

Shopify Page Builder Decision Sheet

GemPages, Shogun, PageFly or native Liquid. Answer before you renew.

START HERE

Under **6 new layouts a month**, build native Liquid sections. If you buy, judge blocking time, not payload: Shogun blocks the thread longest, **320ms**.

Answer each question

Do you have a developer on staff or on retainer?

Yes: Liquid

Do you publish 6 or more new layouts a month?

Yes: Builder

Must a marketer ship landing pages with no developer?

Yes: Builder

Does mobile speed drive most of your revenue?

Yes: Liquid

Do you run 4 to 8 page tests a month, with traffic to reach significance?

Yes: Builder

Are most pages seasonal, archived after a 3-week push?

Yes: Builder

Will you switch themes, where builder layouts tend to break?

Yes: Liquid

If you buy: 25 pages plus A/B testing

GemPages Build + GemX **\$78/mo, 240ms**

PageFly Accelerate **\$99/mo, 280ms**

Shogun Build, under 2,000 tested users **\$39/mo, 320ms**

Shogun Grow, 2,000 to 10,000 users **\$199/mo, 320ms**

Native Liquid sections **\$0, 0ms**

5-minute check before you renew

- ☐ PageSpeed Insights: builder page vs a native page, note the mobile gap
- ☐ Search Console Core Web Vitals: filter builder URLs, compare to site median
- ☐ GA4 pages and screens: conversion rate on builder vs native pages

Two or more Builder answers, no developer: GemPages, or Shogun Grow if testing is the job.

Choose a builder app when

- You publish 6+ layouts a month
- Testing is the job: pick Shogun Grow

Choose native Liquid when

- You ship under 6 layouts a month
- Mobile speed drives revenue

Cost of being wrong with a builder app: 240ms to 320ms of blocking time on every builder page, and pages tied to the app.

Cost of being wrong with native Liquid: a marketer files a ticket instead of building a page in 20 minutes.

Default: native Liquid sections with a developer on hand.

Want your builder pages measured? kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant

Enea Studio: all 5 Core Web Vitals pass on CrUX with under 15KB of custom JavaScript.