



Liquid Web™

CADA SEGUNDO CUENTA

10 MANERAS DE ACELERAR SU SITIO DE WOOCOMMERCE

“TODO EL MUNDO EN LÍNEA
SE ESTÁ VOLVIENDO MÁS
LENTO, JUSTO CUANDO
QUEREMOS QUE TODO SEA
MÁS RÁPIDO”

ME
TAPPING MY FEET WHILE WAITING FOR THE
MICROWAVE TO FINISH HEATING MY PIZZA ROLLS

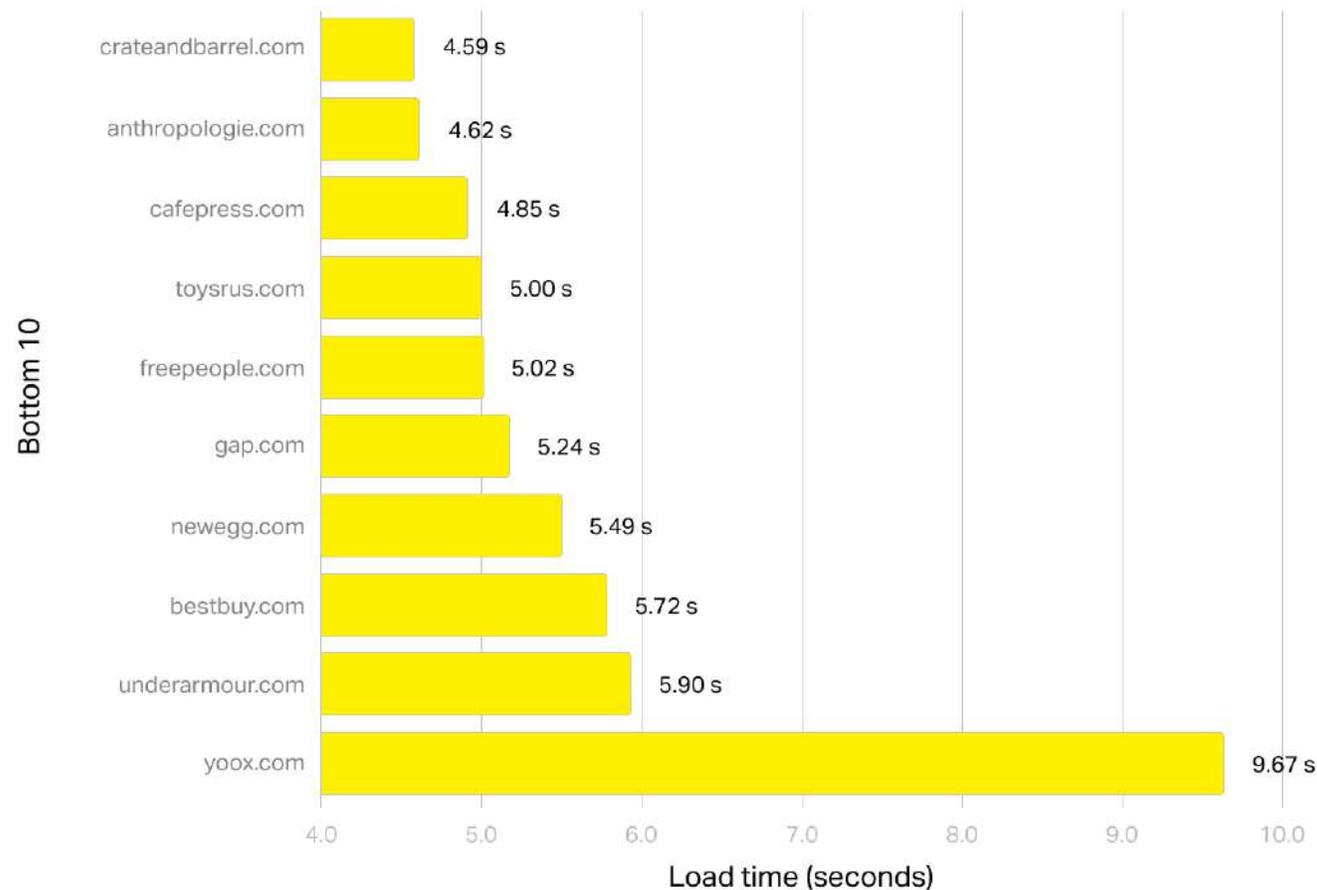
EN 2018, PINGDOM OBSERVE LOS 100 MEJORES TIENDAS EN LINEA. LO PEOR ES QUE TOMABAN 5 O MÁS SEGUNDOS EN CARGAR.

LAS TIENDAS EN LINEA CON WOOCOMMERCE PUEDE TARDAR ENTRE 2 Y 4 VECES LOS 5 SEGUNDOS.

PERO ESTO NO ES EXCLUSIVO DE UN PLATAFORMA PARTICULAR ...

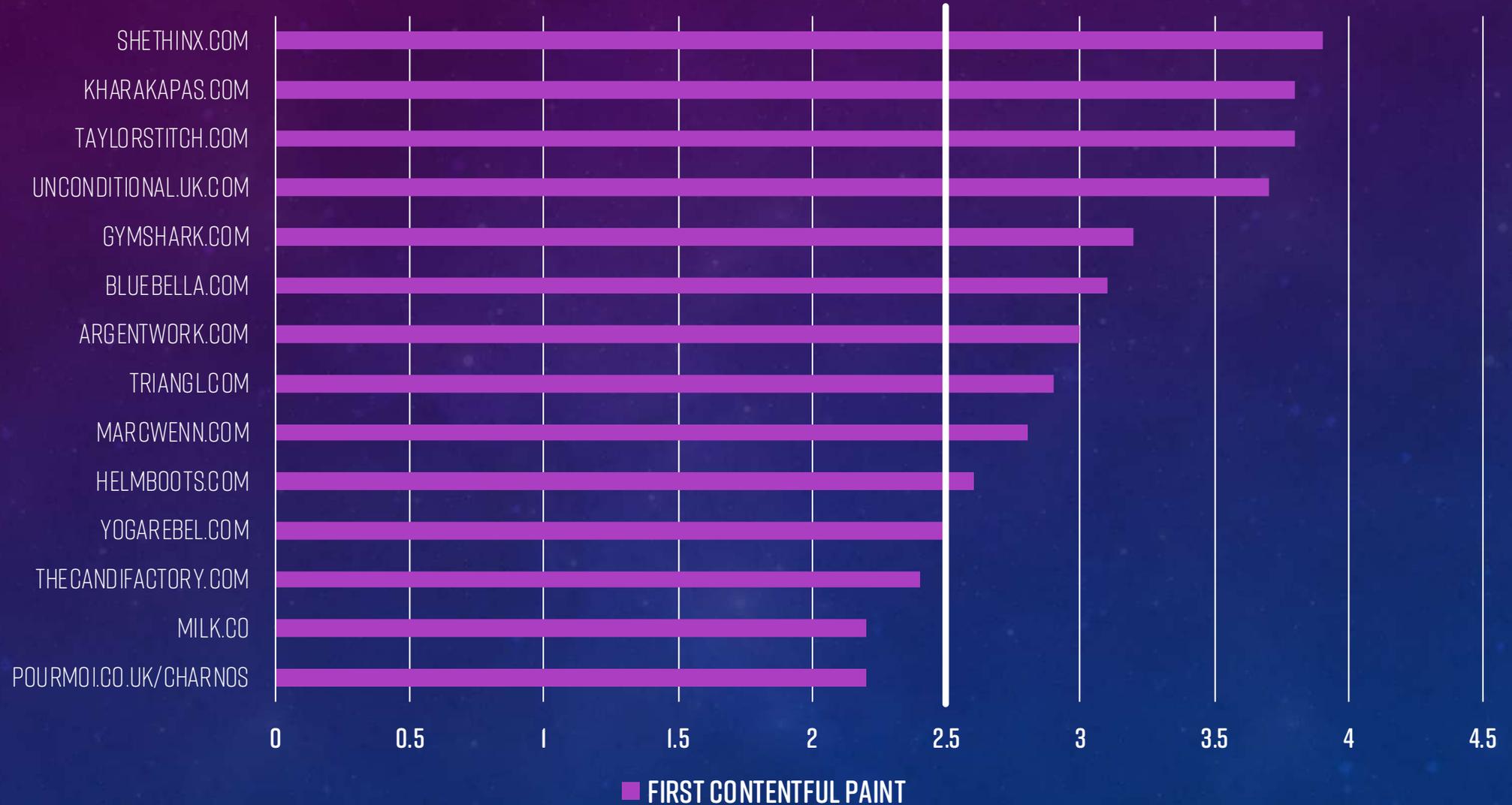
Performance of top 100 e-commerce websites

Median load time per page



Data sources: Alexa.com (top 100 sites), Pingdom.com (performance data)

TIEMPO DE CARGA DE LAS MEJORES TIENDAS DE ROPA HECHO CON SHOPIFY



GOOGLE PAGE SPEED INSIGHTS MUESTRA MÁS SOLO EL TIEMPO DE CARGA DE UN SITIO. TAMBIÉN MUESTRA EL **“TIME TO INTERACTIVE.”**

ESE ES EL MOMENTO EN EL QUE EL USUARIO REALMENTE PUEDE INTERACTUAR CON EL SITIO, **CUANDO ES ÚTIL.**

EL PROMEDIO DE ESAS TIENDAS FUE DE 17.6 SEGUNDOS.

ESTO NO ES ALGO DE **SHOPIFY**.

ESTO NO ES ALGO DE **WOOCOMMERCE**.

ESTO SE DEBE A QUE **NECESITA-APRENDER-CÓMO-
ADMINISTRAR-TUS-IMÁGENES-EL-CSS-PLUGINS-DE-
TERCEROS-Y-JAVASCRIPT.**

EN 79% DE LOS CLIENTES QUE REPORTAN
INSATISFACCIÓN CON LA VELOCIDAD
DE CARGA DE LA TIENDA AL MOMENTO DE
COMPRAR NO LO VUELVAN A HACER EN EL
MISMO SITIO.

EL 53% DE LOS USUARIOS MÓVILES
DEJAN UN SITIO QUE TARDA MÁS
DE TRES SEGUNDOS PARA CARGAR.

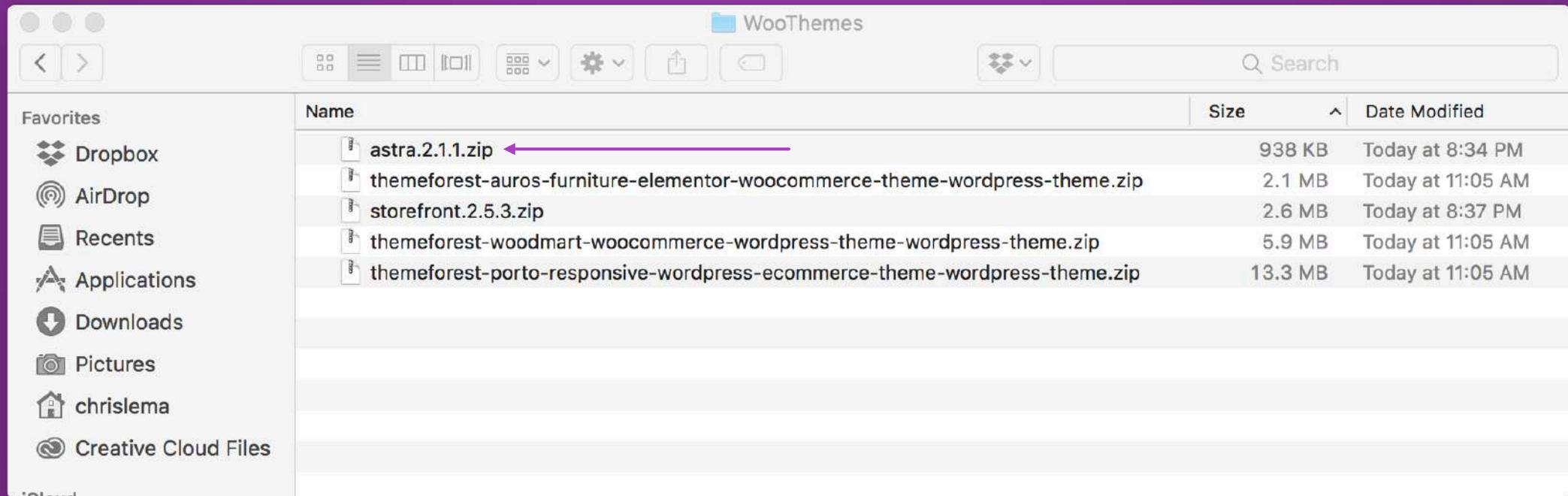
UN RETRASO DE **UN SEGUNDO** EN LOS TIEMPOS DE CARGA PUEDE RESULTAR EN UN 7% MENOS DE CONVERSIONES Y SI GANA \$100K EN UN DÍA, UNA MEJORA DE UN SEGUNDO AGREGA \$7,000 POR DÍA.

SI SU TIENDA ES LENTA, NO SE ENCUENTRA EN
LOS RESULTADOS DE GOOGLE. LOS PRIMEROS
5 RESULTADOS OBTIENEN 68% DE TODOS
LOS CLICS.

ESO SIGNIFICA QUE PERDERÁ ESE TRÁFICO.

A CONTINUACION 10 COSAS QUE PUEDES
HACER PARA ACELERAR TU TIENDA CON
WOOCOMMERCE.

CAMBIA SU TEMA - PORQUE LA MAYORÍA DE LOS “MEJORES” TEMAS ESTÁN MAL CODIFICADOS.



CAMBIA SU HOSPEDAJE

2000 PRODUCTS
37,000 ORDERS
9,000 CUSTOMERS

HOST	BROWSING - 50 VU	BROWSING - 200 VU	BUYING - 50 VU
BLUEHOST	10 SEC - 12 MIN	ERRORS	4.59 SEC - 12 MIN
WP ENGINE	3.13 - 3.21 SEC	3.16 - 3.21 SEC	5.08 - 6.03 SEC
SITEGROUND	1.89 - 4.74 SEC	2.52 SEC - 2 MIN	2.93 - 58 SEC
KINSTA	1.91 - 2.46 SEC	1.95 - 2.17 SEC	1.73 - 1.91 SEC
LIQUID WEB	1.65 - 1.99 SEC	1.67 - 1.76 SEC	1.65 - 1.88 SEC

COMPRIMA SUS IMÁGENES – SIEMPRE USO JETPACK (FREE) & IMAGIFY (NOT FREE).

<input type="checkbox"/>	 Camear Camear.jpg	store	Digital Camera 16x Ultimate Detach	6 hours ago	WELL DONE. This media file is already optimized, no further optimization is required. Try again Re-Optimize to Ultra Delete webp images
<input type="checkbox"/>	 WidgetImage — Image Widget WidgetImage.png	store	(Unattached) Attach	7 hours ago	New Filesize: 8.88 KB Original Saving: 78.55% VIEW DETAILS Re-Optimize to Ultra Re-Optimize to Normal Restore Original
<input type="checkbox"/>	 MegaSaleImage — Image Widget MegaSaleImage.png	store	(Unattached) Attach	7 hours ago	New Filesize: 8.32 KB Original Saving: 96.2% VIEW DETAILS Re-Optimize to Ultra Re-Optimize to Normal Restore Original
<input type="checkbox"/>	 blue-shoes2 blue-shoes2.jpg	store	Blue Spring Casual Shoes Detach	7 hours ago	WELL DONE. This media file is already optimized, no further optimization is required. Try again Re-Optimize to Ultra Delete webp images
<input type="checkbox"/>	 blue-shoes3 blue-shoes3.jpg	store	Blue Spring Casual Shoes Detach	7 hours ago	WELL DONE. This media file is already optimized, no further optimization is required. Try again Re-Optimize to Ultra Delete webp images
<input type="checkbox"/>	 blue-shoes blue-shoes.jpg	store	Blue Spring Casual Shoes Detach	7 hours ago	WELL DONE. This media file is already optimized, no further optimization is required. Try again Re-Optimize to Ultra Delete webp images
<input type="checkbox"/>	 woocommerce-placeholder woocommerce-placeholder.png		(Unattached) Attach	2019/09/09	New Filesize: 7.16 KB Original Saving: 92.86% VIEW DETAILS Re-Optimize to Ultra Re-Optimize to Normal Optimize 3 missing thumbnails Restore Original
<input type="checkbox"/>	File	Author	Uploaded to	Date	Imagify

DISABLE CART
FRAGMENTATION &
WOOCOMMERCE SCRIPTS
EN LAS PAGINAS QUE NO
LOS NECESITAN

—
USO PERFMATTERS (DE
PAGA) PARA ESTO.

WooCommerce

Disable specific elements of WooCommerce.

Disable Scripts ?



Disable Cart Fragmentation



Disable Status Meta Box ?



Disable Widgets ?



Save Changes

DEBERÍAS USAR CLOUDFLARE

mywoodemo.com | Account | C x +

dash.cloudflare.com/6b8a5b92e5f34f7724fc4424880e919/mywoodemo.com

Apps Bookmarks 27 Best Copywriti... Active https://www.volus... BookmarksMenu Convene: A Gathe... Store Settings G Suite Other Bookmarks

mywoodemo.com + Add site Support

Overview Analytics DNS SSL/TLS Firewall Access Speed Caching Workers Page Rules Network Traffic Stream Custom P... Apps Scrape S...

Great news! Cloudflare is now protecting your site
Here are some commonly used options to review.

Security
Encrypt traffic to and from your website [SSL settings](#)
Filter out illegitimate traffic [Firewall settings](#)

Performance
Improve your website's performance [Cache settings](#)
Optimize network routing [Argo smart routing](#)

IP Settings
Whitelist IPs for Cloudflare and common services [Learn more](#)
Preserve visitors' IP information [Learn more](#)

Notifications

Speed page
New Try the new Speed page to see how your site performs. [Navigate.](#)
Dismiss

Billing update
We are upgrading our billing system. Review answers to [common questions.](#)
Dismiss

USA LOS “FIREWALL RULES” QUE PUEDES USAR CON CLOUDFLARE.

The screenshot shows the Cloudflare dashboard for the domain mywoodemo.com. The navigation bar includes icons for Overview, Analytics, DNS, SSL/TLS, Firewall, Access, Speed, Caching, Workers, Page Rules, Network, Traffic, Stream, Custom P..., Apps, and Scrape S... The Firewall Rules section is active, showing a 'Create Firewall Rule' form. The rule name is 'Block Bad Bots'. The condition is set to 'When incoming requests match...' with two criteria: 'Threat Score' greater than '10' and 'Known Bots' equals 'Off'. The expression preview shows '(cf.threat_score gt 10 and not cf.client.bot)'. The action is set to 'Block'.

mywoodemo.com + Add site Support

Overview Analytics DNS SSL/TLS Firewall Access Speed Caching Workers Page Rules Network Traffic Stream Custom P... Apps Scrape S...

Overview Managed Rules Firewall Rules Tools Settings

← Back to rules list

Create Firewall Rule

Rule name
Give your rule a descriptive name

Block Bad Bots

When incoming requests match...

Field	Operator	Value
Threat Score ×	greater than	10
And		
Known Bots ×	equals	Off
And		
Or		

Expression Preview [Edit expression](#)

```
(cf.threat_score gt 10 and not cf.client.bot)
```

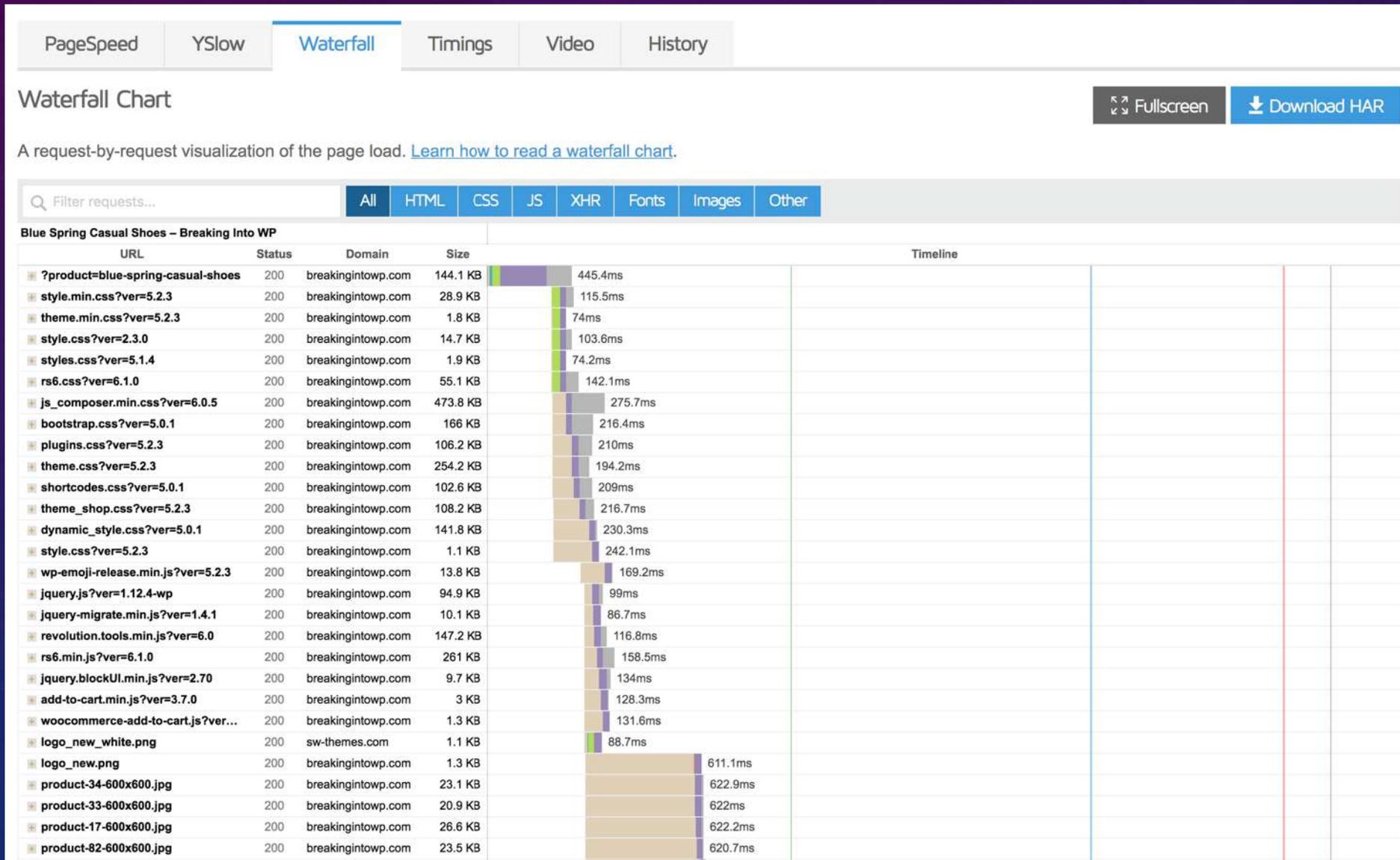
Then...
Choose an action

Block

HAGA DE LA CASCADA DE GTMETRIX SU MEJOR AMIGO

ANTES DE AGREGAR
CÓDIGO A SU TIENDA,
EJECUTE PRUEBAS
ANTES Y DESPUÉS
PARA VER CÓMO
AFECTA LA VELOCIDAD
DE SU TIENDA

GTMETRIX WATERFALL



**TODAVÍA
TENEMOS
CUATRO MÁS**

MINIFIQUE LOS ARCHIVOS HTML & CSS

The screenshot shows the WP Rocket File Optimization settings page. The left sidebar contains navigation links for Dashboard, Cache, File Optimization (selected), Media, Preload, Advanced Rules, Database, CDN, Heartbeat, Add-ons, Cloudflare, and Tools. The main content area is titled 'File Optimization' and includes a 'Show Sidebar' toggle. It is divided into two sections: 'Basic Settings' and 'CSS Files'. The 'Basic Settings' section has three checked options: 'Minify HTML', 'Combine Google Fonts files', and 'Remove query strings from static resources'. The 'CSS Files' section has two checked options: 'Minify CSS files' and 'Combine CSS files'. It also features an 'Excluded CSS Files' text area with a sample path and an 'Optimize CSS delivery' option.

WP ROCKET
Superior WordPress Performance

DASHBOARD
Get help, account info

CACHE
Basic cache options

FILE OPTIMIZATION
Optimize CSS & JS

MEDIA
LazyLoad, emojis, embeds

PRELOAD
Generate cache files

ADVANCED RULES
Fine-tune cache rules

DATABASE
Optimize, reduce bloat

CDN
Integrate your CDN

HEARTBEAT
Control WordPress Heartbeat API

ADD-ONS
Add more features

Cloudflare

TOOLS
Import, Export, Rollback

File Optimization

Show Sidebar

Basic Settings

[NEED HELP?](#)

- Minify HTML**
Minifying HTML removes whitespace and comments to reduce the size.
- Combine Google Fonts files**
Combining Google Fonts will reduce the number of HTTP requests.
- Remove query strings from static resources**
Removes the version query string from static files (e.g. style.css?ver=1.0) and encodes it into the filename instead (e.g. style-1.0.css). Can improve your GTMetrix score. [More info](#)

CSS Files

[NEED HELP?](#)

- Minify CSS files**
Minify CSS removes whitespace and comments to reduce the file size.
- Combine CSS files** (*Enable Minify CSS files to select*)
Combine CSS merges all your files into 1, reducing HTTP requests. Not recommended if your site uses HTTP/2. [More info](#)

Excluded CSS Files
Specify URLs of CSS files to be excluded from minification and concatenation (one per line).

```
/wp-content/plugins/some-plugin/(.*)\.css
```

The domain part of the URL will be stripped automatically.
Use (*) wildcards to exclude all CSS files located at a specific path.

- Optimize CSS delivery**
Optimize CSS delivery eliminates render-blocking CSS on your website for faster perceived load time. [More info](#)

UTILIZE LA “CARGA LENTA” EN SUS IMÁGENES



WP ROCKET
Superior WordPress Performance

DASHBOARD
Get help, account info 

CACHE
Basic cache options 

FILE OPTIMIZATION
Optimize CSS & JS 

MEDIA
LazyLoad, emojis, embeds 

PRELOAD
Generate cache files 

ADVANCED RULES
Fine-tune cache rules 

DATABASE
Optimize, reduce bloat 

CDN
Integrate your CDN 

HEARTBEAT
Control WordPress Heartbeat API 

ADD-ONS
Add more features 

 **Cloudflare**

TOOLS
Import, Export, Rollback 

Media

Show Sidebar

LazyLoad

[NEED HELP?](#)

It can improve actual and perceived loading time as images, iframes, and videos will be loaded only as they enter (or about to enter) the viewport and reduces the number of HTTP requests. [More Info](#)

Enable for images

Enable for iframes and videos

Replace YouTube iframe with preview image
This can significantly improve your loading time if you have a lot of YouTube videos on a page.

Emoji

Use default emoji of visitor's browser instead of loading emoji from WordPress.org

Disable Emoji
Disable Emoji will reduce the number of external HTTP requests.

Embeds

Prevents others from embedding content from your site, prevents you from embedding content from other (non-whitelisted) sites, and removes JavaScript requests related to WordPress embeds

Disable WordPress embeds

SAVE CHANGES

CONTROL THE WORDPRESS HEARTBEAT

The screenshot displays the WP Rocket dashboard with the 'Heartbeat' settings page open. The left sidebar contains navigation links for Dashboard, Cache, File Optimization, Media, Preload, Advanced Rules, Database, CDN, and Heartbeat. The main content area shows the 'Heartbeat' settings, including a 'Show Sidebar' toggle (ON), a 'NEED HELP?' link, and a 'Control Heartbeat' checkbox (checked). Below this, there are three sections for 'Reduce or disable Heartbeat activity' with dropdown menus for 'Behavior in backend', 'Behavior in post editor', and 'Behavior in frontend'. A 'SAVE CHANGES' button is located at the bottom.

WP ROCKET
Superior WordPress Performance

DASHBOARD
Get help, account info

CACHE
Basic cache options

FILE OPTIMIZATION
Optimize CSS & JS

MEDIA
LazyLoad, emojis, embeds

PRELOAD
Generate cache files

ADVANCED RULES
Fine-tune cache rules

DATABASE
Optimize, reduce bloat

CDN
Integrate your CDN

HEARTBEAT
Control WordPress Heartbeat API

Heartbeat

Show Sidebar **ON**

Heartbeat [NEED HELP?](#)

Reducing or disabling the Heartbeat API's activity can help save some of your server's resources.

Control Heartbeat

Reduce or disable Heartbeat activity

Reducing activity will change Heartbeat frequency from one hit each minute to one hit every 2 minutes. Disabling Heartbeat entirely may break plugins and themes using this API.

Reduce activity ↓ Behavior in backend

Reduce activity ↓ Behavior in post editor

Reduce activity ↓ Behavior in frontend

SAVE CHANGES

LIMPIA TU BD



WP ROCKET
Superior WordPress Performance

DASHBOARD
Get help, account info 

CACHE
Basic cache options 

FILE OPTIMIZATION
Optimize CSS & JS 

MEDIA
LazyLoad, emojis, embeds 

PRELOAD
Generate cache files 

ADVANCED RULES
Fine-tune cache rules 

DATABASE
Optimize, reduce bloat 

CDN
Integrate your CDN 

HEARTBEAT
Control WordPress Heartbeat API 

ADD-ONS
Add more features 

 **Cloudflare**

TOOLS
Import, Export, Rollback 

Database

Show Sidebar

Post Cleanup

 [NEED HELP?](#)

Post revisions and drafts will be permanently deleted. Do not use this option if you need to retain revisions or drafts.

- Revisions**
0 revisions in your database.
- Auto Drafts**
1 draft in your database.
- Trashed Posts**
1 trashed post in your database.

Comments Cleanup

Spam and trashed comments will be permanently deleted.

- Spam Comments**
0 spam comments in your database.
- Trashed Comments**
0 trashed comments in your database.

Transients Cleanup

Transients are temporary options; they are safe to remove. They will be automatically regenerated as your plugins require them.

- Expired transients**
0 expired transients in your database.
- All transients**
1 transient in your database.

LA FORMA MÁS FÁCIL DE HACER ESAS CUATRO COSAS ES USAR **WP ROCKET**

WP ROCKET
Superior WordPress Performance

FEATURES

PRICING

TESTIMONIALS

ABOUT

BUY IT NOW

Make WordPress Load Fast in a Few Clicks

Recognized as the most powerful
caching plugin by WordPress experts

SPEED UP YOUR WEBSITE →

UNO DE LOS “MEJORES” TEMAS DE WOOCOMMERCE

PORTO
eCommerce

Search... All Categories

CALL US NOW
+123 5678 890

HOME CATEGORIES PRODUCTS PAGES BLOG ABOUT US ELEMENTS SPECIAL OFFER! BUY PORTO!

[Home](#) > [SHOP](#) > [TOYS, WATCHES](#) > [BLUE SPRING CASUAL SHOES](#)



Blue Spring Casual Shoes

★★★★★ (There are no reviews yet.)

\$55.00

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

[ADD TO CART](#)

SHARE



DESCRIPTION SIZE GUIDE ADDITIONAL INFORMATION REVIEWS (0)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, nostrud ipsum consectetur sed do, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

- Any Product types that You want – Simple, Configurable
- Downloadable/Digital Products, Virtual Products
- Inventory Management with Backordered items

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

FREE SHIPPING

100% MONEY BACK GUARANTEE

ONLINE SUPPORT 24/7

50% OFF

MEGA SALE

MANY ITEM



FEATURED PRODUCT



Digital Camera 16x Ultim...
★★★★★
\$101.00 – \$111.00



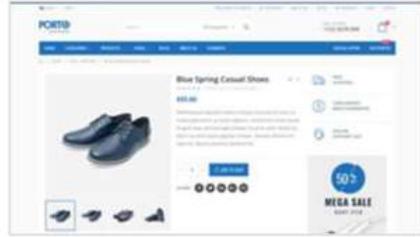
Battery Charger 5000mA ...
★★★★★
\$89.00



Camera Extra Lens Equip...
★★★★★

HOSTED ON
VULTR,

PUNTAJES DE LA
VELOCIDAD DE
CARGA DE LA
PÁGINA DE
PRODUCTO



Latest Performance Report for:

http://breakingintowp.com/?product=blue-spring-casual-shoes

Report generated: Tue, Oct 8, 2019 12:12 PM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
[Have a look at our WP optimization tips >](#)

Looks like you might not be using a CDN
[Why should I use a CDN? >](#)

Performance Scores

PageSpeed Score

F (30%) v

YSlow Score

D (61%) v

Page Details

Fully Loaded Time

4.4s ^

Total Page Size

3.58MB v

Requests

110 v

PageSpeed

YSlow

Waterfall

Timings

Video

History

RECOMMENDATION

GRADE

TYPE

PRIORITY

Enable gzip compression

F (0)

SERVER

HIGH

Minify JavaScript

F (2)

JS

HIGH

Defer parsing of JavaScript

D (61)

JS

HIGH

Minify CSS

C (72)

CSS

HIGH

Leverage browser caching

C (75)

SERVER

HIGH

Inline small CSS

A (92)

CSS

HIGH

Minify HTML

A (94)

CONTENT

LOW

Optimize images

A (99)

IMAGES

HIGH

Specify image dimensions

A (99)

IMAGES

MEDIUM

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

[Learn more about PageSpeed/YSlow scores and how they affect performance.](#)

Need optimization help?

AQUÍ ESTÁ DE
NUEVO PERO
CON ASTRA
ALOJADO EN
LIQUID WEB



Home / Shoes / Blue Spring Casual Shoes

Blue Spring Casual Shoes

\$55.00

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

- 1 + [Add to cart](#)

Category: Shoes



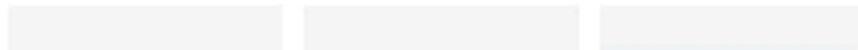
Description Additional information

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, nostrud ipsum consectetur sed do, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

- Any Product types that You want – Simple, Configurable
- Downloadable/Digital Products, Virtual Products
- Inventory Management with Backordered items

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

You may also like...



FREE SHIPPING

100% MONEY BACK GUARANTEE

ONLINE SUPPORT 24/7



Products

Camera Extra Lens Equipped
☆☆☆☆☆
\$101.00

Battery Charger 5000mA Volume
☆☆☆☆☆
\$89.00

Digital Camera 16x Ultimate
☆☆☆☆☆
\$110.00

MIRA CÓMO
ESOS CAMBIOS
AFECTAN LA
PUNTUACIÓN

Latest Performance Report for:

<https://mywoodemo.com/product/blue-spring-casual-sho...>

Report generated: Tue, Oct 8, 2019 8:16 PM -0700
Test Server Region: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
[Have a look at our WP optimization tips »](#)

Performance Scores

PageSpeed Score	YSlow Score
A (96%) ^	A (90%) ^

Page Details

Fully Loaded Time	Total Page Size	Requests
1.0s ^	166KB ^	30 ^

PageSpeed

RECOMMENDATION	GRADE	TYPE	PRIORITY
▼ Leverage browser caching	B (80) ^	SERVER	HIGH
▼ Serve scaled images	A (93) ^	IMAGES	HIGH
▼ Specify image dimensions	A (99) ⬇	IMAGES	MEDIUM
▼ Minify JavaScript	A (99) ^	JS	HIGH
▼ Minify HTML	A (99) ⬇	CONTENT	LOW
▼ Optimize images	A (99) ^	IMAGES	HIGH
▼ Minify CSS	A (99) ⬇	CSS	HIGH
▼ Avoid bad requests	A (100) ⬇	CONTENT	HIGH

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

[Learn more about PageSpeed/YSlow scores and how they affect performance.](#)

CHRIS LEMA
VP, PRODUCTS
LIQUID WEB
@CHRISLEMA



Liquid Web™