



Is your website **optimized** **for speed?**

Your website's page load time and its overall performance determine your ranking in SERPs. Use our checklist to see where it needs improvement.



01

Minify HTML, CSS and JS Files

Removing unwanted characters, commented code reduces the file size and help improving site speed.

03

Apply Browser **Caching**

Storing static content of your website in browser's memory allows pages to load faster.

05

Use a **Content Delivery Network (CDN)**

It virtually a network of servers placed across the world. Your resources are served from the cache of the closest server location that reduces latency.

02

Use **Optimized Images**

Using optimized images so as to lighten pages, reduces load-time and decreases the burden of network resources.

04

Enable **GZIP Compression**

It reduces the size of already downloaded resources. It is resulting in faster response, fewer data usage of the client.

06

Use fewer **HTTP requests.**

Your webpage content, such as fonts, images, text, are HTTP requests: the lower this count, the faster page load time.

07

- Try to reduce **third-party integrations.**

It has been observed that performance problems slowing websites down are due to third-party javascript: ads, analytics, social media, etc.

09

- Remove unwanted **pieces of code**

"Though it does not have any direct impact on performance, however, it is considered as good practice in programming."

11

- Clean up** your database regularly.

Scheduled maintenance of the database is mandatory as it grows with time.

08

- Combine images using **CSS sprites**

CSS stripes reduce the number of round-trip requests to the server. It can be used effectively with small images and icons.

10

- Keep your WordPress and Plugins **up to date.**

Older versions of WordPress and Pugins are security attack-prone and miss out on essential features.

12

- Fine-tune** your server

The non-optimized server often creates problems such as slow page loads, limiting traffic coming to your website.

Achieve optimum speed on your website for smooth user experience.

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