



SHOPIFY SOCIAL PROOF / IMPLEMENTATION

From analysis to complete implementation in four weeks.

Put reviews and purchase signals where customers make buying decisions. Matched to the store design, built directly into the theme, with a clear plan through to handover.

4 weeks	Complete implementation	€8,000
From analysis to handover	Analysis, design and development	Fixed price including Audit and Blueprint
WEEK 1	Audit and plan Measure the starting point, prioritise improvements and agree on the implementation details.	
WEEKS 2-3	Integration and implementation Connect the data and build custom sections and blocks in the preview theme.	
WEEK 4	Feedback and handover Incorporate feedback, repeat the measurements and hand over the completed implementation for approval.	

What is needed to get started

Shopify collaborator access, the theme, access to the existing review app, a design direction and a contact with decision-making authority. The four weeks start once the 50% deposit and all required access and information are in place.

You approve at the key stages.

I handle the analysis, planning and technical implementation. At the start, you receive a schedule with milestones and approvals. This guide explains the process; the specific scope is agreed for the store.

WEEK 1

Assess first. Then implement with a plan.

The audit identifies where social proof is missing, poorly placed or limited by the technical setup. These findings form the implementation plan.

1. **Review the store:** Product and collection pages, homepage, one campaign page, search, predictive search, cart, cart drawer and checkout. This includes design, placement and the review process.
2. **Check performance, SEO and AI visibility:** Run Lighthouse measurements and a technical SEO check. The delivered HTML and structured data show whether search engines and AI can read the review content. These results form the baseline for comparison.
3. **Prioritise improvements:** Recommendations backed by research, A/B tests and experience. The technical plan specifies the implementation with Liquid, CSS and JavaScript, including any limitations of the existing tech stack.

Deliverable: A detailed report, technical specifications and baseline measurements. **Your approval:** the specific improvements and implementation plan within the agreed scope.

WEEKS 2-3

Connect the data. Build the design.

Reviews are imported or synced and made available as Shopify-native data. The technical foundation is FiveOh Reviews on Metaobjects, the Shopify app developed for this purpose. It provides the data; the design, placement and behaviour are implemented for the store.

Display in the theme

Custom sections and blocks with server-rendered review text. Depending on the agreed scope, this also covers dynamic areas such as the cart drawer and predictive search.

Day-to-day behaviour

Fallbacks and thresholds for few or no reviews, translations and markets. The review process is set up where needed.

Deliverable: The integration is ready in the preview theme and tested there. **Your approval:** the design. The live store remains untouched until the theme changes are approved.

WEEK 4

Test, refine and hand over.

You review the implementation in the preview theme and consolidate your feedback. One revision round is included. Functionality, performance, SEO and the technical foundation for AI visibility are then checked again.

What you receive at handover

01 The agreed implementation in the theme

The data connection and custom components, tested for appearance and behaviour. The implementation is ready for acceptance in the preview theme.

02 Before-and-after measurements and SEO check

The repeated Lighthouse test and SEO check are compared with the baseline. This includes checking whether review text and structured data are readable by search engines and AI in the delivered HTML.

03 Documentation and instructions

The handover explains the integration and how to use it, so your team or agency can continue working with the setup.

You decide when it goes live.

The implementation only goes live after your approval. Accepting the agreed work in the preview theme and deciding when to publish it are separate steps.

What the technical checks mean for the store

Reviews should match the design, work in the intended areas and be readable in the delivered HTML. The performance measurements show how loading behaviour and layout stability compare with the integration in place.

You then track conversion and revenue in your store analytics. The handover provides the technical implementation and its checks; no specific revenue increase is promised.

Current references and measurements:

<https://marius.korbmacher.me/en#projects>



PRICE AND DELIVERY GUARANTEE

A clear framework for implementation.

€4,000 to get started

50% of the €8,000 fixed price. The Audit and Blueprint are included in the implementation package.

€4,000 after acceptance

The remaining 50% is due after acceptance in the preview theme, even if you decide against publishing it.

Monthly app fees are not included. Current plans are listed at <https://reviewsonmetaobjects.com/>.

Four weeks. With a delivery guarantee.

For every full week of delay that I am responsible for, you receive €500 credit towards the final payment, capped at the amount of that payment. I will still complete the agreed work.

When the delivery period runs

From receipt of the deposit and all required access and information. It pauses while access, information, feedback or approvals are outstanding.

What the guarantee covers

The agreed process, scope and delivery date. Requirements added later are not covered by the delivery period. Increases in revenue, traffic, rankings or AI visibility are not guaranteed.

Scope, milestones and approvals are recorded at the start of the project. The proposal and agreement define the specific terms for the store.

Let's talk about your store.

You want to get more from your social proof but are not sure where to start? I can help you define the next steps.

Website & book a call	https://marius.korbmacher.me/
LinkedIn / social proof	https://www.linkedin.com/in/marius-korbmacher
FiveOh / Shopify app	https://reviewsonmetaobjects.com/



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