

STORE CHECK

Sample Store Check Report

A prioritized review of observable Shopify storefront problems.

PREPARED FOR	Store Steward controlled sample
STORE	Tern & Oak, controlled test Store (private URL withheld)
REPORT DATE	August 28, 2026
REFERENCE	SC-SAMPLE-2026-001
PREPARED BY	Store Steward

1. Executive summary

This controlled **Store Check** found nine observable issues across the sampled storefront: two high, six medium and one low. The most urgent issue is the cart state after an item is removed. The cart announces that it is empty but continues to show the product and price. The mobile product header also disappears at the top of the page in the controlled Before theme. Four findings were deliberately introduced for this sample and are absent from the reference and updated themes. Five other findings were discovered during the review and remain present in all three theme previews.

CRITICAL	HIGH	MEDIUM	LOW
0	2	6	1

Immediate priorities

Address SC-001 first because the cart currently presents two conflicting states. Restore the mobile product header in the Before theme under SC-002. Both affect core browsing or purchase journeys.

What can wait

Plan SC-003 through SC-009 after the two high-priority items. They affect accessibility, page structure, metadata or code quality, but none blocked entry into the sampled checkout.

2. Scope and method

Store Steward reviewed the storefront through isolated theme previews for this controlled **Store Check**. Shopify Admin was used only to identify the theme copies, generate previews and create a separate Horizon 4.1.4 update draft. No theme was published or replaced. The findings below are based on observable storefront behavior.

Storefront surfaces reviewed

- Homepage, primary navigation and footer
- One representative collection page
- Up to three representative product pages
- Store search, when available
- Cart and entry into checkout, without placing an order
- 404 experience
- Representative desktop and mobile viewports

Review areas

- Broken functionality and interrupted customer journeys
- Visual, responsive and layout problems
- Navigation, links and observable browser errors
- Visible application residue and storefront inconsistencies
- Basic performance and technical SEO foundations
- Basic accessibility signals, without a compliance audit

Engagement specific scope

STOREFRONT STATE	Protected test Store reviewed through nonpublic theme previews. Nothing was published.
DESKTOP CONTEXT	Desktop browser in controlled preview sessions.
MOBILE CONTEXT	Representative 390 x 844 viewport. Safari on a physical iPhone 13 was not tested.
PAGES SAMPLED	Homepage, Products collection, three product pages, search, cart, checkout entry and 404.
KNOWN CONCERNS	Controlled sample with seeded conditions. No Client concerns were supplied.
SCOPE NOTES	Theme versions were checked first. The comparison covered the Before theme, the Horizon 4.1.1 reference theme and an isolated Horizon 4.1.4 update draft.

3. Findings overview

This controlled sample contains nine verified findings. Priorities reflect urgency and operational impact, not a guaranteed financial outcome.

ID	PRIORITY	AREA	FINDING	RECOMMENDED ROUTE	STATUS
SC-001	High	Cart	Cart shows an item after removal	Single Fix	Verified in all previews
SC-002	High	Mobile header	Mobile product header disappears at page entry	Single Fix	Controlled and verified
SC-003	Medium	Accessibility	Care chart has no alt text and uses an external host	Single Fix	Verified in all previews
SC-004	Medium	Accessibility	Newsletter controls lack accessible names	Single Fix	Controlled and verified
SC-005	Medium	Page structure	Search results page has no H1	Single Fix	Verified in all previews
SC-006	Medium	Accessibility	Image alt text is generic or incorrect	Grouped work	Controlled and verified
SC-007	Medium	Markup	Collection controls use duplicate or invalid IDs	Grouped work	Verified in all previews
SC-008	Low	Technical SEO	Page descriptions are missing or overlong	Grouped work	Verified in all previews
SC-009	Medium	Accessibility	Quantity and remove controls lack accessible names	Single Fix	Controlled and verified

PRIORITY GUIDE Critical identifies a blocked key journey or immediate risk. High materially affects functionality or trust. Medium should be planned. Low has limited impact or represents a refinement.

FINDING SC-001**Cart shows an item after removal**

PRIORITY	High
AREA	Cart functionality
LOCATION	Cart page and cart update flow
OBSERVED ON	Desktop and mobile; all three theme previews
RECOMMENDED ROUTE	Single Fix

What we found

After the only item was removed, the cart announced that it was empty but continued to show the product and price.

Evidence

The browser also logged "Section cart-section not found". The same result occurred in the Before, Horizon 4.1.1 reference and Horizon 4.1.4 update previews.

Likely impact

Customers receive two conflicting cart states and may not know whether the item was removed or whether the displayed total is reliable.

Recommendation

Repair the cart section target and update sequence so the rendered cart matches the empty state after removal.

Verification after correction

Remove the only item on desktop and mobile. The item and price should disappear, the empty state should appear, and no section update error should be logged.

Next step

Request a **Single Fix** for the cart removal flow.

FINDING SC-002**Mobile product header disappears at page entry**

PRIORITY	High
AREA	Responsive presentation
LOCATION	Product pages at the top of the mobile viewport
OBSERVED ON	Representative 390 x 844 viewport; Before preview only
RECOMMENDED ROUTE	Single Fix

What we found

The product page opened with an empty header area. Navigation, search, account and cart controls appeared only after scrolling.

Evidence

The header was visible at the top of the same product page in the Horizon 4.1.1 reference and Horizon 4.1.4 update previews.

Likely impact

Mobile shoppers lose immediate access to navigation and cart controls when they enter a product page.

Recommendation

Restore header visibility and contrast at the top of the product template without changing its intended scroll behavior.

Verification after correction

Open each sampled product page at 390 x 844. The header controls should remain visible and usable at page entry and after scrolling.

Next step

Request a **Single Fix** for the mobile product header.

FINDING SC-003**Care chart has no alt text and uses an external host**

PRIORITY	Medium
AREA	Accessibility and asset reliability
LOCATION	Oakland Merino Crew product page
OBSERVED ON	Desktop and mobile; all three theme previews
RECOMMENDED ROUTE	Single Fix

What we found

The care chart image has an empty alt attribute and loads directly from an external Wikimedia address.

Evidence

The same image source and missing alternative text were present in the Before, reference and updated previews.

Likely impact

A screen reader user does not receive the information in the chart. The Store also depends on an external file that may change or become unavailable.

Recommendation

Store the asset within the Store and provide concise alternative text that communicates the care information. If the same information is already available as nearby text, mark the image as decorative.

Verification after correction

Confirm that the image loads from a Store-controlled asset and exposes the intended alternative text, or an empty alt attribute when it is genuinely decorative.

Next step

Request a **Single Fix**, or group it with the wider image accessibility work in SC-006.

FINDING SC-004**Newsletter controls lack accessible names**

PRIORITY	Medium
AREA	Accessibility
LOCATION	Footer newsletter form
OBSERVED ON	Desktop and mobile; Before preview only
RECOMMENDED ROUTE	Single Fix

What we observed

The newsletter form in the Before preview had two controls whose purpose was not clearly exposed. The issue appeared on desktop and mobile.

The comparison**BEFORE PREVIEW**

Email field: placeholder only.
Submit button: no accessible name.

REFERENCE + UPDATE PREVIEWS

Email field: associated label.
Submit button: named "Sign up".

Why it matters

A person using a screen reader or voice control may not be able to identify the field or the submit action reliably.

Recommended next step

Add a persistent email label and a clear name for the submit button. Scope this as a Single Fix, or consider it with SC-009.

How to verify after correction

Inspect both controls in the accessibility tree. Enter an email and submit by keyboard. Confirm that the field and button expose clear names on desktop and mobile.

Scope note: this Store Check documented the issue; it did not make or test a correction.

FINDING SC-005

Search results page has no H1

PRIORITY	Medium
AREA	Page structure
LOCATION	Search results page
OBSERVED ON	Desktop and mobile; all three theme previews
RECOMMENDED ROUTE	Single Fix

What we found

The page contained no H1. The visible "Search results" heading was marked as an H3.

Evidence

The same heading structure appeared in the Before, reference and updated previews.

Likely impact

The page hierarchy is less clear for assistive technology and search engines.

Recommendation

Use one visible H1 for the search results title and keep later headings in a logical order.

Verification after correction

Search with and without results. Each page state should contain one visible H1 followed by a consistent heading hierarchy.

Next step

Request a **Single Fix** for the search results template.

FINDING SC-006**Image alt text is generic or incorrect**

PRIORITY	Medium
AREA	Accessibility
LOCATION	Homepage hero, product cards, cart recommendations and 404
OBSERVED ON	Desktop and mobile; Before preview only
RECOMMENDED ROUTE	Grouped work

What we found

Several images used file labels or page names instead of describing the image or its purpose.

Evidence

Examples included "scene-hero", "Products", "Your cart is empty" and "Page not found". The reference and updated previews used specific descriptions.

Likely impact

Customers who cannot see the images receive labels that do not explain the visual content or its purpose.

Recommendation

Review the rendered image set, write useful alternative text for informative images and use empty alternative text for decorative images.

Verification after correction

Check the sampled pages in the accessibility tree. Every image should have alternative text that matches its purpose, or be correctly marked as decorative.

Next step

Group this work with SC-003 and verify the shared image patterns across the sampled templates.

FINDING SC-007**Collection controls use duplicate or invalid IDs**

PRIORITY	Medium
AREA	Markup and accessibility
LOCATION	Products collection filters and sorting controls
OBSERVED ON	Desktop and mobile; all three theme previews
RECOMMENDED ROUTE	Grouped work

What we found

Responsive controls reused IDs, several forms used the literal ID "[object HTMLInputElement]", and the mobile sort control had no exposed name.

Evidence

Horizon 4.1.4 reduced the invalid form IDs from ten to three, but the duplicate IDs and unnamed mobile sort control remained.

Likely impact

Duplicate and invalid IDs make programmatic relationships ambiguous. Assistive technology, automation and theme scripts may target the wrong control.

Recommendation

Generate a unique ID for every rendered control, use deterministic form IDs and expose a clear label for the mobile sort control.

Verification after correction

Check the rendered collection DOM at desktop and mobile widths. It should contain no duplicate or invalid IDs, and the sort control should have a clear accessible name.

Next step

Scope a grouped cleanup of the collection filter and sort markup.

FINDING SC-008**Page descriptions are missing or overlong**

PRIORITY	Low
AREA	Technical SEO
LOCATION	Homepage, Products collection and sampled product pages
OBSERVED ON	All three theme previews
RECOMMENDED ROUTE	Grouped work

What we found

The homepage and main collection had no meta description. The three sampled product pages used automatic descriptions of 320 characters.

Evidence

The same metadata pattern appeared in the Before, reference and updated previews.

Likely impact

Search engines may build snippets from other page content instead of using a deliberate summary. This finding does not predict rankings or traffic.

Recommendation

Write concise, distinct descriptions for the homepage and collection, then replace the automatic product descriptions with useful summaries.

Verification after correction

Confirm that every sampled page emits one deliberate description that matches its content and reads cleanly in a search snippet preview.

Next step

Plan this as grouped metadata work after the functional and accessibility findings.

FINDING SC-009**Quantity and remove controls lack accessible names**

PRIORITY	Medium
AREA	Accessibility
LOCATION	Cart and comparable product quantity controls
OBSERVED ON	Desktop and mobile; Before preview only
RECOMMENDED ROUTE	Single Fix

What we found

The decrease, increase and remove controls did not expose names that described their actions.

Evidence

The reference and updated previews exposed specific accessible names for the equivalent controls.

Likely impact

Screen reader and voice-control users may not know which action a control performs or which product it affects.

Recommendation

Add action-specific accessible names and include the product name when more than one item can appear in the same control group.

Verification after correction

Inspect the controls in the accessibility tree and operate them by keyboard. Each control should expose its action and product context.

Next step

Request a **Single Fix**, or group it with SC-004 as one accessibility intervention.

4. Recommended action plan

This sequence reflects dependency and urgency. It does not authorize any change to the Store.

Now

Resolve SC-001 and SC-002. Recheck the cart removal flow and the mobile product header before addressing lower-priority work.

Next

Address SC-003 through SC-007 and SC-009. Related accessibility findings can be grouped where they share templates or components.

Later

Complete the metadata work in SC-008 after the functional and accessibility findings are stable.

Recommended delivery route

SINGLE FIX	SC-001, SC-002, SC-003, SC-004, SC-005 and SC-009 can each be scoped as a defined intervention. Related accessibility items may be grouped after review.
GROUPED WORK	SC-006, SC-007 and SC-008 are better handled across their affected templates or content set.
SEPARATE PROJECT	Not required on the current evidence.
EXTERNAL SPECIALIST	Not required on the current evidence.
ADDITIONAL VALUE	The theme update was checked first. Horizon 4.1.4 preserves the four controlled fixes but does not resolve the five findings shared by all previews.

IMPORTANT Corrections are not included in the **Store Check**. Any implementation requires a separate scope and fixed price approved before work begins.

5. Limitations

The **Store Check** is a representative review of the storefront at a point in time. It is not an exhaustive audit of every page, configuration or business system.

- No corrections were made during the **Store Check**.
- Shopify Admin was used only to identify theme versions, create previews and generate the isolated Horizon 4.1.4 update draft. Application settings, analytics, orders and customer records were not accessed.
- Pixels, conversion events and server side tracking are not fully validated.
- The review is not a complete SEO, CRO, security or accessibility audit.
- No legal advice, compliance certification or guaranteed commercial result is provided.
- Findings reflect the storefront state, sampled pages and environments recorded in this report.

Engagement specific limitations

Lighthouse and axe were unavailable, so performance and accessibility checks were manual. Safari on a physical iPhone 13 was not tested. The 404 content, title and canonical were checked, but the response status was not read directly. Checkout was opened only to its first screen, and no order or payment was attempted.

Questions and review

The Client may send one consolidated set of questions about the documented findings within five business days of delivery. Store Steward replies in writing within three business days. This controlled sample has no Client review deadline.

CONTACT	hello@storesteward.com
REVIEW DEADLINE	No Client deadline for this controlled sample

Store Steward

Fixes and maintenance for Shopify Stores.