

Fast Funnel Build Template

Build a speed-optimized GoHighLevel funnel from scratch. Every step hits 90+ PageSpeed scores from day one.

1. Page Structure

Start with a lean layout — every extra row costs load time.

- Use a single-column layout for the entire funnel page.
- Limit the page to 5–7 sections maximum.
- Design mobile-first, then adjust desktop.
- Add a sticky CTA button that follows the user on scroll.
- Remove all unused GHL rows, columns, and hidden elements.
- Set a max-width of 1200px on the page container.

2. Hero & Above-the-Fold

The first 600px of screen height determine bounce or scroll.

- Compress the hero image to under 150KB in WebP format.
- Use a clear H1 → subhead → CTA hierarchy with no competing elements.
- Ensure the primary CTA button is visible without scrolling on iPhone 12 (390px).
- Preload the hero image in the funnel head tracking code.
- Set a solid background color behind the hero to prevent white flash.

3. Image & Media Rules

Images are 60–80% of page weight — get these right.

- Convert every image to WebP format before uploading.
- Keep each image under 200KB (hero) or 80KB (body/testimonials).
- Match image dimensions to their display size.
- Add loading="lazy" to all images below the fold.
- Add explicit width and height attributes to every image.
- Replace animated GIFs with MP4 (autoplay, muted, loop).

4. Script Discipline

Third-party JS is the #1 silent speed killer on GHL funnels.

- Load all third-party scripts with async or defer attributes.
- Delay GTM initialization until first user interaction on organic pages.

- Remove every script that isn't actively used.
- Use font-display: swap on all Google Fonts.
- Limit to 2 font families maximum.

5. GHL-Specific Settings

Platform defaults that silently slow your funnel down.

- Disable unused GHL modules (chat widget, reviews widget) on ad landing pages.
- Place custom code in the correct location: tracking in Head, scripts before .
- Check the mobile preview in GHL builder — then verify on a real device.
- Audit GHL's built-in CSS for unused rules using Chrome Coverage tab.
- Check for duplicate script tags (GTM loaded twice, multiple GA4 instances).

6. Pre-Launch Speed Check

Verify everything before you send traffic.

- Run the page through PageSpeed Insights and target 90+ mobile score.
- Verify CLS is under 0.1 — no layout shifts during load.
- Test on a real mobile device over cellular data (not WiFi).
- Verify all tracking pixels and conversion events still fire correctly.
- Document your baseline scores for comparison after 30 days of traffic.