Shopify Speed Optimization Guide

Improve your store's loading time and user experience with these focused optimization steps.

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1. Image Optimization

- Compress images before uploading using tools like TinyPNG or Squoosh

- Use JPEG for photos and PNG for graphics with transparency

- Enable lazy loading for product and homepage images

- Avoid using oversized banner images

- Replace GIFs with lightweight MP4 videos or static images

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2. Theme and Code Efficiency

- Choose a lightweight, fast-loading theme from the Shopify Theme Store

- Remove unused theme features and sections

- Minify CSS and JavaScript files

- Limit custom code in the `theme.liquid` file

- Regularly test with Shopify's Online Store Speed report

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3. App Management

- Uninstall unused apps completely, not just disable them

- Replace multiple apps with one that offers combined functions

- Avoid apps that inject heavy scripts on every page

- Use Shopify native features when possible

- Check app performance with Chrome DevTools or Lighthouse

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4. Content and Media

- Host videos externally on YouTube or Vimeo

- Limit autoplay and background video loops

- Reduce homepage sections with heavy media content

- Use simple icons instead of large images where possible

- Avoid oversized slideshows or carousels

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5. Caching and Delivery

- Use a Content Delivery Network (CDN) to serve static files faster

- Enable browser caching for returning visitors

- Avoid frequent theme edits that clear Shopify's cache

- Minimize redirects and tracking scripts

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6. Testing and Monitoring

- Run regular speed audits with Google PageSpeed Insights or GTmetrix

- Monitor loading speed after each major update or app install

- Test store performance on mobile and desktop

- Check time to first byte (TTFB) for server response efficiency

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7. Best Practices

- Keep product pages simple and focused

- Limit pop-ups, sliders, and autoplay features

- Ensure fonts are optimized and hosted efficiently

- Review performance monthly to catch new slowdowns

Contact us for more help: info@zeeh.co.uk