

# **WARD SPEED YOUR SITE**



**THE ULTIMATE GUIDE TO SPEED UP YOUR  
WEBSITE & INCREASE CONVERSIONS**

Creating and building websites isn't easy. You spend a considerable amount of time working on your site's design and your content, trying to make it look perfect. However, if speed-wise, your site crawls like a turtle, then people will be hitting that big, back button on their browsers. To help you figure out how you can make your site load faster, we've compiled this cheat sheet especially for you.

## Websites and Blogs

### **Google Search Blog**

<https://www.blog.google/products/search>

Pretty much all webmasters want to get on Google's good side. There's simply no other platform out there that can give webmasters the volume and quality of traffic that Google sends your way. If you want to know the latest in the SEO world, then look no further than the Google Search Blog and get your SEO news straight from the horse's mouth.

### **Moz.com Blog**

<https://moz.com/blog>

Moz has been around since 2004 and has built a solid reputation as a top resource for all things SEO. Their blog covers a lot of different categories including basic SEO, technical SEO, advanced SEO, on-page SEO, conversion rate optimization, search engines, user experience, tools, and so much more. In addition to their blog, they are also well known for building extremely useful tools that will help you take your site to the next level.

### **Search Engine Journal**

<https://www.searchenginejournal.com>

Just by the name alone, you know that the SEJ has all the goods on all things search engines. They cover SEO, PPC or pay per click advertising, social media marketing, content marketing, and more. They also have an eBook library which includes a lot of comprehensive guides and whitepapers. Check out this site and learn tried-and-tested strategies to get your website up to speed and make it rank high up on Google!

## **Search Engine Land**

<https://searchengineland.com>

Search Engine Land is a free resource with lots of up-to-date and practical tips on SEO, SEM or search engine marketing, mobile search, local SEO, and social media marketing. Unlike most other blogs, however, they don't just focus on Google SEO, they also give plenty of information on Bing. So, if you want to know how you can get your site to rank high on both Google and Bing, then you should head on over to Search Engine Land.

## **Courses**

### **Website Speed Optimization 2018**

<https://www.udemy.com/website-speed-optimization>

In this 1-hour video course, Michael Waknin will show you how you can speed up your WordPress website. He'll give you the lowdown on the benefits of having a fast website as well as techniques you can use to make your site load faster. This course may be short and concise, but you'll learn a bunch of new stuff, too.

### **SEO & sales design: 2 seconds website load speed in 24 hrs**

<https://www.udemy.com/improve-page-load-speed>

Let Alex Genadinik show you in his 2-hour course how you can speed up your site and increase engagement. The course is geared towards non-technical people who want to learn how to manage their site themselves. He includes several case studies in his course and additional optimization techniques not commonly found in other Udemy courses.

### **Boost your website speed without any coding!**

<https://www.udemy.com/boost-your-website-speed-without-any-coding>

Over 1,000 students have enrolled in RihabSeb's course on website speed optimization. Her course covers several topics which will help decrease your site's load times immediately. She covers all the basics – from showing you how to test your website speed and analyzing the results to showing you different methods to optimize your site.

# Books

## **How To Get To The Top Of Google: The Plain English Guide To**

**SEO** <https://www.amazon.com/How-Get-Top-Google-English/dp/198059015X>

Tim Cameron-Kitchen and Exposure Ninja's bestselling book on SEO has taught thousands of business owners and webmasters how they can rank their websites on Google. The book is very comprehensive in that they cover literally everything there is to know about SEO – from the basics (foundation), your site's optimization and speed hacks you can implement, promoting your site using free tactics, and designing and implementing your SEO strategy.

## **SEO 2018 - The New Era Of SEO: The Most Effective Strategies For Ranking #1 on Google in 2018**

<https://www.amazon.com/SEO-2018-Effective-Strategies-Marketing-ebook/dp/B0788B3P37>

This book by Roger Burns will teach you the most effective SEO strategies to rank your website in 2018 and beyond. He lays the groundwork and does a thorough job of covering all the most important techniques in SEO. He's also dedicated an entire chapter to Google's 200+ ranking factors (yes, it includes site speed). You better check this book out if you want to know exactly what Google is looking for when ranking sites!

# Podcasts

## **Edge of the Web Radio: SEO Podcast**

<https://edgeofthewebradio.com/seo-podcast>

Hosted by Erin Sparks and Tom Brodbeck, Edge of the Web Radio is an hour-long digital marketing podcast that airs once a week. They cover topics related to SEO, SEM, content marketing, social media, email marketing, conversion rate optimization, and other marketing news. They've interviewed a lot of guests over the years. To date, the show has over 270 episodes!

## **SEO 101 on WebmasterRadio.fm**

<https://itunes.apple.com/us/podcast/seo-101/id280183060?mt=2>

The show's hosts, Ross Dunn and John Carcutt, will show you how you can formulate the correct SEO strategies by taking you back to the basics of SEO. Beginners and other non-technical webmasters will appreciate the show's format since they don't overwhelm listeners with technical details. With over 300 episodes aired, you'll learn a lot from this podcast!

## **Videos**

### **Google Webmasters YouTube Channel**

<https://www.youtube.com/user/GoogleWebmasterHelp>

If you care about ranking your site on Google and you're not exactly a fan of reading lengthy articles, then you should subscribe to this Google channel. Over 257,000 people are subscribed to this channel – if you don't want to miss out on the latest Google news, you should subscribe as well.

### **Gary Vaynerchuk YouTube Channel**

<https://www.youtube.com/user/GaryVaynerchuk>

Gary Vee's channel covers not just SEO but a broad range of topics that will help you improve your site's rankings on Google. He will also help you increase your conversions, build better relationships with the people around you, happiness, success, entrepreneurship, and so much more. If you're in a rut and you need ideas, check out his video playlists.