

moeedbuilds.dev

I build Shopify stores that actually sell

Custom Liquid development. No page builders. No bloat.

WELCOME PACKAGE

#1

Global Shopify Community

450+

Projects delivered

6+

Years, Shopify only

WHO YOU ARE WORKING WITH

Hi, I am Moeed.

I picked Shopify six years ago and went all in. No WordPress, no general web work, no dabbling. Just Shopify, every day, for 450+ merchants.

That focus is why I am ranked **#1 in the global Shopify Community**. Not a badge I bought. It is the result of years of solving other people's store problems in public, where the answers either work or they don't.

When you hire me, you work with me. There is no account manager, no junior doing the actual build, and no handoff to a team you never met.



Moeed Irfan

Shopify Developer, Karachi

WHY STORES UNDERPERFORM

Most Shopify stores are not broken. They are just **built carelessly**.

01

App pile-up

Every feature added as another app. Each one loads its own scripts, and the store gets slower with every install.

02

Page builder bloat

Shogun, PageFly and GemPages ship heavy JavaScript, charge monthly forever, and lock your layouts inside their editor.

03

Theme edits nobody documented

Years of small changes from different developers, layered on top of each other, until the next update breaks something.

04

Mobile as an afterthought

Built on a desktop, checked on a desktop, shipped to an audience that is mostly on phones.

The fix is rarely a redesign. It is usually removing what should never have been added, and building the rest properly in Liquid.

WHAT I DO

Six things, done properly.

Custom theme development

Theme OS 2.0 architecture, custom sections and blocks, responsive by default, built to match your brand instead of a template.

Liquid development

Advanced templating for the things apps cannot do. Product builders, dynamic pricing logic, metafield-driven content, cart customisation.

Speed and performance

Core Web Vitals work: code cleanup, lazy loading, script deferral, image optimisation. Slow stores lose money quietly.

Checkout and cart

Checkout UI extensions, cart drawers, upsell and cross-sell flows, shipping calculators. The parts closest to the money.

App and API integration

ERP and CRM connections, custom API work, webhook automation, multi-platform sync that actually stays in sync.

Ongoing support

Bug fixes, feature updates, security monitoring, and a developer who answers when the theme update breaks something.

HOW TO WORK WITH ME

There are two ways to do this.

ONE-TIME PROJECT

From **\$750**

A defined piece of work with a fixed scope, a fixed price, and an end date. Most projects deliver in 7 to 10 business days.

- **Starter, from \$750.** Theme setup, customisation, essential pages, one revision round.
- **Professional, from \$2,000.** Adds speed optimisation, SEO setup, conversion work, custom sections, three revision rounds.
- **Enterprise, from \$5,000.** Custom theme from scratch, checkout customisation, integrations, unlimited revisions, 90 days priority support.

Best if you know what you need built.

MONTHLY RETAINER

From **\$600**/month

A developer on call. Continuous improvement instead of one big push, with a three month minimum and flexible after that.

- **Starter, \$600/month.** Ongoing maintenance and tweaks, priority email support, monthly store health check.
- **Professional, \$1,500/month.** Adds monthly strategy call, ongoing CRO reviews, A/B test setup, priority Slack access.
- **Enterprise, \$3,000/month.** Weekly calls, roadmap planning, quarterly deep-dive audit, unlimited minor updates, 4 hour response.

Best if your store keeps evolving.

These are starting prices. Every project is quoted on its actual scope, and I will tell you which tier you need rather than the most expensive one.

THE PROCESS

From first message to launch.

01

Discovery

You send the form. I read it properly and look at your store.

DAY 1

02

Quote and call

A clear price with scope and timeline, plus a Google Meet invite if the project needs one.

WITHIN 24 HOURS

03

Agreement

Simple contract. 50% upfront to begin, 50% only when you are satisfied.

04

Development

I build on a duplicate theme, so your live store is never at risk. Regular updates and a preview link throughout.

7 TO 10 DAYS TYPICAL

05

Testing

Every feature checked on mobile, tablet and desktop before you see it.

06

Launch

We push it live together and I walk you through everything that changed.

07

Support

I do not disappear after launch. Questions and fixes are part of the deal.

You always know which step we are on. If anything slips, you hear it from me first rather than having to ask.

WHY ME

Most developers reach for an app. I write the code.

Page builders and apps are the fast answer. They are also why your store loads slowly, why you pay subscriptions forever, and why nobody can change anything without the app.

Everything I build is clean Liquid inside your theme. It loads at Shopify CDN speed, costs nothing monthly, and stays yours.

No page builders

No Shogun, PageFly or GemPages. No JavaScript bloat, no monthly fees after we are done.

You can edit it yourself

Every section ships with theme editor settings. Text, images, colours and ordering are yours to change without a developer.

Your store stays safe

All work happens on a duplicate theme. Nothing goes live until you have approved it on a preview link.

You own everything

The code lives in your theme, on your store, under your account. No licences, nothing stops working if we part ways.

BEFORE WE START

What I will need from you.

Gathering this early is the single biggest thing that keeps a project on schedule. If you do not have all of it yet, that is normal. We start with what you have.

01

Brand guidelines

Colours, fonts and logo files. If you do not have a brand guide, send whatever exists.

02

Design references

Two or three sites you like. This tells me more in thirty seconds than a page of description.

03

Your content

Product images, copy, and anything that needs to appear on the pages being built.

04

Collaborator access

I will send instructions. Collaborator access means I never need your password.

I will send a simple checklist after our call so nothing gets forgotten.

READY WHEN YOU ARE

Your quote is already on its way.

I read every request myself and reply within 24 hours with scope, timeline and price. If you thought of something after submitting the form, just reply to the email. It comes straight to me.

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Talk soon,
Moeed