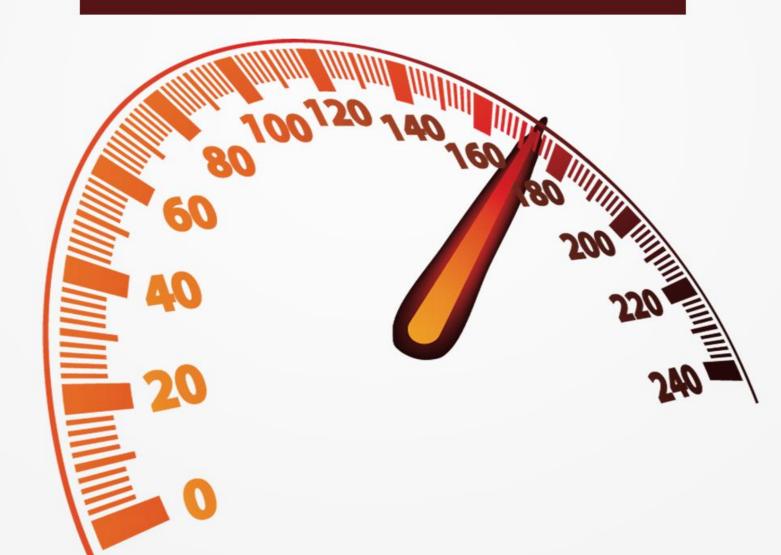# SITE SPEED SECRETS

CHECKLIST

Benefits of fast website

- ☐ Retain your visitors
    - ☐ Won't hit the back button
    - ☐ Won't leave your site right away
- ☐ Better conversion rates
    - ☐ Conversion is numbers game
    - ☐ More visitors, more possible conversions
- ☐ Positive user experience
    - ☐ Gain people's trust
- ☐ Better rankings on Google
    - ☐ Page speed is a ranking metric

Google likes fast sites

- ☐ What Google wants, it gets
    - ☐ Better experience for users
- ☐ Tools to help you
    - ☐ Google PageSpeed Insights
        - ☐ Gives mobile suggestions
        - ☐ Gives desktop suggestions
        - ☐ Score for page speed
        - ☐ Check optimization suggestions
            - ☐ Address all problems
                - ☐ Reduce server response time
                - ☐ Eliminate render-blocking JS and CSS
                - ☐ Prioritize visible content
                - ☐ Leverage browser caching
                - ☐ Optimize images
                - ☐ Other issues
        - ☐ Check optimizations already present
            - ☐ You're on the right track
    - ☐ Pingdom Website Speed Test
        - ☐ More info than PageSpeed Insights
        - ☐ Select from 1 of 4 locations
        - ☐ Gives performance grade
        - ☐ Detailed performance insights
            - ☐ Which content type has biggest size
            - ☐ Which content type make most requests
            - ☐ Waterfall analysis
    - ☐ GTMetrix
        - ☐ Default (free) location is Vancouver

- ☐ Give performance scores
- ☐ Give page details
- ☐ Free access
    - ☐ PageSpeed details
    - ☐ YSlow details
    - ☐ Waterfall

Good web hosting

- ☐ Thousands of web hosts
    - ☐ You get what you pay for
- ☐ How to choose right host
    - ☐ Understand your site's needs
        - ☐ How big is your site?
        - ☐ How many visitors do you get?
        - ☐ What kind of content you publish?
        - ☐ Will you use CMS or static HTML?
    - ☐ Types of hosting
        - ☐ Shared hosting
            - ☐ Share with 100s or 1000s of sites
            - ☐ Cheapest option
        - ☐ VPS hosting
            - ☐ Share with fewer sites
            - ☐ Cheaper than dedicated hosting
        - ☐ Dedicated hosting
            - ☐ Rent entire server
            - ☐ Most expensive hosting
    - ☐ Compare hosting plans
        - ☐ Shop around
        - ☐ Check user reviews
            - ☐ Beware of biased reviews
                - ☐ Usually affiliates promoting
        - ☐ What's included in package?
        - ☐ How to get support?
        - ☐ Check uptime guarantee
        - ☐ Check renewal price
    - ☐ Look into the future
        - ☐ Can host grow with you?
        - ☐ Will it be easy to scale your site?

Caching Plugin

- ☐ Web caching
    - ☐ Store website files for later
    - ☐ Server will serve cached copy
    - ☐ Reduces server load
    - ☐ Helps speed up site
- ☐ Content delivery networks
    - ☐ Servers in different locations
    - ☐ Each location has cached copy of your site
    - ☐ Shorter distance between user and CDN server
    - ☐ Less latency
    - ☐ Site loads faster on browsers
- ☐ Caching plugin tips
    - ☐ Check with web host first
    - ☐ Use only one plugin
    - ☐ Check if plugin works
- ☐ Best caching plugins
    - ☐ W3 Total Cache
        - ☐ Good for experts
        - ☐ Plenty of options to choose from
        - ☐ Very powerful plugin
    - ☐ WP Super Cache
        - ☐ Good for beginners
        - ☐ Simpler user interface
        - ☐ Most important caching options included
    - ☐ WP Fastest Cache
        - ☐ Combine CSS and JavaScript files
        - ☐ Minify CSS and JavaScript
        - ☐ Supports Gzip compression
    - ☐ Hummingbird Page Speed Optimization
        - ☐ Full-page caching
        - ☐ Browser caching
        - ☐ Gravatar caching
            - ☐ Great if you have many comments

Files to reduce

- [ ] Images
    - [ ] Difference between web and print
    - [ ] Image optimization for web
        - [ ] Reduce image dimensions
        - [ ] Use appropriate image type
            - [ ] JPG
            - [ ] PNG
            - [ ] GIF
        - [ ] Compress image for web
            - [ ] Removes metadata
            - [ ] Removes unused color profiles
            - [ ] Image compression tools
                - [ ] TinyPNG/TinyJPG
                - [ ] Compressor.io
                - [ ] WP Smush plugin
- [ ] HTML
    - [ ] Minify HTML
        - [ ] Use HTMLCompressor.com
- [ ] CSS stylesheets
    - [ ] Minify CSS
        - [ ] Use CSSMinifier.com
    - [ ] Use image sprites
    - [ ] Put CSS at top of code
- [ ] JavaScript
    - [ ] Minify JavaScript
        - [ ] Use JSCompress.com
- [ ] PDF files
    - [ ] Compress PDF files
        - [ ] Use PDFCompressor.com
    - [ ] Microsoft office documents
        - [ ] Compress images inside documents
- [ ] Videos
    - [ ] Use third-party hosting
        - [ ] YouTube
        - [ ] Vimeo
        - [ ] Wistia
    - [ ] Compress video
        - [ ] Use Handbrake.io

Tap website configuration file

- [ ] What's .htaccess file
    - [ ] Your site's gatekeeper
    - [ ] May need to create from scratch
    - [ ] Can put .htaccess file in root and sub-directories
- [ ] Configure .htaccess
    - [ ] Enable Gzip compression
    - [ ] Enable browser caching
    - [ ] Disable hotlinking
    - [ ] Reduce redirects

WordPress optimization

- [ ] Keep WordPress updated
- [ ] Use fast, lightweight theme
- [ ] Keep plugins to minimum
- [ ] Optimize WordPress database
- [ ] Don't upload videos
- [ ] Break comments into pages
- [ ] Reduce post revisions