

Is Speed Costing You Sales?

A Shopify diagnostic. Prove speed is your problem before you pay to fix it.

1. Measure the field, not the lab

Use CrUX in Search Console

Real users over 28 days, what Google ranks on.

Ignore the Lighthouse score

A synthetic test that swings 15 points a run.

A red lab score is not a verdict

Your real users may not have the problem.

2. The three thresholds

LCP under 2.5s

How fast the main content paints.

INP under 200ms

How fast the page answers a tap.

CLS under 0.1

How much the layout jumps while loading.

3. The 3-signal test

Field data in the red

At least one vital failing on mobile.

Mobile CVR falling, desktop holding

The device that feels the speed cost.

High bounce on your slowest templates

Where the load is worst.

4. Green vitals? Stop here

Speed is not your problem

Do not spend a dollar on it.

Look at offer, trust, traffic

That is where the sales are leaking.

A fast store can still convert badly

Speed is a multiplier, not the funnel.

5. Run the revenue math

Monthly revenue x mobile share

Size the audience that feels it.

x a conservative conversion delta

Model 2 to 3%, not a benchmark best case.

That number decides the spend

Most agencies never make you calculate it.

6. Rank the real causes

App JavaScript (the biggest)

Every app adds blocking time on every page.

Unoptimized hero image

The LCP element, often oversized.

Render-blocking scripts

Not the theme. Rebuild is rarely the fix.

7. Audit the app stack

Run the App Bloat Detector

See which apps spend your speed budget.

Remove what you do not use

Dead apps still load.

Defer what is not critical

Load it after the page, not before.

8. Easy DIY wins

Compress the hero image

Right size + WebP, biggest single win.

Defer non-critical JavaScript

Chat, popups, pixels can wait.

Cut duplicate apps

Two review apps, two cart apps, pick one.

9. When to hire

Deep theme or app-conflict work

Past the easy wins.

No time to ship the fix weekly

Finding it is not fixing it.

Ask for measured before and after

On a store they actually shipped.

10. Prove, then invest

Never pay for unproven speed loss

The fastest way to waste money.

Red vitals + falling mobile CVR

Then a speed sprint pays back fast.

Re-check the field after the fix

Confirm the number actually moved.