

GoHighLevel Page Speed Checklist

Make your GHL funnels load fast so you stop losing mobile visitors.

Image Optimization

Images are the #1 speed killer on GHL pages.

- All images compressed (TinyPNG, ShortPixel, or equivalent).
- Images sized to display dimensions — no 4000px images in 600px containers.
- Use WebP format where possible.
- Lazy loading enabled on below-fold images.
- Hero image is under 150KB.

Page Structure

Less is faster.

- Remove unused sections and hidden elements.
- Minimize custom CSS and inline styles.
- Limit custom fonts to 1–2 families.
- Remove or defer non-essential JavaScript.
- No duplicate tracking scripts.

GHL-Specific Optimizations

Platform settings that affect speed.

- Custom code placed in footer (not header) when possible.
- Third-party embeds (calendars, forms) loaded after page renders.
- Video embeds use lite/facade loading (load on click, not page load).
- Custom domain connected with proper DNS (no redirect chains).
- SSL certificate active and valid.

Testing & Monitoring

Measure, don't guess.

- Test every page with Google PageSpeed Insights.
- Target: Largest Contentful Paint (LCP) under 2.5 seconds.
- Target: Cumulative Layout Shift (CLS) under 0.1.
- Test on real mobile device, not just desktop.
- Re-test after every significant page change.

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