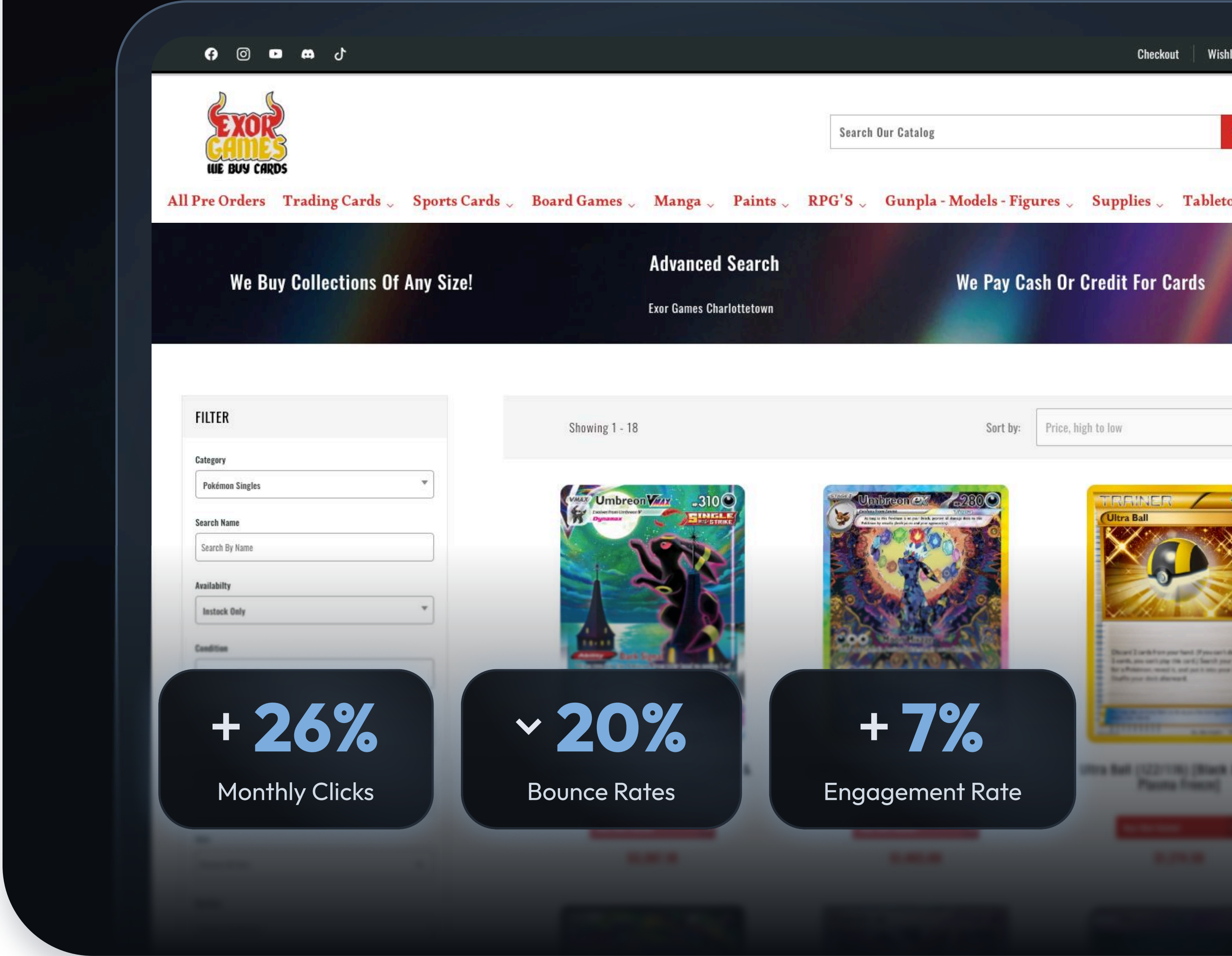




Speed Wins for SEO & UX on Shopify

Exor Games boosted SEO and user engagement by optimizing site speed with Hyperspeed. Faster load times led to higher impressions, clicks, longer sessions, and lower bounce rates—improving both UX and conversions.

- Speed Optimizations
- SEO
- UX



“Speed optimizations don’t just make a website faster — they transform the user experience. When pages load quickly, bounce rates drop, engagement and interactions rise, and users stay longer. A fast website makes every design, feature, and piece of content more impactful.”

Brandon Telford
Web Design & UX Manager, seoplus+

The Challenge

Exor Games’ Shopify storefront faced friction from slow-loading pages, especially on mobile. Delayed content visibility and code-heavy templates risked higher bounce rates and reduced engagement, limiting organic search performance. With a growing reliance on both paid and organic traffic, inefficient site speed made marketing spend less effective and hindered product discovery. The challenge was to improve page responsiveness without the risk, cost, or disruption of a full website or theme rebuild.

The Approach

In November 2024, seoplus+ implemented Hyperspeed, a Shopify-specific speed optimization app, to target speed bottlenecks across key templates. The solution focused on reducing initial page load times and deferring non-critical code so that meaningful content appeared sooner. This approach improved responsiveness without requiring a theme rebuild. By making pages load faster and feel more stable, the optimization aligned user experience improvements with SEO gains, creating a foundation for sustained engagement and better marketing efficiency.

The Results

The optimization delivered measurable gains. Between November 2024 and February 2025, monthly clicks grew 26% and impressions surged 139%. Bounce rates dropped 20% for direct traffic and 8.6% for organic search, while average session duration increased by over 4%. Engagement rates also climbed 7.1% for direct and 4% for organic visitors. Together, these improvements meant faster pages reduced early exits, encouraged deeper browsing, strengthened search presence, and amplified the return on both organic and paid traffic.