Same look, same bookings, *4× faster* on a phone: Hassims Car Hire

A car rental company's WordPress site was rebuilt underneath without a page builder. It keeps the same look and booking process, but it is now far faster, fully accessible, and set up to be found and understood by Google and AI assistants.

GOOGLE MOBILE PERFORMANCE SCORE

61 → 97

Out of 100, homepage

MAIN IMAGE VISIBLE ON A PHONE

8.3 s → 1.9 s

77% faster, inside Google's 2.5 s target

HOMEPAGE DOWNLOAD ON A PHONE

−87%

3,634 KiB down to 482 KiB

ACCESSIBILITY, SEO, BEST PRACTICE

100

Plus AI readiness, on mobile and desktop

THE STARTING POINT

A heavy page builder and problems nobody had spotted

Hassims Car Hire has rented out cars and bakkies since 2001, and customers book online. The site was built with Elementor and Elementor Pro and a stack of add-on plugins. On a phone, Google measured **8.3 seconds** before the main image appeared, and every visit to the homepage downloaded 3.6 MB.

The brief: keep the same design and booking process, keep every vehicle and booking, and make the site fast, accessible and easy for Google and AI assistants to understand.

Problems we found on the old site

- Laptop screens (1025–1500 px wide) were shown the tablet layout and a hamburger menu
- The Vehicles page showed only 10 of the 15 vehicles, not in price order
- The second phone number on the Contact page dialled the wrong number
- The car-hire and removals Google tags had been combined since November 2024, so every visit was counted in both Analytics properties

GOOGLE PAGESPEED RESULTS, HOMEPAGE

Google quality scores

Out of 100 · before → after

CATEGORY	MOBILE	DESKTOP
Performance	61 → 97	84 → 100
Accessibility	87 → 100	82 → 100
Best practices	100 → 100	100 → 100
SEO	92 → 100	92 → 100
AI readiness New check, not on old test	– → 3/3	– → 3/3

Key measurements

Mobile = mid-range phone, slow 4G · sizes in KiB

MEASURE	MOBILE	DESKTOP
Main image LCP	8.3 s → **1.9 s**	1.6 s → **0.5 s**
First content FCP	3.2 s → **1.4 s**	1.1 s → **0.3 s**
Screen filled SI	6.3 s → **4.1 s**	3.0 s → **0.4 s**
Blocked taps TBT	90 ms → **20 ms**	0 ms → **0 ms**
Layout jumps CLS	0.098 → **0**	0.054 → **0**
Download size	3,634 → **482**	5,215 → **318**

Every page a *fraction* of its former size

mediaholic.

Download size across the whole site

Every main page now loads faster on mobile data and costs visitors less

PAGE	MOBILE DOWNLOAD	DESKTOP DOWNLOAD	FILES TO FETCH (MOBILE)
Home	4.9 MB → **492 KB** -90%	5.8 MB → **374 KB** -94%	57 → **21**
Vehicles	4.5 MB → **534 KB** -88%	5.3 MB → **516 KB** -90%	49 → **21**
Passenger vehicles	3.5 MB → **417 KB** -88%	4.6 MB → **462 KB** -90%	45 → **16**
Commercial vehicles	2.1 MB → **370 KB** -83%	3.0 MB → **452 KB** -85%	41 → **14**
About Us	2.8 MB → **446 KB** -85%	2.9 MB → **444 KB** -85%	41 → **14**
Contact Us	3.0 MB → **705 KB** -77%	3.1 MB → **803 KB** -74%	68 → **28**
Vehicle page (Corolla)	2.5 MB → **1,091 KB** -57%	4.3 MB → **1,057 KB** -76%	44 → **48**

Sizes exclude the Google Analytics tag, which on the new site loads only after the page has appeared. The vehicle and contact pages also carry the booking-form and Google Maps scripts they need.

WHAT WE DID

01 Rebuilt without a page builder

A new custom theme with the same design replaced Elementor and Elementor Pro. Pages are edited in the standard WordPress editor with purpose-built blocks. 11 plugins were retired, and every vehicle and booking was kept. The vehicle search now works on phones too.

02 Made it fast

Images converted to WebP at the right size (a typical vehicle photo went from 178 KB to 22 KB). Fonts self-hosted, no render-blocking files, and the theme's own code is about 30 KB. LiteSpeed caching cut server response from about 0.6 s to under 0.1 s. Database cleaned from 15.9 MB to 6.5 MB.

03 Search engines (SEO)

Editable search titles and descriptions for every page, vehicle and category. Structured data describing the business as a car rental company and each vehicle as a car with its specs and daily price. A clean sitemap, with filtered searches kept out of Google.

04 AI assistants (AEO)

FAQ sections with direct answers, marked up for Google and AI tools. A one-sentence, answer-first summary on every vehicle page, and an llms.txt summary of the business, fees and full fleet that updates itself.

05 Accessibility

Now 100 on every page tested: clear labels (including the booking form), enough contrast, underlined text links, finger-sized controls and a correct heading structure.

06 Analytics and privacy

Car-hire and removals tracking separated, duplicate Tag Manager removed, enquiries recorded as leads in Google Analytics. A built-in opt-in cookie banner linked to Google Consent Mode, and a POPIA privacy policy.

Same look and booking process. Mobile score up from 61 to 97, the main image on screen in 1.9 seconds instead of 8.3, and 100 for accessibility, SEO and best practice on every page we tested.

Method: Google Lighthouse, the engine behind PageSpeed Insights, using its standard mobile (throttled 4G, mid-range phone) and desktop settings. Before: Lighthouse 12, 29 September 2026. After: Lighthouse 13.5, 30 September 2026, median of three runs. Lab scores vary by a few points between runs.

Is your website this slow?

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

mediaholic.marketing/website-speed.html
donovan@mediaholic.co.za
+27 (0) 73 240 9108