SHOPIFY COLLECTION PAGES

The Sold-Out Collection Check

Check your top collections for sold-out products on page one, spot the per-page sorting trap, and decide what to bury, hide, or keep. Open each collection on your phone in a private window, the way a shopper would, and fill in one row per collection.

#	COLLECTION	SORT USED	SOLD-OUT TILES IN FIRST 24	ANY IN THE FIRST ROW?	SOLD-OUT TILES AT THE END OF EVERY PAGE?
1				Y / N	Y / N
2				Y / N	Y / N
3				Y / N	Y / N
4				Y / N	Y / N
5				Y / N	Y / N
6				Y / N	Y / N
7				Y / N	Y / N
8				Y / N	Y / N
9				Y / N	Y / N
10				Y / N	Y / N

`Collections with a sold-out tile in the first 24: _____ / 10`

The key: bury, hide, or keep

PRODUCT SITUATION	COLLECTION PAGES	PRODUCT PAGE
Sold out, restock expected	BURY below everything in stock	Keep live, mark out of stock, offer back-in-stock or alternatives
Some sizes or colors sold out	KEEP but rank broken size runs below full runs	Keep live
Pre-order, back-order, or set to continue selling	KEEP in place	Keep live, label the ship date
Gone for good, clear replacement	HIDE remove it from collections	301 redirect to the replacement
Gone for good, no replacement	HIDE remove it from collections	Mark discontinued while it has search value, then 404 or 410
Launch or hero product with a waitlist	KEEP visible on purpose, for a short window	Keep live with the waitlist
Recommendations and "you might also like"	HIDE from recommendation slots	No change
Search results	BURY but let an exact-name search still find it	No change

What your result means

No sold-out tiles in the first 24: page one is clean. Run the check again after your next drop.

Sold-out tiles in the first row, or above in-stock products: your sort ranks on something other than stock. Bury them with sort logic that reads availability.

Sold-out tiles at the bottom of every page, not just the last one: theme code is sorting one page at a time. Change the order before the page is built.

Benchmark. In our check of 44 collection first pages that followed Shopify's own order (November 22, 2026), 12 had at least one sold-out tile in the first 24.

After Black Friday, in seven steps

1. **Count.** Private window, phone, first 24 tiles of your ten busiest collections.
2. **Pins and featured slots.** Nothing moves a hand-placed product when it sells out.
3. **Broken size runs.** Look for styles in the first row with only fringe sizes left.
4. **Decide per product.** Use the key above.
5. **SEO check before unlisting.** Unlisted adds noindex and nofollow and drops the page from your sitemap.
6. **Pre-orders.** Make sure they stayed visible and labeled.
7. **Set a rule before the January sale.** Turn these decisions into sort logic.

See your top collections sorted with sold-out products last

Book a demo and we'll show your own collections with an in-stock tier on top. uselayers.com/demo

Book a demo