

Shopify Mobile Speed Fix Checklist

The five fixes that took a store from 38 to 81 on mobile. Tick each one on your own theme.

START HERE

Start with the hero image: no **loading="lazy"** on the first section. On the blinds store, five fixes took mobile LCP from 22.0s to **2.7s**.

Measure first (4)

- ☐ **Read the PageSpeed Insights field panel on mobile, not the lab score**
STOP IF NO
Google uses 28 days of real Chrome visits; the lab score swings
- ☐ Test the homepage and one product page, not just one
- ☐ Write down LCP, TBT and the score before any change
- ☐ Note which Core Web Vital fails: LCP, INP or CLS

Images and fonts (LCP) (4)

- ☐ **First-section image loads eagerly, never loading="lazy"**
STOP IF NO
Liquid: if section.index == 1, assign loading = 'eager'
- ☐ Hero images capped at 1200px wide
- ☐ Every image has srcset and sizes through image_tag
- ☐ Fonts use font-display: swap plus a preconnect hint

Scripts and CSS (TBT) (6)

- ☐ Chat, analytics and pixels load with defer or async
- ☐ **Code from unused apps removed from theme.liquid and snippets**
STOP IF NO
Uninstalling an app does not always remove what it injected
- ☐ Above-fold CSS inlined in the head
- ☐ Main stylesheet deferred with the media="print" swap plus noscript
- ☐ **Feature JS and CSS wrapped in a template.name check**
Example: load builder files only when template.name == 'product'
- ☐ Blog post Network tab shows no product feature files

Verify after shipping (4)

- ☐ Test each deferred script on a live product page
- ☐ Check collections and blog posts still render the same
- ☐ Rerun PageSpeed Insights and compare LCP and TBT to your notes
- ☐ Recheck the field panel 28 days later for the real verdict

Ticked: ____ / 18 Any STOP item unticked: fix it before anything else.

Mobile score in the 30s? Send me your store URL. kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant

Took a custom blinds store from 38 to 81 mobile PageSpeed, desktop 48 to 99.