

# Recently Viewed, No App

A recently viewed products row on Shopify with no app and no blocking time. By Kaspian Fuad.

## The idea

localStorage remembers, Liquid formats  
*One theme section records + renders. No app, no fetch.*

Record on PDP, display anywhere  
*Cart, homepage, or the product page itself.*

## No native feature

Recommendations API = related only  
*Keyed to a product id, not browsing history.*

So it must be built client-side  
*~30 lines of Liquid + vanilla JS. No app needed.*

## What the apps cost

Nosto 170 . LimeSpot 160 . Rebuy 140  
*Measured blocking time (ms) + a monthly fee.*

In-theme code: ~0ms, no fee  
*You are buying a platform for one row otherwise.*

## Step 1: record (on PDP)

Capture handle/title/url/image/price  
*price via Liquid | money = correct currency, no JS.*

unshift, de-dupe, slice(0,12)  
*Newest first, cap the list, save to localStorage.*

## Step 2: render the row

Read the list, drop the current product  
*slice to the max, build <a> cards, inject.*

No network request at all  
*Data was stored at view time, already formatted.*

## The section file

sections/recently-viewed.liquid  
*One file: markup + <script> + stylesheet + schema.*

Wrapper starts hidden  
*Reveals only when there is history. No empty flash.*

## Add it to your theme

Create the section on a DUPLICATE theme  
*Never edit the live theme directly.*

Theme editor > product template > Add  
*Must be on the PDP to record. Cart/home optional.*

## Keep it CLS-safe

aspect-ratio: 1 + object-fit: cover  
*Reserves the image box, so no layout shift.*

Place the row below the fold  
*Out of the LCP path; the reveal is unmeasurable.*

## Privacy

localStorage stays on the device  
*No cookie, no PII, nothing sent to a server.*

Cleaner than a 3rd-party app  
*Apps ship the same browsing data to their servers.*

## Want always-fresh cards?

Store only handles, then fetch per card  
*/products/{handle}?section\_id=your-card-section*

Section Rendering API = theme-native card  
*1 small request each; live price + your markup.*

## When an app IS worth it

You want AI cross-sell across the store  
*Related, bought-together, personalized feeds.*

For one recently-viewed row, it is not  
*That is what this snippet is for.*