

Speed Budget Worksheet

Audit every byte on your GoHighLevel funnel page. Inventory scripts, images, and fonts — then set hard budgets.

1. Current Page Inventory

Measure everything before you cut anything.

- Record total page weight from Chrome DevTools Network tab.
- Record HTML document size (the initial HTML response in bytes).
- Record total CSS size (all stylesheets combined).
- Record total JavaScript size (all scripts combined).
- Record total image weight (all images combined).
- Record total font weight (all web fonts combined).

2. Script Audit

Every script earns its spot or gets removed.

- List every third-party script by name and file size.
- Mark each script as KEEP, DEFER, or REMOVE based on business value.
- Identify scripts that block rendering (loaded without async/defer).
- Check for duplicate scripts (GTM loaded twice, multiple analytics instances).
- Calculate total JS savings if you remove/defer all non-critical scripts.
- Note which scripts can be replaced with lighter alternatives.

3. Image Audit

The biggest quick wins are almost always here.

- List every image on the page with its current format and file size.
- Identify the LCP image (the largest element visible in the initial viewport).
- Set target format and compressed size for each image.
- Check for oversized images displayed smaller than their actual dimensions.
- Calculate total image savings if all images are converted to WebP.

4. Budget Targets

Set hard limits — anything over budget gets cut.

- Set total page weight budget: under 1MB for landing pages, under 1.5MB for long-form.
- Set JavaScript budget: under 200KB total (all scripts combined).

- Set image budget: under 500KB total (all images combined).
- Set font budget: under 100KB total (all font files combined).
- Calculate the gap between current weight and budget for each category.

5. Priority Actions

Rank by impact, execute in order, verify after each change.

- Rank all optimizations by estimated PageSpeed impact (high / medium / low).
- Estimate implementation time for each optimization (quick / half-day / full-day).
- Assign an owner for each optimization task.
- Set a deadline: complete all high-impact items within 1 week.
- Plan a re-audit after implementing changes to measure actual improvement.
- Schedule a monthly budget check to catch regressions.