



The 12-Step Checklist to
**Achieve Loading Times
Under 1 Second**





Optimize Images

Use **lossless compression** to optimize all your images without sacrificing quality. We'll also auto-compress any images you upload in the future.



Minify Javascript and CSS

Concentrate all scripts and styles, **minify and compress them**, add expiring headers, cache your website and move styles to the page head and scripts to the footer.



Render-Blocking Resources

Move JavaScript/CSS files, Font Awesome and Google Fonts code where they **won't affect the loading time of visual elements** for your visitors.



Leverage Browser Caching

Set up a **regularly-updated saved version of your website**. When people visit your site, they're showed a faster-loading cached version instead of having to load the entire website.



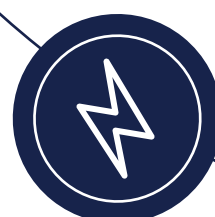
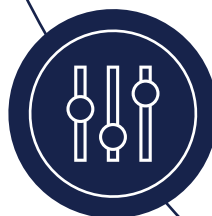
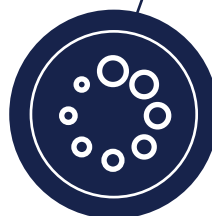
Enable Compression

Enable **Gzip compression** from your server or from where your assets are being delivered. This means lower loading times and an overall faster website.



Reduce Server Response Time

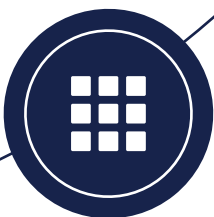
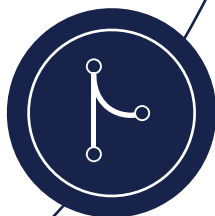
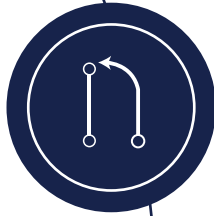
Slow websites often stem from living on an inadequate server. If your hosting provider isn't cutting it, we'll move you to our **fully managed WordPress hosting environment** for free.



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Remove Query Strings

URLs with a “?” are not cached by certain proxy caching servers or CDNS. This could mean a missed opportunity for **increased speeds**, so we optimize them.

Optimize Mobile Experience

Ensure your website shows a responsive mobile version for **every kind of browser and window resolution**, uses correct fonts and has a good navigation system across all devices.

Combine Requests

Reduce the amount of requests your website calls out for by combine all your CSS and JS and moving what we can to the footer. The result is drastically lower load times.

Lazy Loading Images

Lazy loading for iframes and images across your site decreases load time and saves bandwidth. Make sure not to use external JS libraries to keep the call outs to a minimum.

Inline Critical CSS

CSS is technically only supposed to be declared in the header, so you can **inline the most important CSS** and load what's not absolutely necessary after it has rendered the page.

CDN Support

A Content Delivery Network copies your website to servers around the world and delivers it to users from the server closest to their geographical location.



WE TAKE PERFORMANCE SERIOUSLY

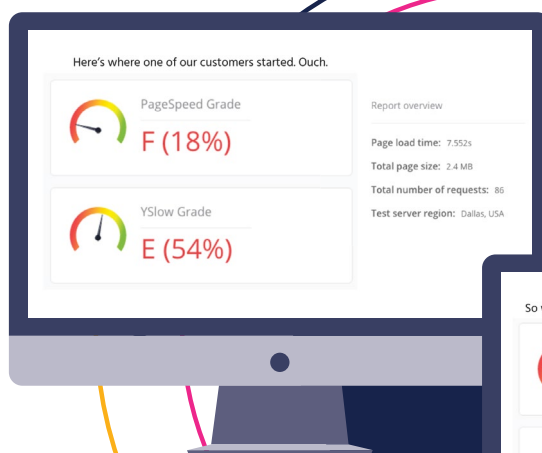
Partner with us & feel the confidence of knowing your website will perform well on Google Pagespeed Insights, GTMetrix, Pingdom and any other speed test.



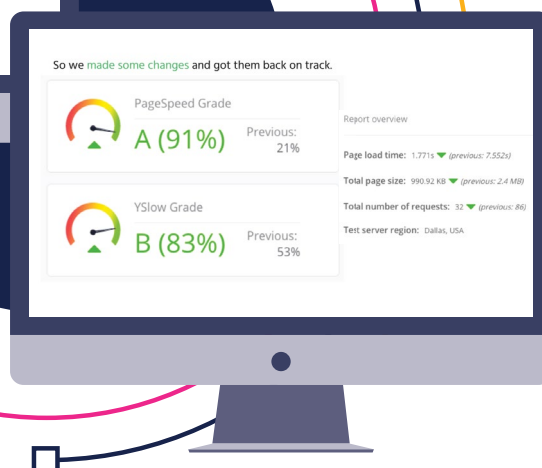
Isaac Oakeson, Founder of Civil Engineering Academy

“Our sites have run soooooo much faster. After the team did their thing, our loading times decreased by 80%+, bounce rates decreased by ~35% and SEO rankings shot up. **What a huge win for us!**”

BEFORE



AFTER



WP Rocket



- ✓ Minimal configuration, immediate results.
- ✓ With multisite compatibility.
- ✓ Very user-friendly.

WP Rocket is our most trusted caching plugin for all WordPress sites! It's recognized as the most powerful caching plugin by WordPress experts. From caching to DNS prefetching, it's all here!

Starting at: **\$49**/yr

GO TO
WP Rocket

WP Smush Pro



- ✓ One click to optimize all images.
- ✓ Automatic compress your images on upload.
- ✓ Compress images outside the media library.

WP Smush is one of WPMUDEV's Premium plugins! In a click of a button, it will compress all your images and serve the correct size of the image for the container! If you're looking for an automated and worry-free way to compress your images, this is what you've been looking for!

Starting at: **\$49**/mo

GO TO
Smush Pro

Astra



- ✓ Our pick for best lightweight, fastest WordPress theme.
- ✓ Full layout control.
- ✓ Easily customize your Woocommerce store.
- ✓ Ready to be used with your popular page builder.

Astra Theme is easily one of the best themes for your Woocommerce store out there! It's focused on clean code and standards and ensures that your site stays safe and compatible with Woocommerce extensions. With a very customizable site layout from boxed to full width, everything's here.

Starting at: **\$59**/mo

GO TO
Astra

