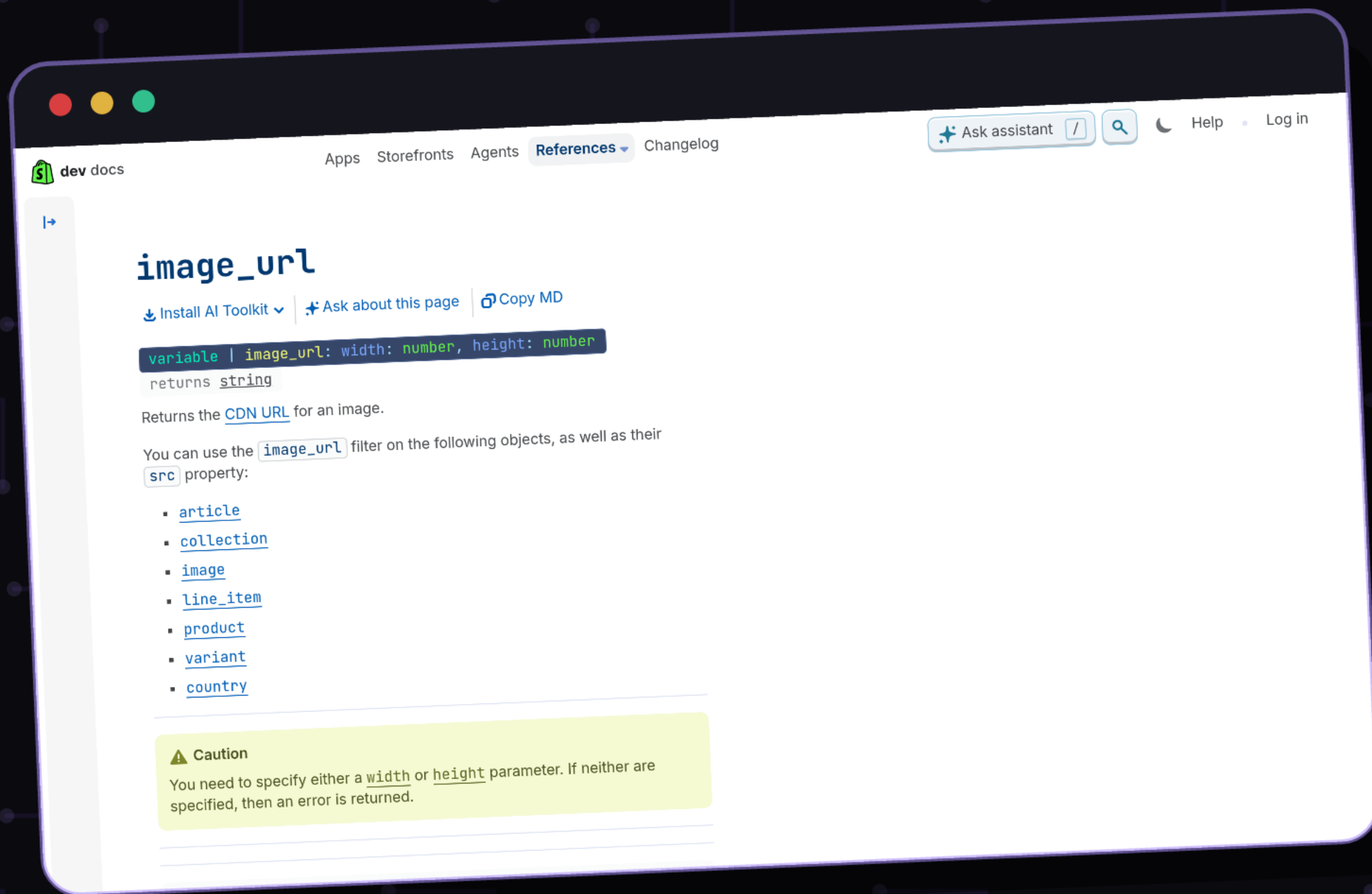




YOUR IMAGES ARE SENDING TOO MUCH TO EVERY PHONE

One Liquid filter fixes this. No app needed.



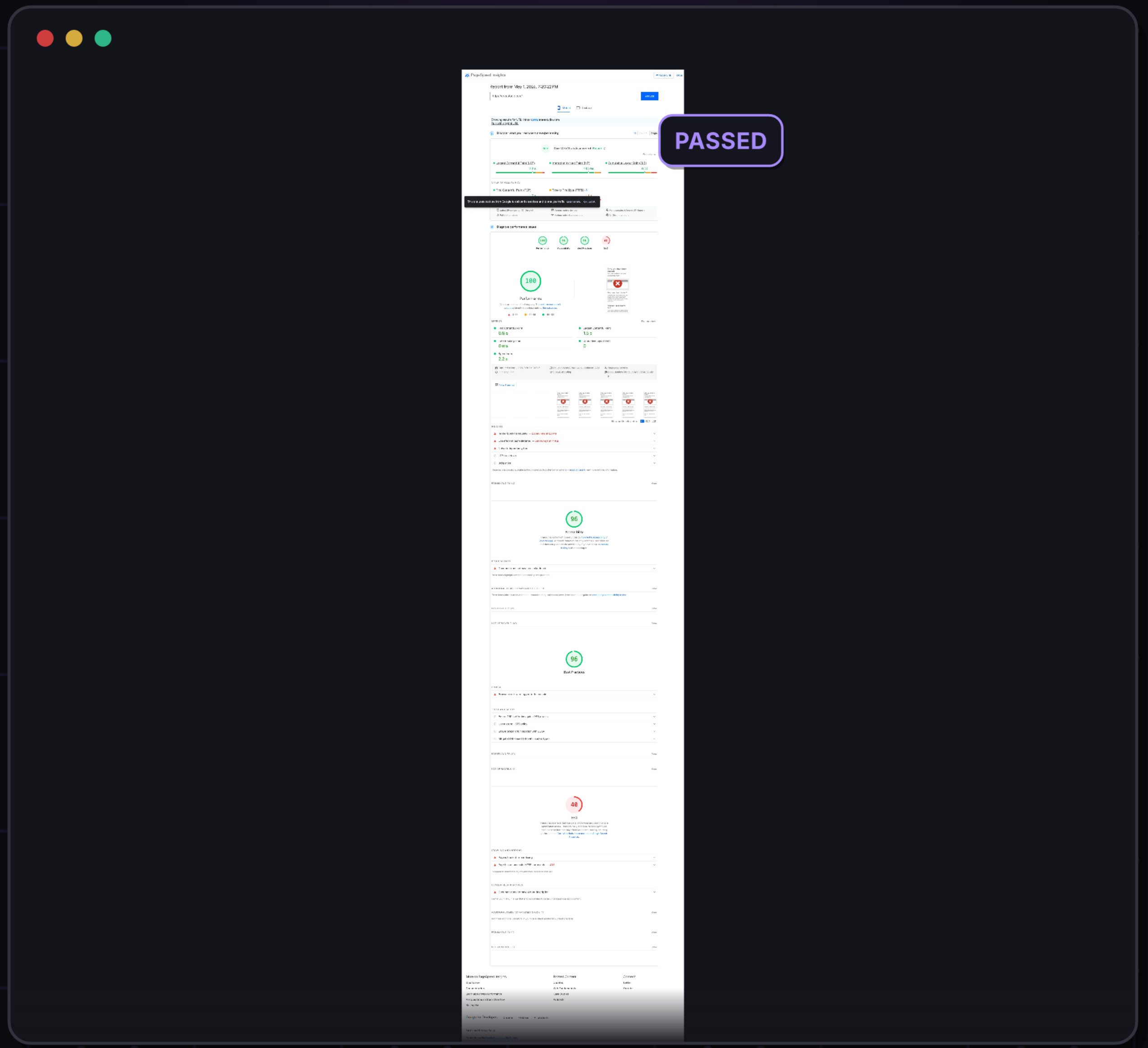
Swipe →

WHAT MOST THEMES SEND

- ✗ **FULL UPLOAD TO EVERY DEVICE**
- ✗ **OLD `IMG_URL` FILTER**
- ✗ **NO WIDTH SET AT ALL**
- ✓ **`IMAGE_URL`: WIDTH: 800**
- ✓ **WEBP SERVED AUTOMATICALLY**

Swipe →

REAL PERFORMANCE DATA



Core Web Vitals: Passed on mobile after image sizing

Swipe →

OLD FILTER VS NEW

img_url (OLD)

✗ Deprecated since 2023

✗ No width control

✗ Full size every time

image_url (NEW)

✓ Current Shopify standard

✓ Width param required

✓ CDN resizes to WebP

Swipe →

THE ONE-LINE FIX

✓ **IMAGE_URL: WIDTH: 800**

✓ **800 FOR HALF-WIDTH LAYOUT**

✓ **1200 FOR A HERO IMAGE**

✗ **WIDTH BIGGER THAN CSS SIZE**

✗ **NO WIDTH PARAM AT ALL**

Swipe →

THE GOTCHA

MATCH THE **WIDTH NUMBER TO
HOW BIG THE IMAGE
ACTUALLY RENDERS ON
SCREEN.**

**REQUESTING 1,200PX FOR A
400PX THUMBNAIL STILL
OVER-SENDS. CHECK YOUR
CSS FIRST.**

Swipe →

DO THIS TODAY



OPEN

MAIN-PRODUCT.LIQUID



**FIND IMG_URL, REPLACE
IT**



**CHECK MOBILE LCP
SCORE**

Swipe →

WANT THE IMAGE CHECKLIST?

COMMENT IMGFIX

I send it over. No forms, no spam.



SHOPIFY
SELECT
PARTNER

kaspianfuad.com

Kaspian Fuad · Shopify CRO