WARP SPEED
YOUR SITE

THE ULTIMATE GUIDE TO SPEED UP YOUR WEBSITE & INCREASE CONVERSIONS

Benefits of fast website

- ☐ Retain your visitors
  - ☐ Won't hit the back button
  - ☐ Won't leave your site right away
- ☐ Better conversion rates
  - ☐ Conversion is numbers game
  - ☐ More visitors, more possible conversions
- ☐ Positive user experience
  - ☐ Gain people's trust
- ☐ Better rankings on Google
  - ☐ Page speed is a ranking metric

Google likes fast sites

- ☐ What Google wants, it gets
  - ☐ Better experience for users
- ☐ Tools to help you
  - ☐ Google PageSpeed Insights
  - ☐ Gives mobile suggestions
  - ☐ Gives desktop suggestions
  - ☐ Score for page speed
  - ☐ Check optimization suggestions
    - ☐ Address all problems
      - ☐ Reduce server response time
      - ☐ Eliminate render-blocking JS and CSS
      - ☐ Prioritize visible content
      - ☐ Leverage browser caching
      - ☐ Optimize images
      - ☐ Other issues
  - ☐ Check optimizations already present
    - ☐ You're on the right track
  - ☐ Pingdom Website Speed Test
  - ☐ More info than PageSpeed Insights
  - ☐ Select from 1 of 4 locations
  - ☐ Gives performance grade
  - ☐ Detailed performance insights
    - ☐ Which content type has biggest size
    - ☐ Which content type make most requests
    - ☐ Waterfall analysis
  - ☐ GTMetrix
  - ☐ Default (free) location is Vancouver

- [ ] Give performance scores
  - [ ] Give page details
  - [ ] Free access
    - [ ] PageSpeed details
    - [ ] YSlow details
    - [ ] Waterfall

Good web hosting

- [ ] Thousands of web hosts
  - [ ] You get what you pay for
- [ ] How to choose right host
  - [ ] Understand your site's needs
    - [ ] How big is your site?
    - [ ] How many visitors do you get?
    - [ ] What kind of content you publish?
    - [ ] Will you use CMS or static HTML?
  - [ ] Types of hosting
    - [ ] Shared hosting
      - [ ] Share with 100s or 1000s of sites
      - [ ] Cheapest option
    - [ ] VPS hosting
      - [ ] Share with fewer sites
      - [ ] Cheaper than dedicated hosting
    - [ ] Dedicated hosting
      - [ ] Rent entire server
      - [ ] Most expensive hosting
  - [ ] Compare hosting plans
    - [ ] Shop around
    - [ ] Check user reviews
      - [ ] Beware of biased reviews
        - [ ] Usually affiliates promoting
    - [ ] What's included in package?
    - [ ] How to get support?
    - [ ] Check uptime guarantee
    - [ ] Check renewal price
  - [ ] Look into the future
    - [ ] Can host grow with you?
    - [ ] Will it be easy to scale your site?

Caching Plugin

- [ ] Web caching
  - [ ] Store website files for later
  - [ ] Server will serve cached copy
  - [ ] Reduces server load
  - [ ] Helps speed up site
- [ ] Content delivery networks
  - [ ] Servers in different locations
  - [ ] Each location has cached copy of your site
  - [ ] Shorter distance between user and CDN server
  - [ ] Less latency
  - [ ] Site loads faster on browsers
- [ ] Caching plugin tips
  - [ ] Check with web host first
  - [ ] Use only one plugin
  - [ ] Check if plugin works
- [ ] Best caching plugins
  - [ ] W3 Total Cache
    - [ ] Good for experts
    - [ ] Plenty of options to choose from
    - [ ] Very powerful plugin
  - [ ] WP Super Cache
    - [ ] Good for beginners
    - [ ] Simpler user interface
    - [ ] Most important caching options included
  - [ ] WP Fastest Cache
    - [ ] Combine CSS and JavaScript files
    - [ ] Minify CSS and JavaScript
    - [ ] Supports Gzip compression
  - [ ] Hummingbird Page Speed Optimization
    - [ ] Full-page caching
    - [ ] Browser caching
    - [ ] Gravatar caching
      - [ ] Great if you have many comments

Files to reduce

- [ ] Images
  - [ ] Difference between web and print
  - [ ] Image optimization for web
    - [ ] Reduce image dimensions
    - [ ] Use appropriate image type
      - [ ] JPG
      - [ ] PNG
      - [ ] GIF
    - [ ] Compress image for web
      - [ ] Removes metadata
      - [ ] Removes unused color profiles
      - [ ] Image compression tools
        - [ ] TinyPNG/TinyJPG
        - [ ] Compressor.io
        - [ ] WP Smush plugin
- [ ] HTML
  - [ ] Minify HTML
    - [ ] Use HTMLCompressor.com
- [ ] CSS stylesheets
  - [ ] Minify CSS
    - [ ] Use CSSMinifier.com
  - [ ] Use image sprites
  - [ ] Put CSS at top of code
- [ ] JavaScript
  - [ ] Minify JavaScript
    - [ ] Use JSCompress.com
- [ ] PDF files
  - [ ] Compress PDF files
    - [ ] Use PDFCompressor.com
  - [ ] Microsoft office documents
    - [ ] Compress images inside documents
- [ ] Videos
  - [ ] Use third-party hosting
    - [ ] YouTube
    - [ ] Vimeo
    - [ ] Wistia
  - [ ] Compress video
    - [ ] Use Handbrake.io

Tap website configuration file

What's .htaccess file

- [ ] Your site's gatekeeper
- [ ] May need to create from scratch
- [ ] Can put .htaccess file in root and sub-directories

Configure .htaccess

- [ ] Enable Gzip compression
- [ ] Enable browser caching
- [ ] Disable hotlinking
- [ ] Reduce redirects

WordPress optimization

Keep WordPress updated

- [ ] Use fast, lightweight theme
- [ ] Keep plugins to minimum
- [ ] Optimize WordPress database
- [ ] Don't upload videos
- [ ] Break comments into pages
- [ ] Reduce post revisions