**Latest WordPress Optimization Tips**

If you are an Internet marketer, you will definitely need to have some WordPress optimization tips. Such tips will help you improve the content and ranking of your site as well as your online reputation. Most of the tips you find on the Internet are basic tips that you may already know about. This means that you may need to have some more in-depth tips that will help you with your endeavors. Some of the tips you may need are provided to help you improve you current online status.

Reliable hosting

When running a successful WordPress based site, reliable hosting is among one of the most significant factors. Basically, there are three types of hosting available that you can use to host your WordPress site; dedicated server hosting, VPS and shared. A VPS hosting solution is the best option of these three. It will provide you with the best results possible in terms of flexibility and performance.

WordPress caching plug-in

To improve the performance of a WordPress website, caching is another important factor you should consider. There is a good number of plug-ins available online that can effectively serve this purpose. However, the most popular and effective pug-ins are WP Super Cache and W3 Total Cache. Both of these plug-ins are able to generate static html files for each page and post, and then serve the same html files instead of having database queries being made each time.

Image optimization

One of the major factors that affect the loading speed of your WordPress site is having large images on your website. Image editing software can be used to accomplish image optimization. Alternatively, you can use any of the free image compressors available on the Internet. The best way to ensure you effectively compress the file size of any images on your Word Press site is very simple. You just need to install the WP Smush.it plug-in and your images will be compressed to reasonable file sizes without compromising their visual appearance or image quality.

CSS and Java script files

Compression of CSS and Java script files is something that you need to implement if you want to achieve WordPress optimization. Combining and compressing CSS and Java script files will help you improve page load time on your site. This can be effectively done by using the WP Minify plug-in that creates a compressed and minified version of CSS styles and / or Java scripts on your site.

WordPress database optimization

WordPress is considered to be a dynamic and unique content management system. The bigger part of the work that any WordPress website does is related to updating, removing, storing and getting information inserted on its database. With this in mind, it is quite obvious why optimizing the WordPress database has an effect on the overall website performance. The MySQL database can be optimized using the WP-Optimize plug-in or via phpMyAdmin from the command line. This plug-in can also be used to optimize the MySQL tables, clean spam and deleted comments and remove unnecessary post revisions. All these tips will help you effectively optimize your WordPress site when they are implemented.