

# PERFORMANCE MATTERS

## **Speed is a ranking factor for S.E.O.**

Search engines levy a penalty on slow websites. It will directly impact your ranking in major search engines.

QUOTE: "Speed is definitely a ranking factor? YES." John Mueller, [Google](#) 2019

**A VERY SLOW loading website is a NEGATIVE ranking factor.**

# PERFORMANCE MATTERS

## User Experience & Traffic

Waiting for content to load becomes frustrating.  
Creates a bad user experience.  
Users are likely to close the window or click away.

BBC discovered that they lost 10% of their total users for every additional second it took for their pages to load.

53% of visits are abandoned if a mobile site takes longer than 3 seconds to load.

Source Google

**A website receive more traffic and improves visitor satisfaction levels.**

# PERFORMANCE MATTERS

## User Experience & Traffic

1s to 3s	The probability of bounce increases 32%
1s to 5s	The probability of bounce increases 90%
1s to 6s	The probability of bounce increases 106%
1s to 10s	The probability of bounce increases 123%

Source: Google/SOASTA Research, 2017.

# PERFORMANCE MATTERS

## **Site speed affects Conversion Rate**

### Retailer “AutoAnything”

Source [skilled.co](https://skilled.co)

experienced a 12–13% increase in sales after cutting page load time in half.

**Decreasing Page Load Time drastically increase conversions.**

# PERFORMANCE MATTERS

## Site speed affects Conversion Rate

“Walmart”

improved page load time by one second and increased conversions by 2%.

Source [skilled.co](https://skilled.co)

**Decreasing Page Load Time drastically increase conversions.**

# PERFORMANCE MATTERS

## **Site speed affects Conversion Rate**

Amazon and Google studies show that improving a website loading time by 1 second, the conversion rate increase between 10 and 20%

**Decreasing Page Load Time drastically increase conversions.**

# PERFORMANCE MATTERS

## **Site speed affects Conversion Rate**

67% of online shopper will abandon purchase in a slow website

Source: Brand Perfect Report

**Decreasing Page Load Time drastically increase conversions.**

# HOW FAST YOUR WEBSITE LOADS?

## Free Online Tools

You can check how fast your website loads, and several other performance metrics with some of the most popular FREE online tools.

**Webpagetest**

**GTmetrix**

**Pingdom**

**Google Page Speed Insights**

Overall loading time, Time to First Byte (TTFB), page size and “First contentful paint” are areas of interest.



# WHAT AFFECTS YOUR WEBSITE LOAD SPEED?

## **External / Third-Party Script**

Ads, analytic scripts, widgets, tracking, fonts, javascripts,  
and more...

**They have a huge impact on website performance.**

# WHAT AFFECTS YOUR WEBSITE LOAD SPEED?

## **Media / Videos & Images**

Images, Videos bring beauty, life, and more engagement to WordPress post and pages.

The main issues are their size, weight and too many of them in one page.

**Images & Videos contribute a lot to slow page load speed.**

# WHAT AFFECTS YOUR WEBSITE LOAD SPEED?

## **Coding Standards / Plugins / Themes**

Plugins & Themes bring more functionalities to your blog.

But many of these plugins or themes  
are not coded for performance.

They are often bloated with unused functionality  
published on every page.

**Poorly coded plugins can impact the speed of your website.**

# WHAT AFFECTS YOUR WEBSITE LOAD SPEED?

## **Web Hosting / Server Resources**

Choice of Shared, Dedicated hosting, Virtual hosting,  
or Cloud provider.

Servers, CPU, Memory and Network Bandwidth.

**Web Hosting is the foundation of your website.**

# WHAT AFFECTS YOUR WEBSITE LOAD SPEED?

These are just a **few** of what might be the cause of your website to load very slowly.

# WHAT WE DO TO HELP YOU!

## Images Optimization

Create smaller version (width & height)

Remove EXIF data

Lossless & lossy optimization techniques (size)

Save images for web use (png, jpg, webp)

Lazy Load Images (if applicable)

# WHAT WE DO TO HELP YOU!

## Fonts Optimization

### Google Fonts

Use only fonts you need

Serving fonts from your own platform may help speed

### FontAwesome

Using only icons you need

we can reduce FontAwesome size to a minimum (~6Kb)

# WHAT WE DO TO HELP YOU!

## Code Optimization

Remove Unused Code

Combine CSS & JS Files

Minify code CSS, JS, HTML

Selective dequeue scripts or plugins where not necessary  
(Emoji, Elementor, WooCommerce, etc...)

Code Audit



# WHAT WE DO TO HELP YOU!

## Database Optimization

Database Engine Performance & Tuning

Database Optimization (indexes)

Database Housekeeping

Analyze, Optimize tables

Cleaning WordPress Tables

Choosing the Right Storage Engine (if applicable)

# WHAT WE DO TO HELP YOU!

## **Web Server Optimization**

Web Server Performance & Tuning  
Fast-CGI cache Installation & Configuration  
(if applicable)  
Operating System Performance & Tuning (Linux)  
PHP optimization, latest PHP version

# WHAT WE DO TO HELP YOU!

## WooCommerce Optimization

Disabling unused functions

Selective dequeue WooCommerce JS scripts  
**where not necessary**

WooCommerce Database Optimization

WooCommerce Tables Optimization (indexes)

Analyze, Optimize WooCommerce tables

Cleaning WooCommerce Tables

WooCommerce Updates

# WHAT WE DO TO HELP YOU!

## WordPress Optimization

Disabling unused functions

Selective dequeue WordPress JS scripts, plugins, functions  
**where not necessary**

WordPress Database Optimization  
WordPress Tables Optimization (indexes)  
Analyze, Optimize WordPress tables  
Cleaning WordPress Tables  
WordPress updates

# WHAT WE DO TO HELP YOU!

## Page Caching

**Always the last step!**

Web Server fast-CGI cache (if applicable)

PHP opcode cache (if applicable)

Page Fragment caching

Advanced WordPress Cache Configuration (plugin)

# WHAT WE DO TO HELP YOU!

## **CDN Integration**

Integrate a Content Delivery Network  
(if applicable)

Cloudflare, CloudFront (AWS) & Others

# LET'S MAKE YOUR SITE INCREDIBLY FAST

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