

# The Multi-Market Search QA Sheet

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**One afternoon. Every market. One honest answer: is this region merchandised, or just translated?**

Shopify Markets localizes price, currency, and availability for you. It does not localize what your search ranks, how your collections sort, or the words your shoppers actually type. This sheet finds the gap. For each market you sell into, run five checks and mark pass or fail. Every fail is a market inheriting home-market discovery by accident.

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## How to run it

1. Pick the markets you sell into. One row per market.
  2. For each market, run the five checks below against your live storefront, browsing as a shopper in that region (set your geo, or use the region's domain).
  3. Mark each cell P (pass) or F (fail). Write a quick note where it helps.
  4. Count the fails per market. Any market with two or more fails is a configuration job, not a translation job.
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## The five checks

- **Currency.** Does the resolved price and currency display correctly for this market? Pull three best-sellers and confirm the number and symbol.
  - **Availability.** Do products you have not published to this market correctly disappear? In Strict mode they should. Pick one market-excluded product and confirm it's hidden.
  - **Language.** Do regional terms return the right products? Run one regional-language query for the market ("trainers" for the UK, "runners" for Australia, "jumper" for the UK). It should reach the same products the home term reaches.
  - **Sort.** Does a high-traffic collection sort the way you intended for this market, or is it silently the home-market order? Spot-check one collection.
  - **In-stock.** Do out-of-stock items rank below in-stock ones, and does sell-out respect your real fulfillment locations? Check one collection with known OOS items.
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## Your per-market grid

Swap the example markets for your own. Add rows as needed.

Market	Currency	Availability	Language	Sort	In-stock	Fails
US (home)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	___
UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	___
EU	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	___
Canada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	___
Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	___
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	___
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	___

Total fail cells across all markets: \_\_\_\_\_

## What each fail means, and where to fix it

- **Currency fail.** The resolved market price or currency isn't showing. This should be automatic once Shopify Markets sync is on. Check the Markets connection and that the mode is Pricing Only or Strict.
- **Availability fail.** A product you don't sell in this market is showing up. Move the market to Strict mode, which filters the catalog to products published to that market.
- **Language fail.** A regional term returns nothing or the wrong set. This is a language-understanding job, handled by semantic understanding plus location context. It is not a per-market synonym list to maintain. Add a manual term only when it expresses a deliberate business decision (a brand-coined name, a region-specific redirect).
- **Sort fail.** The collection runs home-market order. Scope the sort with a conditional sort expression keyed to the shopper's country, with a fallback for other regions.
- **In-stock fail.** OOS items rank above in-stock, or sell-out ignores your real footprint. Lean on the Inventory ranking signal and set Sell Out Check Locations to your actual fulfillment locations.

## Read your score

- **0 fails across all markets:** rare and good. Re-run next quarter and after your next expansion.
- **1 to 3 fails:** specific, fixable gaps. Work them market by market in the order above.
- **4 or more fails, or any market failing 3+ checks:** that region is translated, not merchandised. It's running home-market discovery under localized labels, and it's likely leaking conversion.

## One honest boundary

This sheet checks what the search layer can actually control: currency display, availability, regional language, sort, and in-stock ranking. It does not test fulfillment routing to a specific local warehouse SKU, because that lives in Shopify's inventory and fulfillment configuration, not in search. If a vendor tells you their search "routes to your nearest warehouse," that's Shopify's fulfillment logic, not a search feature.

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## Want us to run this live on your catalog?

We'll take your markets, run the same five checks live against your real catalog, and show you region by region what each shopper actually gets. 30 minutes, your markets, your products.

[Book a demo →](#)

*Built by the Layers team. Enterprise search and merchandising for Shopify Plus. Last updated June 2026.*