

Keep your site fast

Simple habits that keep your pages quick to open on a phone: right-sized photos, few heavy boxes near the top and two fonts.

A few habits keep your pages quick to open. We can't promise rankings, traffic, calls or sales, but a page that opens quickly is easier for people to use.

The top of the page matters most

Keep the part of the page people see before they scroll light.

- **One main picture at the top.** If you need several pictures there, keep them small, like icons or thumbnails.
- **Move heavy boxes lower.** Maps, videos, Facebook or X boxes and your store take time to load. Put them further down the page, with a picture and a few words above them.
- **Put background videos and slideshows below the top.** If you use a slideshow, keep it to 3 pictures or fewer. See [Add a background video to a section](#).
- **Don't stack heavy boxes.** Each one loads at its own pace, so several on one page slow it more than one would.

Photos

- Resize large photos before you upload them. Your editor shrinks the file size of JPG and PNG pictures, but it doesn't cut a huge photo down to size. See [Pick the right photo size and file type](#).
- Other file types, such as GIF and TIFF, may not be shrunk at all. Use a JPG or PNG, or run the file through an image compression tool first.
- Use fewer photos on a long page, or split it into two pages.

Fonts

Stick to two font families at most, and keep the number of weights (bold, light and so on) down. Fewer fonts means less for the page to load. See [Change your site's fonts and text sizes](#).

Added tools

Extra tools and scripts added to a page can slow it. Email us before you add one, and we'll take a look first.

Tips

- Check a page on your phone after each change. See [Check how your site looks on a phone](#).
- Speed scores are estimates, not the whole picture. See [What your site's speed scores mean](#).
- If a page feels slow, tell us which page and which phone.

Need a hand?

Email hello@zossoz.com with your business name and the page that feels slow, and we'll take a look. We reply within one business day. See [Request a change](#).

Related guides: [What your site's speed scores mean](#) · [Pick the right photo size and file type](#) · [Add a background video to a section](#) · [Change your site's fonts and text sizes](#) · [Check how your site looks on a phone](#)

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