

Ads Optional: 48-Hour Shopify Rescue (UAE) — EN

Core Web Vitals • Consent Mode v2 • JSON-LD • EN/AR Implementation Notes

Executive Summary

This one-pager explains how to restore sales velocity in 48 hours without increasing ad spend. For UAE Shopify stores, we stabilize real-world performance (LCP/CLS/INP), implement Consent Mode v2 correctly, and publish business-grade schema (Organization/Service/FAQ/Breadcrumb). Everything is bilingual (EN/AR) and built to pass Google's modern ranking and UX checks.

What You'll Get in 48 Hours

- Live field metrics snapshot (CrUX) with LCP/CLS/INP deltas after fixes.
- Consent Mode v2 wiring with GA4 (proper regions, no broken attribution).
- Business JSON-LD pack (Organization, Service, FAQ, Breadcrumb) validated.
- CLS fix kit (image ratios, font preloads, app defers, cart/drawer stabilization).
- Merchant Center & feed hygiene (titles, GTIN/brand, availability signals).
- A/B-ready landing section: conversion-first layout with EN/AR copy.

48-Hour Plan (Hour-by-Hour)

Hours 0–4: Baseline snapshot, fetch CrUX field data; diff theme/app causes of CLS. Install GTM clean container; verify GA4 traffic + events.

Hours 4–10: Implement CLS fixes (media slots, font strategy, defer non-critical JS). Wire Consent Mode v2 with regional signals.

Hours 10–20: Deploy JSON-LD pack (Organization + Service + FAQ + Breadcrumb). Validate in Rich Results Test. Quick CRO improvements on top pages.

Hours 20–36: Merchant Center hygiene (feed, product schema alignment). Verify improvements; capture new field data sample.

Hours 36–48: Stabilize, document deltas, publish a short change log + next-step backlog.

Technical Guardrails (No Risks, No Spam)

- No cloaking, no hidden text, no link schemes — 100% legal and transparent.
- Field data only; no PII. EN/AR hreflang pairs for all public assets.
- Rollback plan prepared before each change; everything is reversible.

Readiness Checklist (You Provide)

- Shopify Staff access (Themes + Apps).
- Google access: GA4 + Tag Manager; Merchant Center if available.
- One priority category (Clinic, Perfume, Furniture, etc.) and a single top page to fix first.

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