

Vitals App Speed Audit: Test It, Trim It, Decide

The 10-minute toggle test and a module checklist. Built by Kaspian Fuad, Shopify CRO consultant.

The 10-minute toggle test

1. App embeds > switch Vitals off, Save
On a DUPLICATE theme, never your live one.
2. Run Lighthouse on a PRODUCT page
Note blocking time and LCP. Homepage hides the cost.
3. Switch on, Save, run the same test
The difference is your store's real number.

The numbers to beat

Median Shopify app: 90ms
Vitals, typical install: 240ms.

Five separate apps: 860ms
Vitals is heavier than one app, lighter than five.

Audit: Upsell modules

Bundles . Volume discounts . BXGY
Keep only if you run these offers today.

Spending goal . Gift with purchase
Off if unused. Test after.

Audit: Trust + social proof

Product reviews . Recent sales pop
Reviews often duplicate a separate reviews app.

Trust badges . Payment logos
Low cost, but off if you do not show them.

Audit: Conversion modules

Sticky add to cart . Related products
Keep the one or two that earn clicks.

Recently viewed . Scarcity . Wishlist
Off if you cannot point to the conversion.

Audit: Marketing + UX

Pop-ups . Spin the wheel . Bars
Each is a script. Keep what converts, cut the rest.

Currency . Live chat . Instant search
Live chat and search are the heavier ones to watch.

The stacking trap (fix first)

Never run Vitals AND duplicate apps
A separate reviews or cookie app loads both costs.

One path per job
This is the free win most stores are sitting on.

Keep Vitals if

You use 5+ modules
And it replaces separate apps you would install.

Consolidation is the win
One app from one origin beats five stacked apps.

Switch to a lean app if

You use only 1 or 2 features
A dedicated app for that job is usually lighter.

You cannot justify the suite
Match the tool to how much of it you use.

Read the vendor claim right

'Very small impact' = clean-room Lighthouse
Tested on a fresh Dawn store, 28 modules, no other apps.

Your store is not a clean room
Real-world blocking time is a different measurement.

Built for Shopify, read it right

Its Web Vitals rule measures the admin
Not the storefront your customer taps.

Storefront bar = 10-point Lighthouse drop
The badge is not a storefront-speed guarantee.

Pricing (for reference)

Hobby \$29.99 . Business \$49.99
Same full feature set on every tier.

Pro \$89.99 . Plus \$299.99
Tiers differ by usage limits and support, not features.