

FREE FOUNDER GUIDE

The Free Shopify Tool Stack

12 genuinely-free tools that run an entire store — design, email, SEO, ads, support and analytics — plus the 6-tool starter stack to set up this week.

WHO THIS IS FOR

Virexo Media is an ecommerce growth agency for D2C & Shopify brands — we build stores and run the marketing that turns them into revenue. This guide is for founders who want a lean, capable toolkit without burning cash on software they don't need yet. Everything below has a real free tier. Start free, upgrade only when a tool is clearly capping your growth.

The stack, by the job it does

Nine jobs, the free tools that cover each. You won't need all of them on day one — see the starter stack on the next page.

1 Build & AI assist

Shopify Magic / Sidekick Free in your Shopify admin

AI product descriptions, email copy, FAQs, background removal.

ChatGPT (free tier) Free

Brainstorm offers, ad angles, blog outlines, customer-reply drafts.

2 Design & visuals

Canva Free plan

Pins, ad creative, banners, simple product mockups, brand kit.

Photopea Free

Browser-based Photoshop alternative for quick edits.

Remove.bg Free credits

One-click background removal for clean product shots.

3 Email & SMS

Klaviyo Free up to 250 contacts

Welcome, abandoned-cart and win-back flows that sell on autopilot.

Mailchimp Free tier

Simple broadcasts and basic automation if you are just starting.

4 SEO & free traffic

Google Search Console Free

See the exact queries you rank for and fix indexing issues.

Google Analytics 4 Free

Track traffic sources, top pages and where buyers drop off.

AnswerThePublic / Ubersuggest Limited free

Find the long-tail keywords real buyers search.

5 Ads & creative research

Meta Ads Library Free

Study the live ads your competitors are running right now.

6 Social & scheduling

Buffer or Later Free plan

Queue a week of posts in one sitting across platforms.

Pinterest Trends Free

Validate what your audience is actually searching before you post.

7 Reviews, UGC & capture

Judge.me Free plan

Collect and show product reviews that build buyer trust.

Privy Free tier

Email-capture popups so you stop losing first-time visitors.

8 Support & live chat

Tidio or Tawk.to Free plan

Answer questions in real time and recover would-be drop-offs.

9 Analytics & speed

Microsoft Clarity Free

Heatmaps + session recordings to see where shoppers get stuck.

Google PageSpeed Insights Free

Find what is slowing your store (slow = lost sales).

DO THIS FIRST

The 6-tool starter stack

If you set up nothing else this week, set up these. They cover the essentials — traffic, capture, money, and visibility — for \$0.

Google Search Console	See what you rank for & get indexed
Google Analytics 4	Know your traffic and where buyers drop
Microsoft Clarity	Watch real sessions & heatmaps for free
Klaviyo (free tier)	Turn on welcome + abandoned-cart flows
Canva	Make on-brand creative without a designer
Privy	Capture emails before visitors leave

Common mistakes that cost you

- Installing 15 apps you never open — each one can slow your store and slow stores lose sales.
- Paying for a tool before you've outgrown the free tier (especially email).
- Never opening your analytics — data you don't look at can't help you.
- No email capture from day one, so paid traffic leaves and never comes back.

What "good" looks like (illustrative example)

Example: a store doing ~\$40k/month runs its entire front end on about six free tools — Klaviyo's free tier for flows, Clarity for heatmaps, Search Console for SEO, Canva for creative — and only upgrades one tool at a time, the moment it's clearly capped. Lean stack, no waste.

WANT THIS DONE FOR YOU?

Stop juggling 12 logins. We run the whole stack.

Virexo builds and runs the full growth stack — store, email, ads, SEO and content — for D2C & Shopify brands. You get one team and a clear plan instead of a dozen dashboards.

Proven on our own numbers: 50+ Shopify stores built · 5.2x avg ROAS · 6x organic traffic in 6 months.

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