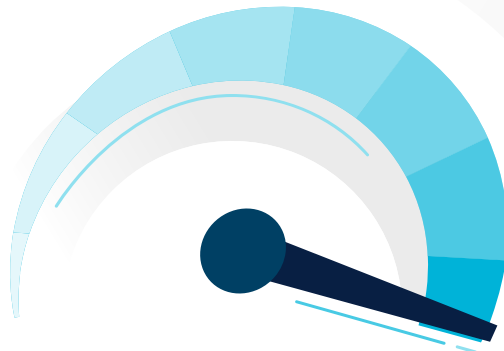




Swift

by OneCommerce



The 15 Best Practices For  *shopify*

PAGE SPEED OPTIMIZATION



To Maximize Sales

Actionable Tips With Free Tools & Case Studies

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Introduction

As Shopify merchants, there are practically countless things you may do throughout the day, but there is never enough time to complete them all. Consequently, some things are left undone.

In fact, page speed is a critical factor in digital marketing today. If your website has poor page speed performance, it will directly have adverse effects on your sales and revenue.

Since most individuals don't fully understand its value, optimizing page speed is one of the things that seems to get put off from time to time.

A significant traffic spike or a rush of purchases and transactions can be harmful to your Shopify site performance and page speed, especially on shopping holidays. Deliberately putting off optimizing your page speed will eventually lead to the greater loss of customers coming to a faster competitor's site.

Online businesses with poor page speed are facing a higher risk than ever before. That's why we have created this ebook for you.

We are going to delve into the overview of page speed and its significant roles. Importantly, we will discover 15 best practices to improve page speed for your Shopify store and let you have a look at some great stories of businesses mastering the page speed optimization successfully.

Why is *page speed* so important to conversion rate?

So what is page speed? And why is boosting page speed a must-do task? Before we serve you the book's main course, let us briefly address the two questions above so you could know why page speed optimization so so matters to your Shopify store's conversion rate.

1. What is page speed?

Page speed is a measurement of how fast the content on your page loads. In other words, "**page load time**" - the amount of time it takes for a page to fully show its content or "**time to first byte**" - how long it takes for your browser to receive the first byte of information from the web server, are two ways to describe page speed.



2. Why is page speed important? How does page speed affect SEO & conversion rates?

Faster page speed will potentially lead to lower bounce rates, higher conversion rates, higher ranking in organic search and a better user experience for customers.

12 case studies that demonstrated user expectations of site performance were examined by [Skilled](#) reveal:

- **79% of customers** who are "dissatisfied" with a site's functionality are less inclined to make another purchase from them.
- A web page should load in **4 seconds or less**, according to **64% of smartphone users**.
- A web page should load in **2 seconds or less**, according to **47% of online buyers**.

In today's fiercely competitive market, the significance of increasing your page speed directly relates to some of the major downsides of not doing so proactively.

Chief among the negative effects of sluggish eCommerce page speed are:

2.1. High Bounce Rate

The percentage of people that first visit a website and then quickly leave it without taking any other actions is known as the "bounce rate." Pages that load in under 2 seconds are predicted to have a 9% bounce rate on average.

[Google](#) claims that a drop in page speed from 1 seconds to 10 seconds causes a 123% rise in bounce rates for eCommerce stores. Besides, according to [Google's study on mobile page performance](#), a site's bounce rate increases with each additional second it takes for a page to load.



As page load time goes from:

1s to 3s the probability of bounce increases 32%

1s to 5s the probability of bounce increases 90%

1s to 6s the probability of bounce increases 106%

1s to 10s the probability of bounce increases 123%

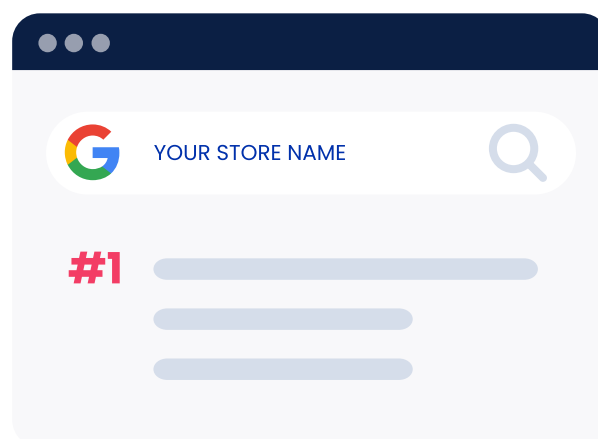
Source: Google/SOASTA Research, 2017

Visitors will quit an online store right away and switch to one of its competitors because of its slower speed. Such behavior causes your store's bounce rate to rise, which will negatively affect how Google recognise your website.

2.2. Poor SERP Rankings

Your searchability is badly impacted by slow-loading sites. According to SEO specialists, sluggish pages harm organic rankings across all devices.

One of the reasons why Shopify businesses don't generate any sales and conversions is that slow sites make it difficult for them to rank higher on Google. In fact, Google devalues a website's SERP value when users leave it without making a purchase.



2.3. Shorter Sessions

Did you know that a [2-second delay](#) can cut the time of a session in half for an eCommerce store? This can have a negative impact on your store's traffic, revenues, and conversion rates overall.

The term "session" refers to a period of time a user is active on your website. During one

session, a user can generate multiple page views, interactions and more importantly, transactions. Therefore, shorter sessions means your potential customers spend less time browsing your website. This decreases your chances to convert them into sales.

2.4. Poor Conversion Rates

According to [Portent](#), the first 5 seconds of a page loading have the most influence on conversion rates. In addition, **conversion rates tend to decline by 4.42% for every extra second.**

Otherwise, web performance optimizers [Crazyegg](#) discovered through customer experiments that **speeding up a page by only 1 second increased conversions by 7%.**



In general, low conversion rates are definitely the worst drawback of a slow page speed since it directly impacts your sales and revenue.



The 15 best practices to make your Shopify store faster and increase conversions

Now that you know what page speed is and why it is a key to amplify your store's sales and SEO performance, let's dive into the 15 best practices to make your Shopify site faster, rank higher and convert better.

1. Test the speed

It's important to evaluate the performance of your page speed before making any changes that may affect how it loads and manages information.

Let's begin to test your page speed with [Google's PageSpeed Insights](#). This Google tool not only delivers information on a page's performance on desktop and mobile devices, but it also makes recommendations for how to make the page load faster.

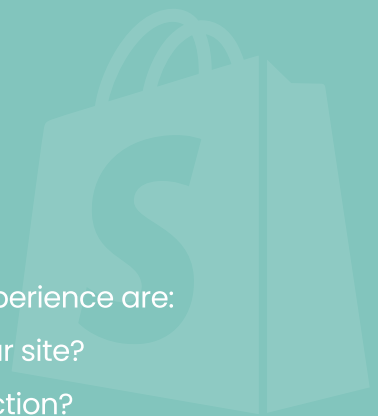
Your Core Web Vitals will be evaluated on a desktop or mobile device (by default), and it will let you know whether your website passes or not. It will then display a color-coded score that reflects the general effectiveness of your page:

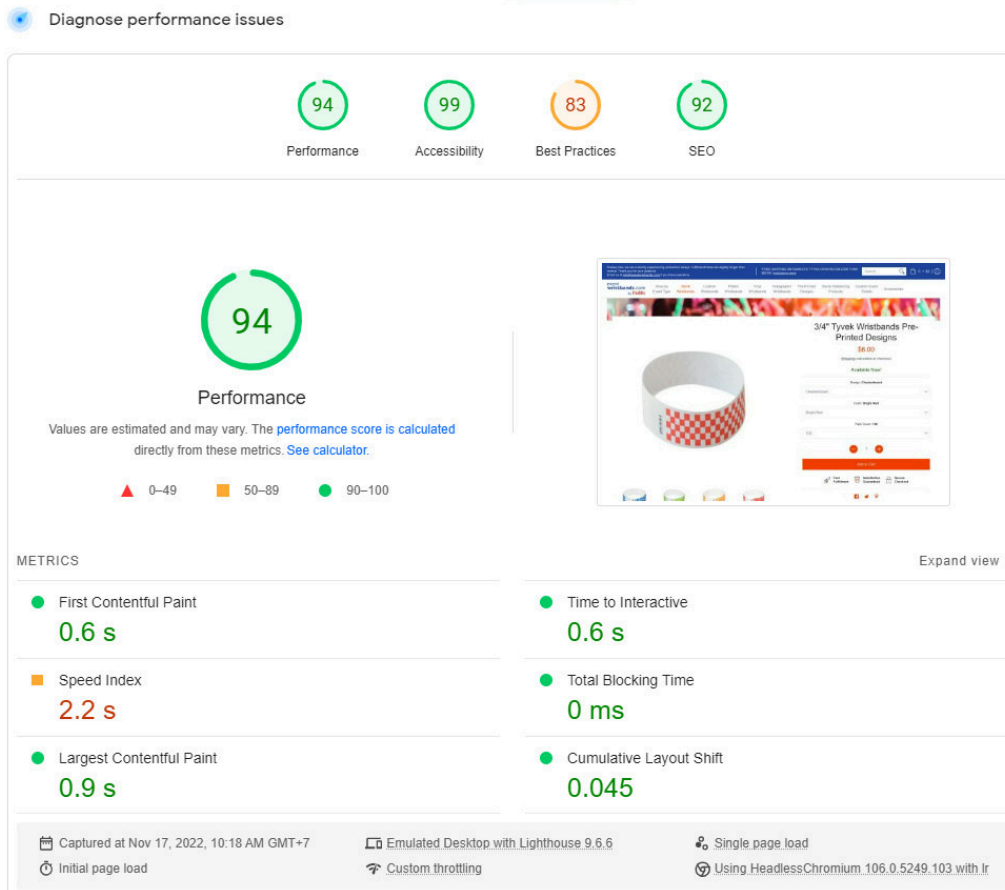
- A **90 or higher** is regarded as a good score
- A score **between 50 and 90** means you need improvement
- **Below 50** is regarded as a poor score

As of writing this ebook, the 3 most important pillars of page experience are:

1. Loading performance: how fast does content appear on your site?
2. Responsiveness: how fast does your website react to user action?
3. Visual stability: does your page's content move around on the loading screen?

Here is the page speed insights from [Event Wristbands](#)





And in order to measure the 3 key factors above, Google uses 3 so-called **“core web vitals”** as following:

1. **Largest Contentful Paint (LCP)** measures how long it takes for the largest content on your website to be fully displayed on users’ screens
2. **First Input Delay (FID)** measure how long it takes for your website to respond to users’ input (e.g: click Shop Now button on Homepage)
3. **Cumulative Layout Shift (CLS)** measures how stable your content is while loading

The infographic below will help you have a better understanding of the 3 core web vitals metrics:



Besides, you can make use of website benchmarking, a vital strategy that will tell you how your site compares to others. This can be used to determine whether your page speed is good enough in comparison to others so that you can develop your strategic strategy and monitor its progress.

Speed: Average Speed Index

United States



Go to [Google Page Speed Industry Benchmarks](#) if you want to see average page speed by industry in other countries as well

2. Optimize images and videos

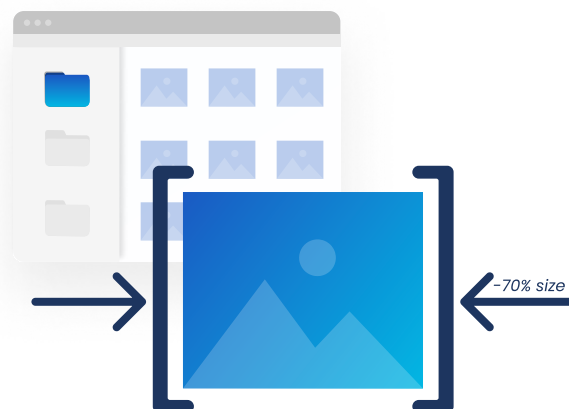
Although images can enhance the appearance of your page, they can slow down the loading speed, especially if they are high resolution. Compressing these images before adding them to your page can save valuable weight and loading time.

Many photo-editing tools now have "save for web" options that optimize photos for websites. Besides, there are free, online-based options available for compressing popular file types (.JPG, .PNG, and .TIFF) such as [TinyJPG](#) or [TinyPNG](#).



Furthermore, we have some other helpful tips that can help optimize your images:

- **Use responsive images:** These images can display properly across a range of screen sizes and resolutions on different devices.
- **Use the suitable image file format:** Icons work best in the **SVG format**. Moreover, we advise adopting a modern format called **WebP**, which helps to produce a smaller image that loads quicker. Google has developed the WebP format to offer both lossless and lossy compression for photos. WebP lossless images are 26% lower in size than PNGs, [according to statistics from Google](#).



💡 Reduce your image size up to +70%

If your store has 10 thousand products and lots of pages, [Swift](#) app can help you compress your images all-at-once!

In addition to images, videos can be a great tool to brighten up your Shopify store. But adding videos improperly on your website will negatively impact your page speed.

So here are 2 handy tips to make your video content more page speed friendly:

- 1. Embed Youtube or Vimeo URLs to your website.** Since your videos are hosted on Youtube or Vimeo, you don't have to host large video files on your server. Plus, when you embed a Youtube URL on your Shopify store, Shopify will automatically apply deferred loading (aka lazy loading) to your videos, which we'll discuss more below.
- 2. Replace GIFs with videos or static images:** GIFs can be funny when you see them as memes on social media. But these files can be a burden to your store speed. This is because GIFs files can be 20 times larger than static images and much larger than videos.

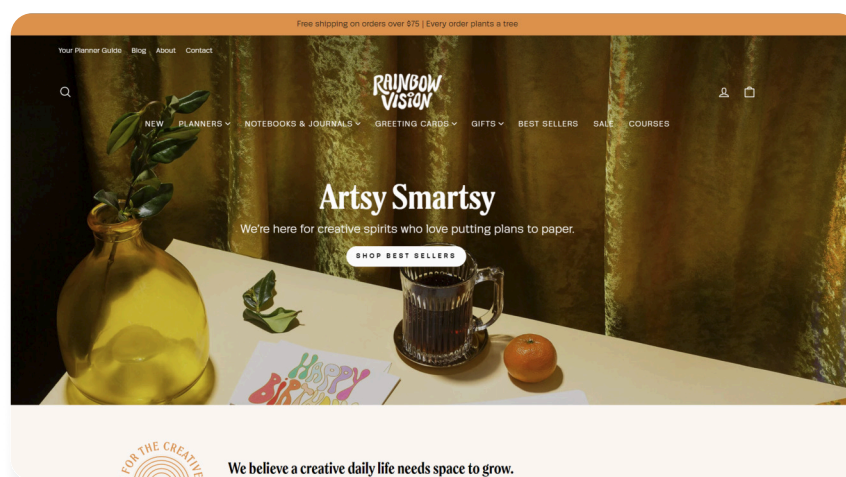
3. Create a simple homepage

A web page will load slowly and take longer to fully load when it contains too many elements. Customers typically only look at around half of the content on a store's home page. You do not want to face the risk of losing them because of abundant elements on your homepage that visitors don't need.

The design of your Shopify homepage should only include elements that enhance user experience and add value for visitors. The following criteria should be used to determine the necessity of each component on your homepage:

- **Easy navigation:** Visitors should be able to effortlessly browse via your store's interface.
- **Attractiveness:** Each image and video on your homepage should draw visitors' attention and encourage them to stay in your shop or purchase your goods.
- **Value:** Your homepage needs to provide information that can cover customers' demands, problems, inquiries, and desires.
- **Call to Action:** Your CTA needs to be strong, distinct, noticeable, and simple to understand.
- **Trustworthiness:** You should include social proof as it can make a big contribution to your brand's reputation and helps to develop trust in your customers.

Thus, you should remove any elements that are not necessary and don't fit these criteria. To cut down on the items on your homepage, you can use a preview and view more links. Also, think about relocating widgets and social media feeds from your homepage to other key areas of your website.



An example from [Rainbow Vision](#)

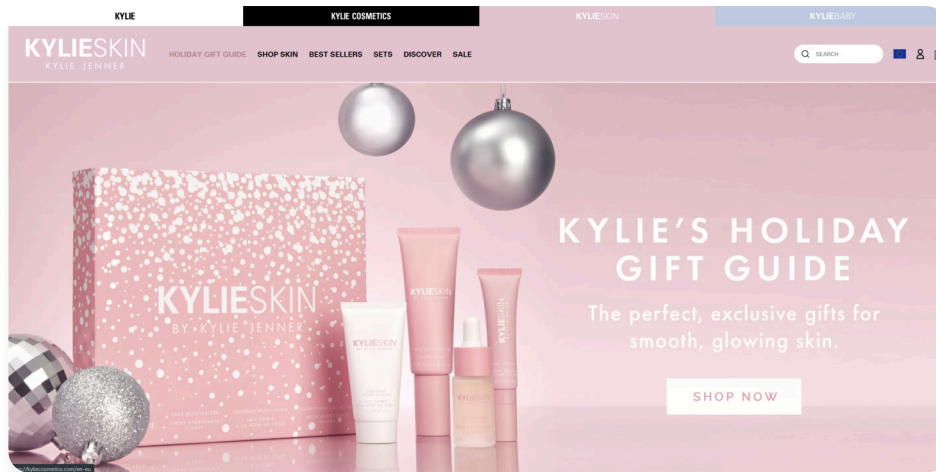
To get more insights into how users interact with your homepage, you could use a heatmap tool such as [Lucky Orange Heatmaps & Replay](#), [Microsoft Clarity](#) or [Hotjar](#) to find out which elements on the homepage are critical and which are not.

4. Avoid hero sliders and carousels

Rotating image sliders and carousels are not only a conversion killer but also a website accessibility problem as they take a long time to load.

Sliders consist of a bunch of huge images that load simultaneously and need additional Javascript to function. As a result, your [bandwidth](#) is quickly depleted by all those assets.

In addition to poor loading times, many sliders are not mobile-optimized. Slider graphics that look good on a desktop computer can be impossible to read when resized for mobile devices. Visitors will undoubtedly leave your page with a negative impression if you combine this with the irritation of having to swipe left and right between slides on a smartphone.



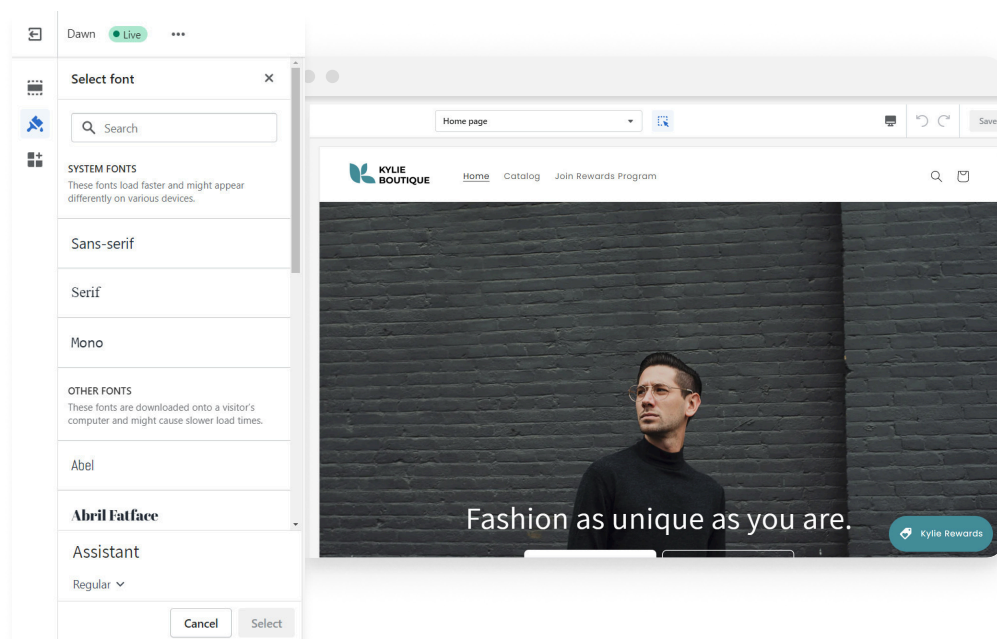
You'd better reduce or remove your homepage slides. All you need is one eye-popping and high quality hero image with a bold call to action, which helps bring your customers in immediately.

However, if you still want to use a slider, you should learn about [UX/UI best practices](#) and strictly follow them. You also need to maintain a two-to-three slide presentation.

5. Optimize fonts

For the text in your Shopify store, you have a variety of fonts to choose from. However, if you choose a font that isn't supported by default on your customer's computer, your website then needs to download the font first before showing it on the screen. This slows down your page speed.

Instead, you can utilize **a system font** to prevent your customer's computer from having to download a new font. A system font is one that most computers come pre-installed with.



Select Theme Settings > Typography > Select the font you want to change

There are many options available for you, including a *mono*, *serif*, or *sans-serif font family*. When choosing any of these font families, you can still use font styles like bold or italic. The operating system of your customer determines the font that appears on their computer.

Besides, using **web fonts** is a rising trend in web design. They are fonts that are not installed on a user's computer and have to be downloaded from a web server using the CSS3 `@font-face` declaration and must be supported by the web browser.

Since you may utilize fonts from other websites, like Google, on your store, web fonts are helpful. Unfortunately, web fonts cannot make your website stand out from the crowd and they can have a negative effect on performance, especially if they're unusual or need special character sets.

Therefore, you should only use the fewest number of web fonts possible, and focus on fonts that are optimized for speed to increase page loading speed.

For your convenience, you can have a look at [the Case Study of Analyzing Web Font Performance](#) where you can find the top 10 fastest Google web fonts with Open Sans having the fastest load time of 0.476 seconds only.

6. Remove unused apps

In order to handle your online operations more effectively and provide a better user experience, apps are a terrific addition to your website. However, the bulk of apps that can be downloaded through Shopify add some JavaScript/CSS files to your store, which is a big concern.

The JavaScript/CSS files are still active in the background even if you are not using the app, which slows down the performance of your site.

Therefore, you need to review your store and think about deleting any unused apps from it. There are two straightforward steps you can take:

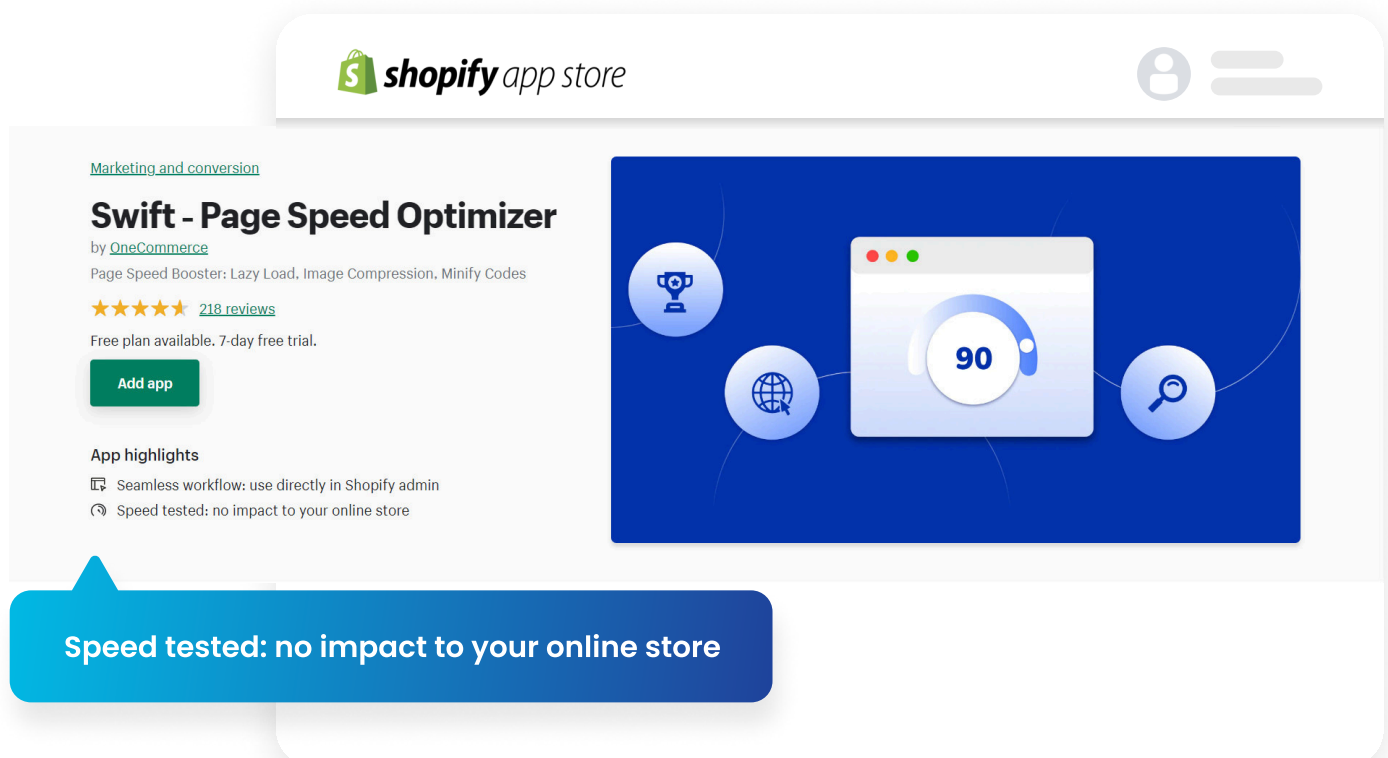
- Remove any app features that don't relate to your store or disable those that you no longer use.
- Consider removing any code that was included during the installation process if you're going to delete an app. Some apps help you with this process by including the app name in the `{% comment %}` tags that surround their code.

Deleting unneeded app code prevents running code for features that aren't used and makes your theme code easier to comprehend.

The removal of unnecessary app code makes your theme code easier to understand and stops running code for features that aren't used. If you struggle to do this on your own. You can:

- Request advice from your app's creator.
- Get further assistance by working with a Shopify expert

In the end, you can think of choosing the apps that have low impact to your online store performance when searching around in the Shopify App store. Those apps will have an honored badge "Speed tested: no impact to your online store" in the App highlights section below the Add app button.



The screenshot shows the Shopify App Store interface. At the top, the 'shopify app store' logo is visible. Below it, the 'Swift - Page Speed Optimizer' app is featured. The app is by 'OneCommerce' and is described as a 'Page Speed Booster: Lazy Load, Image Compression, Minify Codes'. It has a 5-star rating from 218 reviews and a 'Free plan available. 7-day free trial.' A green 'Add app' button is present. Below the button, the 'App highlights' section lists: 'Seamless workflow: use directly in Shopify admin' and 'Speed tested: no impact to your online store'. A large blue callout box with white text points to the 'Speed tested' highlight, stating 'Speed tested: no impact to your online store'. The app's main image shows a speed score of 90 on a browser window, surrounded by icons for a trophy, a globe, and a magnifying glass.

Or you can use the multi-functional apps which offer you different features all in one place. For example, you can opt for [Transcy](#), an app that allows you to convert both store languages and currencies, instead of finding 2 different apps for each function.

These actions are like preventions so that you would not be worried too much about deleting your apps later.

Optimize JavaScript code from third-party apps with [OneExperts](#)

To make your store high performant, sometimes you cannot remove any app. Sadly, too many scripts from too many apps can affect your page speed negatively. With [OneExperts](#), we analyze the apps loaded on your website, defer and monitor them to minimize their impact on your Shopify store.

7. Employ lazy loading

Lazy loading, aka deferred loading is when you delay the loading of photos that are outside of what the user is currently viewing on the page.

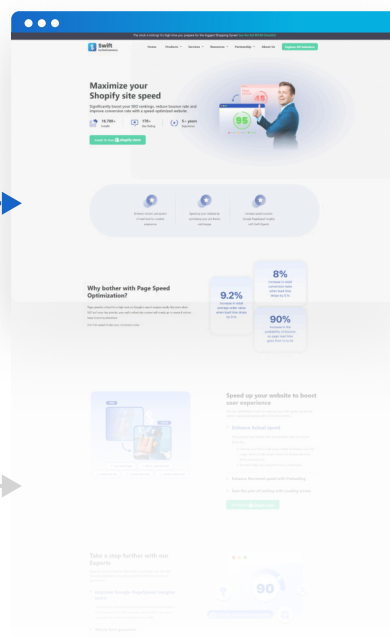
For instance, since a user won't view the photos below the fold when they first arrive at a website, they don't need to load immediately.

This technique allows for a shorter "critical rendering route," which in turn speeds up page load times. It often happens when a user scrolls or navigates on your page. It will make customers think your page is loading more quickly than it actually is.

Load for initial view



Load when visible



Get a Shopify lazy loader

To enable lazy loading techniques for your content, you will need to code. So a more time-saving way would be to install a lazy loader to your Shopify store.

With our [Swift](#) application, you can instantly lazy load all your images and videos without you having to insert a single line of code.

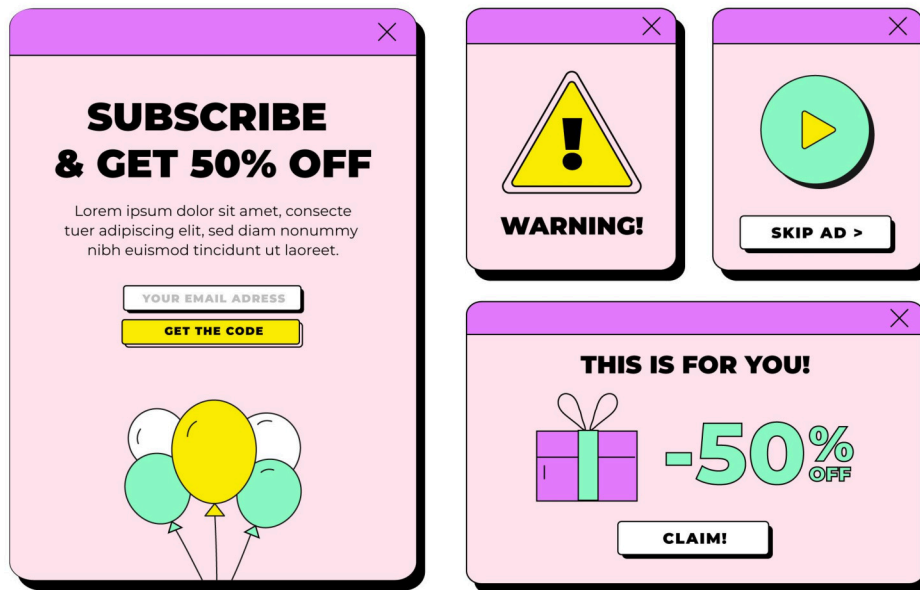
8. Display pop-ups properly

If handled improperly, pop-ups won't help boost your conversion. In fact, a pop-up that shows up when a page loads will increase your reported "load time" and affect your page speed score.

This is because the popup will be regarded as your largest content on the page (Largest Contentful Paint or LCP).

So in order to reduce the impact of pop-ups on your website, we recommend showing your

pop-ups to customers only after the page has finished loading. (~10 to 20 seconds)



What about Quick View pop-ups? Are they bad for your page speed?

If you're using a paid Shopify theme, you probably want to enable the Quick View feature for your product listing on Homepage or Collection Page. However, be well-noted that this kind of pop-up is bad for your page speed and your SEO too.

Whether you add a pop-up natively with your theme or using an app, a quick view pop-up will preload the information from a whole Product Detail Page (PDP) when your customers click the Quick View button. That's a massive amount of data to be loaded, especially if your collection page has up to 30 product listings.

So it's recommended that you track whether your customers really use the Quick View buttons or not. If not, turn them off for the sake of your page speed performance.

9. Use Preloading Tactics

The perceived speed of your page is how quickly users think it to be. Although it won't directly affect your score rate, it can make your customers more satisfied with their online shopping experience.

Prefetching and preloading tactics can help you improve how quickly users perceive your page. These tactics will determine which page on your website a user is most likely to visit next or which link is most likely to be clicked. Accordingly, your website can preload resources only when they are likely to be needed and serve the page to users immediately and without delay.

You can preload content using a variety of methods, including DNS prefetching, TCP preconnecting, prefetching, and prerendering. The problem is that you need to have coding knowledge in order to use these techniques. Therefore, using a third-party app is a terrific idea if you are not tech savvy.

Preload smartly with “Smart Preloading”

Swift’s [Smart Preloading](#) (Predictive Preloading) is synced with Google Analytics to dynamically develop a predictive model. This model is then used to smartly prefetch only the content your customers are most likely to need.

10. Minify your CSS, HTML, and Javascript

Incorrect HTML coding, extra Javascript libraries, and unnecessary CSS all lead to slowing down your page load time. The browser takes longer to load when there are code errors because it has to search for things it can't see. The website has to work harder to load elements that might not be necessary for the user experience because of extra JavaScript and unneeded CSS.

Therefore, it's crucial to minify these files to improve the speed of your Shopify store and enhance customer experience. Minification means removing excessive data in a way that will not impact how the browser uses the given resource. This process could refer to removing unused code and applying shorter function names.



11. Remove redirects and broken links

Too many redirects and broken links may be the cause of the poor performance issue because they might slow down your page and affect your SEO rankings. In other words, you must refrain from using unneeded redirects and update broken links if you want a faster loading site.

Broken links

Since broken links on your website increase HTTP requests and slow down your site, they can be detrimental to your business and detract from the user experience.

We encourage you to use the [Google Webmaster Tool](#) to register for your Shopify store, then check it for broken links, and generate functional redirects using the [URL Redirect](#) feature in the store admin panel.

Or you could use Ahrefs to check your broken links, as shown below:

Broken links for onecommerce.io

Domain including subdomains

Broken links on your site ⁱ **5** Broken links to your site ⁱ **0**

100% dofollow

[Broken outbound links](#) / Broken inbound links

Referring page ⁱ	Int. ⁱ	Ext. ⁱ	Anchor and backlink ⁱ
The Best TikTok Hashtags To Grow Your Views And Reach - OneCommerce's Blog https://onecommerce.io/blog/best-tiktok-hashtags/	65	51	@_lumadeline https://www.tiktok.com/@_lumadeline 404
Oberlo Shutdown: Is This Bad News For Shopify Dropshippers? https://onecommerce.io/blog/oberlo-shutdown/	60	13	Oberlo app FAQ . https://www.oberlo.com/app-faq 404
Discover The Most Popular TikTok Songs In 2021 - OneCommerce's Blog https://onecommerce.io/blog/popular-tiktok-songs-in-2021/	65	58	🎵 Adderall (Corvette Corvette) – Popp Hunna https://www.tiktok.com/music/Adderall-Corvette-Corvette-6884331673173969670 404

Want to see all SEO metrics for these results?
Sign up for Ahrefs to check broken links for any website or URL. [See pricing](#)

Here's a few common ways to fix broken links:

- If you manually input the URL, be careful of typos
- If you're cleaning up your image library, remember not to delete the product images that may be in use
- Set-up 301 redirects for pages that no longer exist (which we'll cover next)

Redirects

Redirects are primarily made to improve user experience by sending users away from broken or dead links and onto a more relevant live page. Nevertheless, every redirect raises page overhead

and adds latency, which slows down page load times.

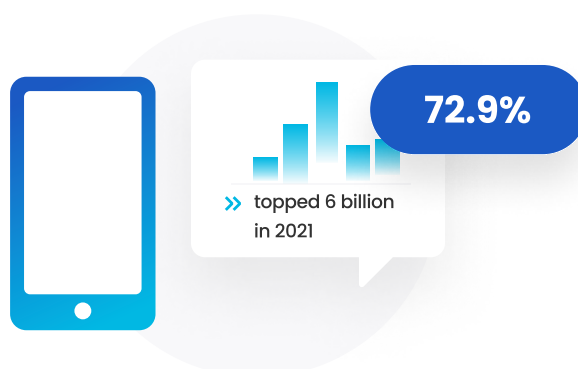
According to Google's [Mobile Analysis in PageSpeed Insights](#), an extra HTTP redirect could add 1 or 2 additional network round trips, posing hundreds of milliseconds of extra latency on 4G networks.

Unnecessary redirects cause page performance and speed issues, which may slow down the website's overall load time. So make sure you only use redirects when they are really necessary to do so (e.g: redirect users from a broken links as discussed above).

12. Implement AMP

Check out the stats by Statista below to understand how critical it is to enhance the user experience for visitors on mobile devices:

- **Global smartphone subscriptions** [topped 6 billion in 2021](#), and in the future, that number is projected to rise by several hundred million.
- **Mobile-commerce** has [accounted for 72.9%](#) of all retail eCommerce in 2021, up from 58.9% in 2017.



You must make your Shopify store mobile-friendly given the widespread use of mobile devices. By incorporating AMP into your Shopify website, you can accomplish this.

Accelerated Mobile Pages (AMP) is an open standard framework created to enable any publisher to produce mobile web pages that load quickly. Enabling AMP for your Shopify store will improve your page speed. This is because the ultimate goal of AMP is to improve user experience by delivering content at lightning speed on mobile devices.

But how? AMP works by breaking down your pages by most crucial elements and storing a more simplified of your pages on Google server. For instance, an AMP version of [fashion.myshopify.com/](#) will be [google.com/amp/s/fashion.myshopify.com/](#)

If your Shopify website offers an AMP version, your customers will be automatically redirected to AMP pages, where load time is reduced remarkably

However, with the AMP version, features like videos, ads, animations will be removed, allowing the pages to load faster with only text and images. That's why you shouldn't use AMP on pages with high-traffic or high-converting pages where you need to do branding or generate more leads.

But if you struggle to improve your page speed and most of your customers use mobile devices, enabling AMP for your Shopify store can be a wise move.

To save you from the coding part, here are some handy Shopify apps that allow you to do so:

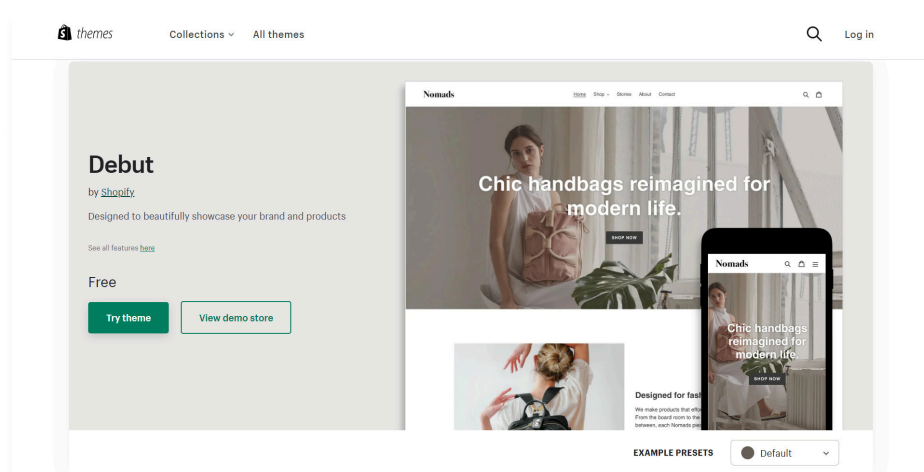
- [AMP by Shop Sheriff](#)
- [The AMP app](#)
- [Fire AMP](#)

13. Move to a lightweight Shopify theme

Examine your theme to see because it is also a factor that affects your page speed. In fact, your theme is frequently the cause of site slowdown because it has a lot of features and coding, such as Liquid, HTML, CSS, and JavaScript.

Moreover, editing and customizing themes can result in larger file sizes, which can affect how quickly your site loads.

Thus, it is vital to go for a lightweight theme when you want to install one. Particularly, lightweight Shopify themes for online stores are typically well-coded and speed-tested for websites.



You can run the URL of your favorite Shopify theme's preview page through the Google PageSpeed Insights database to see if it has minimal loading time.

To save you time, you can choose among our selected options of the fastest Shopify themes:

- [Booster](#)
- [Shella](#)
- [Shoptimized](#)
- [Plak](#)
- [Debut](#)

Additionally, it is advisable to check if your pick is up to date before using it on your Shopify web pages in order to maximize page loading speed and user experience.

14. Keep a close eye on performance analysis

Now, you have some best practices to implement to your page in order to boost its speed. Whatever you choose, remember to analyze your page performance to see if the practice is working.

Once again, you may need help from online testing tools such as [Google's PageSpeed Insight](#), [WebPage Test](#), [Google Analytics](#), [Chrome DevTools](#) and [Mobile-Friendly Test](#).

These tools will provide you with a number of different statistics so that you can easily sort out the important ones to your page and break them down. You will have deep insights into your page performance and even, your customers behaviors.

By paying close attention to page performance analysis, you can make instant adjustments to your page, avoiding long-term impact on your business. Besides, you can precisely target the real causes of problems in order to come up with actionable solutions to the problems.

15. Think about getting expert help

With those practices above, you can be confident to have a good page speed. Yet, it is understandable that you may struggle to implement them all by yourself, especially for individuals who run their business on their own or small businesses without a specialized team.

You should think of hiring an expert or a developer for prompt support to save your time and effort. It will definitely cost you something but it's sure to be worth it.

If your website page speed is already fine and you want to make it better, a supporting app like [Swift](#) is a good choice. But if your page speed is low to the point where it hurts your sales and SEO rankings, you may want to [contact OneExperts](#) team to receive an optimization package that caters to your every whim and need.

Now that you've gone through all the page speed best practices, let's see inspiring case studies from store owners like you who managed to boost their page speed and grow more sales.

Inspiring success stories of OneExperts clients

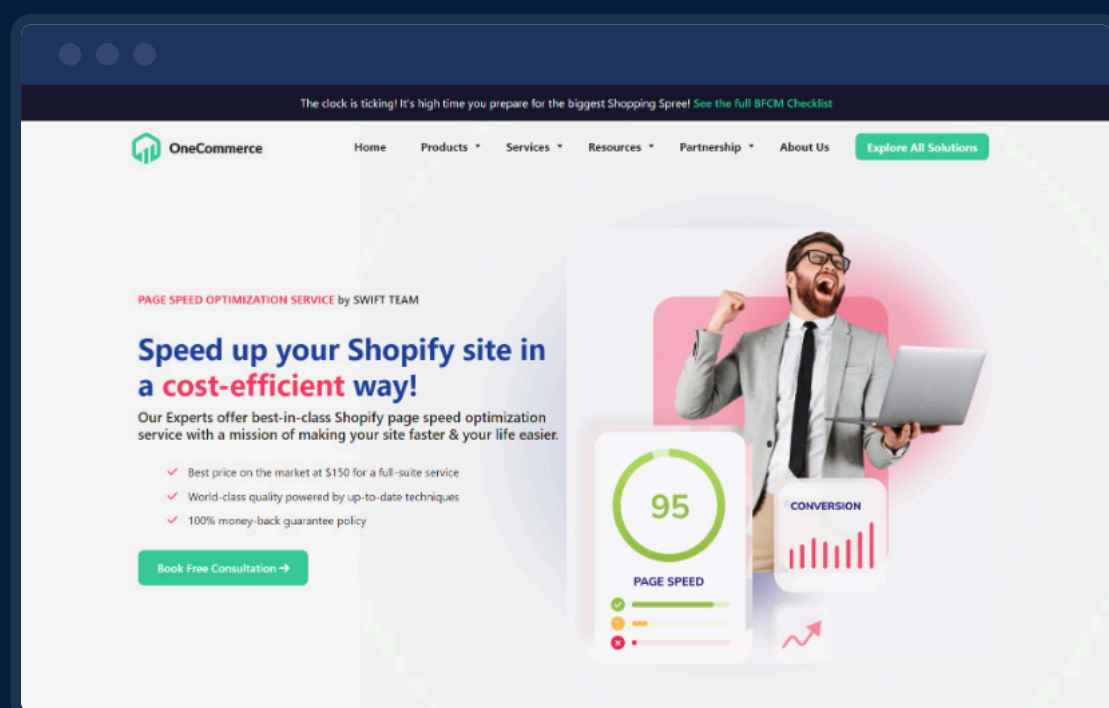
Beside the Swift app, we have a more premium page speed solution called OneExperts, where your Shopify store speed is well taken care of by our certified experts.

At OneExperts, we've been adopting all the best practices above and master them all. Up to the present, we've helped 1,000+ Shopify stores speed up their websites.

With a faster and more high performant website, most of our clients experience noticeable growth in their sales and conversions.

The Swift team has carefully examined their situations to come up with case-by-case solutions for each of them.

The 2 stories below are among many cases where OneExperts has become the savior of these businesses. They have been struggling with the aftermath of poor page speed until they turned to Swift.



The screenshot displays the OneCommerce website with a dark blue header. The main content area features a white background with a central graphic of a man in a suit celebrating next to a laptop. To the left of the graphic, the text reads: "PAGE SPEED OPTIMIZATION SERVICE by SWIFT TEAM", "Speed up your Shopify site in a cost-efficient way!", and "Our Experts offer best-in-class Shopify page speed optimization service with a mission of making your site faster & your life easier." Below this, three bullet points list benefits: "Best price on the market at \$150 for a full-suite service", "World-class quality powered by up-to-date techniques", and "100% money-back guarantee policy". A green button labeled "Book Free Consultation ->" is positioned at the bottom left. To the right of the man, there are two data visualization elements: a circular gauge showing a score of 95 labeled "PAGE SPEED" and a bar chart labeled "CONVERSION". The top navigation bar includes links for Home, Products, Services, Resources, Partnership, and About Us, along with a green "Explore All Solutions" button.



Background

Curated is a retailer with a physical location on the corner of Church street and West Summit avenue. It offers a large selection of solutions for home and office furniture, lighting, and decorative accessories.

Challenge

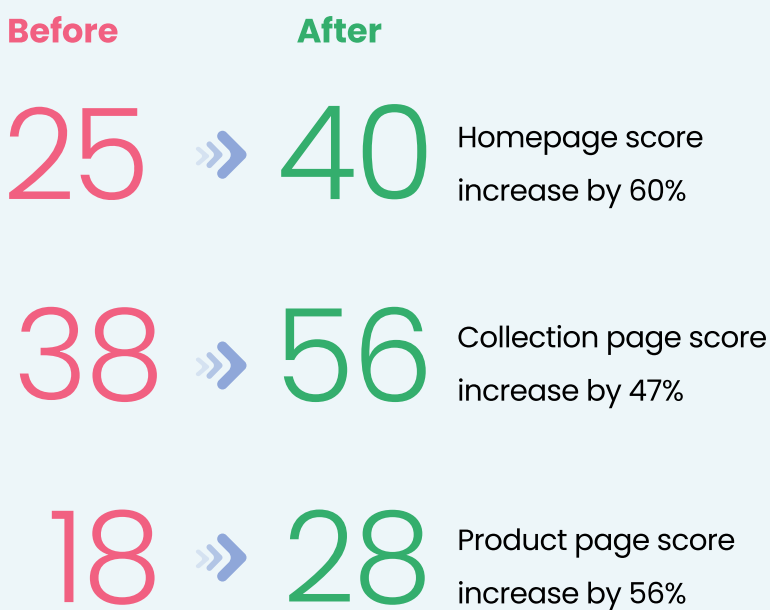
The Curated team has made numerous efforts to speed up their website as they knew how important it was. From font optimization, disabling pop-ups to using AMP, these tactics still fell short of the brand's expectation. In the end, **they only scored around 25 points on Google PageSpeed Insight.**

For that reason, the Curated director eventually made his decision to reach out to the OneExperts team for support. After closely examining their website, the team has concluded that codes from third-party apps are the primary cause of this store's sluggish loading. However, the store owner still wanted to keep those apps for their own use so OneExperts had to find ways to optimize the loading of third-party apps without impairing their functionality.

Solution

Successfully discovering the root of the brand's problem, the Swift developer team used every possible method to speed it up. Since the store owner wanted to keep all his third-party apps, removing some of them was not a suitable way. Therefore, the Swift team has decided to eliminate all the apps' unused codes to optimize the loading of these apps. Moreover, 6448 images were adjusted to be more responsive. Within just 2 days, we were delighted to help the Curated store resolve their issue that they have been working on for years.

Result





Background

Toppen Prylar is a Shopify store offering a wide range of trendy and affordable products through solid quality assurance process and 24/7 customer support service.

Challenge

Toppen Prylar's owner hired a freelancer to develop the website. Without coding skills, the website has several difficulties with codes and images, resulting in slow page speed and a low Google PageSpeed Insights score. This problem has affected the store's Google and TikTok advertising campaigns. In Toppen Prylar's words, they may lose about 65% of their customers if their speed can not improve.

Solution

To boost website load times, Toppen Prylar's team compressed images. It had a slight but noticeable effect. For the time being, they were still holding out hope for a breakthrough in enhancing page performance, so they went with the OneExperts option. OneExperts's team continued to remove residual code from uninstalled applications and optimize third-party JS files, yielding an impressive performance increase. The speed score on Google PageSpeed Insights increased from only 26 on mobile and 40 on the desktop to 78 on mobile and 96 on desktop. Store profits increase in direct proportion to the page speed.

Result

Before

After

25



52

Homepage score increase by 108%

26



48

Collection page score increase by 85%

25



43

Product page score increase by 72%



Conclusion

Although enhancing page speed can be a challenge given the wide range of factors such as devices, connectivity, and operating systems, it will have a huge positive effect on your business if you treat it right.

Therefore, we hope that this ebook will be useful to you in understanding and learning about page speed improvement. With 15 powerful practices, you can quickly apply and follow to achieve high-speed performance.

Remember that this is a long journey with no definite beginning or end. You are not required to use all of the suggested solutions right away. Instead, you should analyze the results of your page via the online monitoring tools, then make any necessary changes, and compare the performances between the two points in time.

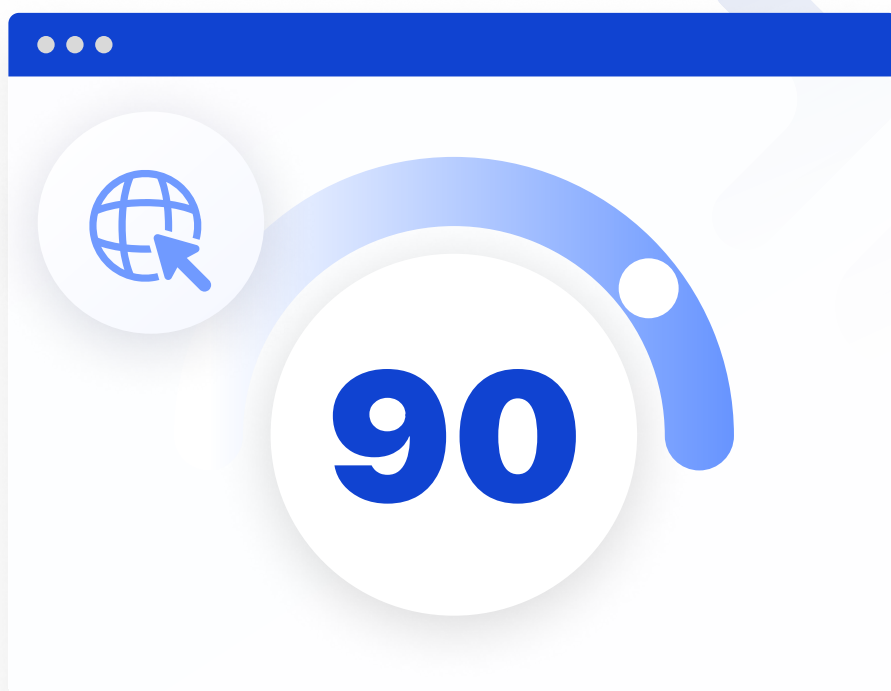
The Swift team has carefully examined their situations to come up with case-by-case solutions for each of them.

If you're looking for a tool to help you enhance the performance of your page, Swift and its features are definitely worth a look. This all-round app can be your business' savior against the risks of a traffic spike or a rush of purchases.

Swift App

Maximize your Shopify site speed

Within clicks, Swift app uses advanced & automatic optimization techniques to make your site faster, rank higher & convert better.



Key features

- Boost your store speed by Preloading content based on customer behavior
- Load heavy content instantly by reducing up to 70% of image sizes
- Make Store Code Lighter by minifying JavaScript, CSS, HTML, and Lazyload Images
- Make your site faster by rendering the most important content to customers first
- Improve your page speed with free store speed analysis & actionable suggestions

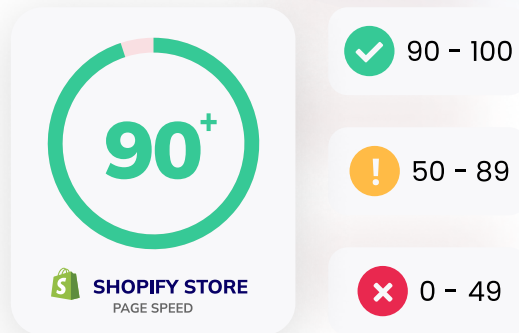
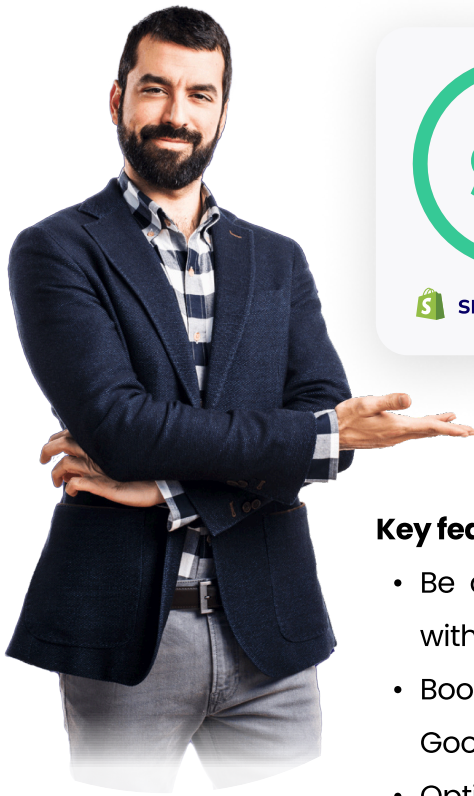


GET FREE APP 
apps.shopify.com/swift

OneExperts

Shopify Page Speed Optimization Service

With OneExperts' page speed optimization service, we guarantee to boost your score on Google PageSpeed Insights by at least 10 points with a 100% money-back policy.



Key features

- Be aware of your current page speed & issues with our comprehensive speed audit
- Boost your page speed remarkably by fixing all Google PageSpeed Insights warnings
- Optimize or remove the third-party app codes that are slowing down your website
- Supercharge your page speed by preloading content based on Google Analytics
- Take the burden off your site by reducing all your images, Youtube & Vimeo videos by +70%
- And unlimited other techniques to make your website as lightweight as possible

BOOK FREE CONSULT



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