TIPS & TRICKS FOR SLOWING DOWN YOUR WORDPRESS WEBSITE

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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/](https://wordpress.org/plugins/p3-profiler/)

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**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 you 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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