

GUIDE

The Website Speed & Technical SEO Guide for Home Service Businesses

The exact fixes for home service websites — what Google measures, what actually moves your score, and what to fix first.

Chapter 1: Why This Actually Costs You Calls

A one-second delay in mobile load time can raise bounce rate by up to **32%**, according to Google's own research into mobile page speed. For a home-service business, that's not an abstract metric — it's the customer who found you, waited, and called the next result instead.

Research firm Portent found conversion rates drop an average of **4.42% for every additional second of load time** between 0 and 5 seconds — a straight line, not a cliff that only matters past some threshold. Every second is a measurable cost, from the first one.

And it compounds with everything else you're doing right. You can have a fully optimized Google Business Profile, a strong review count, and a rating that beats every competitor nearby — and still lose the customer at the very last step if your site takes too long to load on their phone. A slow site undoes the work everywhere else, because it's the last thing standing between "found you" and "called you."

Chapter 2: What Google Is Actually Measuring

Google scores every public page on **Core Web Vitals** — three specific, measurable signals:

Largest Contentful Paint (LCP) — how fast your main content becomes visible. This is usually your hero image or headline. A slow LCP is most often caused by an oversized image or a server that takes too long to respond.

Interaction to Next Paint (INP) — how quickly the page responds when someone taps a button or a link. A page that "looks" loaded but doesn't respond to a tap for a second or more fails this even if it scored well on LCP.

Cumulative Layout Shift (CLS) — how much the layout jumps around while the page is loading. Ads or images loading in late and shoving your “Call Now” button down the page is a classic CLS failure — and it’s also the single most frustrating thing a visitor experiences on a phone.

Site speed sits in an unusual spot among ranking factors: it’s the one that’s purely technical, separate from reviews, categories, or content. It’s also usually the fastest to fix once you know exactly what’s wrong — which is the part most home-service businesses skip, because nobody’s ever shown them the actual number. In its own mobile testing, Google found that cutting load time from 1.9 seconds to 1.0 seconds lifted conversions by **24%**.

Chapter 3: The Fixes That Actually Move the Number

The specifics vary by site, but four issues account for most of the score on a typical home-service website — in the order they’re usually worth fixing.

1. Uncompressed images. A hero photo straight from a phone camera can be 5-10x larger than it needs to be for how it’s actually displayed. This is usually the single biggest fix available, and it’s often a five-minute job per image.

2. Unused plugins and scripts. Booking widgets, chat tools, and analytics snippets a previous developer added and nobody removed — each one loads whether or not it’s still in use. Audit what’s actually still doing something for you and cut the rest.

3. No caching. A page rebuilding itself from scratch on every visit instead of serving a stored copy to repeat visitors and search crawlers. This is usually a hosting or plugin-configuration fix, not a redesign.

4. Render-blocking resources. Fonts, stylesheets, and scripts that have to fully load before the page shows anything at all, even if that content isn’t what the visitor came to see first. This one usually needs a developer, but it’s a one-time fix with a lasting payoff.

Fixing the top two or three on this list usually moves the score more than a full technical overhaul — which is exactly why seeing your actual audit matters more than guessing.

Chapter 4: Reading Your Real Score

Once you've run a real audit (see Chapter 6), here's how to read it:

- **90+** is strong. You're not losing meaningful business to speed.
- **50-89** needs work. You're likely losing some visitors, and the fix is usually one of the four in Chapter 3.
- **Below 50** is actively hurting you — both in bounce rate and in how Google ranks the page. Most home-service sites built on a template platform land in this middle-to-low band without ever having been checked.

Your own device and connection are probably faster than a meaningful share of your customers'. A site that "feels fine" when you load it tells you almost nothing — PageSpeed scores reflect a broader range of real-world conditions, including the slower mobile connections people actually use when they search for you from a job site or their car.

Chapter 5: What Needs a Developer, and What Doesn't

Not every fix requires hiring someone.

You can usually do these yourself: compressing images before upload, removing a plugin or embed you no longer use, turning on a basic caching plugin if your platform has one.

These usually need a developer: fixing render-blocking resources, restructuring how fonts and stylesheets load, and anything that touches your site's underlying code or hosting configuration.

A good audit tells you which is which, so you're not paying for help you don't need or ignoring something that's actually costing you calls.

Chapter 6: Get Your Real Score

Don't guess from how the site feels on your own phone. Reveo's free Website Audit tool pulls your actual Google PageSpeed Insights results — performance, SEO, accessibility, and best practices — and translates the technical findings into what's actually slowing you down and what to fix first. It's the same data Google's own systems use to score you, not an estimate.

Run it at reveo.com/tools/website-audit/ — free, no account, no credit card.

Your Action Plan

This week:

- ☐ Run your real PageSpeed score with the free Website Audit tool
- ☐ Identify which band you're in — 90+, 50-89, or below 50
- ☐ Compress your homepage's hero image if it's over 500KB

This month:

- ☐ Audit your plugins and embeds; remove anything you don't actively use
- ☐ Turn on caching if your host or platform supports it and it isn't already on
- ☐ Get a developer quote for any render-blocking issues the audit flags

Ongoing:

- ☐ Re-check your score after any redesign or new plugin install
- ☐ Compress new images before uploading, as a habit, not an afterthought

Keep Building Your Presence

Website speed is one piece of local SEO. Two more free resources worth grabbing:

- [NAP Consistency & Business Listings: The Local SEO Checklist →](#) — the other technical piece that quietly costs local ranking.

- [Local SEO for Home Service Businesses: The 2026 Guide →](#) — the full playbook this guide is one chapter of.

Once Your Site Is Fast, Here's What Actually Moves the Needle

A fast site removes friction. It doesn't generate customers on its own — reviews do that. **Reveo** helps home service businesses automate the part of reputation that compounds: review requests, AI-drafted responses, and reputation monitoring, all from a single dashboard.

[See how Reveo can help →](#)