SHOPIFY SEARCH

The Strikethrough Audit for Shopify Search

Eight checks and one grid: which of your search tiles have earned a crossed-out price? Run each check against your catalog and your top 20 queries, and write the result in the right-hand column.

The eight checks

#	CHECK	YOUR RESULT
1	**Field check** Export variants. Flag any compare-at set but equal to or below the price. It draws no line, but an on-sale rule that only checks if the field is filled will catch it.	
2	**Depth check** Write your minimum discount depth. List sale items below it and decide whether they keep the line.	
3	**Former-price check, per market** Date when each compare-at was first offered. In EU markets, compare it with the lowest price of the prior 30 days.	
4	**Page-one density** Fill in the grid below for your top 20 queries: struck-through tiles out of the first 24.	
5	**Stock check** Count sale items on page one with every variant sold out.	
6	**Promotions outside compare-at** List each active automatic or code discount and where it shows before checkout, if anywhere.	
7	**AI list price** Note which value Shopify Catalog sends as the list price: price or compare-at.	
8	**Sale intent** Search "sale," "discount" and "clearance" on your store. Note what comes back first, or if nothing does.	

Page-one density grid

#	QUERY	LINED / 24	SOLD OUT	#	QUERY	LINED / 24	SOLD OUT
1				11			
2				12			
3				13			
4				14			
5				15			
6				16			
7				17			
8				18			
9				19			
10				20			

Queries where more than half of page one is lined: _____ / 20

What your result means

Most queries over half lined: the sale cue is common on your pages. Start by un-striking or demoting the shallowest discounts.

A few queries over half lined: fix those queries first, usually with a ranking rule.

Lined tiles that are sold out or below your depth: keep them off page one or drop the line.

Then, in order

1. Fix compare-at values that fail the field and former-price checks.
2. Key sale rules to discount depth above 0, not to "compare-at is set."
3. Rank sale items first on deal-intent searches.
4. Re-run the grid after each change.

Want to see this on your own catalog?

We'll show you how we key search rules to discount depth, market by market.

Book a demo