

Shopify Translation: Native vs Weglot vs Langify

Speed, price, and language limits compared. Built by Kaspian Fuad, Shopify CRO consultant.

Shopify Translate & Adapt

Native . free . no third-party script
Built by Shopify. Served server-side on Markets URLs.

Auto-translates up to 2 languages
More languages beyond that are manual, field by field.

Langify . 110ms

From \$17.50/mo . free manual tier
Built for Shopify. Running since 2014, the oldest option.

Stores translations inside Shopify
Manual control + optional word-pack auto-translation.

Weglot . 120ms

From \$17/mo . free tier (1 language)
Loads a client-side switcher script, even in subfolder mode.

Priced by word count
Best for auto-translating a big catalog into many languages.

The one hard limit

Native auto-translation caps at 2
This cap, not the apps, is what should trigger a purchase.

Past 2 languages = manual work
Fine for one or two markets, not for a fully multilingual catalog.

What native handles

Products, collections, pages, blogs
Plus policies and metafields, manual and auto side by side.

hreflang + sitemaps, automatic
Correct multilingual SEO with no app.

What native will not do

Text baked into product images
And collection filters stay untranslated.

3+ languages auto-translated
That is where an app earns its keep.

When you need an app

3+ languages, machine-translated
Native auto stops at 2. This is the real trigger.

Hands-off new content / non-Markets
Or bulk and glossary professional translation ordering.

Weglot vs Langify

Langify: manual control, longevity
Lighter (110ms), Built for Shopify, stays inside Shopify.

Weglot: hands-off auto at scale
Machine-translates many languages, priced by word count.

Why apps cost speed

They ship a switcher script
Third-party JS competes for the main thread.

Native serves server-side
Shopify renders the translated page, no download.

hreflang and SEO

Native adds hreflang automatically
And lists every language in your sitemaps.

Each language on a Markets URL
Subfolder (site.com/de) or a subdomain.

How they price

Apps charge by word count
You pay for how much you machine-translate.

Native is free
So unused app capacity is money for nothing.

Test your own store

Measure blocking time before and after
Toggle the app, run Lighthouse on a product page.

Start native, add an app on a named reason
Not by default. Prove the need first.