DECISION SHEET

Shopify Translation App Decision Sheet

Native Translate & Adapt, Weglot or Langify? Answer six questions first.

START HERE

Native auto-translates **2 languages** free with no script. Past that, Weglot adds about **120ms** of blocking time and Langify about 110ms.

Answer honestly

Need 3 or more auto-translated languages?	Yes: B
Want new products translated on arrival?	Yes: B
Selling abroad without Shopify Markets?	Yes: B
Need glossaries or human translators?	Yes: B
Launching in one or two extra markets?	Yes: A
Want hreflang handled, with no script?	Yes: A

Speed and price

Translate & Adapt 4.5 stars, 1,396 reviews	**No script, free**
Langify Free tier, then $17.50 to $59.95/mo	**110ms**
Weglot Free for 2,000 words, then $17/mo	**120ms**

If you buy an app

Manual control, staying in Shopify Since 2014, Built for Shopify	**Langify**
Hands-off, many languages Prices scale with your catalog	**Weglot**

The 10ms gap between them should not decide it.

Weglot's switcher is an async script under 100KB, and it still measured about 120ms.

What native covers

Products, collections, pages, posts, policies, metafields.

Manual editor and machine translation side by side.

Served from Shopify's servers on a Markets URL, with automatic hreflang.

Skips text baked into product images.

Any Yes routed to B means an app earns its script. Otherwise stay native.

Choose Translate & Adapt when

- One or two extra languages
- You want hreflang handled for you

Choose an app when

- 3 or more auto-translated languages
- Constant new content, or no Markets

Cost of being wrong with Translate & Adapt: past two languages you translate field by field.
Cost of being wrong with an app: about 110ms to 120ms of blocking time, plus word-count pricing.
Default: Translate & Adapt; add an app only when you can name the reason.

Want your store's translation setup measured? Ask me. kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant

Measured Weglot at about 120ms and Langify at 110ms of blocking time.

kaspianfuad.com/blog/weglot-vs-langify-vs-shopify-translate-and-adapt | v1.0 | 2026-10-09
Sources: App Bloat Detector, Aug 2026; Shopify Help Center; Weglot pricing