

Speed improvements come from fixing the right things, not everything.

A practical, no-fluff checklist for business websites. Use it to work through the biggest performance issues first, then decide whether you need stronger hosting, cleaner optimisation or hands-on support.

Use this checklist to review

hosting, images, plugins, caching and the point where getting expert help becomes the faster option.

1. Hosting foundation

- Check whether your hosting is overloaded or underpowered.
- Review uptime and recent downtime incidents.
- Confirm your plan matches the size and traffic of the site.
- If the site still feels sluggish after tweaks, consider stronger hosting.

2. Images and media

- Resize images before upload instead of relying on the browser to shrink them.
- Compress large images so they load faster without obvious quality loss.
- Avoid oversized hero banners and unnecessary background videos.

3. Plugins and theme setup

- Remove unused plugins, themes and scripts you no longer need.
- Look for plugins doing the same job twice.
- Audit heavy page builders, sliders and visual effects that slow pages down.

4. Caching and delivery

- Enable page caching and browser caching where possible.

- Use lightweight performance tools instead of stacking multiple optimisation plugins.
- Check whether static files are being served efficiently.

5. Quick wins

- Limit custom fonts and external scripts where possible.
- Reduce unnecessary animations and large design flourishes.
- Test key pages with PageSpeed Insights or a similar tool.

6. When to get help

- The site is still slow after basic fixes.
- You are not sure whether the issue is hosting, setup or code.
- You want someone to diagnose and improve it properly.

If your website is still slow after working through this checklist, we can help you fix it properly. Explore support options or move to stronger hosting at webhostingcymru.co.uk.

Built by Web Hosting Cymru for business owners who want clear, practical speed improvements without the usual jargon.