

WEBSITE PERFORMANCE MATTERS

Speed Wins: Boost Your WordPress Site Today

WEBSITE 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.

WEBSITE 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.

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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.](#)

WEBSITE PERFORMANCE MATTERS

Site speed affects Conversion Rate

Retailer “AutoAnything”

experienced a 12–13% increase in sales after cutting page load time in half.
Source [skilled.co](https://www.skilled.co)

Decreasing Page Load Time drastically increase conversions.

WEBSITE PERFORMANCE MATTERS

Site speed affects Conversion Rate

“Walmart”

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

Source skilled.co

Decreasing Page Load Time drastically increase conversions.

WEBSITE 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.

WEBSITE 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

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