

Shopify Speed Service Hiring Checklist

How to vet a Shopify speed optimization service, and the guarantee to avoid. Built by Kaspian Fuad, Shopify developer.

The one red flag

'Guaranteed 95+ Lighthouse'

A lab score, not a ranking factor.

Google ranks on field CWV

Real users, not one lab device.

A 100 can convert worse

Stripped features to hit the number.

What a real service does

1. Audits apps + scripts

Measured blocking time, not a guess.

2. Fixes the theme

Render-blocking CSS/JS no app touches.

3. Defers third-party JS

Loads after the page is interactive.

The 5 questions to ask

What is slowing my store, specifically?

Named apps, scripts, theme issues.

Before/after field CWV on PDP + PLP?

Not a homepage Lighthouse run.

Can you repeat the test?

A result you cannot reproduce is not one.

What cheap actually buys

Under \$100 = image compression

Which Shopify does for free.

Plus a Lighthouse screenshot

The easiest number to fake.

Not theme or app work

Where the field number moves.

Realistic cost

A few hundred to a couple thousand

For a real one-time optimization.

Lean store, modern theme = low end

Fewer hours to untangle.

20 apps + custom theme = high end

Safe untangling takes real hours.

Lab vs field (the core)

Lighthouse = lab, one device

A snapshot, easy to game.

CrUX = field, real Chrome users

What Google actually ranks on.

They can point opposite ways

Always ask for the field number.

DIY or hire?

DIY if simple + you edit Liquid

The steps are published free.

Hire if many apps / custom theme

Or you cannot afford a mistake.

Wrong deferral breaks the cart

That costs more than slowness.

Green flags (good signs)

Shows measured before/after

On your real templates.

Names the exact changes

No vague 'optimization'.

Publishes rates

No 'contact us' wall to start.

Red flags (walk away)

Guarantees a Lighthouse number

Selling the wrong metric.

Only compresses images

Overpaying for a free feature.

Promises a same-day ranking jump

Misreads how CrUX updates.

What results look like

Field CWV: needs-improvement -> good

On the CrUX data Google uses.

Not a green Lighthouse gauge

That is the pitch, not the result.

Fix lands in days to two weeks

Scope depends on your stack.

The 28-day lag

CrUX = rolling 28-day window

Field data updates slowly.

Ranking benefit lags ~a month

Even after the fix is live.

Verify it yourself

kaspianfuad.com CrUX grader.