

DOVR Field Notes

Week of July 28, 2026 • Market Week Edition

"Vision without execution is hallucination."

— Thomas Edison

Featured: Market Week — HFA, DotDev & Las Vegas Market

HFA B1050: "AI-Ready or Left Behind." <1 in 3 searches end in a click. AI shoppers convert **80% better**. Five-step playbook: schema audit, metafields, Catalog Mapping, Agentic Storefronts, swatch lead gate.

DotDev shipped Liquid blocks, Analytics Platform, metafields as ShopifyQL dimensions. **Las Vegas Market:** 50K+ buyers. **Section 301 tariffs live July 24.** Oil crashed \$97→\$87 on Iran pause.

\$87

BRENT CRUDE
Was \$97 — Iran pause

\$3.30

GAS \$/GAL
Down from \$4.09

LIVE

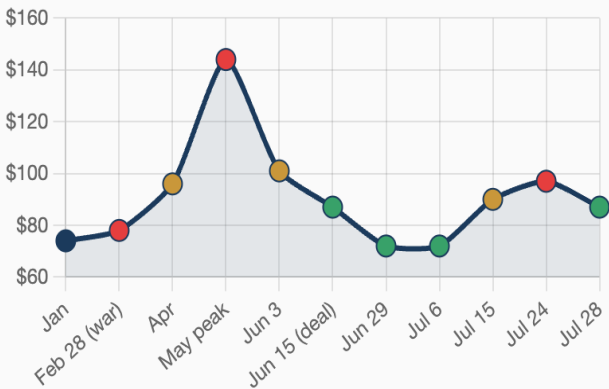
SECTION 301
10-12.5% on 60 economies

6.75%

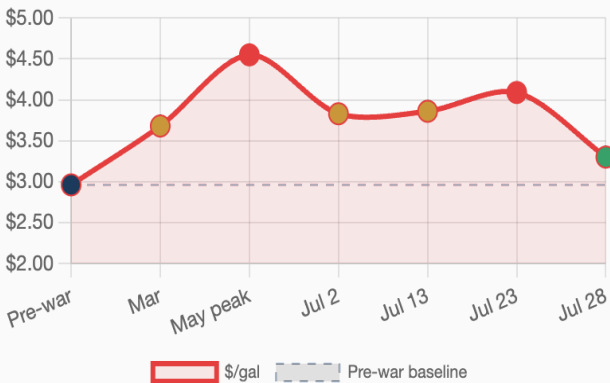
MORTGAGE RATE
Declining with oil

Key Metrics

Oil Whiplash — July 2026

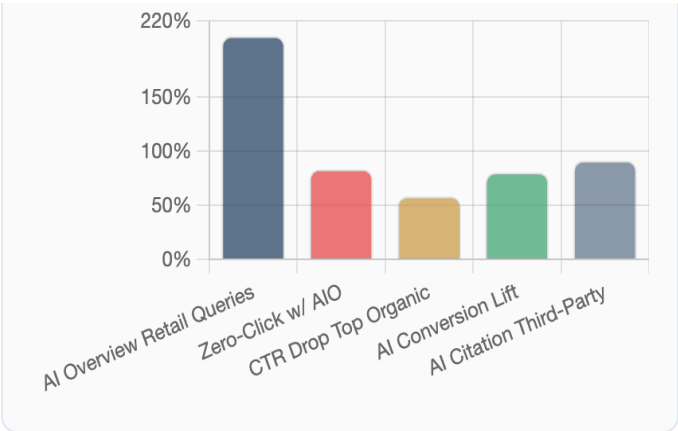


Gas Volatility — July 2026



HFA Speech: The Shift in Numbers

Signal Strength by Category



Three Signals Worth Watching

CRITICAL

Section 301 Live

10-12.5% on 60 economies. In-transit window closed July 28. Every new shipment at new rates. Confirm tariff classification. Adjust pricing. File IEEPA claims.

ACT NOW

HFA 5-Step Playbook

Audit schema. Structure metafields. Catalog Mapping. Agentic Storefronts. Swatch lead gate. DotDev shipped the tooling. 80% better AI conversion. No excuses.

MONITOR

Iran Pause — Oil \$87

US-Iran paused attacks 2 days. Gas \$4.09→\$3.30. Iran says "no talks." Pause, not deal. Don't reset surcharges. Model \$80-95 Brent.

Action Matrix — Week of July 28

Opportunity	Priority	Timeframe
Confirm tariff classification — Section 301 live	CRITICAL	This week
Review landed costs, adjust retail pricing	CRITICAL	This week
File IEEPA refund claims — CAPE Phase 1	CRITICAL	This week
Audit product page: Product, Offer, AggregateRating	CRITICAL	This week
Structure metafields + metaobjects (HFA playbook)	HIGH	This month
Enable Agentic Storefronts + Catalog Mapping	HIGH	This week
Check Search Console AI Performance reports	HIGH	This week
Launch free-swatch lead gate	MEDIUM	This quarter
Monitor Iran pause — surcharge reset if sustained	MEDIUM	Ongoing