Optimizing Website Performance

How do you speed up web page loading time?

There are several tools you can use to ensure that your website speed is operating at its optimum. Before employing any changes to your site, make sure to generate a backup. Here are some ways to speed up your site:

1. Test website speed

2. Optimize images

3. Use Content Delivery Network

4. Enable Gzip compression

5. Minimize the number of plugins

6. Enable browser caching

7. Choose a reliable web host

1. Test website speed

If you have issues with your site speed or you want to know how your website is performing, there are free tools you can use to test and improve it.

Here are just a few that you can try:

- Pingdom

- GTMetrix

- PageSpeed Insights

- YSlow

- Web Page Analyzer

- Load Impact

- Yoast Google Analytics Plugin

- P3 (Performance Plugin Profiler)

2. Optimize images

When uploading images, make sure that they are in small file sizes (preferably in kilobytes), otherwise it may take a longer time to load on your page. Use the suitable file formats as well. JPEG is optimised for photos, while PNG and GIF are recommended for icons and other web graphics. If you're on WordPress, you can install WP Smush.it which helps to reduce file sizes without losing the visual quality.

3. Use Content Delivery Network

If your website display huge amount of data, you might want to use CDN (Content Delivery Network). CDN uses a wide network of servers strategically placed in different locations to deliver web content to visitors. The closer the CDN server is to the website visitor, the faster the content will be delivered to the visitor's computer device.

4. Enable Gzip compression

Another way to speed up page load time is to zip or compress them. Compression cuts down your web page's bandwidth, hence decreasing the HTTP response. You do this using a tool called Gzip which can reduce download time by up to 70%.

5. Minimize the number of plugins

Too much of a good thing is bad, so installing too many plugins will not only slow down your website, but it can pose some security risks as well. Here's a tip: Deactivate and remove unnecessary plugins that may cause your site to slow down. First, try to disable the suspected plugin, then measure server performance thereafter. In that way, you can track which plugin slows down your site speed. If it does, delete it completely.

6. Enable browser caching

Whenever a user visits a site, the components of a web page visited are stored in a temporary storage or the user's cache. So the next time the same site is visited, a user's browser can load the page without sending another HTTP request on the server. Configure "Expires" from a minimum of one week up to one year for cacheable resources like JS, CSS files, PDFs, media files, etc.

7. Choose a reliable web host

Choosing the right web host plan is a smart business move to boost website performance. A cheap host plan may offer you savings at the beginning, but you may end up paying more in the long run in order to serve your website needs. Make sure to choose a trusted web host with a right variety of hosting plans to handle all your website resources.