**Introduction**

0:00

hey everyone Jason Owens here for

0:02

Campaign Sauce i hope you are doing

0:03

fantastic today I'm going to walk you

0:06

through the exact formula that I use

0:08

when I'm trying to increase page speed

0:11

on sites that are built with Divvy so if

0:13

that's what you're looking for stick

0:15

around all right so the very first

**Good Design Fundamentals**

0:18

couple slides here are going to be very

0:19

basics very general and sometimes we

0:22

have the luxury of having influence over

0:24

these sometimes we don't all right so

0:26

first one is use good design techniques

0:29

from the start so what do I mean by that

0:31

well you can design pages that are slow

0:34

right and usually those pages have a lot

0:36

of extra bells and whistles to them they

0:38

look fantastic in general if you're if

0:42

you have sites that look really sexy

0:44

chances are pretty good they're also

0:46

going to be slow why because all the

0:48

things that it takes to do the animation

0:50

and and all the overlays and all that

0:52

stuff right all of that takes code and

0:54

of course all of that code slows things

0:57

down a bit so if you can use great

0:59

design techniques from the start that

1:01

would be a huge help now again often

1:04

times you are just given a site you're

1:05

inherited you've inherited it and you

1:08

you can't go back and redesign it okay

1:10

no worries but if you have the chance

1:13

and you have the option go ahead and

1:15

design these pages to be super light in

1:17

particular um no animation on your text

1:20

no background videos no massively sized

1:23

background images um you know just stuff

1:26

that's that's that's really going to be

1:28

super light you don't want to do an

1:29

awful lot of embeds right so anyways uh

1:32

but again those are the things that make

1:34

the site fun so you kind of have this

1:35

balance that you always have to play

1:37

there okay so the next thing is have

**Use Pre-Defined Image Sizes**

1:39

some predefined image sizes so if it's

1:42

you and maybe a couple other folks who

1:43

are working on the site maybe you have

1:45

one person who's kind of in charge of

1:47

designing pages you've got another

1:48

person who's in charge of the blog well

1:50

go ahead and agree between yourselves

1:53

what your maximum image sizes are going

1:55

to be uh what I found lately in doing

1:58

some uh site design work is that I love

**Image Sizes that Work Well for Me**

2:01

square images square images look great

2:03

on desktop they look great on mobile

2:05

okay so if I'm using square images often

2:08

I'm going to do a desktop probably going

2:10

to have two or three of those that are

2:11

side by side so square images I usually

2:14

try to keep them when I'm uploading them

2:16

i don't really want them five anything

2:18

larger than 500 x 500 pixels sometimes I

2:21

even go 400 by 400 okay landscape images

2:25

uh again you really don't want anything

2:27

wider than 1080 pixels okay so um yeah

2:31

again it's very easy right so because

2:33

you have a we all have these phones

2:36

right so we end up taking pictures and

2:37

we just ah let's just upload this to the

2:39

website okay all right i mean that's

2:42

going to be a big file and then

2:43

WordPress is going to work to kind of

2:44

render that thing down uh but yeah if

2:47

you can just to start off with keep

2:49

those image sizes small and that way you

2:51

don't have to worry about what version

2:53

of the image you're picking later on or

2:55

why your page is slow and why everyone's

2:57

using the large images okay now again

**The Importance of Nginx**

3:01

this is one that you guys may not end up

3:03

having any control over whatsoever but I

3:05

understand that if you have an Inenix

3:09

site or an Inenex server Divvy actually

3:11

prefers being on that kind of server and

3:13

if you kind of go in and Google that uh

3:16

Divvy and Eng you'll find that that's

3:18

kind of one of their recommendations

3:19

there back from Elegant Themes so anyway

3:21

but again if your site is already on a

3:24

nonenex server there's not much you're

3:26

going to do about it at the offset so

3:28

anyways those are just three very simple

3:30

basic things we do now we're going to

3:32

pivot to where we get into more of the

3:34

actual formula and we'll actually here

3:36

in a little bit we're going to dive out

3:38

to a live page view as well so I can

3:40

walk you through some of this okay I'm a

**Solving the “Next Gen Image Format” Error**

3:42

big fan of Smoosh it is a tool that is

3:46

used to go compress the images if you're

3:48

out here doing page speed work over on

3:51

Google you will end up finding that you

3:53

get this error a lot is saying "Hey you

3:55

need to serve your images in next

3:57

generation formats." Well until

3:59

WordPress starts rendering everything

4:02

into WEBP format for us well we're going

4:05

to have to have some plugins that will

4:06

go out there and do the conversion so I

4:09

like Smoosh Pro smoosh itself is good

4:12

but the Pro version allows you the CDN

4:15

the content delivery network and for me

4:18

that's where the real bang for the buck

4:19

is is having that content delivery

4:21

network all right you can try hosting

**Potential “Next Gen Image Format” Fix without going Pro**

4:25

again so if you don't want to pay the

4:26

extra I think it's five bucks or

4:27

whatever for the pro version you can

4:31

host those WEBP images on your website

4:34

okay so there will be a folder inside of

4:37

your your media library that's going to

**The Advantage of a CDN.**

4:40

have all of your all of your images are

4:42

basically just going to be copied and

4:43

converted over to this WEBP format oh

4:46

okay i mean that's nice and and yeah

4:48

that will make the error go away but

4:50

you're still not going to get the speed

4:52

advantage of having this stuff kind of

4:54

distributed out i I think the Pro I

4:56

believe they have 120 different servers

4:58

across the US so when you have your

5:01

stuff physically closer to people it

5:03

makes it a little bit easier for them to

5:05

get and you get just a little bit more

5:06

of a speed increase on that so yeah

5:08

definitely would go for the

**Solving the “Next Gen Image Format” error on Background Images**

5:10

CDN all right um here's a hard lesson

5:14

for me that I learned okay so uh I had

5:17

Smoosh Pro installed i have all my

5:18

images most of my errors have gone away

5:20

but I'm still getting an error that says

5:22

"Hey this background image is still in

5:25

the old format." I'm like "What are you

5:26

talking about i'm I'm using Smush this

5:28

this should be working." Well come to

5:30

find out if you're using a background

5:32

image okay so you go into Divvy and you

5:35

you go into the design tab or sorry you

5:37

go into background and and and you go

5:39

ahead and define a big wide background

5:42

image which looks great by the way the

5:44

way that Divvy renders that it renders

5:46

it as a CSS file well come to find out

5:50

again through a lot of banging my head

5:52

into a keyboard Smoosh does not

5:55

translate CSS files or images inside of

5:58

a CSS file over into WEBP format so what

6:01

I had to do the fix was I had to go find

6:04

that image in the library then I had to

6:07

export it i used an online converter to

6:09

convert that huge image over to a WEBP

6:12

format then I re-uploaded it to my media

6:15

library as a WEBP not as a JPEG not as a

6:18

PNG but when I re-uploaded that to the

6:20

web library and then set it as the

6:22

background image now that is natively

6:24

already a WEBP and now all of my errors

6:27

went away so anyway long story short uh

6:30

that was a pretty big deal for me and

6:32

something that I spent a ridiculous

6:33

amount of time trying to figure out so I

6:35

hope that shortcut in itself is worth

6:37

your time watching the video okay moving

**How to Accelerate jscript**

6:40

on now um Hummingbird uh again it's the

6:43

same product family that uh brought you

6:46

Smush so I'm a really big fan of

6:49

Hummingbird Pro and again I'm going to

6:50

dive out here to the live uh version

6:53

here in just a moment to show you some

6:55

very particular settings that I use that

6:57

I hope is the gold for you all right so

7:00

here's one thing so Smoosh has a content

7:02

delivery network hummingbird also has a

7:05

content delivery network you are not

7:07

going to just turn on just flip the

7:10

switch and go run over and do your page

7:12

speed tests and and have some massive

7:15

improvement it just doesn't work that

7:17

way so again if I remember correctly

7:19

it's 120 servers throughout the US

7:22

whenever you flip the switch to turn on

7:23

the content delivery network it just

7:25

takes time for those servers to get all

7:28

of your images and to get your

7:29

JavaScript or your right and get your

7:32

code uh distributed out to those servers

7:34

so it's just going to take time so go

7:37

ahead and set up these CDNs and give it

**Why CDNs Do Not Show Immediate Improvements in Page Speed Scores**

7:40

3 four 5 days give it a week give it two

7:42

weeks again that's all really dependent

7:43

upon how much volume you're seeing in

7:45

your servers um what I'm seeing right

7:48

now for sites that get 100 to 200 visits

7:51

per day they're probably taking about a

7:54

week before you're seeing really good

7:56

noticeable improvements over on the page

7:58

speed insights okay so again if you just

8:01

walk in there and you flip the switch

8:02

like "Come on where's my improvement?"

8:04

You're going to be a little frustrated

8:06

with that so just give it a little bit

8:07

of time okay so here's where things uh

**Why Hummingbird and Hummingbird Pro Broke My Website**

8:12

work out for me so I go into to

8:14

Hummingbird i go into some special

8:16

settings and I'm like "Yes I want to

8:17

optimize the page speed." So I click

8:19

this button and I go out to my my page

8:22

speed insights and I run it and all of a

8:24

sudden my page speed insights go from

8:26

like I don't know it was somewhere in

8:27

like the 30s up to like 97 and I'm like

8:30

"Oh my gosh the software is awesome it

8:32

is awesome." But here's the thing

8:34

whenever I said "Yeah go ahead and delay

8:36

JavaScript." Right so just delay it all

8:38

uh it basically broke my page six ways

8:41

to Sunday so there was nothing to load

8:43

which is why it loaded really fast okay

8:46

so you want to go in and use some very

8:48

selective settings uh in your page so

**Screen Share - the Exact Settings I Use in Hummingbird Pro**

8:51

I'm going to dive out right now to

8:54

uh some settings inside of Hummingbird

8:56

that I I hope are really really worth

8:58

your time here so here's Hummingbird Pro

9:01

we go from Hummingbird Pro down to asset

9:03

optimization when you're inside asset

9:05

optimization you want to go to extra

9:07

optimization okay so this is where we

9:10

get really granular on what JavaScript

9:12

okay so right here I'm like yeah uh at

9:15

the very top of the page yeah go ahead

9:16

and delay that JavaScript and it just it

9:19

just delays everything well then breaks

9:21

the page so what I ended up doing was

9:22

going into this delay JavaScript

9:25

exclusions and we can go in and start

9:28

picking well I don't want to delay

9:30

everything okay for example I have on uh

9:33

one particular site I have some animated

9:35

text that comes in and when I flipped

9:38

you know this main switch to just delay

9:40

everything well my animated text wasn't

9:42

loading okay so that's not helpful right

9:45

it breaks the page so I went in and I I

9:48

just kind of This was iterative you guys

9:49

you're just going to have to go in and

9:50

play with this to find what works for

9:53

you but let me at least give you some

9:54

ideas of what worked for me so I'm going

9:57

to go ahead in here and just show you

10:00

some of the items that I delayed so you

10:03

can just go into exclusion type is files

10:06

i go into let's see um WP file uh jQuery

10:10

core i said well don't don't you know

10:13

wipe that one out because you know

10:14

there's something in the jQuery core

10:16

that whenever I delay it it breaks my

10:18

page so I had to turn that on so I said

10:20

"Hey give me an exclusion don't delay

10:23

don't delay that one." Okay going back

10:26

smoosh lazy load i went ahead and said

10:28

"No don't delay that." Uh media yeah

10:31

there's a few here that that have very

10:32

similar names and I found from my

10:35

website that I was working on for my

10:36

client that I had to turn these on in

10:39

order to get some of the fancy stuff

10:41

again the animated text the the

10:43

background video all that kind of stuff

10:44

i had to turn this on as a as an

10:47

exception in order to get the page not

10:49

to break so for me I had to use media

10:52

element core media element migrate and

10:54

then there's a WP media element so I had

10:57

to apply exclusions for all of those um

11:00

also did an exclusion for um we have a

11:04

number of elements for this particular

11:05

website we have some very sticky

11:06

elements up in the header so for this

11:09

one I had to go and say hey ETB builder

11:12

modules script sticky so I had to say

11:15

"Hey allow me to load the header right?"

11:18

Uh because again if I didn't have this

11:20

turned on then it was really screwing up

11:22

with my page so um anyways and let's see

11:24

there's another one oh the admin bar

11:26

okay so the WordPress admin bar at the

11:28

top i don't know that that's buying me a

11:30

whole lot but I I still did it anyway so

11:32

this is the area right here you guys and

11:34

it's iterative i mean you're going to

11:35

have to go in here and choose something

11:37

and go do the speed test go run it go

11:40

load the page see if it's going to work

11:41

for you um so anyways th this this for

11:45

me ended up helping me move pages from

11:48

say they started out in the 20s and 30s

11:51

for a page speed score on mobile and

11:53

right now they're up well above 70 okay

11:55

so it's helping a great deal still have

11:58

some other work that I need to do there

11:59

i think uh on on one particular client I

12:01

think we just have some some background

12:03

video that might be might be slowing us

12:05

down a bit but anyway so this is it uh I

12:09

I hope that this has been helpful for

12:11

you again my name is Jason Owens i am

12:14

with Campaign Sauce and if you need some

12:16

help with your websites making them

12:19

faster if you need any help in revenue

12:21

operations for your business please

12:22

reach out to me take care everyone