

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

A Fast-Loading Site is a Healthy 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 12 steps you can take 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 company 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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Disable Unused Assets

Use a plugin like WP Assets manager to stop code from running on pages where it's not used. Contact Form 7, for example, can be disabled on all pages except your contact page.

Install a Caching Plugin

Caching plugins like WP Rocket make a copy of a web page 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.

Need help? Contact me!

If you need expert assistance, please reach out.

Fixing Wordpress sites is both my passion as well as my bread and butter. I can solve your speed and other website problems in a flash, letting you get back to your important work.

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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.

Choose a Better Host

That super cheap hosting plan may look like a good deal, but it also comes with severe limitations. Cheap hosts boost their revenues by overcrowding their servers, and this will starve your site of resources.

Clean the Database

After using WP for a while, your database will have lots of data that you don't need anymore. You can improve performance by using WP Optimize or Plugins Garbage Collector to clear out the irrelevant data.

Disable the Cleanup Plugins

A number of the plugins that you can use to clean up your site only need to be used once, and can then be turned off. Don't waste resources by letting them continue to run in the background.

For more tech tips, here's how you can find me online:

When I'm not fixing Wordpress sites I am often sharing tech tips under the #TechForAuthors tag on Facebook, Twitter, Instagram, and Pinterest.

You will also find me blogging at the following sites (and others):

- * www.The-Digital-Reader.com
- * www.NateHoffelder.com