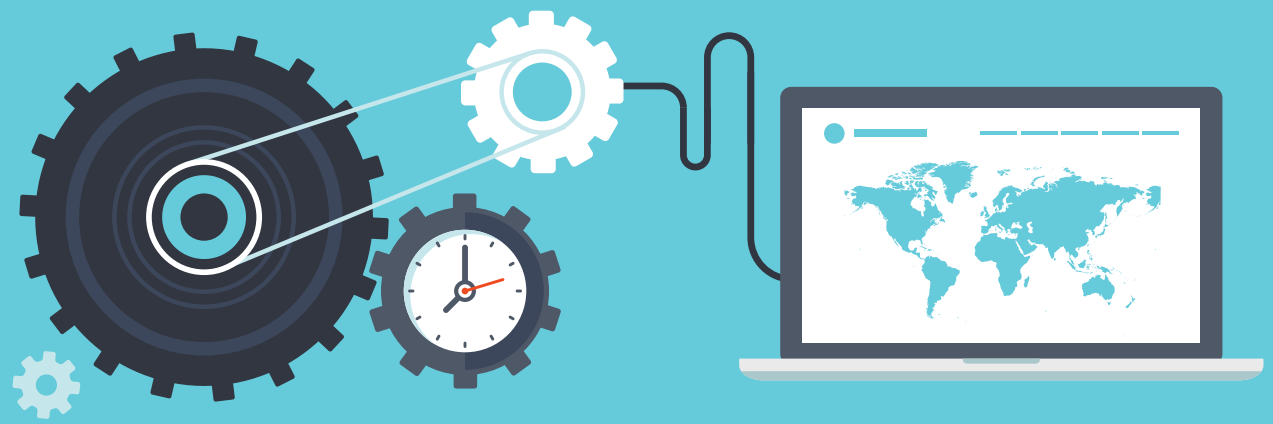
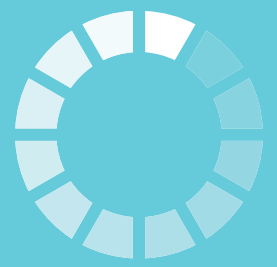


TIPS & TRICKS FOR SPEEDING UP YOUR WORDPRESS WEBSITE

presented by Luke Humble

ITALIC / www.italiccreative.com



Loading please wait ...

USEFUL TOOLS

Pingdom Speed Test
http://tools.pingdom.com

PageSpeed Insights
https://developers.google.com/speed/pagespeed/insights/

It's good to take a complete backup of your website before starting with these adjustments.

IMAGE OPTIMISATION

IMAGE Optimisation

Images are usually the largest assets

- Consider the number of images on a page
- Keep images small to help them load faster
- Select the correct file format
    - JPGs are better suited to photographs that have many colours
    - PNGs are best for transparent background items such as icons
    - GIFs are suited for low quality images with just a few colours

How to automatically optimise images for WordPress

- **WP Smush.it** Plugin - Allows you to strip meta data from JPGs (date, time etc.), remove unused images and compress images to save file size.

Handy Tip

WordPress has a useful thumbnail feature that will automatically create three different sizes of any image you upload

NUMBER OF PLUGINS

Number of **PLUGINS**

Plugins use memory

- The more plugins you have installed the slower your site will be
- Web server power also affects the website performance

Question the necessity of each

- Do you really need that plugin?
- If in doubt ask a web developer

Run performance tests on your plugins

- **P3 (Plugin Performance Profiler)** Plugin - Allows you to work out which plugins use a lot of resources *https://wordpress.org/plugins/p3-profiler/*

Handy Tip

If purchasing a WordPress theme, make sure only the required plugins are installed

WEB HOSTING SERVICE/LOCATION

Web Hosting **SERVICE/LOCATION**

Server technology can slow your site down

- Hardware - the more powerful the better
- Software - run the latest versions for better performance and security

Select the right type of server

- Shared Hosting - like an apartment complex
- VPS Hosting - like a house

Server location creates potential loading delay

- Host your website in the same location as your target market
- For an international market consider a CDN (Content Delivery Network)

Handy Tip

Invest in a web server as your would a shop front - get the best you can afford.

CACHING OPTIONS

CACHING Options

Caching plugins

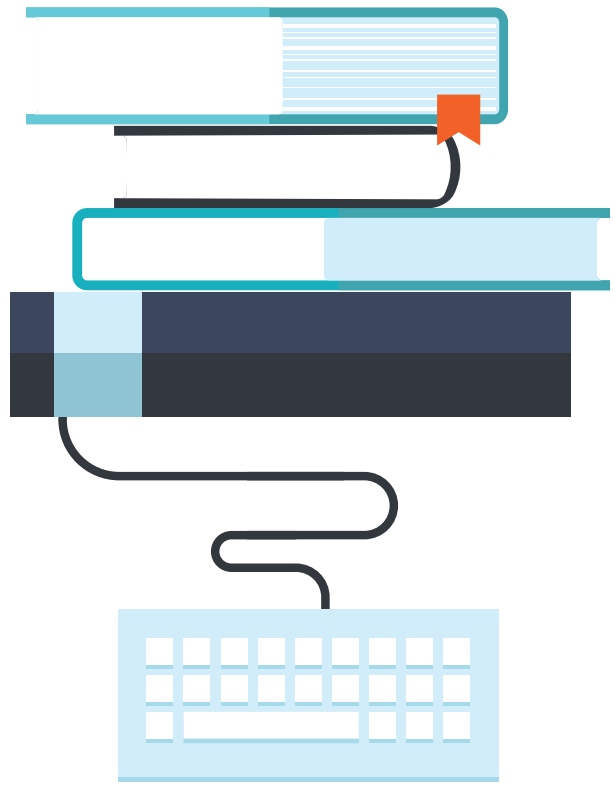
- Reduces server load by creating static HTML pages
- Can integrate with CDN services

Browser Caching

- Used to reduce the number of requests your website receives
- Can be a feature of a cache plugin or your web developer can code it

CDN (Content Delivery Networks)

- Places a copy of your website on servers located across the world
- Manages website traffic to prevent crashing



Handy Tip

Install the **W3 Total Cache** plugin to increase your website performance

QUESTIONS?

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