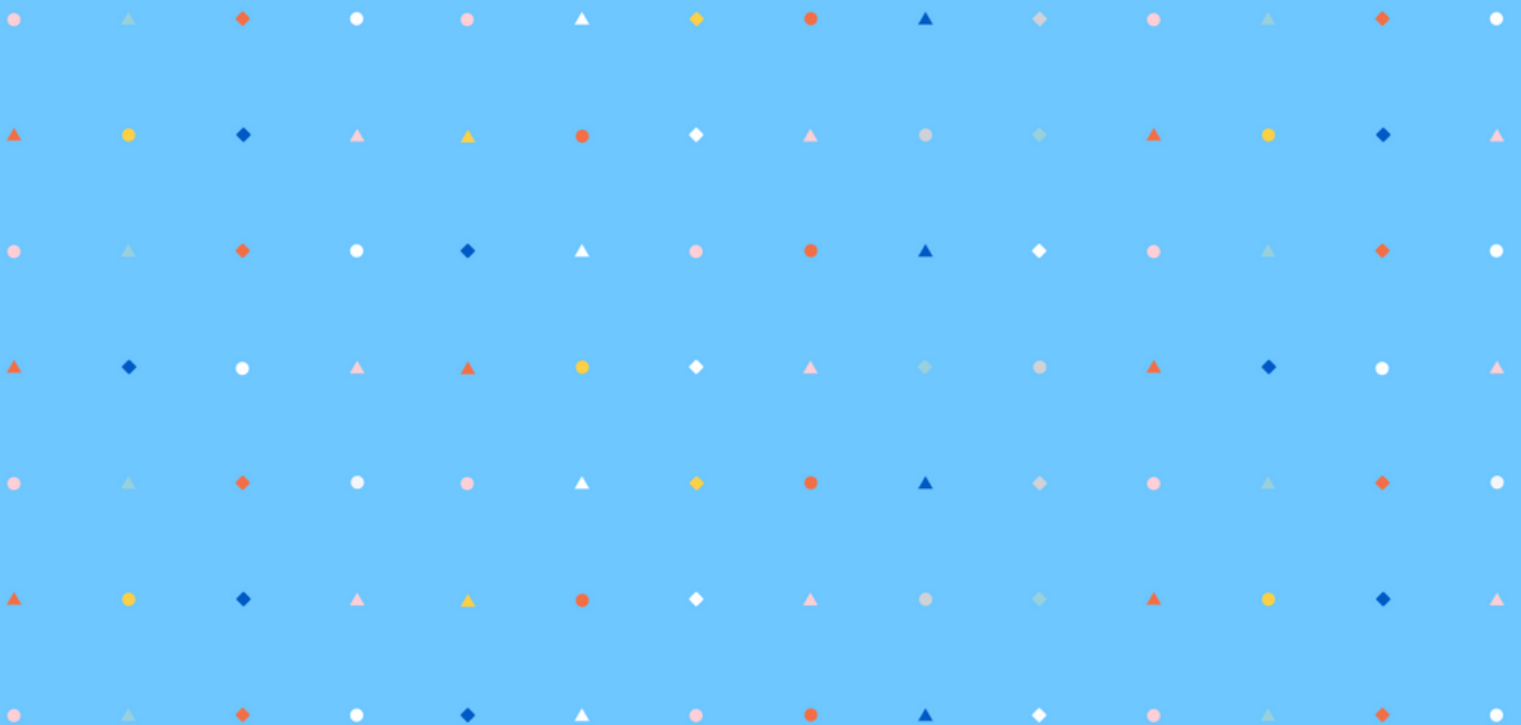**WP ROCKET**

Superior WordPress Performance

19 Tips

to Speed Up
Your WordPress Site

From Basic to Advanced

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19 Tips to Speed up Your WordPress Site (From Basic to Advanced)

INTRODUCTION

3 Reasons to Speed up Your Site Right Now

If you downloaded this ebook, you already know how speed is important for your site. And you're probably worried that your site performance is not as good as you wish. Or you have a pretty good performance, but you want to improve it — and that's the right attitude!

Average web performance is just a starting point. You should strive for excellence.

Here's why:

1. **Site speed influences SEO**. Speed is a ranking factor. Plus, the Core Web Vitals have rolled out as part of the Page Experience update — another ranking factor. There's no doubt: the loading time and how users interact with your page are relevant for your SEO performance, too.

2. **Page speed impacts conversions**. You have a very short window of time to keep users' attention. If there is any delay or whatsoever, people are likely to click away to something else. The quicker a web page loads, the more likely a user performs the targeted action on that page.

3. **Fast sites reduce the bounce rate**. One of your marketing goals should always be faster than your competitors simply because they are just one click away. You can have the best content and a great product, but if your website is slow, you'll lose all the efforts you put into design and development.

Let's find out what makes a site blazing-fast!

19 PERFORMANCE TIPS

3 Basic Speed Optimization Steps

1. Choose a powerful hosting

Impact: High 🚀 🚀 🚀

Your WordPress hosting service plays a significant role in website performance. A good hosting provider takes the extra measures to optimize your website for performance and provides good customer support.

✅ To learn more about hosting providers, <u>read our guide to compare the most popular ones</u>.

✅ Check out the list of the <u>best WordPress hosting for small businesses and blogs</u>.

✅ Take a look at <u>our hosting partners</u> — they have been carefully selected and play great with WP Rocket.

2. Use a cache plugin for speed optimization

Impact: High 🚀 🚀 🚀

A caching plugin generates static HTML pages of your website and saves them on your server. Each time a user tries to access your website, your caching plugin displays the lighter HTML page instead of heavier WordPress PHP scripts. **It's like the cache plugin was "saving" your content to pre-load it faster if anyone tries to access your website.**

Using a tool like <u>WP Rocket</u>, you can automatically cache those resources and improve your page load speed. All the work is done in the background, and **you'll get a faster site immediately**. The other good news is that WP Rocket is a cache plugin easy to install and configure. Plus, the dashboard is intuitive and user-friendly!

3. Optimize your images and use lazy loading

Impact: High 🚀 🚀 🚀

Check that your images are optimized. There are three essential tips you can follow to improve the loading speed of your images:

1. Reduce their weight.
2. Resize them according to the real size on your pages.
3. Apply the LazyLoading script.

✅ A good solution is to use Imagify. After enabling it, all your images, including thumbnails, will be automatically optimized when uploaded into WordPress.

✅ WP Rocket will add missing width and height attributes to images. The plugin will also implement the LazyLoad on images, iframes, and videos.

7 Performance Best Practices

1. Use the right theme: choose a theme optimized for speed

Impact: High 🚀 🚀 🚀

One of the best parts about WordPress is that you have a near-infinite number of different themes that you can choose from. So, when you're selecting the one you're going to use, don't just focus on aesthetics and functionality. It's also important that you go for **a theme that is efficient in terms of speed optimization**.

✅ Do your research and take your time to make the right choice to solve many performance issues. Check out our list of the fastest WordPress themes.

✅ Switch to a theme that provides you with performance optimization features.

✅ Use the [Query Monitor plugin](#) to find out if the installed theme is causing any performance issues.

2. Don't use a slider on your header

Impact: High 🚀 🚀 🚀

A slider will just kill your site's performance. Even though many sites tend to use them, this is one of the actions that will have the worst impact on speed.

3. Eliminate bloated plugins

Impact: Medium 🚀 🚀

It can be tempting to install lots of plugins on your site for various functions but be wary of what impact it has on your site. If there are unnecessarily bloated plugins and running numerous additional scripts, it might make sense to consider finding more efficient alternatives or just eliminating them. In most cases, simplicity wins here.

✅ Test your site speed before and after activating a plugin. Refer to our guide to [measure the performance of your WordPress site](#).

✅ Remove all the unused plugins not to clutter the database and avoid adding vulnerability points to your site.

✅ Use the [Query Monitor plugin](#) to find out which installed plugins are causing performance issues.

4. Use a Content Delivery Network (CDN)

Impact: Medium 🚀 🚀

If your target audience is distributed worldwide, it makes sense to use a CDN to have your site hosted closer to the end-user. Instead of having everything coming from one server in one location, a CDN creates a network of servers around the world which store static files that make for much faster loading times in different scenarios.

✅ We recommend using [RocketCDN](#), which is our premium CDN that integrates directly with WP Rocket. RocketCDN automatically applies the best performance settings, so you don't need to spend time going through each setting and understanding how a CDN works.

5. Upload large media files to suitable services

Impact: Medium 🚀 🚀

Instead of using the WordPress backend to host your video or audio files, it's much more efficient to upload those pieces to YouTube, Viméo, or SoundCloud — they are much better suited to handle the bandwidth requirements. Your WordPress site can then point to that digital asset rather than render it, and your whole site will get much faster as a result.

✅ Use [WP Rocket's "LazyLoad" feature](#) for YouTube. Check the "Replace YouTube iframe with the preview image" box. This will improve your page loading time.

✅ To embed a video in WordPress, you can use the built-in video feature in the WordPress Editor (Gutenberg). Simply copy and paste your video's URL directly into your post, and it will embed automatically.

6. Make regular WordPress updates

Impact: Low 🚀

The WordPress platform itself is continually evolving. As the team and community improve the overall functionality, they release regular updates that you should be making the most of. Installing these updates when available ensures that you always have the latest version of WordPress running your site.

7. Limit post revisions

Impact: Low 🚀

The WordPress revisions system stores a record of each saved draft or published update. It's handy if you need to recover an older version of your content. However, too many post revisions can impact the speed of your WordPress site if your pages are not cached.

✅ A solution to limit the post revisions is to add a code snippet to your wp-config.php file: `define( 'WP_POST_REVISIONS', 5 )`. We added "5" which is the number of revisions we want to do, but you can set up your figure.

9 Advanced Performance Strategies

1. Load JavaScript deferred and delay Javascript execution

Impact: High 🚀 🚀 🚀

JavaScript execution can highly affect performance and generate several PageSpeed Insights audits, such as "Eliminate render-blocking resources", "Reduce JavaScript execution time", and "Minimize main thread work".

✅ You have to inline critical resources, defer non-critical JS resources, and remove unused JavaScript. WP Rocket can help you optimize your JavaScript files easily. You'll load JS deferred and delay JS execution in a few clicks and address the main JavaScript issues.

✅ A few more plugins can also help you remove unused JS files:

- Flying Scripts
- WP Meteor
- Plugin Organizer
- Gonzales
- Perfmatters

2. Defer non-critical CSS, Remove unused CSS, and Inline critical CSS

Impact: Medium 🚀 🚀

Non-critical CSS is not relevant for rendering the page. However, such files can affect loading time and generate PSI recommendations such as "Eliminate render-blocking resources" and "Avoid chaining critical requests".

On the other hand, critical CSS should have the highest priority: these are the resources above the fold that need to be loaded as fast as possible.

✅ You have to inline critical resources, defer non-critical CSS resources, and remove unused CSS. WP Rocket includes the Optimize CSS delivery option, which will inline critical CSS and defer non-critical CSS in a few clicks. The plugin also gives you the option to remove unused CSS easily.

✅ A few more plugins and tools can also help you tackle CSS:

- Asset CleanUp
- PurifyCSS – it requires some technical knowledge
- Critical Path CSS Generator – you should then follow Google's instructions.

3. Minify JavaScript

Impact: Low 🚀

Minification refers to removing unnecessary and redundant code without affecting how the browser processes the data. JavaScript minification removes all the unnecessary JS content and extra spaces or strips comments from the code. In other words, the goal is to make the file much lighter by reducing the size of the code.

✅ The manual solution: use a free online tool like minifier.org and tick the "JS" box.

✅ The fastest and most convenient solution: use a plugin like [WP Rocket](#) that removes the unnecessary JS in one click and makes your website load faster.

4. Minify CSS

Impact: Low 🚀

In a CSS file, you will find whitespace, comment, and punctuation. This content helps the developer read the code better, but it's unnecessary for the visitor. By getting rid of the unnecessary content, you'll get lighter files seeing as CSS minification removes extra spaces, white spaces, and comments from your CSS files.

✅ Use a free online tool like [minifier.org](#) and tick the "CSS" box.

✅ You can use [WP Rocket](#) to clean up your CSS files and reduce the file size in one click.

5. Optimize your WordPress database and reduce database calls

Impact: Low 🚀

As your site grows, your WordPress database will grow as well – with some portions of your data becoming obsolete over time. If you can eliminate the information that is no longer needed, your database will function more efficiently, and you'll have a faster loading speed as a result.

✅ You will first have to access PHPMyAdmin via your hosting provider and optimize your database from there. If you understand your database structures well, you can also do some manual interventions there.

✅ The [WP Rocket plugin](#) will do a lot of this optimization automatically. The pros are a great user-intuitive interface and a quick setup. The Database Tab includes optimization for posts, comments, transients, and database cleanup.

✅ Other plugins you can use to optimize your database:

- [WP-Optimize](#) (1M+ users). You can use WP-Optimize to clean up post revisions, old drafts, unapproved, spam, trashed comments, expired transient options, trackbacks, and pingbacks.
- [WP Sweep](#) (100 000+ users). You can go over each setting or run all the tasks by pressing "Sweep All" at the bottom.

6. Split long posts into pages

Impact: Low 🚀

Google loves long posts, but more content also means more pictures to load. So you may consider splitting your longest posts into several pages to limit the impact. However, if you already enabled lazy loading, a very long text should not affect performance.

✅ Add the <!−−nextpage−−> tag in your article where you want to split it into the next page.

✅ A few powerful plugins can activate the pagination and help you to control the layout of your post. We recommend you try [WP-PageNavi](#).

7. Disable hotlinking

Impact: Low 🚀

If you produce high-quality content, there is a risk that it will be re-used or stolen by other sites. Stealing is bad, but it's not the worst here. The worst is that they can use your images and your bandwidth by hotlinking the content.

✅ Get Hotlink Protection from Your CDN ([RocketCDN](#) has it!).

✅ Block Specific Domains.

✅ Choose a WordPress plugin like [All in one WP Security](#) that will protect your content against hotlinking.

8. Fix HTTPS/SSL errors

Impact: Low 🚀

Well, getting the warning "Your connection is not secure" while accessing a website is never a good sign, is it? Google and your visitors will prefer a secure website and a safe browsing experience.

✅ Many hosting packages come with HTTPS and SSL options. Check with your host provider if they see any ongoing issues on your website.

✅ Use a plugin like Real Simple SSL (5M+ activations).

9. Use the latest PHP version

Impact: Low 🚀

An updated PHP will allow your WordPress site to run faster.

✅ Ask your host which version he's using and ask him to upgrade it if he's using a lower version than PHP 7.

✅ Install a plugin like Version Info to check the PHP version you are using.

CHECKLIST FOR A FAST WEBSITE

	Performance Tip	Impact on Performance	Can WP Rocket Help?
☐	Choose a powerful hosting	🕐🕐🕐	✕
☐	Use a cache plugin	🕐🕐🕐	✓
☐	Optimize your images and use lazy loading	🕐🕐🕐	✓ and Imagify too!
☐	Load JavaScript deferred and Delay Javascript execution	🕐🕐🕐	✓
☐	Choose a theme optimized for speed	🕐🕐🕐	✕
☐	Don't use a slider on your header	🕐🕐🕐	✕
☐	Defer non-critical CSS, Remove unused CSS, and Inline critical CSS	🕐🕐	✓
☐	Use a Content Delivery Network (CDN)	🕐🕐	✕ but RocketCDN can!
☐	Eliminate bloated plugins	🕐🕐	✕
☐	Upload large media files to suitable services	🕐🕐	✕
☐	Minify JavaScript	🕐	✓
☐	Minify CSS	🕐	✓
☐	Optimize your WordPress database	🕐	✕
☐	Make regular WordPress updates	🕐	✕
☐	Split long posts into pages	🕐	✕
☐	Limit post revisions	🕐	✕
☐	Disable hotlinking	🕐	✕
☐	Fix HTTPS/SSL Errors	🕐	✕
☐	Use the latest PHP version	🕐	✕

Are You Ready to Reach the Stars?

Get a Faster Website in a Few Clicks!

Get WP Rocket Now →

WP ROCKET

Superior WordPress Performance