

# WordPress Optimization

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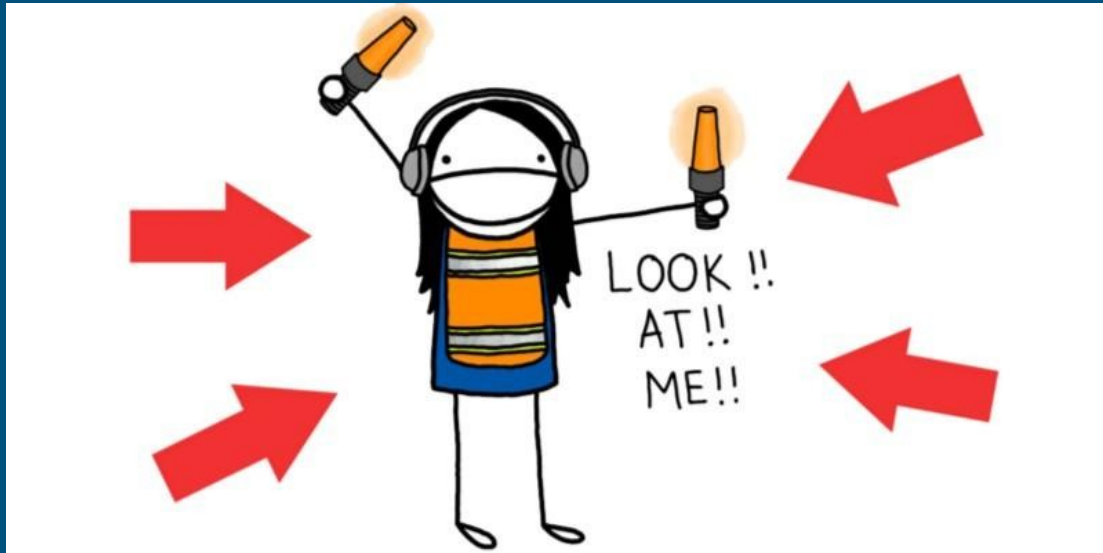
# How

to speed up WordPress website?

# Why Speed is Important for Our WordPress Site?

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Studies show that from 2000 to 2016, the average human attention span has dropped from 12 seconds to 7 seconds.



*“You have very little time to show users your content and convince them to stay on your website.”*



# Why Worry About Performance?

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- **Google says** “an extra 500ms in latency drop search traffic by 20%”
- **Amazon states** “for every 100ms of latency, they lose 1% of their sales”  
“1 second slower is equal to 1.6 billion in lost sales per year”

# Performance optimized sites

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- Get more trust
- Get more page views
- Transform visitors into customer
- Keep your customers happy
- Get more revenue
- Cost less in hardware and network etc.

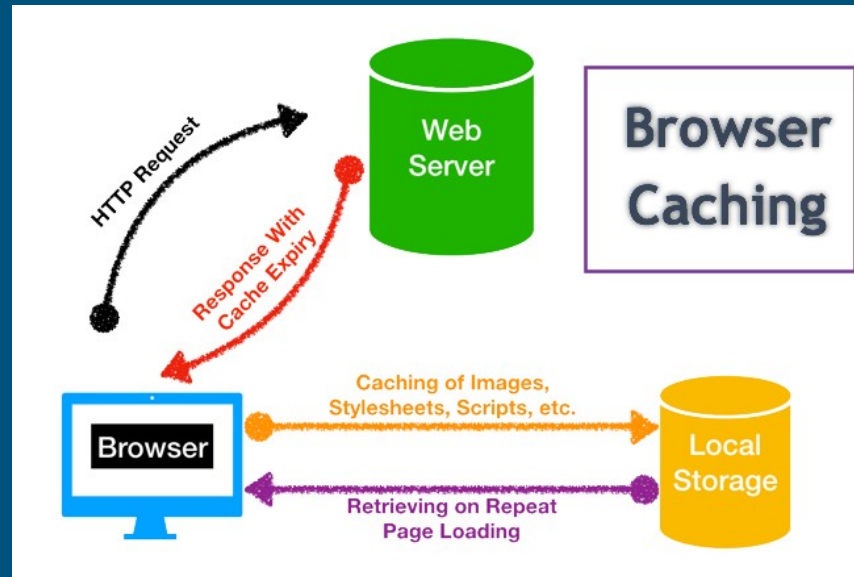
# How to Check Your WordPress Website Speed?

Often beginners think that their website is OK just because it doesn't feel slow on their computer. That's a HUGE mistake.



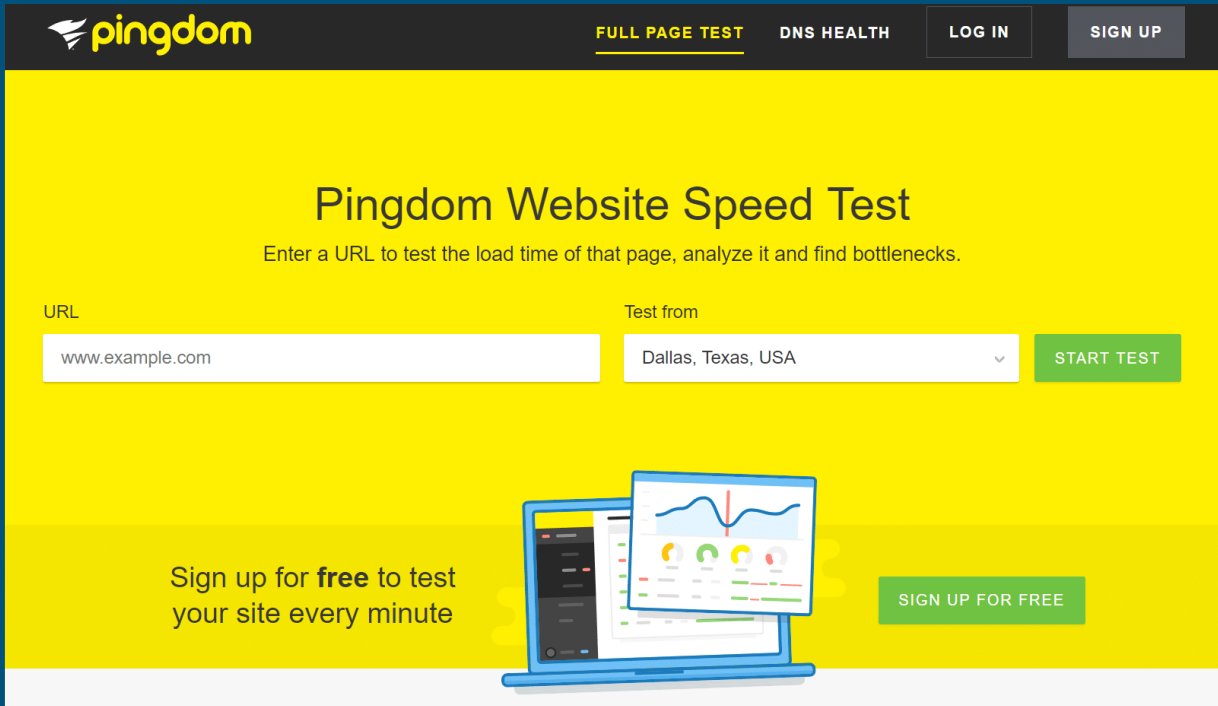
Frequently visiting website store your website in cache and automatically prefetch it while typing an address. This makes your website load almost instantly.

While First time may not have the same experience. In fact, users in different geographical locations will have a completely different experience.





# 1. Pingdom



The screenshot shows the Pingdom website speed test interface. At the top, there is a dark navigation bar with the Pingdom logo on the left and links for 'FULL PAGE TEST', 'DNS HEALTH', 'LOG IN', and 'SIGN UP' on the right. The main content area has a bright yellow background. The title 'Pingdom Website Speed Test' is centered, followed by the instruction 'Enter a URL to test the load time of that page, analyze it and find bottlenecks.' Below this, there are two input fields: 'URL' containing 'www.example.com' and 'Test from' with a dropdown menu set to 'Dallas, Texas, USA'. A green 'START TEST' button is to the right of the dropdown. At the bottom, there is a promotional message 'Sign up for free to test your site every minute' next to an illustration of a laptop displaying a speed test dashboard. A green 'SIGN UP FOR FREE' button is positioned to the right of the illustration.


URL: <https://tools.pingdom.com/>

## 2. Google PageSpeed Insights

PageSpeed Tools > Insights

GUIDES REFERENCE SAMPLES SUPPORT

### PageSpeed Insights

 Make your web pages fast on all devices.

Enter a web page URL

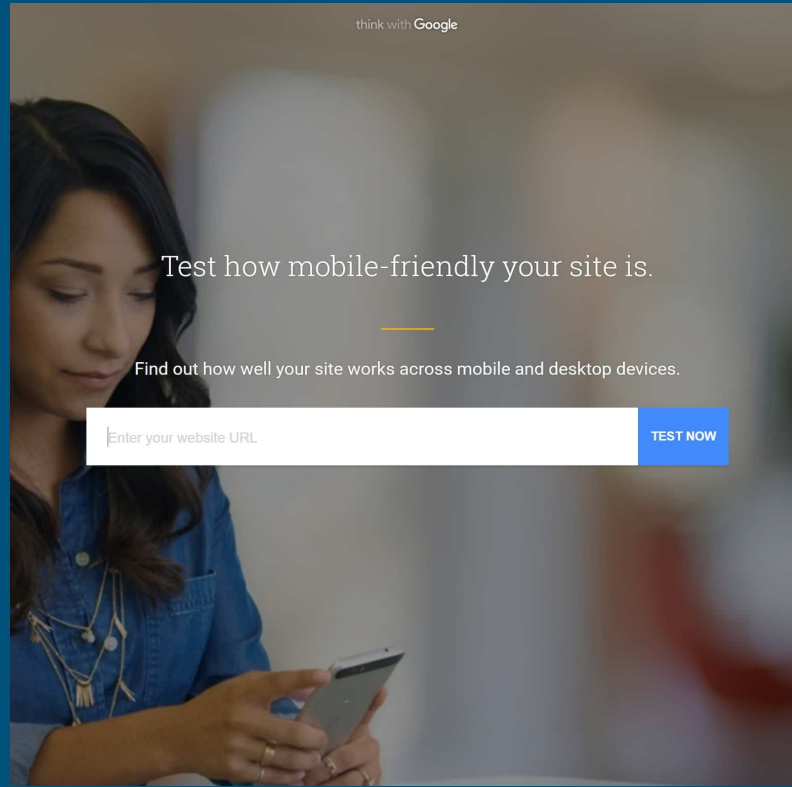
**Web Performance**  
Learn more about [web performance tools at Google](#), including browser extensions and APIs for Insights, PageSpeed Service, and our optimization libraries.

**Give Feedback**  
Have comments or questions about PageSpeed Insights? [Send feedback](#) or [discuss on our mailing list](#).

**About PageSpeed Insights**  
PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

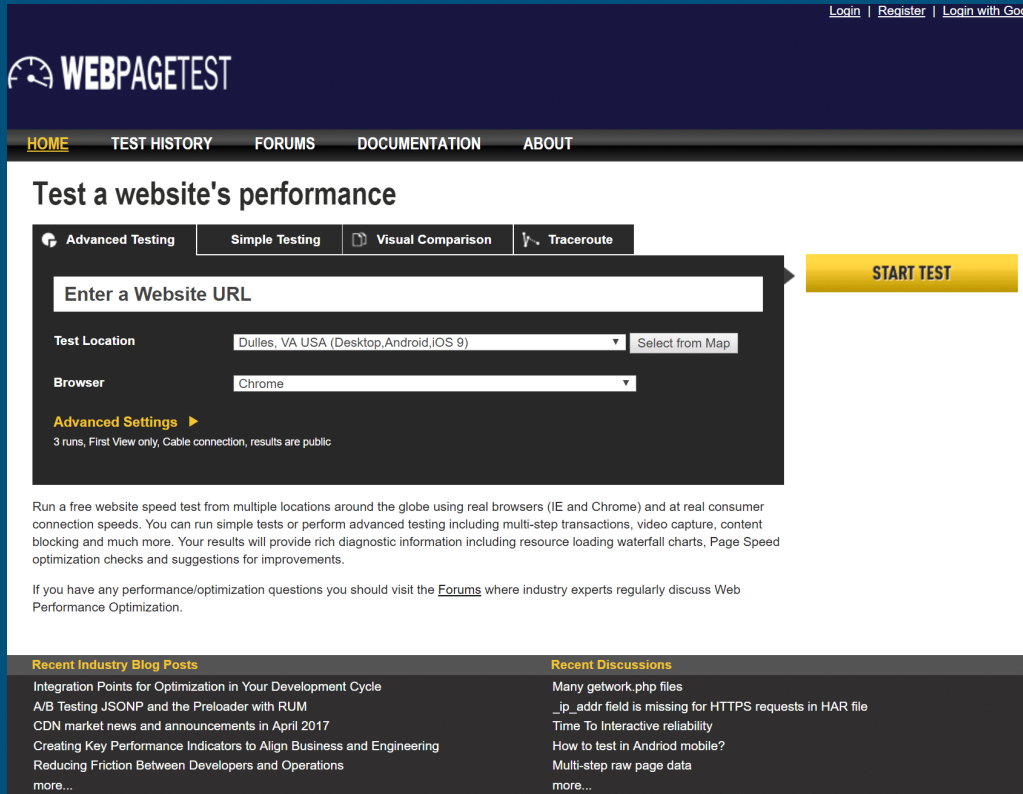
URL: <https://developers.google.com/speed/pagespeed/insights/>

### 3. Google Mobile Website Speed Testing Tool



URL: <https://testmysite.thinkwithgoogle.com/>

# 4. WebPageTest



The screenshot shows the WebPageTest website interface. At the top, there is a dark blue header with the WebPageTest logo and navigation links for Login, Register, and Login with Google. Below the header is a dark grey navigation bar with links for HOME, TEST HISTORY, FORUMS, DOCUMENTATION, and ABOUT. The main content area is white and features the heading "Test a website's performance". Below this heading is a dark grey form with four tabs: Advanced Testing, Simple Testing, Visual Comparison, and Traceroute. The Simple Testing tab is selected. The form contains a text input field for "Enter a Website URL", a "Test Location" dropdown menu set to "Dulles, VA USA (Desktop,Android,iOS 9)", a "Select from Map" button, and a "Browser" dropdown menu set to "Chrome". There is also an "Advanced Settings" link with a right-pointing arrow. To the right of the form is a yellow "START TEST" button. Below the form, there is a paragraph of text explaining the service and a link to the forums. At the bottom, there is a dark grey footer with two columns of "Recent Industry Blog Posts" and "Recent Discussions".

LogIn | Register | Login with Google

WEBPAGETEST

HOME TEST HISTORY FORUMS DOCUMENTATION ABOUT

## Test a website's performance

Advanced Testing Simple Testing Visual Comparison Traceroute

Enter a Website URL

Test Location Dulles, VA USA (Desktop,Android,iOS 9) Select from Map

Browser Chrome

Advanced Settings ▶

3 runs, First View only, Cable connection, results are public

START TEST

Run a free website speed test from multiple locations around the globe using real browsers (IE and Chrome) and at real consumer connection speeds. You can run simple tests or perform advanced testing including multi-step transactions, video capture, content blocking and much more. Your results will provide rich diagnostic information including resource loading waterfall charts, Page Speed optimization checks and suggestions for improvements.

If you have any performance/optimization questions you should visit the [Forums](#) where industry experts regularly discuss Web Performance Optimization.

### Recent Industry Blog Posts

- Integration Points for Optimization in Your Development Cycle
- A/B Testing JSONP and the Preloader with RUM
- CDN market news and announcements in April 2017
- Creating Key Performance Indicators to Align Business and Engineering
- Reducing Friction Between Developers and Operations
- more...

### Recent Discussions

- Many getwork.php files
- \_ip\_addr field is missing for HTTPS requests in HAR file
- Time To Interactive reliability
- How to test in Andriod mobile?
- Multi-step raw page data
- more...

URL: <https://www.webpagetest.org/>

# 5. GTmetrix

The screenshot shows the GTmetrix website homepage. At the top left is the GTmetrix logo. To its right are navigation links for 'Features', 'Resources', 'Blog', and 'GTmetrix PRO'. On the top right, there are 'Log In' and 'Sign Up' buttons. The main heading reads 'Analyze your site's speed and make it faster.' Below this is a sub-headline: 'GTmetrix gives you insight on how well your site loads and provides actionable recommendations on how to optimize it.' A search bar with the placeholder text 'Enter URL to Analyze...' is followed by a blue 'Analyze' button. The bottom section features a grid of logos for various companies: PayPal, Spotify, Go Daddy, Nordstrom, Nike, travelocity, hp, NBC, and ASOS. To the right of these logos, it states '178,609,318 pages analyzed so far.' and 'Join thousands of people and companies around the world committed to making the web consistently fast.'

URL: <https://gtmetrix.com/>



Speed Up  
WordPress

# 1. Choose a better web hosting provider

- Bluehost



- DreamHost



- SiteGround



- InMotion Hosting



- HostGator



- WP Engine



# Some popular cloud computing services:

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- Amazon Web Services
- DigitalOcean
- Google Cloud Platform
- Microsoft Azure etc.



## 2. Start with a solid framework/theme

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- Twenty Fifteen “framework” (the default WP theme) is lightweight and quite speedy.
- GENERATEPRESS
- ASTRA
- SCHEMA
- SKIN
- GENESIS FRAMEWORK
- SociallyViral etc.

## 3. Use an effective caching plugin

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- W3 Total Cache



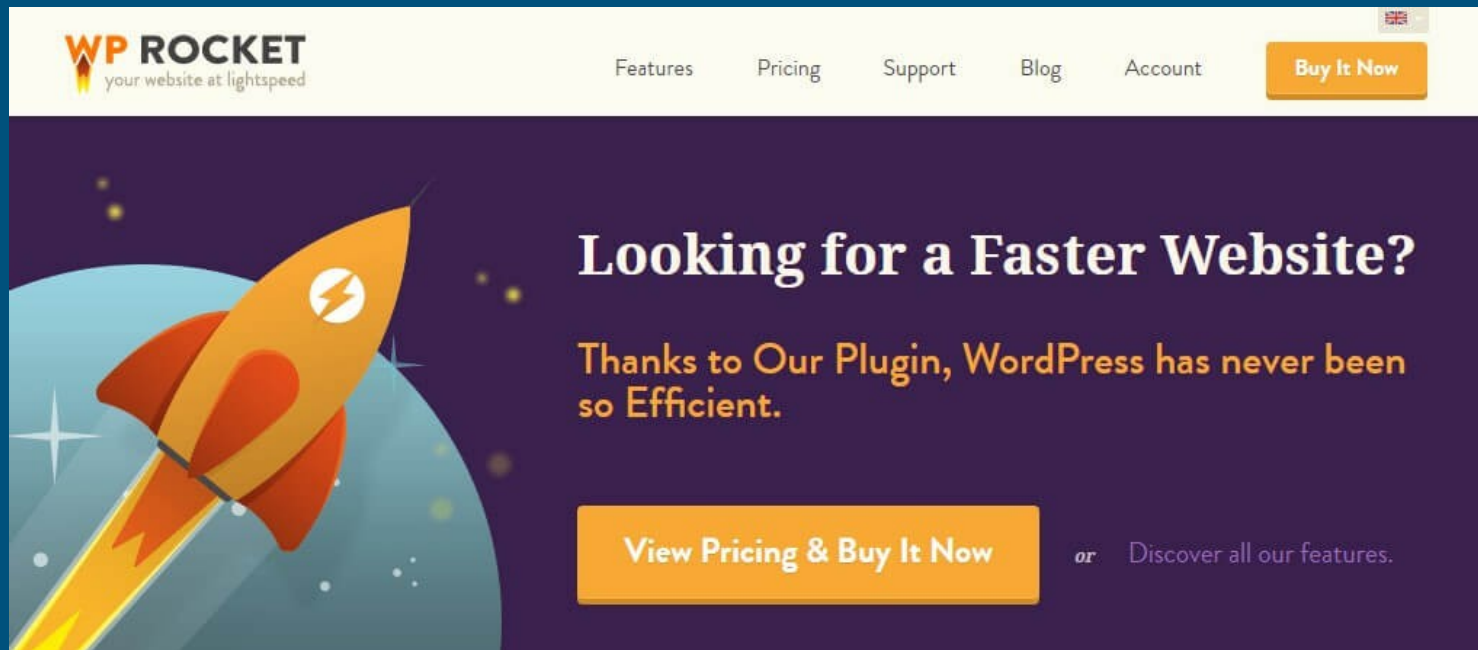
# WP Super Cache

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# WP Rocket

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The image shows a screenshot of the WP Rocket website homepage. The page has a dark blue background with a white navigation bar at the top. On the left side of the navigation bar is the WP Rocket logo, which consists of a stylized orange and yellow rocket icon followed by the text "WP ROCKET" in bold and "your website at lightspeed" in a smaller font below it. To the right of the logo are navigation links for "Features", "Pricing", "Support", "Blog", and "Account". Further to the right is a prominent orange button labeled "Buy It Now". A small flag icon is visible in the top right corner of the navigation bar. Below the navigation bar is a large hero section with a dark purple background. On the left side of this section is an illustration of a yellow and orange rocket launching from a blue planet, with a white lightning bolt symbol on its side. To the right of the rocket, the main headline reads "Looking for a Faster Website?" in large white text. Below this, a sub-headline says "Thanks to Our Plugin, WordPress has never been so Efficient." in orange text. At the bottom of the hero section, there are two orange buttons: "View Pricing & Buy It Now" and "Discover all our features.", with the word "or" placed between them.

**WP ROCKET**  
your website at lightspeed

Features Pricing Support Blog Account [Buy It Now](#)

## Looking for a Faster Website?

Thanks to Our Plugin, WordPress has never been so Efficient.

[View Pricing & Buy It Now](#) or [Discover all our features.](#)

## 4. Reduce image sizes

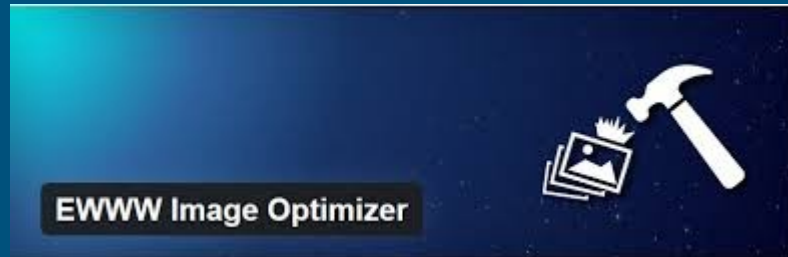
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Images are the major contributors to size increment of a given webpage. The trick is to reduce the size of the images without compromising on the quality.

- [WP Smush](#)



- [EWWW Image Optimizer](#)



# 5. Minify JS and CSS files

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If you run your website through Google PageSpeed Insights tool, you will probably be notified about minimizing the size of your CSS and JS files. What this means is that by reducing the number of CSS and JS calls and the size of those files, you can improve the site-loading speed.

Guides [provided by Google](#)



Autooptimize



## 6. Enable GZIP compression

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Compressed code is faster code. Enabling gzip compression (a standard compression algorithm) in WordPress can reduce site load time by over 300%.



The screenshot shows the WordPress plugin interface for "GZip Ninja Speed Compression". On the left is a dark rounded square icon with a speedometer graphic and the text "GZip Ninja Speed Your Site ... Faster customwpninjas.com". To the right of the icon, the title "GZip Ninja Speed Compression" is displayed in a large font. Below the title is a short description: "Is your website GZipped? Need faster, reliable data transfer to rank higher in Google? Have you been told your website is slow? Then use this!". Below the description, it says "By CustomWPNinjas". In the top right corner, there is a grey button labeled "Installed" and a link for "More Details". At the bottom left, there is a star rating of 4.5 out of 5 stars based on 33 reviews, and "30,000+ Active Installs". At the bottom right, it says "Last Updated: 10 months ago" and "Untested with your version of WordPress".

**GZip Ninja Speed Compression** Installed

Is your website GZipped? Need faster, reliable data transfer to rank higher in Google? Have you been told your website is slow? Then use this!

By CustomWPNinjas

More Details

★★★★☆ (33)

30,000+ Active Installs

Last Updated: 10 months ago

Untested with your version of WordPress

# OR add the following codes in your .htaccess file.

AddOutputFilterByType DEFLATE text/plain

AddOutputFilterByType DEFLATE text/html

AddOutputFilterByType DEFLATE text/xml

AddOutputFilterByType DEFLATE text/css

AddOutputFilterByType DEFLATE application/xml

AddOutputFilterByType DEFLATE application/xhtml+xml

AddOutputFilterByType DEFLATE application/rss+xml

AddOutputFilterByType DEFLATE application/javascript

AddOutputFilterByType DEFLATE application/x-javascript



## 7. Cleanup WordPress database

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Deleting unwanted data from your database delete spam comments, fake users, old drafts of your content and maybe even unwanted plugins as well as themes. All of this will reduce the size of your databases and web files, and thus speed up WordPress website.

- [WP-Optimize](#)
- [WP-DBManager](#)

## 8. Deactivate or uninstall plugins

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Keeping unwanted plugins on your WordPress websites will add a tremendous amount of junk to your web files. Moreover, it will also increase the size of your backup and put an overwhelming amount of load on your server resources while backup files are being generated. It is better to get rid of the plugins that you don't use.



## 9. Disable pingbacks and trackbacks

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Pingbacks and trackbacks are two core WordPress components that alert you whenever your blog or page receives a link. It might sound useful, but you also have things such as Google Webmaster Tools and other services to check the links of your website.

You can turn it all off in WP-Admin -> Settings -> Discussion. Just deselect “Allow link notifications from other blogs (pingbacks and trackbacks).” This will help you speed up WordPress some more.

# 10. Use a content delivery network (CDN)

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Essentially, a CDN, or content delivery network, takes all your static files you've got on your site (CSS, Javascript and images etc.) and lets visitors download them as fast as possible by serving the files on servers as close to them as possible.

- CloudFlare
- Free-CDN
- Incapsula
- Photon by Jetpack

Thank

you!

# Any

Queries?

# Next MeetUp!

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1. [Time to First Byte \(TTFB\)](#)
2. [Avoid 301 Redirects](#)
3. [Prefetch and Preconnect](#)
4. [HTTP/2](#)
5. [PHP7 and HHVM](#)
6. [Web Font Performance](#)
7. [Hotlink protection](#)
8. [Infrastructure](#)
9. [Fix 404 Errors](#)