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A site that loads on slow mobile data: how to make it lighter

Speed, Cache & CDN

CODE

RLX-MZ-KB-1658

VERSION

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COUNTRY · LANGUAGE

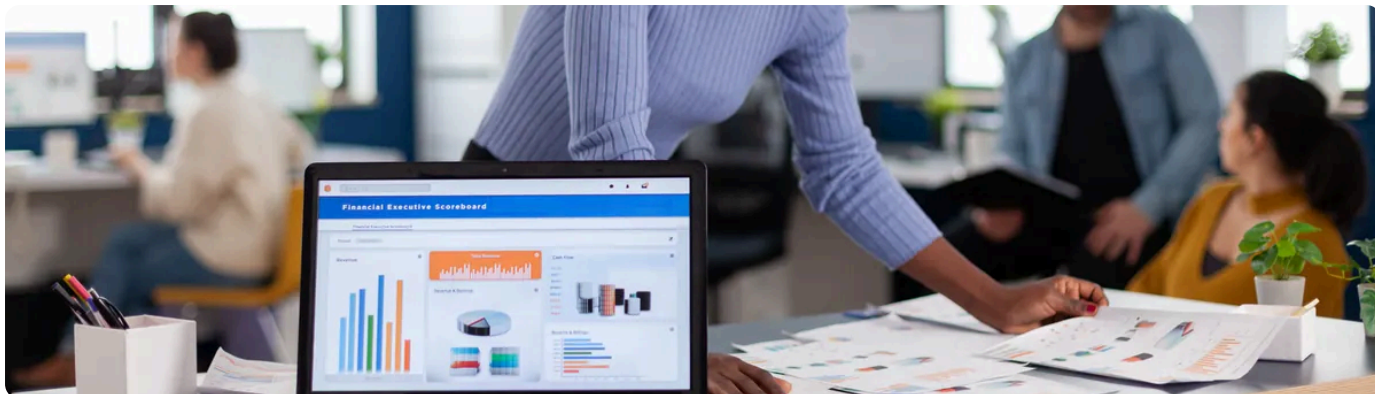
Mozambique · English

Interweb Mozambique

RLX Holdings, S.A. · Group RLX Holdings

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<https://www.meu.interweb.co.mz/knowledgebase/1658>



The short answer: on a slow mobile connection what hurts is the **weight of the page**, not only the speed of the server. Make the phone download less: images at the right size, few fonts, no video that starts by itself, and fewer third-party scripts. A fast server does not make up for a page of many megabytes.

Some visitors pay for data by the bundle, and a heavy page costs them balance and patience. Many leave before they see any content. Keeping the site light is not a luxury: it decides whether the person reaches the end.

First, see what your page weighs

1 On a computer, open the site in Chrome, press **F12** and go to the **Network** tab. Tick “Disable cache”, reload the page and read, in the bar at the bottom, **how much was downloaded**.

2 In the same tab, pick a slow connection profile (3G or slow 4G, depending on the Chrome version) and reload. It is the nearest a computer gets to what your visitor sees.

3 Sort the list by **size**. The five biggest files usually explain most of the weight, and they are almost always images.

4

Repeat the test on a **phone, on mobile data** and not on the office Wi-Fi. The measuring tools and how to read the numbers are in **Measuring your site speed**.

What weighs, and what to do

What weighs	What to do
Images	Upload them at the size they appear (a phone photo is far bigger than needed), use a modern format and defer the ones below the fold. See AVIF or WebP and lazy loading .
Fonts	Fewer families and fewer weights. Every font file is a download. See web fonts slowing the page .
Video and sliders	Do not let video autoplay. Show a cover image and load the video only when the person asks for it. A slider with six large photos downloads all six.
Third-party scripts	Chat widgets, tracking pixels, maps and social embeds are each a request to another server. Remove the ones you do not truly use.
Compression and cache	Confirm compression is on (how to check) and, on a WordPress site, switch on a page cache (first settings).

Optimising on top of huge images only postpones the problem. A plugin that compresses everything at request time does not replace the right step: uploading files at the size the page actually shows. Start there and measure after each change.

Give yourself a **weight budget** for the page: a maximum in megabytes you do not want to exceed. Every new image or plugin takes a share of it. Without a written limit the weight only grows.

Measured the site and cannot tell what is slowing it? Open a ticket with the address and what the report showed.

[Open a support ticket](#)

SEE ALSO

[Measuring your site speed: which tools to use](#)

[Core Web Vitals in plain words](#)

[Image optimisation and WebP](#)

[LiteSpeed Cache for WordPress: the first settings](#)



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