

IN-DEPTH GUIDE

INFRASTRUCTURE AND PERFORMANCE

Why your site is slow: the real causes

The seven most common causes of slowness in a business website, explained simply, with what can be fixed quickly and what requires more work.



GXN

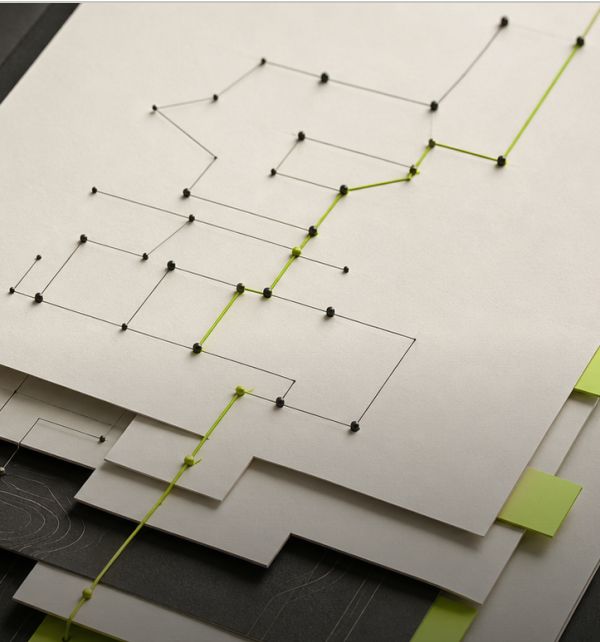
Senior expertise · Digital governance

Quebec First

Quebec business context

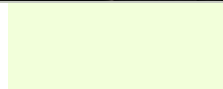
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Updated



INFRASTRUCTURE AND PERFORMANCE

Why your site is slow: the real causes



TL;DR

The answer in one minute

The slowness of a site almost always comes from a combination of a few specific causes, not from an unsolvable mystery. Unoptimized images, inadequate hosting, too many extensions or third-party scripts accumulated, and a general lack of maintenance account for the vast majority of cases. Some causes are corrected within a few hours, others require broader intervention. The good news is that an accurate diagnosis usually quickly reveals where the real problem lies.

01 · BACKGROUND GUIDE

Why Speed Matters More Than We Think

A visitor who waits several seconds for a page to load often abandons before even seeing your content. It's not just a matter of comfort, it's directly related to your sales and missed requests. Search engines also take into account speed in their rankings, which means that a slow-loading site doubles, losing visitors and being less positioned to attract new ones.

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Cause one, unoptimized images

This is the most common cause, and often the easiest to correct. Photos uploaded directly from a camera or phone, without compression or resizing, can weigh several times more than necessary for web display. Multiplied by several images on the same page, the impact on speed becomes considerable.

DECISION CARD

The four angles to keep together

Why Speed Matters More Than We Think		
02	Cause one, unoptimized images	
03	Cause two, inadequate hosting	
04	Cause three, the accumulation of extensions and scripts	

GUIDE READING GRID		
Angle	Dimension to examine	Use in the decision
01	Why Speed Matters More Than We Think	Setting the Context
02	Cause one, unoptimized images	Identify dependencies
03	Cause two, inadequate hosting	Compare options
04	Cause three, the accumulation of extensions and scripts	Preparing for the next step

Cause two, inadequate hosting

Cheap shared hosting shares resources between many different sites. If one of them consumes a lot of resources, all the others suffer the consequences, including yours. Better sized hosting for your real needs often solves a lot of the problem without further modification.

INTERACTIVE TOOL

Set your decision

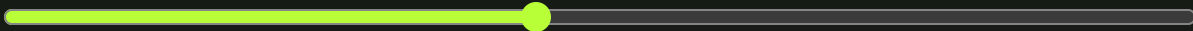
Select the dimensions that describe your situation. The result is to organize the next conversation, not to replace an analysis.

WHAT CONCERNS YOU NOW

- 01 **Why Speed Matters More Than We Think**
- 02 **Cause one, unoptimized images**
- 03 **Cause two, inadequate hosting**
- 04 **Cause three, the accumulation of extensions and scripts**

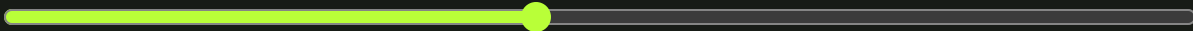
Urgent decision

5



Current control level

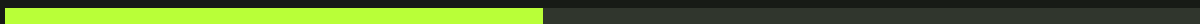
5



RECOMMENDED ANALYSIS

Several dimensions must be treated together

Avoid an isolated decision. Map out the dependencies and agree on an intervention order.



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Cause three, the accumulation of extensions and scripts

Each extension added to a site, and each external script integrated for measurement or advertising, adds additional weight to the loading of each page. Individually, the impact seems minimal. Accumulated over several years without ever cleaning up, the combined effect can become considerable.

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Cause four, a database never maintained

On sites that use a database, like most WordPress sites, accumulation of unused data over the years, content revisions, unwanted comments, temporary data never cleaned, can considerably slow down the requests necessary to display each page.

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Cause five, lack of caching

Caching allows you to serve an already prepared version of a page rather than rebuilding it on each visit. Its absence means that each visitor triggers a complete job of rebuilding the page, which particularly slows down sites receiving a significant volume of traffic.

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Cause six, an overloaded theme or template

Some visual templates include a significant amount of functionality that you never use, but whose technical weight remains present on each page regardless. A lighter template, tailored precisely to your actual needs, can significantly improve speed without taking anything away from what you actually use.

Cause seven, lack of general maintenance

A site left unmaintained gradually accumulates several of the previous causes at the same time, without any one-time intervention correcting them. This is why a site that was functioning well at launch can slow down gradually over the years, without any sudden change being easily identifiable.

How to know which of these causes applies to you

A precise technical diagnosis usually quickly identifies which or which of these causes affect your site in particular. Symptoms alone, such as which of the elements that seem the longest to load, already give useful clues even before a complete analysis.

What I see on the ground

The most common combination I come across is unoptimized images combined with cheap shared hosting. These two causes together explain a large proportion of the cases of slowness that I analyze, and they are generally corrected without requiring a complete redesign of the site.

When this guide does not apply

If your site is already well optimized on all these levels but remains slow, the cause may be more specific to your situation, as a particular functionality poorly designed. A precise technical analysis then becomes necessary rather than following a general list of common causes.

QUESTIONS AND ANSWERS

Frequently asked questions

01 **How long does it take to fix a slow site?**

Some causes, such as unoptimized images, are corrected within a few hours. Others, such as a change of hosting, require more careful planning.

02 **Does slowing down my site really harm my SEO?**

03 **I have to completely redo my site to fix the slowness.**

EDITORIAL METHOD

In-depth guide prepared by GYN based on real business situations. Recommendations remain independent of brands and suppliers.



ABOUT THE PUBLISHER

GXN

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NEXT STEP

Give us the address of your site.

The free assessment will quickly identify where your slowness is coming from.

No call required. No sales sequence.