SHOPIFY PLUS MERCHANDISING

The Weekly Collection Merchandising Checklist

Ten checks, once a week, on the collections that get the most traffic. Fill one row per collection, tick the routine as you go, and fix the biggest gap before you start the next change.

AUDIT GRID

#	COLLECTION	MANUAL, AUTOMATED OR MULTI-SOURCE	DEFAULT SORT	PRODUCTS	EMPTY OR 3 OR FEWER?	LINKED FROM HOMEPAGE?	PINS TO REVIEW	CAMPAIGN END DATE
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

THE WEEKLY ROUTINE

- [ ] **Default sort.** Each top collection's default fits its job: category, new arrivals, best sellers, sale, or campaign.
- [ ] **Top-row breadth.** Every product type above 10% of the list appears in the first 20 products.
- [ ] **Sold-out products.** Nothing out of stock sits in the first row.
- [ ] **Expired campaigns.** No scheduled rule is still live after its promotion ended.
- [ ] **Restocked pins.** Products that sold out, lost their pin, and came back are re-pinned by hand.
- [ ] **Empty and "-copy" collections.** Unpublished or merged, and none linked from the homepage.
- [ ] **Rules on the right sort.** Each rule is tied to the sort order the collection loads with.
- [ ] **Theme overrides.** Your theme doesn't send its own default sort over the one you set.
- [ ] **Big collections.** No collection over 5,000 products relies on Shopify's storefront filters.
- [ ] **One change in test.** Exactly one change per collection is running as a test or a before-and-after.

What your grid means

Empty or thin rows: unpublish, merge, or refill them first, starting with any your homepage links. In our 18-brand benchmark, 29.2% of collections held three products or fewer, and 16 of 18 brands had at least one empty collection.

A default that doesn't fit the job: change it, then leave it alone for at least two full weeks.

Pins and end dates you can't account for: clear them, or give every campaign rule an end date.

Which rule wins

1. Ad-linked products (first page only)
2. Pinned products
3. Promote and demote expressions
4. Diversity cap
5. Everything else, by the base sort

Our collection pages apply these in this order. Anything a layer doesn't touch falls through to the next.

Fix it in four steps

1. Preview the change before shoppers see it.
2. Ship one change per collection.
3. Compare revenue per collection view and add-to-cart rate.
4. Decide after at least two full weeks.

Want us to look at your collections with you?

We'll walk through your busiest collections, their defaults, and the rules that are live on them.

Book a demo