

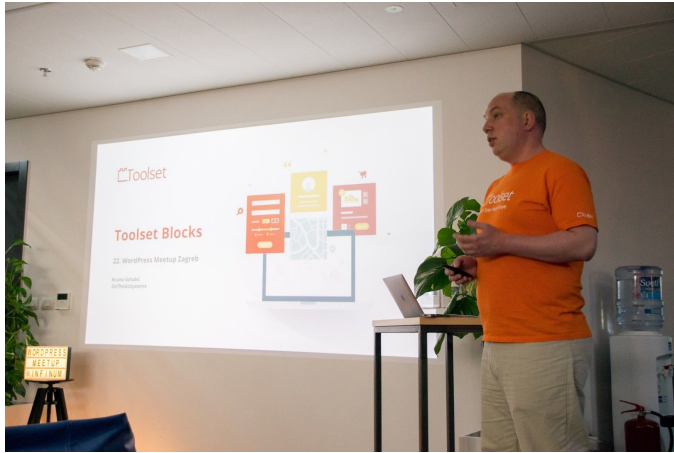
Why should you care about the speed of your site and where is Gutenberg in this?

11th Zagreb WordPress Meetup

Kruno Golubić

 onTheGoSystems

About me



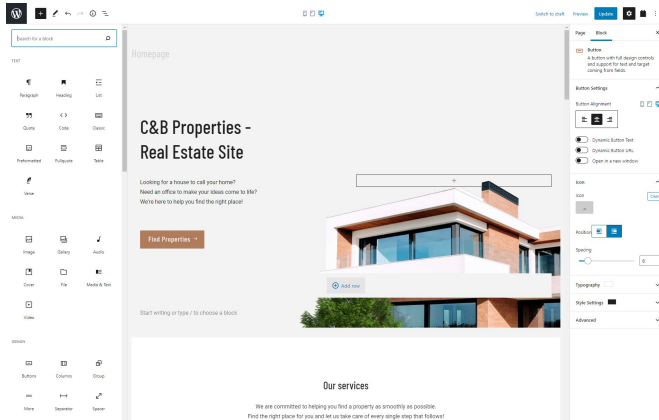
- Created first web site back in 1995
- In IT for more that 20 years
- Got the current job thanks to [Zagreb WordPress Camp](#)
- Talked at [1st Zagreb WordPress Meetup](#)
- Technical documentation assistant

<https://onthegosystems.com/team/kruno-golubic/>

About onTheGoSystems

- [onTheGoSystems](#) is full remote company
 - 100+ employees
 - 40+ countries
- Our Products:
 - [WPML](#)
 - The de-facto standard for multilingual WordPress sites
 - It powers over a million commercial sites from all over the world
 - [Toolset](#)
 - Allows building WordPress sites with dynamic content, without coding
 - A suite of plugins, which allow adding functionality in a modular way

Gutenberg or Block Editor?



Gutenberg is a codename for a whole new paradigm in WordPress site building and publishing, that aims to revolutionize the entire publishing experience as much as Gutenberg did the printed word.

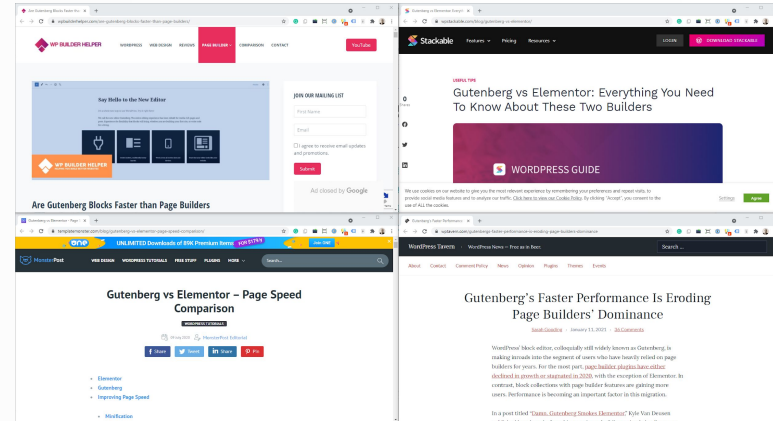
<https://developer.wordpress.org/block-editor/>

Gutenberg - it doesn't matter if you love it or not...

- ...the fact is that Gutenberg is here to stay
 - <https://wordpress.org/news/2021/02/reflecting-on-gutenbergs-100th-release/>
- The numbers for Gutenberg:
 - 65.4 million active installations
 - 179.4 million posts written
 - 304 thousand written yesterday
 - Data taken from the <https://gutenstats.blog/> on March 24th 2021

Is Gutenberg faster than...

- ...[put a name of your favorite page builder]
- It all depends on who are you asking :)
 - <https://wpbuilderhelper.com/are-gutenberg-blocks-faster-than-page-builders/>
 - <https://www.templatemonster.com/blog/gutenberg-vs-elementor-page-speed-comparison/>
 - <https://wpstackable.com/blog/gutenberg-vs-elementor/>
 - <https://wptavern.com/gutenbergs-faster-performance-is-eroding-page-builders-dominance>
 - ...



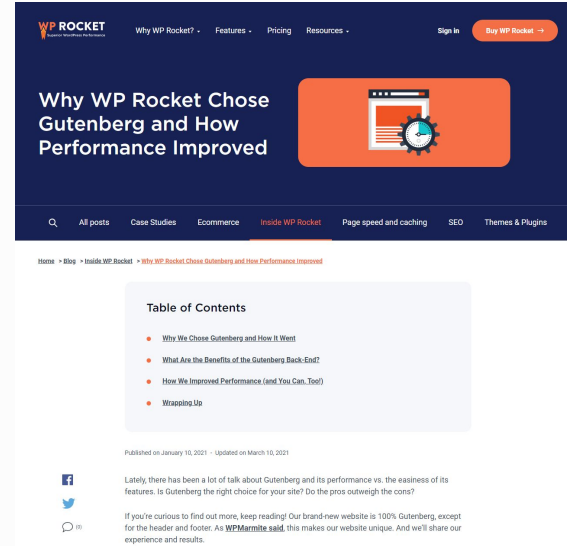
Is Gutenberg faster than...

Why WP Rocket Chose Gutenberg and How Performance Improved

- “The design and development have been quite a challenge. However, the outcome was worth it — including the performance side of things.

...

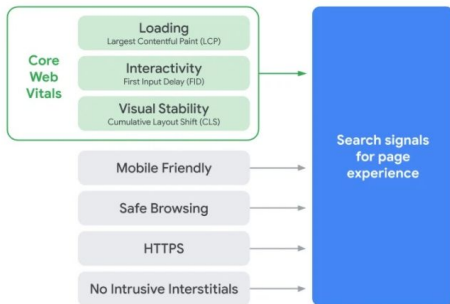
We shared some takeaways from our experience, the potential drawbacks, and the reasons why Gutenberg seems to be the future of WordPress.”



Why should I care about the speed?

This past May, we announced that [page experience](#) signals would be included in Google Search ranking. These signals measure how users perceive the experience of interacting with a web page and contribute to our ongoing work to ensure people get the most helpful and enjoyable experiences from the web. In the past several months, we've seen a median 70% increase in the number of users engaging with Lighthouse and PageSpeed Insights, and many site owners using Search Console's Core Web Vitals report to identify opportunities for improvement.

Today we're announcing that the page experience signals in ranking will roll out in May 2021. The new page experience signals combine Core Web Vitals with our existing search signals including [mobile-friendliness](#), [safe-browsing](#), [HTTPS-security](#), and [intrusive interstitial guidelines](#).



The change for non-AMP content to become eligible to appear in the mobile Top Stories feature in Search will also roll out in May 2021. Any page that meets the [Google News content policies](#) will be eligible and we will prioritize pages with great page experience, whether implemented using AMP or any other web technology, as we rank the results.

In addition to the timing updates described above, we plan to test a visual indicator that highlights pages in search results that have great page experience.

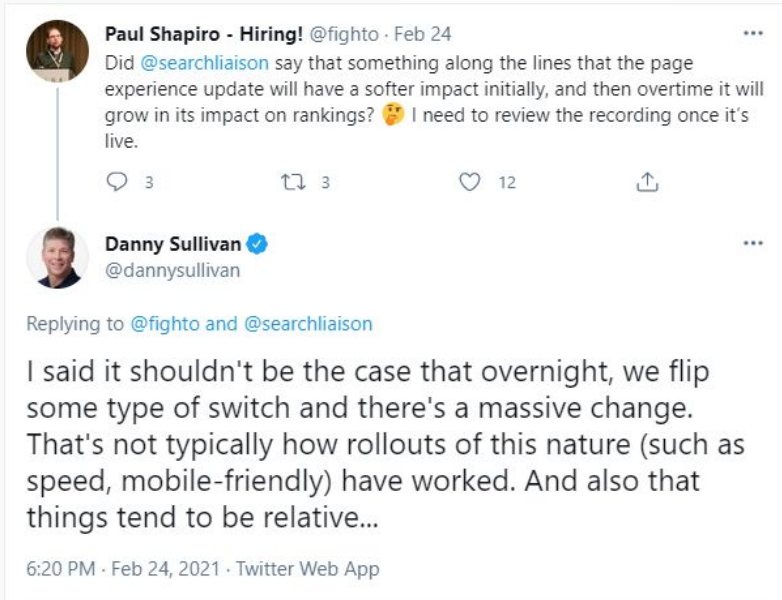
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<https://developers.google.com/search/blog/2020/11/timing-for-page-experience>

Don't panic...

- This is not the first time that Google changes something
- This will not come in effect all at once

○ Source: <https://twitter.com/dannysullivan/status/1364626333918105602>



What are Web Vitals?



Web Vitals

Apr 30, 2020 • Updated Jul 21, 2020
Approved by 200k 320k



Optimizing for quality of user experience is key to the long-term success of any site on the web. Whether you're a business owner, marketer, or developer, Web Vitals can help you quantify the experience of your site and identify opportunities to improve.

Overview

Web Vitals is an initiative by Google to provide unified guidance for quality signals that are essential to delivering a great user experience on the web.

Google has provided a number of tools over the years to measure and report on performance. Some developers are experts at using these tools, while others have found the abundance of both tools and metrics challenging to keep up with.

Web Vitals is an initiative by Google to provide unified guidance for quality signals that are essential to delivering a great user experience on the web

...

The Web Vitals initiative aims to simplify the landscape, and help sites focus on the metrics that matter most, the Core Web Vitals

<https://web.dev/vitals/>

Core Web Vitals - LCP

(Loading)

LCP

Largest Contentful Paint

- [Largest Contentful Paint \(LCP\)](#)
 - Time needed to load the page.
 - Focus is on only on the viewport
 - Looks at loading time of the largest visible image or a block of text



Core Web Vitals - FID

(Interactivity)

FID

First Input Delay



- [First Input Delay \(FID\):](#)
 - Time from when the page displays and until it responds to user actions

Core Web Vitals - CLS

(Visual Stability)

CLS

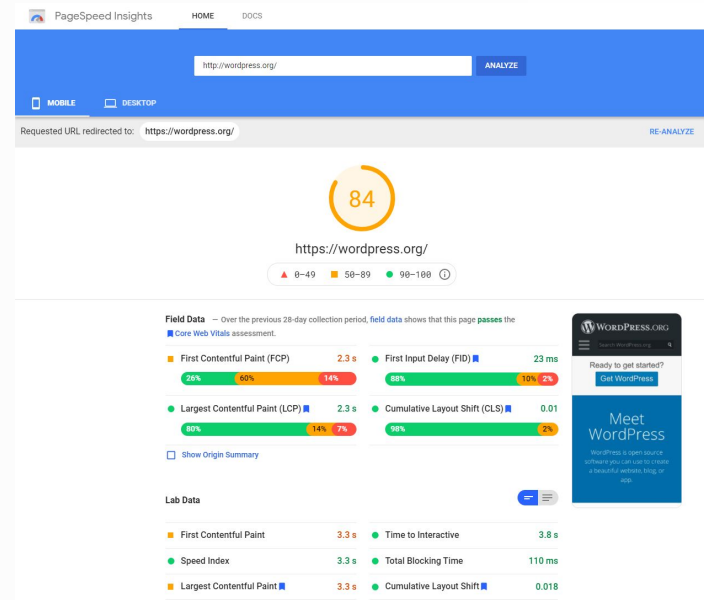
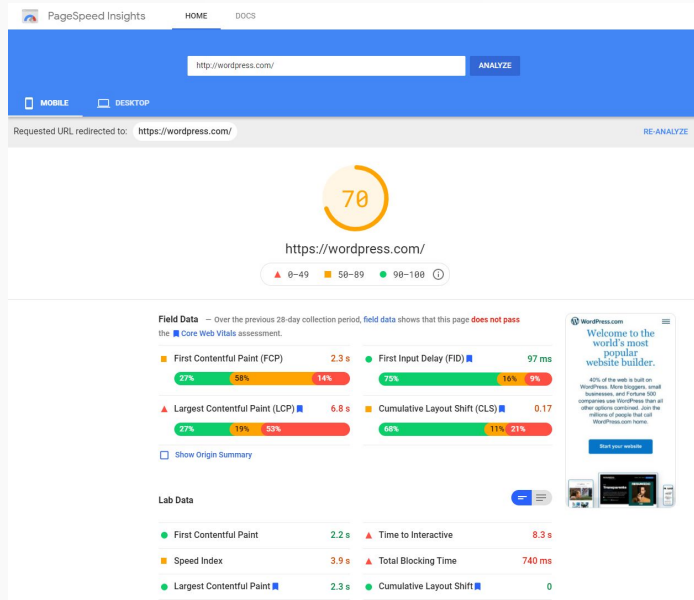
Cumulative Layout Shift

- Cumulative Layout Shift (CLS):
 - Checks the starting point of all elements and it calculates how much they moved relative to the viewport size



How to test a site?

- Go to [Google PageSpeed Insight](https://pagespeedinsights.google.com/)



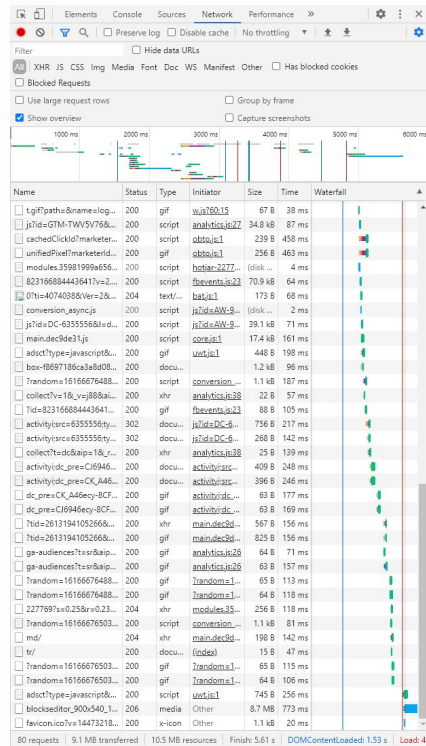
How to fix the score?

- Take a look at the recommendations
 - Google uses the [Lighthouse Performance Score](#)

Opportunities — These suggestions can help your page load faster. They don't directly affect the Performance score.	
Opportunity	Estimated Savings
■ Remove unused JavaScript	0.63 s
■ Eliminate render-blocking resources	0.27 s
■ Properly size images	0.15 s
Diagnostics — More information about the performance of your application. These numbers don't directly affect the Performance score.	
▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 620 ms	
▲ Does not use passive listeners to improve scrolling performance	
▲ Image elements do not have explicit width and height	
▲ Minimize main-thread work — 7.1 s	
▲ Avoid an excessive DOM size — 1,408 elements	
■ Reduce JavaScript execution time — 3.5 s	
■ Serve static assets with an efficient cache policy — 9 resources found	
● Avoid chaining critical requests — 2 chains found	
● Keep request counts low and transfer sizes small — 70 requests • 673 KiB	
● Largest Contentful Paint element — 1 element found	
● Avoid long main-thread tasks — 20 long tasks found	
Passed audits (22)	

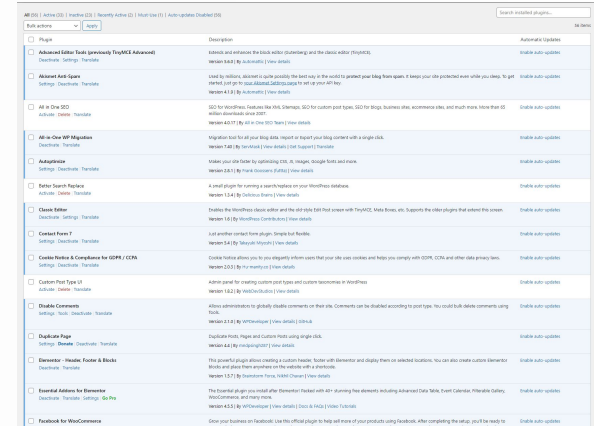
What makes my site slow?

- The themes and plugins load too many resource files
- Each plugin that you add will typically add some JavaScript and CSS files
- Browser cache is no longer relevant because Google will penalize websites that load slowly even once

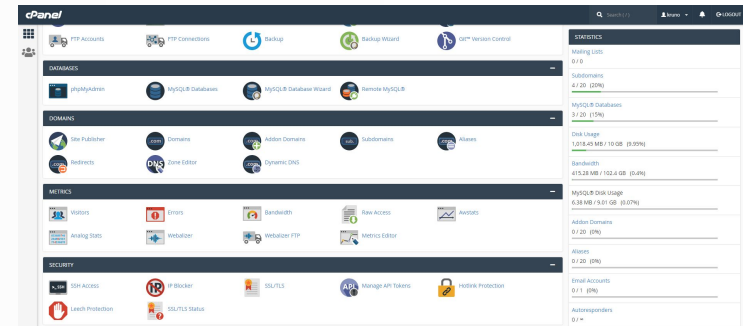


What can I do?

- Use a fast host/server
- Use a lightweight theme
- Reduce the number of plugins
- Use "lazy loading" for large resources you (e.g. Google Analytics or Facebook Pixel) and images
- Load videos asynchronously
- Avoid complex visual designs
- ...

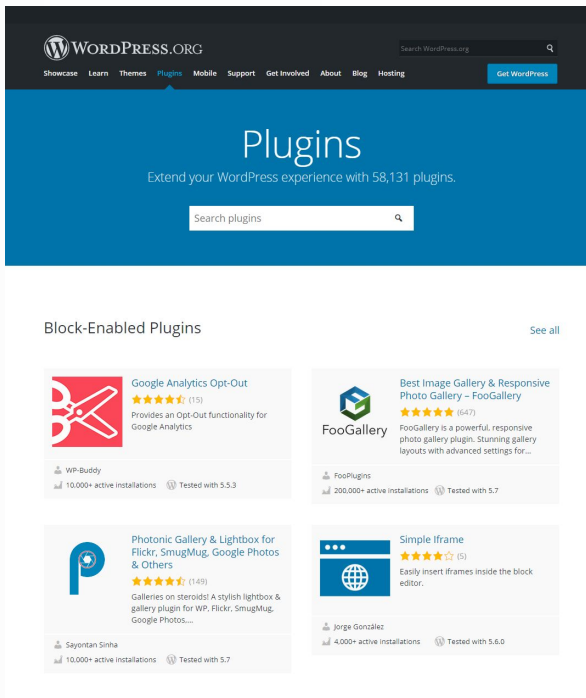


Plugin name	Description	Autoupdate
<input type="checkbox"/> Advanced Editor Tools (previously Typo3C Advanced) Description: Enhance and enhance the block editor (Gutenberg) and the classic editor (Typo3C) Version: 1.0.0 (by: Advanced Tools) (View details)		Enable auto-updates
<input type="checkbox"/> Advanced Local Sites Description: Manage local sites (WordPress) and the classic editor (Typo3C) Version: 1.0.0 (by: Advanced Tools) (View details)		Enable auto-updates
<input type="checkbox"/> AI in the 2020 Description: AI in the 2020 (WordPress) and the classic editor (Typo3C) Version: 1.0.0 (by: Advanced Tools) (View details)		Enable auto-updates
<input type="checkbox"/> All in One WP Migration Description: Migration tool for your WordPress site. Export your WordPress content with a single click. Version: 7.4.0 (by: iWpMigrator) (View details) (Get Support) (Feedback)		Enable auto-updates
<input type="checkbox"/> Analytics Description: Integrate your WordPress site with Google Analytics, Facebook Pixel, and more. Version: 1.0.0 (by: Analytics) (View details)		Enable auto-updates
<input type="checkbox"/> Antispam Description: A small plugin for removing spam comments from your WordPress database. Version: 1.0.0 (by: Antispam) (View details)		Enable auto-updates
<input type="checkbox"/> Cache Wp Description: Caching plugin for your WordPress site. It caches the HTML output of your WordPress site. Version: 1.0.0 (by: Cache Wp) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 2 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 2) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor & Compliance for GDPR / CCPA Description: Content Editor & Compliance for GDPR / CCPA. Version: 1.0.0 (by: Content Editor & Compliance for GDPR / CCPA) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 3 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 3) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 4 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 4) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 5 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 5) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 6 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 6) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 7 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 7) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 8 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 8) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 9 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 9) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 10 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 10) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 11 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 11) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 12 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 12) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 13 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 13) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 14 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 14) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 15 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 15) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 16 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 16) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 17 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 17) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 18 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 18) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 19 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 19) (View details)		Enable auto-updates
<input type="checkbox"/> Content Editor 20 Description: Edit your WordPress content with a single click. Version: 1.0.0 (by: Content Editor 20) (View details)		Enable auto-updates



What can I do if I'm a plugin developer?

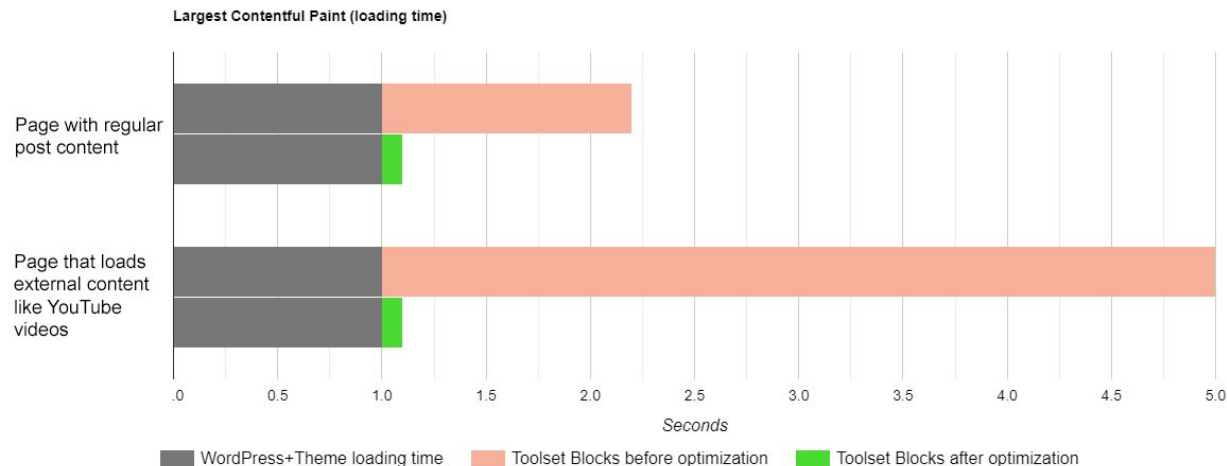
- Try to optimize your plugins
- Explain to your users what they should do to get better performance
- Collaborate with other plugin authors



What we have done as plugin developers

Sneak preview time :) - Toolset Blocks 1.5

- Toolset's asset loading is rewritten
 - Doesn't load all its block styles anymore
 - On the initial page-load it loads only the necessary block styles
- The Toolset Image block includes lazy loading



Thank you for your attention!

It is Q and A time :)

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