EazWorld

GUIDE

Website Speed Optimisation Guide

Make your website load fast on 3G and 4G mobile data: images, caching, fonts, scripts and Google's Core Web Vitals, with free tools to test.

Why speed matters

Most visitors to a Ghanaian business website arrive on a phone, often on mobile data that is slower or more expensive than office broadband. A heavy page costs them data and time, and many will leave before it loads. Google also uses page experience, including speed, as one of its ranking signals.

Test first (free tools)

- PageSpeed Insights (pagespeed.web.dev): scores for mobile and desktop, with fixes.
- Google Search Console → Core Web Vitals: how real visitors experience your site.
- Chrome DevTools → Network tab: set throttling to "Slow 4G" or "3G" to feel the page as your customers do.

Write down your scores before you change anything, so you can see what each fix achieved.

Core Web Vitals: the targets

Metric	What it measures	Good
LCP (Largest Contentful Paint)	How quickly the main content appears	2.5 seconds or less
INP (Interaction to Next Paint)	How quickly the page responds to taps and clicks	200 milliseconds or less
CLS (Cumulative Layout Shift)	How much the page jumps around while loading	0.1 or less

1. Images (usually the biggest win)

- [ ] Save photos as WebP or AVIF instead of large JPEG or PNG files
- [ ] Resize images to the size they are shown: no 4000-pixel photo in a 400-pixel box
- [ ] Compress images (e.g. Squoosh, TinyPNG) before uploading
- [ ] Lazy-load images below the first screen (loading="lazy")
- [ ] Do NOT lazy-load the main hero image; load it with priority
- [ ] Set width and height on images so the page does not jump (helps CLS)
- [ ] Replace image sliders with one strong image where you can

2. Caching and hosting

- [ ] Browser caching turned on for images, CSS and JavaScript
- [ ] Text compression (Brotli or Gzip) enabled on the server
- [ ] A CDN in front of the site to serve files from closer to visitors
- [ ] Page caching turned on (for WordPress, a caching plugin or server cache)
- [ ] Hosting with SSD/NVMe storage and enough resources for your traffic
- [ ] PHP or Node.js on a current, supported version

3. Fonts

- [ ] Use no more than two font families and only the weights you need
- [ ] Host fonts yourself or use a well-cached provider
- [ ] Use font-display: swap so text shows straight away
- [ ] Use WOFF2 font files
- [ ] Preload only the one or two fonts used above the fold

4. Scripts and plugins

- [ ] Remove plugins, widgets and tracking codes you no longer use
- [ ] Load chat widgets and social embeds only after the page has loaded, or on click
- [ ] Embed YouTube videos as a thumbnail that loads the player when tapped
- [ ] Defer non-essential JavaScript (defer or async)
- [ ] Avoid loading a whole library for one small effect
- [ ] Check third-party scripts in PageSpeed Insights: each one has a cost

5. Keep it fast

- [ ] Test speed after every redesign, new plugin or new tracking code
- [ ] Check Core Web Vitals in Search Console every month
- [ ] Compress every new image before uploading, every time

Want EazWorld to do this for you?

We help businesses in Accra and across Ghana with web design, SEO, branding and digital marketing. See our services at **eazworldgh.com/services** or talk to us at **eazworldgh.com/contact**.