CASE STUDY · SPEED OPTIMIZATION

From 42 to 97 on Mobile in 2 Days

A travel booking website was losing visitors before its search form even loaded. Two days of targeted speed work moved it from failing to excellent on both mobile and desktop.

42 → 97
mobile PageSpeed performance score

46 → 96
desktop PageSpeed performance score

5.0s → 1.5s
mobile Largest Contentful Paint

350ms → 0
mobile Total Blocking Time

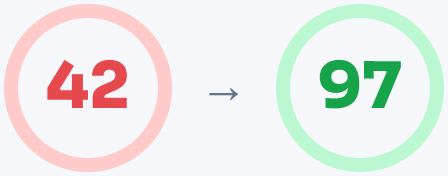
Client	Period	Prepared by
Travel booking website (anonymized)	**Feb 22 – 24, 2025**	**Sheikh Sadikur**

RESULTS

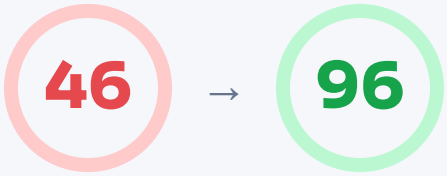
Every Core Web Vital moved into the green

On a travel site, visitors land on a search form and expect it to work instantly. Before the work, the mobile page took 5 seconds to show its main content and kept shifting while it loaded.

Mobile performance



Desktop performance



Metric	Mobile before	Mobile after	Desktop before	Desktop after
Largest Contentful Paint	5.0s	1.5s	2.8s	0.6s
First Contentful Paint	3.6s	1.4s	0.9s	0.4s
Total Blocking Time	350ms	0ms	650ms	0ms
Cumulative Layout Shift	0.297	0.001	0.108	0.01
Speed Index	12.2s	4.6s	5.0s	2.0s
Best Practices score	82	100	81	100
Accessibility score	92	98	91	98

What the numbers mean for visitors

Main content 3x faster

The hero and search form now appear in 1.5 seconds on a phone instead of 5.

No more jumping layout

Layout shift dropped from 0.297 to 0.001, so buttons no longer move while visitors try to tap them.

Instant response to taps

Blocking time went to zero on both devices, so the booking form responds the moment it appears.

Fixed in 2 days

Before and after tests were run on Feb 22 and Feb 24, 2025, without redesigning the site.

Client name and domain withheld. Figures from Google PageSpeed Insights lab tests; scores vary slightly between runs.