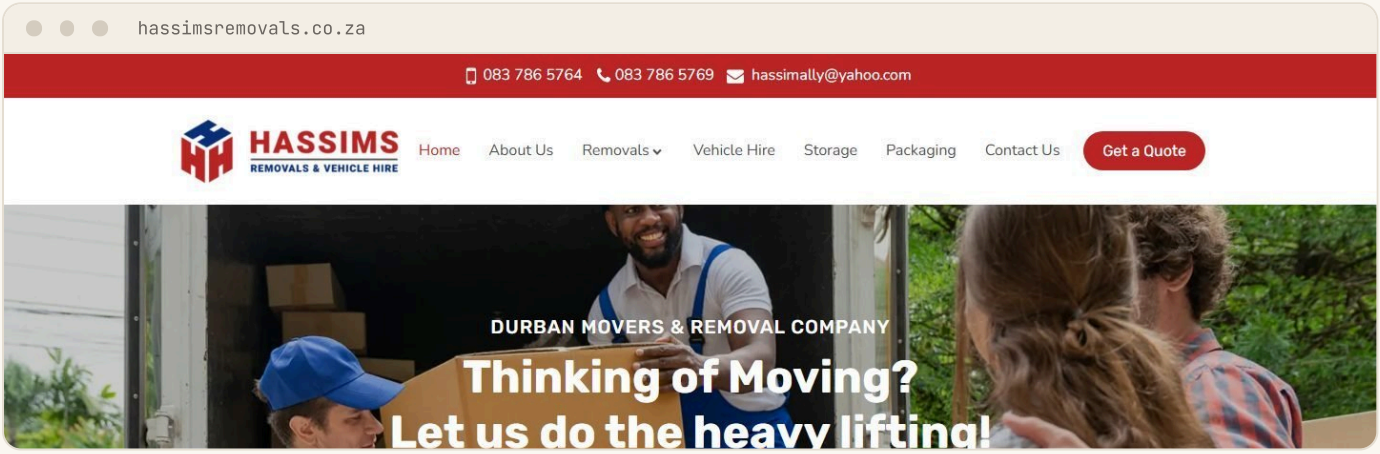
Same look, a *much faster* site: reworking Hassims Removals

A Durban moving company's website moved from a heavy page builder to a lean custom theme. The design stayed the same. The homepage now shows its main content in under 2 seconds on a phone instead of 16, and every Google quality score is 97 or higher.

GOOGLE MOBILE PERFORMANCE SCORE	MAIN CONTENT VISIBLE ON A PHONE	HOMEPAGE DOWNLOAD ON MOBILE	PLUGINS TO KEEP UPDATED AND SECURE
61 → 99	**16.0 s → 1.7 s**	**−93%**	**17 → 3**
Out of 100, homepage	9× faster, inside Google's 2.5 s target	3,974 KiB down to 289 KiB	Security, backups, email log



The reworked homepage. The design matches the original site exactly; everything underneath it is new.

THE STARTING POINT

A good-looking site that was slow on phones

Hassims Removals is a Durban moving company serving Umhlanga, Ballito, Pinetown, Pietermaritzburg and the rest of KwaZulu-Natal. Most people looking for a mover search on their phone, so the website has to load quickly on a mobile connection.

The old site was built with Oxygen Builder and 17 plugins. It looked right, but on a typical phone the main content took **16 seconds** to appear. Google's mobile performance score was 61 out of 100 and the SEO score was 77.

The brief: keep the look exactly as it was, keep every page editable in the WordPress editor, and make the site fast, secure and easy for Google and AI assistants to understand.

What Google's test flagged on the old homepage

- 3.9 MB downloaded on every mobile visit
- 34 CSS and JavaScript files, about 610 KB
- Scripts blocking the page from showing for 1.9 s
- Images that could be 841 KB smaller
- Google Analytics loading twice, plus Tag Manager
- Four main headings on the homepage and no meta descriptions
- An Excel inventory sheet customers had to download, fill in and upload to get a quote

Rebuilt underneath, *identical* on the surface

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WHAT WE DID

01 A custom, lightweight theme

Oxygen Builder was replaced with a purpose-built theme. Every page is still edited in the standard WordPress block editor. Front-end code dropped from about 610 KB in 34 files to about 9 KB in 4.

02 Fewer plugins, cleaner database

Plugins went from 17 to 3 (security, backups and email logging). Forms, reviews, cookie consent, tracking and SEO are now part of the theme. The database went from 105 tables to 22.

03 Smaller, smarter images

Every image was recompressed and served as WebP, cutting the library from 10.9 MB to 5.0 MB. The main photo loads first; everything further down loads only as visitors scroll to it.

04 Tracking that waits its turn

The duplicate Google Analytics was removed. Tag Manager now loads after the visitor first interacts with the page, behind a built-in cookie banner with Google Consent Mode v2.

05 Server caching

Pages are served from the host's LiteSpeed cache without an extra plugin, and the cache clears itself whenever content changes. Images, fonts and code are cached in the browser for a year.

06 Self-hosted fonts and icons

Google Fonts and Font Awesome were replaced with two self-hosted font files (74 KB) and inline icons. The browser now contacts only the site's own domain, where it used to contact 8 hosts.

THE RESULTS, MEASURED BY GOOGLE

Google quality scores

Out of 100 · homepage · old → new

CATEGORY	MOBILE	DESKTOP
Performance	61 → 99	81 → 97
Accessibility	92 → 100	93 → 100
Best practices	96 → 100	96 → 100
SEO	77 → 100	77 → 100
AI agent readiness Google's new Agentic Browsing check	1/2 → 3/3	1/2 → 3/3

Loading speed in detail

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

MEASURE	MOBILE	DESKTOP
Main content LCP	16.0 s → **1.7 s**	2.7 s → **0.5 s**
First content FCP	2.1 s → **0.9 s**	0.6 s → **0.3 s**
Screen filled SI	6.7 s → **3.3 s**	2.1 s → **1.8 s**
Blocked taps TBT	280 ms → **0 ms**	40 ms → **0 ms**
Layout jumps CLS	0.012 → **0**	0.019 → **0**
Download size	3,974 → **289**	4,637 → **449**

9×

FASTER MAIN CONTENT ON MOBILE

On a mid-range phone with a slow 4G connection, the main content of the old homepage took **16 seconds** to appear. It now appears in **1.7 seconds**, inside Google's "good" threshold of 2.5 seconds. Each visit downloads **93% less data**, which matters for visitors on prepaid mobile data.

Beyond speed: easier to *find*, easier to get a quote

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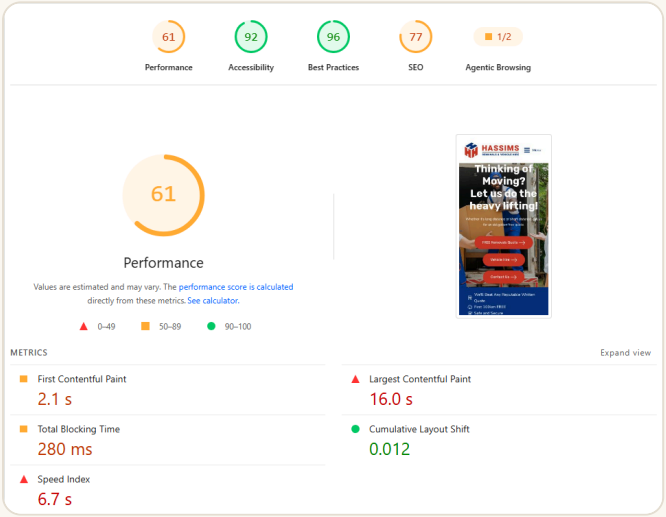
Search engines and AI assistants

- One clear main heading per page, using the terms people search for: "movers", "moving company" and "removals" in Durban
- A written search description for every page (the old site had none)
- Structured data that tells Google this is a moving company, with its services, FAQs and page structure
- New pages for Furniture Removals and Areas We Serve, and FAQ sections on 8 pages
- An llms.txt summary so AI assistants describe the business accurately
- 60 old web addresses redirected, so no links or rankings were lost

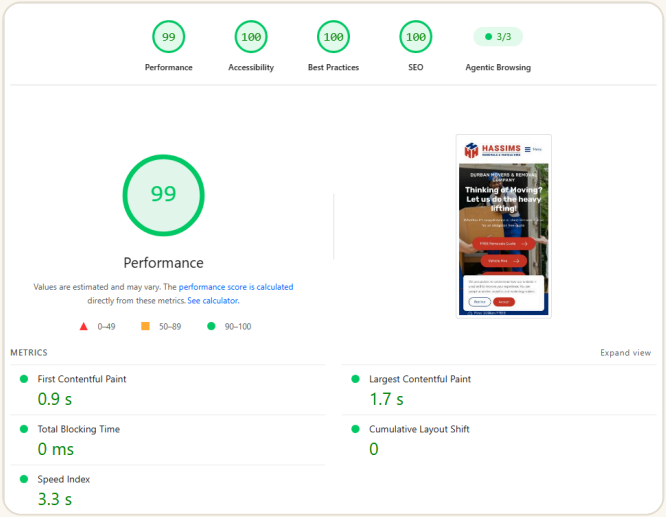
A quote form that works on a phone

- The download-and-upload Excel inventory sheet was replaced with a 4-step online quote form
- Customers tap through each room and count their items, and the form saves their progress
- Each request reaches the team with an estimated volume in m^3 and a suggested truck size
- All site forms now run through one system, with spam protection and a log of every enquiry

THE ORIGINAL GOOGLE REPORTS (MOBILE)



Before: old site, 18 Nov 2026, 22:43



After: reworked site, 19 Nov 2026, 10:06

> **Same design, same domain, same content. A site that now loads 9× faster on a phone, scores 100 for SEO and accessibility, and runs on 3 plugins instead of 17.**

Method: Google PageSpeed Insights (Lighthouse 13.6) lab tests on the homepage, which simulate a mid-range phone on slow 4G and a desktop computer. Old site tested 18 November 2026, reworked site 19 November 2026. Scores can vary by a point or two between runs. The site doesn't yet have enough traffic for Google's real-visitor (Chrome UX Report) data, so lab results are used for both. Full reports: pagespeed.web.dev/analysis/https-hassimsremovals-co-za/8qldm08x37 (before) and pagespeed.web.dev/analysis/https-hassimsremovals-co-za/0c49thssx3 (after).

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.

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