Discount Beds: two online stores made *fast* for phones and search

Discount Beds sells beds and bedroom furniture online in Johannesburg and Cape Town. We replaced the page-builder setup on both WooCommerce stores with a lean, purpose-built theme. That made them faster on phones, easier for Google and AI assistants to read, and simpler to run.

MOBILE SPEED SCORE · CAPE TOWN

61 → 96

Google PageSpeed, out of 100

MOBILE SPEED SCORE · JOHANNESBURG

66 → 92

Google PageSpeed, out of 100

MAIN CONTENT ON SCREEN · PHONE

6.2 s → 2.7 s

Cape Town store, less than half the time

ACCESSIBILITY, SEO, BEST PRACTICE

100

Both stores, mobile and desktop

BEFORE AND AFTER, MEASURED BY GOOGLE

Discount Beds Johannesburg

jhb.discountbeds.co.za · 28 September 2026

SCORE (OUT OF 100)	MOBILE	DESKTOP
Performance	66 → 92	87 → 99
Accessibility	89 → 100	88 → 100
Best practices	96 → 100	96 → 100
SEO	85 → 100	85 → 100
AI agent readiness	1/2 → 3/3	1/2 → 3/3

LOADING TIME	MOBILE	DESKTOP
First content	2.3 s → **1.0 s**	0.5 s → **0.3 s**
Main content	6.0 s → **3.3 s**	1.6 s → **0.9 s**
Page fully drawn	6.3 s → **2.4 s**	2.8 s → **0.8 s**

Discount Beds Cape Town

capetown.discountbeds.co.za · 1 October 2026

SCORE (OUT OF 100)	MOBILE	DESKTOP
Performance	61 → 96	74 → 99
Accessibility	87 → 100	90 → 100
Best practices	96 → 100	96 → 100
SEO	85 → 100	85 → 100
AI agent readiness	1/2 → 3/3	1/2 → 3/3

LOADING TIME	MOBILE	DESKTOP
First content	2.3 s → **1.0 s**	0.5 s → **0.3 s**
Main content	6.2 s → **2.7 s**	1.1 s → **0.7 s**
Page fully drawn	4.6 s → **2.5 s**	2.6 s → **1.1 s**

1/2

THE TIME TO SHOW MAIN CONTENT ON A PHONE

Both stores now show their main content in **about half the time** on a phone, score **100 for accessibility, best practice and SEO**, and run on fewer moving parts. They're faster for shoppers, easier to find, and simpler to maintain.

What we did, *store by store*

mediaholic.

01 **A purpose-built theme**

We replaced the Astra theme, the Elementor page builder and their add-ons with one lightweight theme. Styles are inlined, scripts are deferred, and nothing blocks the first paint.

02 **Fewer plugins**

We removed the page builder and the stack of add-on plugins around it, then cleared what they left in the database: dozens of unused tables and hundreds of old settings.

03 **Lighter images**

Every image is now served as WebP. Unused media was archived: 52 MB on the Cape Town site alone.

04 **Only the scripts that earn their place**

We removed an empty Tag Manager container. The Meta pixel now loads only after a visitor accepts marketing cookies, through a built-in consent banner (Google Consent Mode v2).

05 **Built-in SEO and AI readiness**

Search titles and descriptions, product and FAQ structured data, cleaner sitemaps and an llms.txt file, so Google and AI assistants can understand and quote the stores.

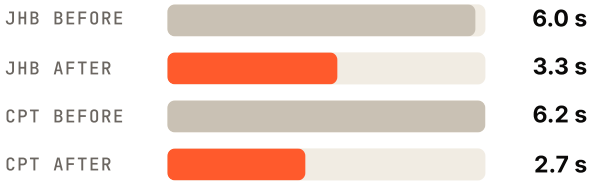
06 **Clearer products, fixed tracking**

We rewrote over 100 product descriptions in a consistent format and fixed sales tracking: double-counted visits on one site, missing sales data on the other. We also corrected delivery postcodes at checkout.

Mobile performance score, out of 100



Main content on screen on a phone, seconds



Shorter is better. Google's "good" target is under 2.5 s.

What stayed the same

- Both store domains, products, prices and orders
- WooCommerce checkout and payment
- Everything still managed in WordPress

What changed underneath

- Page builder and add-on plugins removed
- Images converted, unused media archived
- Tracking fixed and placed behind cookie consent

Two stores that show their main content in about half the time on a phone, score 100 for accessibility, best practice and SEO, and run on fewer moving parts.

Measured with Google PageSpeed Insights (Lighthouse 13.5.0) lab tests. "Before" is the original Astra/Elementor site and "after" is the live reworked site. Single test runs vary: the Cape Town "before" figures use the faster of two runs on the same day (the other scored 38 on mobile).

Is your online store this slow?

Test it free on our website, then let us rework it. Same store, same design, much faster, in about a week.

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