Avg. launch on Plus	Client rating

Why Plus builds underperform

Most Shopify Plus stores are standard-tier builds paying enterprise fees.

checkout.liquid still in production

Deprecated by Shopify. Customisations break on platform updates instead of surviving them.

Plus features licensed, never deployed

Scripts, Functions, Flow, Launchpad, B2B and Markets sit unused while the monthly fee is paid in full.

App stack instead of architecture

Twelve apps doing what four custom sections should. Each one adds render-blocking script.

LCP over 3 seconds on mobile

Core Web Vitals failing on the two templates that carry the revenue — PDP and cart.

Marketing blocked on developers

No section-driven CMS, so every content change becomes a ticket and a deploy cycle.

One-time buyers, no owned channel

Acquisition cost rises every year while repeat purchase depends on rented ad reach.

Who you'd be working with

A senior-only team. No juniors billed as seniors.

Every line of code is written by an engineer with 8+ years of production Shopify experience. You talk to them directly — there is no account-management layer between you and the build.

Accredited

Shopify Partner with Plus-level project experience across DTC, B2B and service commerce.

Fixed scope

Written scope, milestones and one number before you sign. Out-of-scope items named explicitly.

Direct access

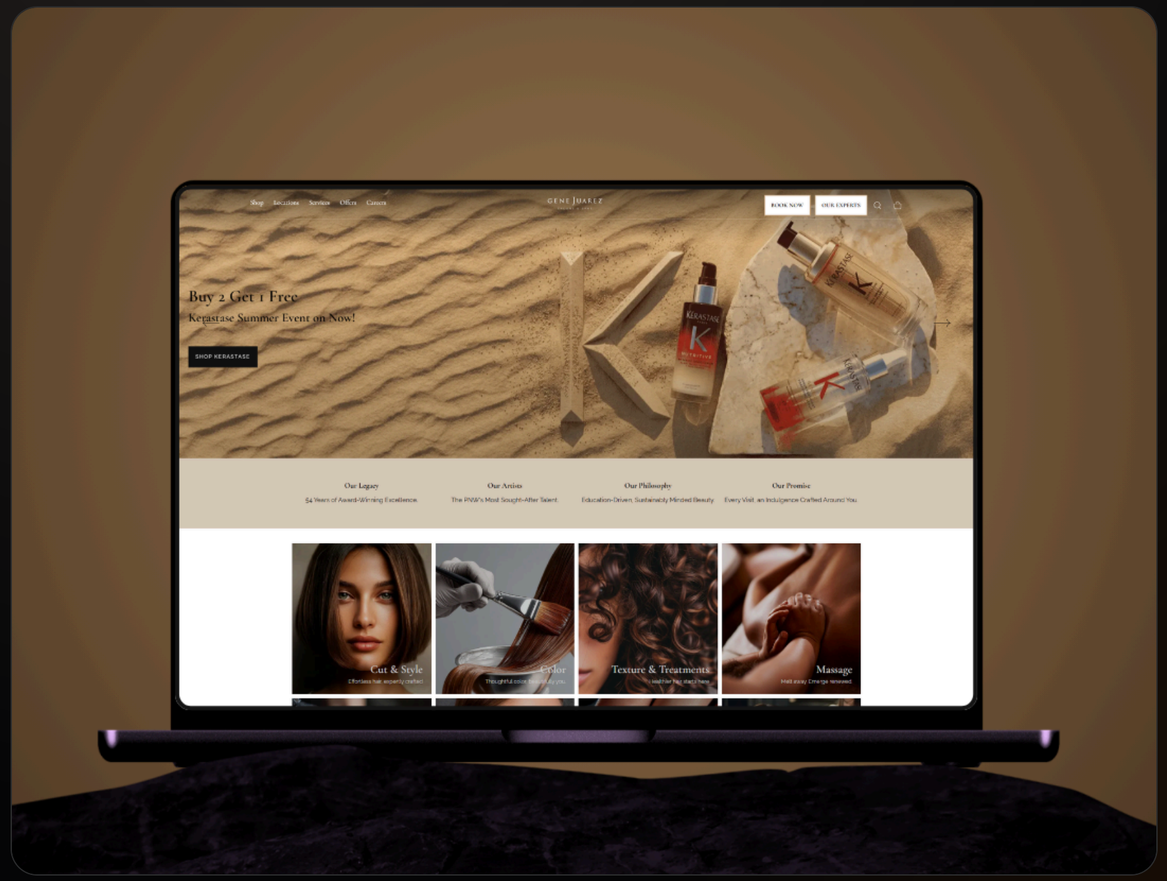
Weekly demos and a shared Slack channel with the engineers writing your code.

You own it

All code in your repository from day one, documented. No lock-in to maintain what we build.

Case study · Service commerce

Gene Juarez: unifying retail and salon booking on Shopify Plus.



The problem

Retail ran on one platform, salon booking on Zenoti — two disconnected experiences and no cross-sell between services and products. Several agencies declined the integration.

What we built

A booking-first Shopify Plus theme with Zenoti deep-linked into the shopping journey, service pages that merchandise product, and CRO-engineered templates rather than decorated ones.

Aqsa has been a tenacious and consistent collaborator, providing solutions throughout to improve our site.

Gene Juarez
Salons & Spas — Seattle, WA

CASE STUDY

Case study · DTC / Figma to Shopify

GetKif: Figma to a fully custom, fully editable theme.

The brief

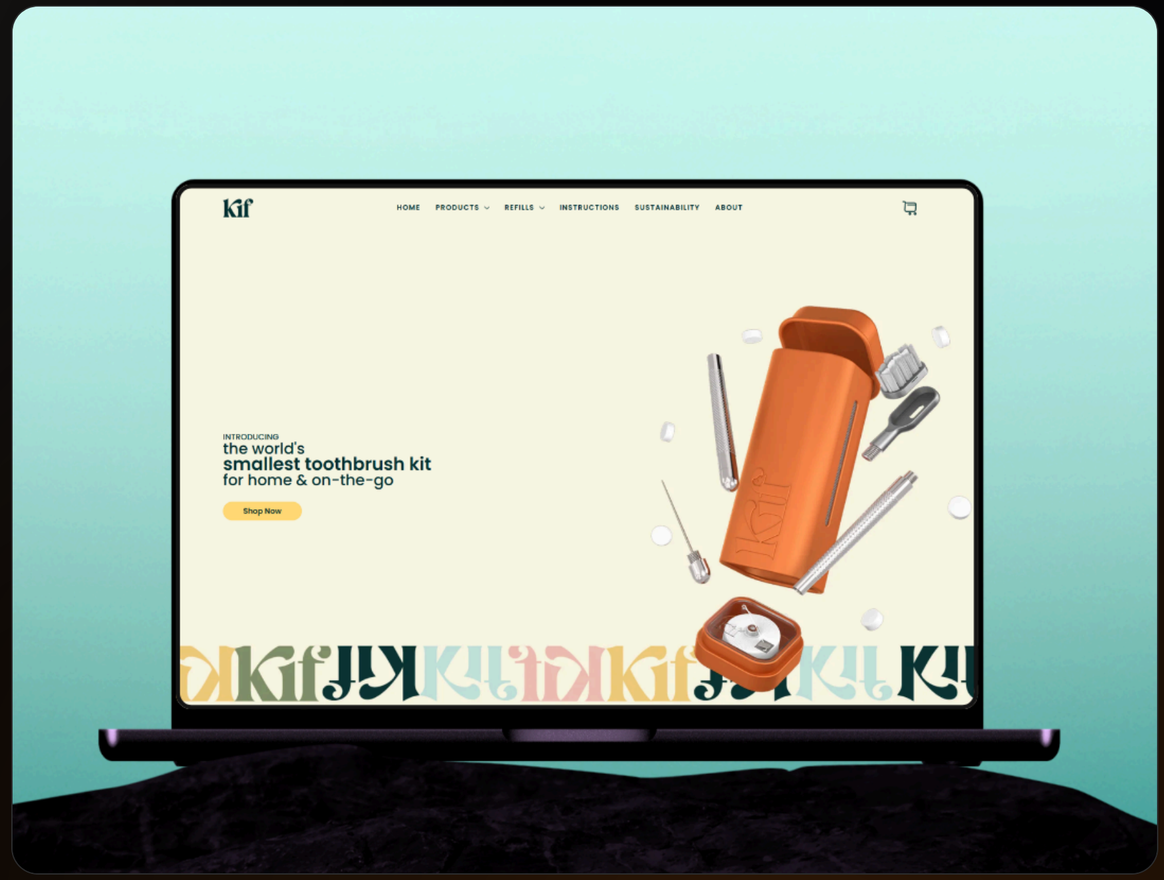
A smart-refill brand with a complete Figma design system and no tolerance for approximation. Every layout had to land pixel-accurate, and the editorial team needed to change any block without a developer.

What we built

A ground-up theme on Online Store 2.0 — no Dawn base, no page-builder app. Every text, image and block editable from the Theme Customizer, shipped with a Lighthouse 90+ baseline.

Every Figma layout was delivered pixel-perfect, and every block is editable from the Theme Customizer.

GetKif Team
Smart Refill Brand



STOREFRONT → OWNED CHANNEL

Custom Shopify apps that secure the repeat buyer.

A storefront rents attention from ad platforms. An app owns it. We build the app layer on top of Shopify — brand-aware creative automation, merchant dashboards and retail-specific commerce features that don't exist in the app store.

Brand-aware creative engine

Generates product images, thumbnails, banners and offer creative inside the brand's own design tokens — colour, type, spacing, logo rules. Merchandising teams ship campaign assets without a designer in the loop.

Custom merchant dashboard

The metrics the business actually runs on — contribution margin, cohort repeat rate, SKU velocity — surfaced in Shopify admin via App Bridge, not exported to a spreadsheet every Monday.

Retail commerce features

See-price-in-cart for MAP-restricted catalogues, quantity breaks, B2B price lists, bundle logic and in-store pickup rules — implemented with Shopify Functions rather than bolt-on scripts.

Site-to-app conversion

Your storefront as a native or PWA app with push notification as a direct, zero-CPM channel to existing customers — the retention lever that survives ad-platform price rises.

Why this matters commercially

Every point of repeat-purchase rate is margin you already paid to acquire. The app layer is where that compounding happens — owned, measurable and not rented from a bidding auction.

HOW THE APP LAYER IS BUILT

Built on Shopify's own primitives — not around them.

Shopify Functions for commerce logic

Discounts, delivery and payment customisation run on Shopify's infrastructure at checkout — no external latency, no script tags, survives platform updates.

Embedded admin on App Bridge & Polaris

Merchant UI lives inside Shopify admin using Shopify's own design system, so staff need no new tool and no new training.

Metafields & metaobjects as the data model

Structured content stays in Shopify where it belongs — portable, exportable, and readable by every surface including headless.

Webhooks and background jobs

Event-driven sync with retry, idempotency and dead-letter handling. Failures are visible and replayable, not silent.

Drop app / dashboard mockup here

Screenshot of a custom admin dashboard or the creative-generation UI inside Shopify admin

1100 × 800 px

Distribution

Custom app for a single merchant — fastest path, no App Store review. **Public app** when the software itself becomes a product line, with the review process and billing API handled end to end.

ENGINEERING APPROACH

We pick the architecture that fits the problem.

Most agencies sell one answer. These are the four we choose between, and the conditions under which each is the correct call — including when the answer is "don't rebuild."

ARCHITECTURE	WHEN IT'S THE RIGHT CALL	WHEN IT'S THE WRONG CALL
Liquid + OS 2.0	Standard catalogue, content-led merchandising, marketing team needs autonomy. Fastest to ship, cheapest to maintain, best SEO defaults.	Highly interactive product configurators or genuinely app-like UX.
Liquid + Functions	Complex pricing, bundles, B2B tiers or delivery rules. Logic runs on Shopify's infrastructure at checkout with no added latency.	Requirements that need real-time third-party calls inside checkout.
Headless (Hydrogen / Next)	Content platform plus commerce, multi-brand or multi-region from one codebase, or a design that Liquid genuinely can't express.	Chosen for speed alone — a well-built Liquid theme usually wins on both cost and time-to-launch.
App layer	Repeat-purchase economics, owned push channel, operational tooling, or software that becomes its own product line.	Before the storefront fundamentals — speed, merchandising, retention flows — are actually working.

The audit decides, not the sales call

We run the technical audit before quoting. If the honest answer is a £15K fix rather than a £90K rebuild, that is what the scope says.

SYSTEM ARCHITECTURE

The stack, by layer.

Presentation	STOREFRONT	Liquid · Online Store 2.0 · Sections & blocks · Hydrogen · Next.js · Remix · Storefront API
Commerce logic	CHECKOUT & RULES	Shopify Functions · Checkout UI Extensions · Shopify Flow · Launchpad · B2B · Markets
Application	CUSTOM APPS	App Bridge · Polaris · Admin GraphQL API · Node · TypeScript · React · Webhooks · Billing API
Data	MODEL & SYNC	Metafields · Metaobjects · ERP / PIM connectors · 3PL · Zenoti · Bulk Operations API
Growth	RETENTION & MEASUREMENT	Klaviyo · Recharge · Yotpo · Gorgias · GA4 · Search Console · Web Pixels API
Delivery	HOW IT SHIPS	Git-backed themes · Shopify CLI · Staging environment · Theme versioning · Documented handover

PERFORMANCE DISCIPLINE

Measured on production, not on a staging URL.

Every build ships with a Lighthouse 90+ baseline and Core Web Vitals verified in Search Console field data after launch — because lab scores and real users disagree constantly.

LCP

Preload the hero, right-size and serve WebP, and remove render-blocking third-party script from the critical path.

CLS

Explicit dimensions on every media element, a font-display strategy, and no late-injected banners shifting layout.

INP

Defer non-essential JS, break up long tasks, and remove the app scripts that block interaction on PDP.

Drop before/after PageSpeed here

The client's current score beside the post-launch score

1100 × 560 px

What we'd measure on your store

We run the audit before quoting, so the numbers in the final version of this deck are **yours** — not benchmarks borrowed from someone else's case study. Current LCP, mobile PageSpeed, and the specific templates dragging them down.

TECHNICAL SCOPE

What we build.

CAPABILITY	WHAT IT COVERS	TYPICAL EFFORT
Plus Development	Checkout UI extensions, Shopify Functions, Scripts migration, Flow automations, Launchpad campaigns, B2B company accounts and catalog pricing.	4–10 weeks
Theme Development	Ground-up Liquid themes on Online Store 2.0, Figma-to-theme with section schema, metaobject-driven content models.	5–8 weeks
App Development	Custom and public apps, embedded admin on App Bridge and Polaris, creative-generation engines, merchant dashboards, Billing API.	6–14 weeks
Platform Migration	Magento, WooCommerce, BigCommerce or standard Shopify → Plus. URL mapping, 301 architecture, data integrity checks, rollback plan.	8–14 weeks
Headless	Hydrogen, Next.js or Remix on the Storefront API, edge-rendered PDPs, preview and CMS integration.	10–16 weeks
Integrations	ERP, PIM, 3PL, booking systems (Zenoti and similar), subscriptions, loyalty and review platforms.	2–8 weeks

Effort ranges assume a scoped, single-region build. Multi-market and multi-store add time — quantified in your written scope, never estimated on a call.

HOW THE ENGAGEMENT RUNS

Six steps, weekly demos, zero surprises.

STEP 01

Audit

We map your funnel, tech debt and unused Plus capability. You keep the findings whether or not you hire us.

STEP 02

Scope

Written scope, milestone plan and one fixed number. Anything out of scope is named explicitly.

STEP 03

Build

Weekly demos, shared Slack, staging from day one. You see working software, not status reports.

STEP 04

Migrate

Data, URLs and custom logic moved with integrity checks and a documented rollback path.

STEP 05

QA

Device matrix, accessibility pass, Core Web Vitals verification and full checkout regression testing.

STEP 06

Launch & monitor

Go-live with 30 days of monitoring. Optional retainer for CRO, features and priority support.

INDICATIVE DELIVERY PLAN

An 8-week scoped Plus build.

Representative timeline for a scoped rebuild. Your dates are confirmed in the written scope after the audit.

ENGAGEMENT MODELS

Fixed scope. Fixed price. Milestone billing.

SCOPED REBUILD

$25K–$50K

Custom theme on Online Store 2.0, performance baseline, section-driven CMS, standard integrations.

PLUS BUILD · MOST COMMON

$50K–$100K

Everything above plus checkout extensibility, Functions, B2B logic, and ERP or booking integrations.

REPLATFORM / APP / HEADLESS

$100K–$150K+

Full migration, custom apps, headless storefront, multi-market architecture and phased cutover.

Included in every engagement

Written scope before signature · staging environment · weekly demos · shared Slack channel · device-matrix QA · Core Web Vitals verification · documented handover · code in your repository · 30 days post-launch monitoring.

Retainers, if you want them

Month-to-month CRO, feature work and priority support after launch. Most clients renew; nothing locks you in, and there is no penalty for stopping.

WHAT COULD GO WRONG — AND HOW WE HANDLE IT

Every build has risk. Here's ours, named.

RISK	HOW WE DE-RISK IT
Scope creep	Scope is written and signed before work starts. Change requests are quoted separately and never absorbed silently into the timeline.
SEO loss at migration	Full URL inventory and 301 map built before cutover, structured-data parity checked, Search Console monitored daily for two weeks post-launch.
Third-party app breakage	Every app inventoried and tested in staging. Anything incompatible is flagged in the audit — before you've paid for a build around it.
Data integrity on migration	Record counts reconciled per entity (products, variants, customers, orders) with a written diff before go-live.
Key-person dependency	All code in your repository from day one, documented, with handover notes. You are never locked to us to maintain it.
Launch-day failure	Rollback plan documented and rehearsed. Theme versioning means reverting takes minutes, not hours.

~~$5,000 value~~ FREE

Start with the audit we normally charge $5,000 for.

Eleven questions about your operation. A senior CRO strategist — not a bot — reviews every submission and returns a tailored teardown within one business day. You keep the findings whether or not we work together.

Conversion funnel teardown

Where sessions leak before checkout, page by page, with the fix order ranked by revenue impact.

Speed & Core Web Vitals

What your current LCP is costing in revenue every month, measured against your own traffic.

Retention gap analysis

The email, SMS and subscription revenue you're not collecting from customers you already paid to acquire.

Paid efficiency review

Whether your landing experience is wasting the ad spend that reaches it.

90-day priority roadmap

Every fix sequenced by impact and effort — the same depth we deliver inside paid engagements.

Why it's free

Because it's how we scope properly. We won't quote a rebuild without evidence, and you shouldn't buy one without it.

Request your free CRO audit

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

Under 3 minutes · Report in 1 business day

Let's scope it properly.

01 Technical audit

We review your store, stack and analytics. You receive written findings — yours to keep, no obligation.

02 Written scope

Deliverables, milestones, timeline and one fixed number. Out-of-scope items named explicitly.

03 Kickoff

Staging environment up, Slack channel open, first demo scheduled inside week one.

Aqsa Shahzad Official LLC
SHOPIFY PLUS ENGINEERING

contact@aqsashahzadofficialllc.com
+1 (310) 430-1227
aqsashahzadofficialllc.com

OFFICES

30 N Gould St #60861, Sheridan, WY 82801, USA
22-N, Block N, Phase 2, Johar Town, Lahore, Pakistan