

SITE PERFORMANCE · TECHNICAL CLEANUP

From 15 Seconds to Under 7 — *Without a Redesign*

How tracing three hidden, invisible-to-the-naked-eye scripts cut mobile load time by 60% and nearly doubled the site's performance score.



CLIENT

Bootzie — Tropical Fragrances

Enchantress & Freeborne Gallery · The Shops at Wailea, Maui

Prepared by AI Marketing Partner

2026

THE SITUATION

A Beautiful Site, Quietly Weighed Down

Bootzie's product pages loaded slowly on mobile — the device most shoppers actually browse on. Nothing about this was visible by looking at the site itself; the design was clean and the content was strong. The slowdown was happening entirely behind the scenes, in scripts and tracking code invisible to a normal page inspection.

Duplicate Tracking Tags

Five to six redundant Google Analytics, Tag Manager, and Ads tags were firing on every page load — a legacy pixel hidden inside Shopify's Customer Events system, invisible to a normal code search.

A Legacy App Still Running

An email marketing tool Bootzie believed had been fully removed was still active in the background, quietly consuming load time on every page.

A Map Script Loading 3× Over

The Store Locator Map widget was registering itself three separate times per page through duplicate script-tag calls — tripling its actual footprint without adding any visible value.

The Fix

Each source was traced to its root cause and resolved directly — the duplicate analytics pixel disconnected, the legacy app confirmed fully uninstalled, and the map script's provider contacted directly to consolidate to a single load.

WHY THIS MATTERS

Page speed isn't just a technical vanity metric — it directly affects whether a mobile shopper stays or leaves, and it's a factor Google's own ranking systems weigh directly. A slow site quietly loses customers before they ever see the product.

THE RESULT

Nearly Double the Score, 60% Faster Load

Measured on the same mobile product page, before and after — no design changes, no new hosting, just the removal of hidden technical weight.

METRIC	BEFORE		AFTER
Mobile Performance Score	42–43	→	72
Largest Contentful Paint (Load Time)	15.4–15.6 sec	→	6.2 sec
Total Page Weight	4.1–4.3 MB	→	~3.8 MB

AN HONEST NOTE

Some additional room for improvement remains — a small amount of unused code still loads on the page. That work sits outside this project's scope, but it's a clear, known next step whenever Bootzie wants to take the site even further.



“I’ve started asking people who walk into the shop how they heard about us — and I keep hearing ChatGPT and AI search. Brent saw this coming and got us ready for it. He’s honestly one of the smartest people I know.”

— Bootzie, Owner, Bootzie.com

AI MARKETING PARTNER

Is your site secretly slowing down your sales?

*AMP finds and fixes the hidden technical weight most site owners never know is there — no
redesign required.*

aimarketingpartner.com

Brent@AiMarketingPartner.com

Kīhei, Maui, Hawaii