

STORE SPEED AUDIT

What is slowing Example Living Co., and what to fix first

Five page types tested on a mid-range phone, with Google's data from real visitors, every app and script, and a fix list in order.

Prepared for
Example Living Co.
(fictional)

Store
shop.example.com ·
Shopify

Tested
14 to 15 Sept 2026, phone
first

Illustrative sample. Example Living Co. is a fictional store and every figure here is invented to show the format. Your report names your own apps, pages and numbers.

SUMMARY

Fix this first

REAL VISITORS, PHONE

Failing

Google's Core Web Vitals, from real visitors over 28 days

SLOWEST PAGE

Product

Main image appears after 6.4 s on a mid-range phone

APPS AND SCRIPTS

1.6 MB

of the 6.1 MB a product page downloads

THE THREE BIGGEST PROBLEMS, IN PLAIN ENGLISH

- 1 Your pictures and video are far too big for a phone.** The home page video and product photos are what visitors wait for.
- 2 Seven apps and scripts load on every page,** including three you no longer need and pixels that load twice.
- 3 Product pages jump while they load.** Price and buttons move when a size is chosen, so taps land in the wrong place.

YOUR FIRST FIVE FIXES

FIX	WHO CAN DO IT	EFFORT
☐ Replace the home page video with an image; play video on tap	Your developer	S
☐ Resize and convert product images; serve them at the size shown	Your developer	M
☐ Remove the upsell popup app and the currency converter app	You, in the admin	S
☐ Delete code left by the 2 removed apps	Your developer	S
☐ Load the pixels once, from the tag manager only	Your developer, with marketing	S

The full plan, with the risk of each fix and how to check it worked, is on page 8.

REAL USERS AND LAB TESTS

What real visitors get, and what our tests show

Real-user data is Google's record of what visitors to your store actually experienced over the last 28 days (the Chrome UX Report, 75th percentile). It is what Google uses in search. **Lab tests** are our own runs on a simulated phone: useful to find causes, not a measure of what visitors get.

REAL-USER DATA, 28 DAYS	PHONE	DESKTOP	GOOGLE'S "GOOD"
Largest Contentful Paint (LCP) How long the main image or text takes to appear	4.1 s Poor 	2.3 s Good 	2.5 s or less
Interaction to Next Paint (INP) How quickly a tap gets a response	310 ms Needs work 	140 ms Good 	200 ms or less
Cumulative Layout Shift (CLS) How much the page jumps while loading	0.18 Needs work 	0.12 Needs work 	0.1 or less

If a store has too few visitors for Google to report, we say so and rely on lab tests.

LAB TESTS: MOBILE PERFORMANCE SCORE OUT OF 100

Home		38
Collection		34
Product		29
Search results		41
Cart		52

Don't chase a score of 100. The scores point to causes; what matters is the real-user data above passing on phones.

PAGE BY PAGE

Each page type, tested on a phone

Tested on a simulated mid-range Android phone over a 4G connection, from London, Virginia and Dubai, where this store sells. Your audit tests near your own customers: for example Virginia, London, Sydney, Dubai or Mumbai. The product page was also opened inside Instagram's in-app browser, where much of the store's traffic arrives.

PAGE	MAIN CONTENT SHOWS	WHAT VISITORS WAIT FOR	MAIN CAUSE
Home	5.8 s 	Hero video (autoplay)	A 6.2 MB video plays before anything else
Collection	4.9 s 	First product image	Filters load 4 scripts before the grid
Product	6.4 s 	Main product image	A 3.8 MB image and an upsell popup script
Search results	4.2 s 	Results grid	Search waits for the currency app
Cart	3.1 s 	Cart summary	Fine, apart from the chat widget

INSIDE INSTAGRAM

The product page took 1.2 s longer in Instagram's browser than in Chrome, mostly from the chat widget and pixels.

GOOGLE'S TARGET

Main content within 2.5 s. Every page type here misses it on a phone.

APPS AND SCRIPTS

Everything that loads besides your store

Weight is what a phone downloads; main-thread time is how long the phone is busy and can't respond to a tap. Your report names each app; this sample names them by type.

APP OR SCRIPT	WEIGHT	BUSY	BLOCKS THE PAGE	VERDICT	WHY
Reviews widget Every page	412 KB	690 ms	No	Delay	Load on product pages only, when the reviews scroll into view. It sells, so keep it.
Upsell popup app Every page	286 KB	540 ms	Yes	Remove	Duplicates the theme's own "You may also like".
Chat widget (live chat and WhatsApp) Every page	520 KB	410 ms	No	Delay	Load after the first tap or scroll.
Ad pixels, twice Every page	180 KB	260 ms	No	Remove duplicate	Pixels load from the theme and from the tag manager. Remove the theme copy; keep the tag manager one.
Currency converter app Every page	96 KB	120 ms	Yes	Remove	Your platform's built-in markets already convert prices.
Code from 2 removed apps Every page	64 KB	90 ms	Yes	Remove	The apps are gone; their code is still in the theme.
Cookie consent banner Every page	58 KB	70 ms	No	Keep	Needed for UK and EU visitors. Already light.

Together these are 1.6 MB of the 6.1 MB a product page downloads, and 2.2 seconds of a phone's time. Removing four and delaying two keeps every feature you use. Not counted here: a stock check on every product page (0.4 s), which comes from your stock system, not an app (page 9).

IMAGES, FONTS AND THEME

Real examples from your store

PRODUCT PHOTO

NOW

A 4,000-pixel JPEG of 3.8 MB, shown 400 pixels wide on a phone.

SHOULD BE

Served in the size each screen needs, as WebP: well under 200 KB.

HOME PAGE VIDEO

NOW

A 6.2 MB video that plays on phones before anything else shows.

SHOULD BE

A still image first; the video plays only when tapped.

FONTS

NOW

Four font files, two of them weights the store never uses.

SHOULD BE

Two files, loaded so text shows at once.

THE THEME: FIX IT, DON'T REBUILD

Built on a standard Shopify theme, two major versions behind, with nine sections the store no longer shows. Everything on this page can be fixed in the theme you have. We would only suggest a rebuild if the theme blocked a fix, and it doesn't.

MOBILE UX AND CHECKOUT

What gets in the way of buying on a phone

A light pass, written as observations. It is not a conversion audit: we haven't seen your analytics or your sales funnel.

WHAT WE SAW	WHERE	WHAT TO CHANGE
Email popup covers the product photo	First visit, after 2 seconds	Show it after a scroll, or as the visitor leaves.
Price and buttons jump when a size is chosen	Product pages	Reserve the space; this is most of your layout shift.
No add-to-cart button once you scroll	Long product pages	Add a sticky add-to-cart bar on phones.
Filters take about 2 seconds to update	Collection pages	Load filter results without reloading the page.
Payment options appear only at checkout	Product and cart pages	Show Klarna and Apple Pay near the price; in the UAE, Tabby and cash on delivery too.
A country and currency popup on arrival	Every first visit	Set the currency from the visitor's location; ask only when unsure.
The consent banner covers add-to-cart	Small phones	Make the banner shorter on phones.

The layout shift on product pages is both a speed problem and a buying problem: taps land on the wrong button when the price block moves.

THE FIX-FIRST PLAN

In order, with who can do each one

#	FIX	WHO CAN DO IT	EFFORT	RISK	WHAT IT SHOULD MOVE, AND HOW TO CHECK
1	☐ Replace the home page video with an image; play video on tap	Your developer	S	Low	Home LCP in a lab test
2	☐ Resize and convert product images; serve them at the size shown	Your developer	M	Low	Product LCP in a lab test
3	☐ Remove the upsell popup app and the currency converter app	You, in the admin	S	Low	Script weight on every page
4	☐ Delete code left by the 2 removed apps	Your developer	S	Low	No requests to the old apps
5	☐ Load the pixels once, from the tag manager only	Your developer, with marketing	S	Medium	Ad platforms still record purchases
6	☐ Delay the reviews widget and the chat widget	Your developer, with the app vendors	M	Medium	Reviews and chat still work
7	☐ Reserve space for price and buttons on product pages	Your developer	M	Low	CLS in field data after 28 days
8	☐ Sticky add-to-cart on phones; email popup after a scroll	Your developer	M	Low	Add-to-cart rate on phones

EFFORT

S a setting or one change; **M** a developer task; **L** a project that needs testing.

RISK

What could break. Medium means test it on a copy of the theme first.

Every fix can be done by your own team or freelancer. None needs us.

LIMITS

What not to touch, and what we couldn't check

LEAVE ALONE

- **The reviews widget.** It sells. Delay it; don't remove it for a few points.
- **The consent banner.** UK and EU visitors need it.
- **Checkout.** Your plan allows few changes there, and it is already fast.
- **A score of 100.** It isn't the goal; passing on real phones is.

COULDN'T CHECK FROM OUTSIDE

- Checkout internals and pages behind a login.
- Your ERP or POS stock and order sync. We saw one stock check on every product page (0.4 s) but not the system behind it.
- App settings in your admin.
- Your sales and conversion data.

CONFIDENCE

High for images, apps and layout shift: we measured them directly. Medium for the stock check: we saw the call, not the system behind it.

AFTER THE FIXES

How to tell it worked, and what next

WATCH THESE

- Real-user LCP and CLS on phones
- Lab scores per page type, the same day
- Shopify's web performance dashboard, after 28 days
- In GA4, conversion rate by device: phone conversion on product pages, and bounce rate from Instagram

WHY THERE IS NO MONEY FIGURE

We haven't seen your traffic or conversion rate, so any figure for what slowness costs you would be a guess. The numbers under "Watch these" will show the real effect.

HOW WE TESTED

Lab tests on a simulated mid-range Android over 4G, three runs per page, the median shown; tests from London, Virginia and Dubai; Google's real-user data for the 28 days to 15 September 2026; public pages only, with no access to the store's admin.

YOUR NEXT STEP, YOUR CHOICE

1. **Fix it yourselves.** The plan on page 8 is written for your team or freelancer.
2. **Ask us to help with some of it.** A separate conversation, only if you want one.
3. **Do nothing yet.** The report still tells you where the time goes.

Questions about this report: reply to the email it came with.