Checklist: Nine Steps You Can Take to Speed Up a Wordpress Site

Along with security and page size, a site's speed is one of the most important keys to its success. If you can get your site to load in less time you will make visitors happy, and more likely to do business with you; you will make Google happy, and get a better rankings in search results.

Here are nine ways Valiant Chicken would work to make your Wordpress site load in under a second.

Optimize Images

Use a plugin like Smush It to shrink your image files. The images will load faster, and visitors won't be able to tell the difference in the quality of the image.

Remove Unused Plugins

Every time you add a plugin to your site you make it do more work, which takes more time. Remove plugins you don't use or don't really need and your site will load faster for visitors.

Cut Server Resp. Time

Sometimes a slow site is really a sign of a slow server. Use Google's PageSpeed insights to find out if your server is slow, and if so then you need to ask your hosting to fix the issue.

Enable Browser Caching

Plugins like Far Future Expiry tell your visitor's browser to keep old copies of your site's content, helping your site load faster when the visitor returns for the second time.

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Remove Slow Plugins

Use a plugin like P3 Performance Profiler to identify which plugins take the longest to load each time someone visits your website. Remove or replace the worst offenders & your site will load faster.

Install a Caching Plugin

Caching plugins like WP Rocket make a copy of a webpage the first time it loads, and then quickly serve that cached version to every subsequent user.

Use a CDN

If you sign up with a CDN service like Cloudflare you can automatically preload your content on its servers across the globe. This helps your site load faster by moving the content closer to your visitors.

Minify CSS & Javascript files

A "minify" plugin like Better WP Minify will combine your site's scripts and stylesheets into fewer and smaller files that will load faster for your visitors.

Replace Your Theme

All the tweaks and performance hacks in the world won't help a theme that loads slowly because it is badly designed. Sometimes the only way to make a site load faster is to replace the theme.

Need help? Contact us:

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