Speed Optimisation Checklist

Your guide to creating a faster, more efficient website experience.
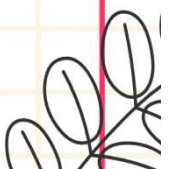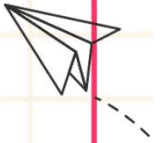
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Optimise Images

Why It's Important:
Large image files can slow down your website significantly. Compressing and optimizing images ensures faster loading times without compromising quality.

❑ Compress images using Imagify to reduce file size without losing quality.

❑ Use the appropriate image format:

  ❑ JPEG for photos.

  ❑ PNG for graphics with transparency.

  ❑ WebP for modern browsers.

❑ Limit image dimensions before uploading (e.g., maximum width: 1200px).

❑ Use lazy loading to delay loading of images below the fold.

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Minimise Plugins

Why It's Important:
Too many plugins can bloat your website and increase load times.

❑ Review all installed plugins and delete any that aren't in use.

❑ Replace multiple plugins with one multifunctional option (e.g., WP Rocket).

❑ Test your site's speed before and after adding new plugins using Google PageSpeed Insights.

❑ Keep all plugins updated to their latest versions.

Less is more!
Each plugin adds code that can slow your site. Stick to essential plugins and look for multifunctional ones to replace multiple single-purpose plugins.
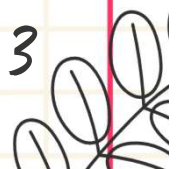
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Enable Caching

Why It's Important:
Caching saves a static version of your site for visitors, significantly reducing load times.

- ❏ Install a caching plugin, such as WP Rocket or LiteSpeed Cache.

- ❏ Enable browser caching to store static files (e.g., CSS, JavaScript).

- ❏ Set up page caching for faster delivery of pre-rendered pages.

Caching is like a shortcut for your website it stores **ready-to-load pages** for visitors, reducing load time. Combine caching with a CDN for **maximum speed boost!**

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## Use a Content Delivery Network (CDN)

Why It's Important:
A CDN stores your site's assets on servers worldwide, ensuring faster load times for users across different locations.

❏ Set up a CDN like **Cloudflare** or **Bunny.net.**

❏ Ensure your CDN has a strong server presence in Europe for better regional performance.

❏ Configure CDN settings to cache static files like images, videos, and scripts.

A CDN brings your content **closer to your audience** by storing it on servers worldwide.
Choose a CDN with strong coverage in your **target region** for the best results!
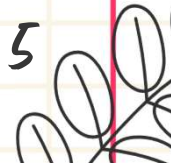
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Optimise Fonts and External Scripts

Why It's Important:
Too many font families or external scripts can drag down your site's speed.

❑ Limit font usage to one or two families (e.g., Roboto, Arial).

❑ Host fonts locally to reduce reliance on external servers.

❑ Use asynchronous loading for external scripts like Google Analytics.

❑ Minimise JavaScript and CSS files with a tool like WP Rocket.

Simplify your site by limiting font families
and hosting them locally.
Load external scripts asynchronously to
keep your pages **fast and responsive!**

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Choose High-Performance Hosting

Why It's Important:
Your hosting provider directly impacts your site's speed, uptime, and reliability.

- ❑ Select a provider optimized for WordPress, such as Hostinger, SiteGround, or Kinsta.

- ❑ Ensure the hosting server is near your target audience (e.g., UK or European data centers).

- ❑ Opt for a plan that includes SSD storage and built-in caching features.

Your hosting is **the foundation** of your site's speed. Choose a provider with servers close to your audience and features like SSD storage and built-in caching for **optimal performance.**

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Regular Testing and Monitoring

Why It's Important:
Continuous testing helps you identify and fix performance issues as they arise.

- ❑ Use Google PageSpeed Insights to analyze your site's speed and performance.

- ❑ Test your site from multiple regions with tools like GTmetrix or Pingdom.

- ❑ Monitor uptime and site performance regularly to ensure optimal speeds.

Website performance can change over time. Schedule **regular speed tests** and monitor user behaviour to spot and **fix issues before they impact your visitors**.
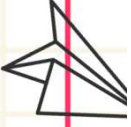
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Bonus Tips for the UK and Europe

Why It's Important:
Regional factors like GDPR compliance and browser preferences can affect your site's performance.

❑ Ensure your cookie consent banner is lightweight and mobile-friendly (e.g., **CookieYes**).

❑ Test your site on popular browsers in the UK/Europe, such as Safari and Chrome.

❑ If your site targets multiple languages, use a lightweight multilingual plugin (e.g., **TranslatePress**).

For a seamless local experience, ensure your site **complies with GDPR**, optimises for popular European browsers, and **offers multilingual support** if needed.

# Thank You for Using the Speed Optimisation Checklist!
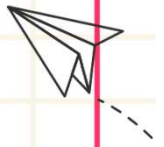
Congratulations on taking the time to optimize your website's speed! A faster site means happier visitors, better SEO rankings, and more conversions for your business.
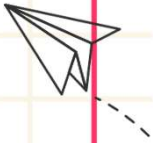
Next Steps

Now that you've worked through the checklist:

➢ Test your website's speed using tools like Google PageSpeed Insights or GTmetrix.

➢ Regularly revisit this checklist to keep your site running smoothly.

➢ Remember, website optimisation is an ongoing process – stay proactive and keep improving!
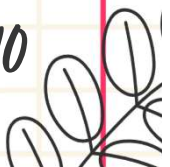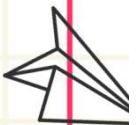
Tools That Can Help You Further

Here's a quick reminder of some tools mentioned in this checklist:

➢ **Google PageSpeed Insights**: Analyse and improve your site's

    performance.

➢ **Imagify:** Compress images for faster load times.

➢ **WP Rocket:** A powerful caching plugin for WordPress.

➢ **Cloudflare:** CDN to deliver content faster across regions.

➢ **GTmetrix:** Detailed performance reports with region-specific testing.

Fast websites create lasting impressions –
keep yours ahead of the curve!