

A faster WordPress site

In 5 steps you might not know yet

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I'll talk about this today

- The importance of a fast loading website
- How to measure the website speed
- The five steps
- Summary
- Questions





SPEED MATTERS

The importance of a fast loading website

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Sites should load fast because:

- Visitors (clients) will love it ❤️
- Search engines use it as a ranking factor
- Conversions/sales





KNOWLEDGE IS POWER

How to measure the website speed

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Check your WordPress site speed

- Use one tool
- Test from multiple locations (if supported)
- Tools to use:
 - [GTMetrix](#)
 - [Pagespeed Insights](#)
 - [Pingdom Website Speed Test](#)



A few examples

PageSpeed Insights report for <https://meetup.com/>. The page is analyzed for Mobile and Desktop. The overall performance score is 36. Key metrics include:

- First Contentful Paint: 3,4 s
- Speed Index: 3,4 s
- Largest Contentful Paint: 3,6 s
- Time to Interactive: 10,7 s
- Total Blocking Time: 2.320 ms
- Cumulative Layout Shift: 0,359

Recommendations include: Beperk niet-gebruikt JavaScript, Verwijder bronnen die de weergave blokkeren, and Beperk niet-gebruikte css.

Pingdom Website Speed Test report for <https://wordpress.com/>. The test was performed from Asia - Japan - Tokyo. The overall performance grade is B.

Your Results:

- Performance grade: **B**
- Page size: **1.9 MB**
- Load time: **1.85 s**
- Requests: **171**

Key recommendations to improve page performance:

- Reduce DNS lookups
- Make fewer HTTP requests
- Use cookie-free domains
- Add Expires headers
- Compress components with gzip
- Avoid URL redirects
- Configure entity tags (ETags)

GTmetrix Latest Performance Report for <https://meetup.com/>. The report was generated on Tue, Aug 23, 2022 2:55 AM -0700. The overall GTmetrix Grade is B.

Web Vitals:

- Performance: **81%**
- Structure: **95%**
- Largest Contentful Paint: **409ms**
- Total Blocking Time: **449ms**
- Cumulative Layout Shift: **0**

Key issues identified:

- High: Serve static assets with an efficient cache policy (Potential savings of 546KB)
- High-Low: Avoid an excessive DOM size (1,102 elements)
- Low: Use a Content Delivery Network (CDN) (4 resources found)
- Low: Reduce JavaScript execution time (802ms spent executing JavaScript)
- Low: Avoid enormous network payloads (Total size was 1.44MB)





LET'S GO

The five steps to a faster WordPress website

1. Choose the ~~right~~ best hosting

- Check reviews
- Talk to peers / industry leaders
- Test hosting with complex websites
- Review integration with current workflow / processes



2. Use caching

- **Caching at server-level**

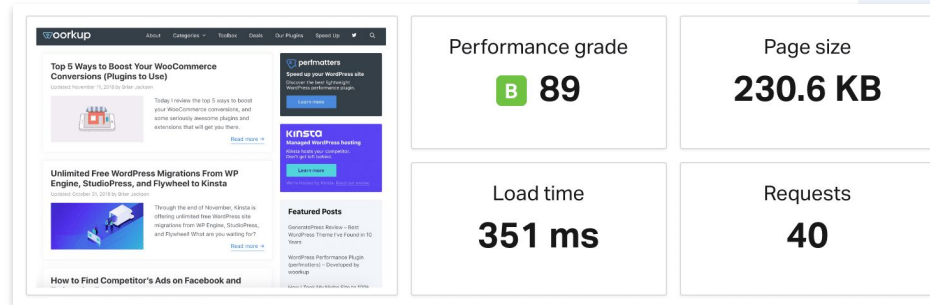
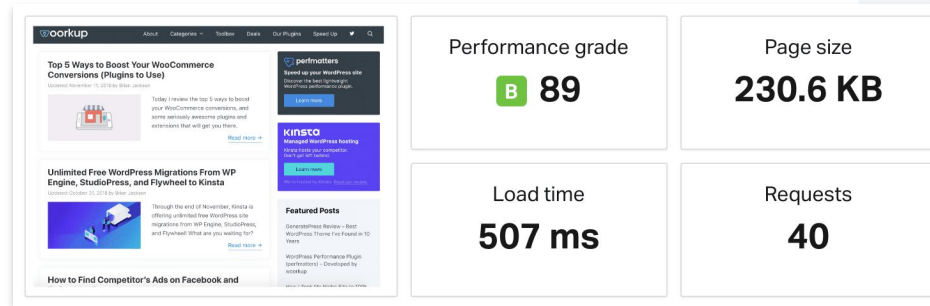
- Bytecode cache
- Object cache
- Page cache
- CDN cache

- **Caching with a plugin**

- WP Rocket
- Cache Enabler
- W3 Total Cache

- **Object cache**

- W3 Total Cache
- Redis
- Memcached



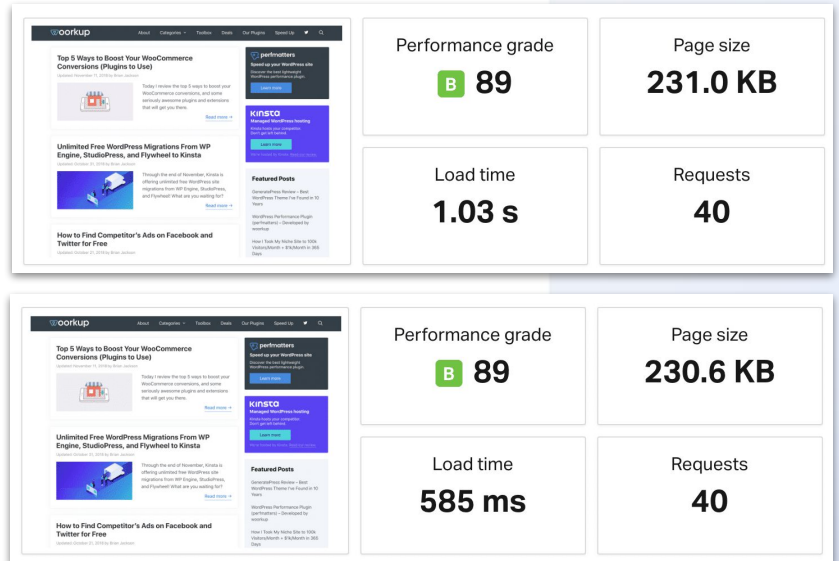
3. Optimize images

- Find balance between size and quality
- Choose the right file format (PNG/JPEG or even WEBP)
- Lossy or lossless compression
- Don't use images for decoration only
- Some handy plugins:
 - Imagify
 - WP Smush
 - Imsanity



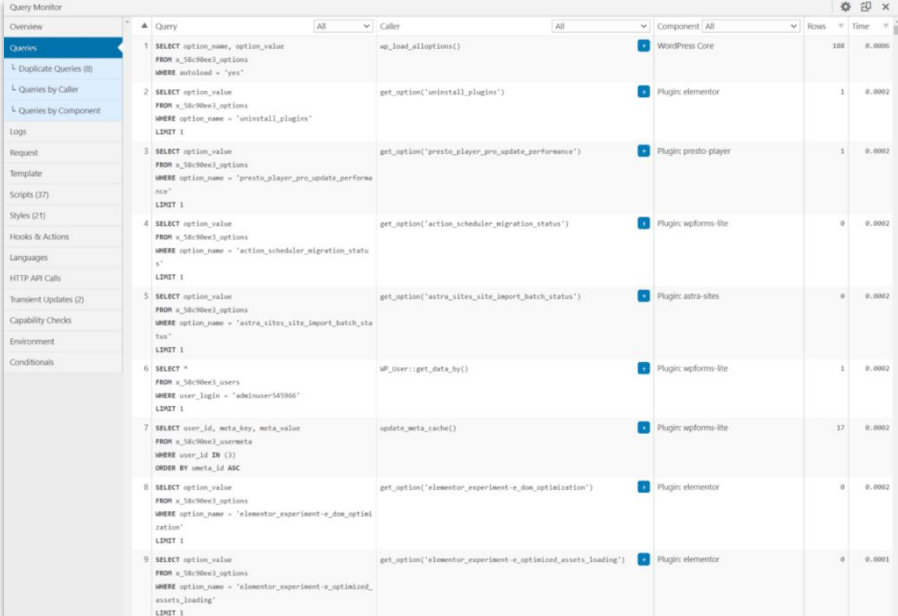
4. Use a Content Delivery Network

- A CDN does not replace your host
- Regular / Reverse proxy
- Serve static content
- Save bandwidth
- Improve loading speed
- Firewall features
- Some CDN providers:
 - Cloudflare
 - KeyCDN
 - Sucuri



5. Find slow plugins

- Use an APM tool like New Relic or Kinsta APM
- Query Monitor WordPress plugin
 - Database queries, including showing you queries from specific plugins
 - PHP errors
 - Memory usage
 - HTTP API calls
 - Enqueued scripts and styles
 - Hooks and actions



Query	Caller	Component	Rows	Time
1 SELECT option_name, option_value FROM a_Sc9Ww3_options WHERE autoload = "yes"	wp_load_all_options()	WordPress Core	188	0.0006
2 SELECT option_value FROM a_Sc9Ww3_options WHERE option_name = "install_plugins" LIMIT 1	get_option("install_plugins")	Plugin: elementor	1	0.0002
3 SELECT option_value FROM a_Sc9Ww3_options WHERE option_name = "presto_player_pro_update_performance" LIMIT 1	get_option("presto_player_pro_update_performance")	Plugin: presto-player	1	0.0002
4 SELECT option_value FROM a_Sc9Ww3_options WHERE option_name = "action_scheduler_migration_status" LIMIT 1	get_option("action_scheduler_migration_status")	Plugin: wpforms-lite	0	0.0002
5 SELECT option_value FROM a_Sc9Ww3_options WHERE option_name = "astra_sites_site_import_batch_status" LIMIT 1	get_option("astra_sites_site_import_batch_status")	Plugin: astra-sites	0	0.0002
6 SELECT * FROM a_Sc9Ww3_users WHERE user_login = "adminuser545966" LIMIT 1	wp_user_get_data_by()	Plugin: wpforms-lite	1	0.0002
7 SELECT user_id, meta_key, meta_value FROM a_Sc9Ww3_usermeta WHERE user_id IN (3) ORDER BY umeta_id ASC	update_meta_cache()	Plugin: wpforms-lite	17	0.0002
8 SELECT option_value FROM a_Sc9Ww3_options WHERE option_name = "elementor_experiment_e_dom_optimization" LIMIT 1	get_option("elementor_experiment_e_dom_optimization")	Plugin: elementor	0	0.0002
9 SELECT option_value FROM a_Sc9Ww3_options WHERE option_name = "elementor_experiment_e_optimized_assets_loading" LIMIT 1	get_option("elementor_experiment_e_optimized_assets_loading")	Plugin: elementor	0	0.0001





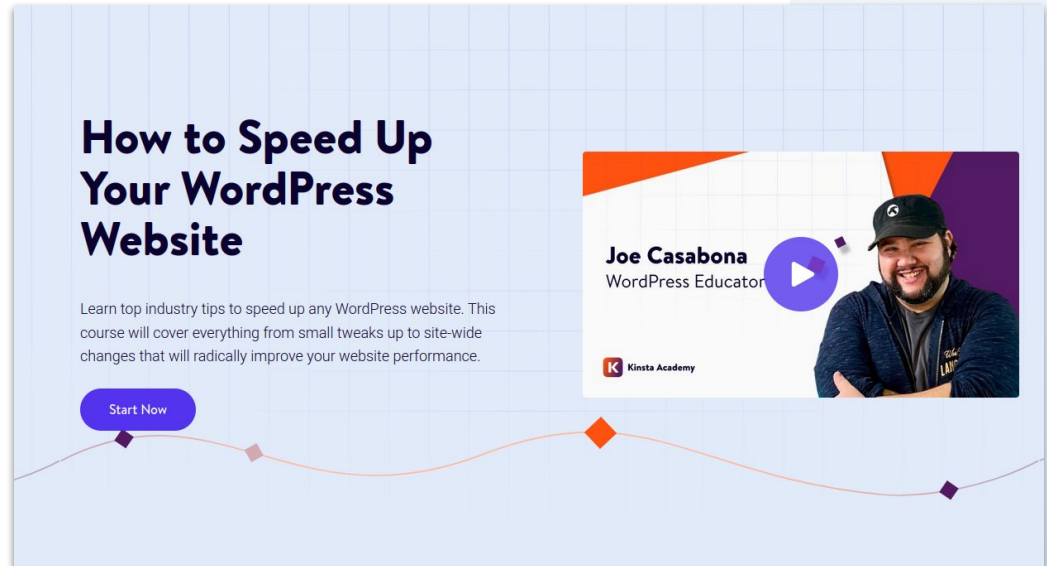
Questions? Bring 'em on!

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Need more?

- Check out this **free** course:

<https://kinsta.com/academy/course/how-to-speed-up-your-wordpress-website/>



How to Speed Up Your WordPress Website

Learn top industry tips to speed up any WordPress website. This course will cover everything from small tweaks up to site-wide changes that will radically improve your website performance.

Start Now

Joe Casabona
WordPress Educator

K Kinsta Academy





**Thanks WP Meetup
Amsterdam!**

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