**1. Unoptimized Images/Poor Image/Large Images**

A large volume of unoptimized images is usually the most common reason behind website slowness. [High-resolution images](https://www.perfocal.com/blog/photography-that-makes-your-products-look-seriously-great/) can consume lots of bandwidth while loading. Uploading larger sized images and then scaling them down can unnecessarily increase the size of your web page – causing your website to load slowly. This is true regardless of what CMS and [website builder](https://elementor.com/) you use.

**Solution**

The image format is another important factor to consider.

For example, JPEG images are much smaller in size compared to other image formats like PNG or GIF. Quite naturally, your web page will load faster if you are using JPEG images instead of PNG/GIF.

**2. JavaScript Issues**

The availability of JavaScript/jQuery plugins has made it really convenient to add dynamic content to websites. However, if implemented incorrectly, [JavaScript](https://www.mediatraining.ltd.uk/courses/javascript-courses) can cripple your website’s page load speed.

**Solution**

It takes time for jQuery & JavaScript to be loaded, interpreted and executed. So if you are using multiple API calls to render JavaScript/jQuery data, it can result in significant delay while loading the web pages.

**3. Too Much Flash Content**

Although Flash is a great tool for adding interactivity to your website, it is highly likely contributing to your slow page load speed. Flash content is usually bulky in size and the bigger the file size is, the slower your pages will load.

**Solution**

Reducing the size of your Flash files or eliminating it altogether would improve your page loading speed significantly. If you are willing to [make your website faster](https://gigsdoneright.com/how-to-optimize-website-for-mobile/), you should look for HTML5 alternatives to replace your existing Flash content.

**4. Excessive HTTP Requests**

Having loads of JavaScript, CSS, and image files can lead to too many HTTP requests. When a user visits your web page, the browser performs several requests to load each of these files – which can significantly reduce the page load speed.

**Solution**

* Use [Sprites](http://peterkeating.co.uk/reducing-http-requests-for-images-using-css-sprites/) to reduce HTTP requests.
* Reduce the number of files on your pages where possible. Includes CSS, images, javascript.
* Minify your CSS and Javascript files reduces # of total files users will have to download.

**5. Not Making Use of Caching Techniques**

[Caching](https://www.eurovps.com/blog/understanding-php-caching) is known to improve the performance of websites by leaps and bounds. If you’re not caching, you’re missing out. It’s a technique that let’s you store frequently used data points in the ‘cached memory’.

**Solution**

Any subsequent requests for the same content gets served from the cached memory, thus speeding up the whole data retrieval process.

By implementing browser/HTTP caching and server-side caching, you are likely to experience a huge improvement [in the performance of your website](https://onlinebizbooster.net/website-kpis-how-to-measure-your-websites-performance/).

**6. Unclean Code**

Another common culprit for website slowness is unclean coding. When you [make your website](https://firstsiteguide.com/make-website/), excessive white spaces, inline stylings, empty new lines and unnecessary comments can make the website stylesheet grow larger in size.

**Solution**

By removing these unnecessary elements, you can compress the code, reduce the file size and improve the overall page load time and if you’re [tracking rankings](https://nightwatch.io/) you’ll probably see a [boost in your SEO performance](https://userp.io/organic-business-growth/) too. In technical terms, this process is known as minifying. If you are not comfortable with coding, there are several online tools that can be used to clean and minify your stylesheet files. Alternatively, you can use a helping hand of some [IT services providers.](https://totalityservices.co.uk/)

**7. Not Using gZIP Compression**

By enabling gZIP compression, you [instruct the server](https://diggitymarketing.com/reduce-server-response-time/) to wrap all the web objects (images, CSS, JavaScript files etc) in a single container before they are sent over to the requesting browser.

**Solution**

Compression lowers response time by reducing the size of data being transferred between your server and the visitors’ browser, which in turn helps in serving the requested content much faster.

If you are yet to enable gZIP compression on your website, then it’s the first thing you should do without wasting any further time.

**8. Too Many Ads**

No doubt [display advertisements](https://avada.io/resources/display-advertising.html) are great for monetizing high traffic websites and increase results on your [advertising report](https://whatagraph.com/advertising-report).

But that shouldn’t come at the cost of compromised performance or user experience. Don’t let too many ads be another reason why your website is slow!



The most obvious impact of overloading your website with advertisements is the addition of HTTP requests, which would need additional processing time.

**Solution**

Especially the rich media ads – like pop unders, interstitials and auto downloads – may create hundreds of HTTP requests making your website unresponsive.

To sum things up, limiting the number of display advertisements will ensure better performance for your website.However, there may be some creative options outside of limiting ads. The team at gaming site [Solitaired](https://solitaired.com/" \t "_blank), for example, experimented with loading ads based on a timed delay on when users started playing their solitaire game. As a result, page speed improved and they were able to maintain ad revenue.

**9. Not Using a CDN Service**

A CDN service is a distributed network of independent servers deployed in different geographic locations, that can serve web content to visitors with high availability and high performance.

**Solution**

Depending upon the geographic location of your visitor, the requested content gets served by the node located at the nearest available data center. It would minimize the round-trip-time (RTT) and serve the requested content in a much quicker time.

**10. Bad Hosting**

Your web hosting service provider makes a huge difference when it comes to website performance. Yes, your slower-than-average page load speed may not be entirely your own fault.

**Solution**

If you have tried correcting all the above-mentioned causes and yet your website seems to be responding slowly, then switching your hosting provider may just solve your problem. [Choose a hosting provider](https://www.founderjar.com/best-web-hosting-services/) that offer performance optimisation services bundled in the price of the hosting