

Quick Ways To Speed Up Your Wordpress Site

*Increasing Website Speed &
Conversions By 70% In 30 Minutes*



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INTRODUCTION

START FROM HERE



Do You Want To Speed Up Your Wordpress Blog Site?

Does Your Website Or Blog Open Faster Than 2-3 Seconds?

Did you know that Search engines like Google also uses the website running loading rate as a SERP position ranking signal?

Of course, if you know your way around web site optimization and SEO, you may already know about all of this. But, what I here trying to persuade you here is how essential it is to create your website load faster.

Even Search engines Google aspects website speed rate into their criteria when position and ranking sites.

So if your website loads speed too slowly you can anticipate your Search engines Google ranking positions to fall, and in turn entice less traffic to your website..

So, if you're really enthusiastic about enhancing the speed rate of your website, getting better positions on Search

engines Google, and providing in more guests aimed at your website, then this content article is just for you.

Don't fear, you don't need to be a professional to adhere to the guidelines tips, I about to discuss and share here.

Anyone could easily apply these techniques to elevate their website.



Fast running web pages enhance consumer experience, increase your page views, and help with your WordPress SEO.

In this article content, I will discuss the most useful WordPress speed optimization rate marketing guidelines tips to

increase WordPress efficiency and accelerate your website.

I include everything from why speed rate is significant, what decelerates your WordPress website to workable actions steps

that you can take to enhance your WordPress speed rate instantly.

WordPress is a great system platform. One weak point that it suffers from, however, is it can be quite slowly.

Without taking the right safety measures, you could end up with time consuming website.

That's not only problems for do it again guests but will cause you to lose subscribers members and clients.

In this quick publish post article, I'll cover all of the best ways that I've found to continually accelerate WordPress.

To create it easy, I have designed the ultimate secrets and techniques for accelerating your WordPress website.

Why Speed Rate is Important for Your WordPress Site?

Studies reveal that from 2000 to 2017, the common human attention period has decreased from 12 a few seconds to 7 few seconds.

What does this mean for you as a site owner?

You have very little a chance to demonstrate customers your content and persuade them to stay on your site.

A slowly web site or blog indicates customers will possibly keep away your site before it even loads.

On top of that, other Search engines and Google have already started penalizing more slowly sites by forcing them down in the look for results which indicates lower visitors for slowly sites.

To sum it all up, if you want more visitors, subscribers members, and income from your site, then you must make your WordPress web site **FAST!**



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CHAPTER 1

How To Check Your Wordpress Website Speed?



How to Check Your WordPress Website Speed?

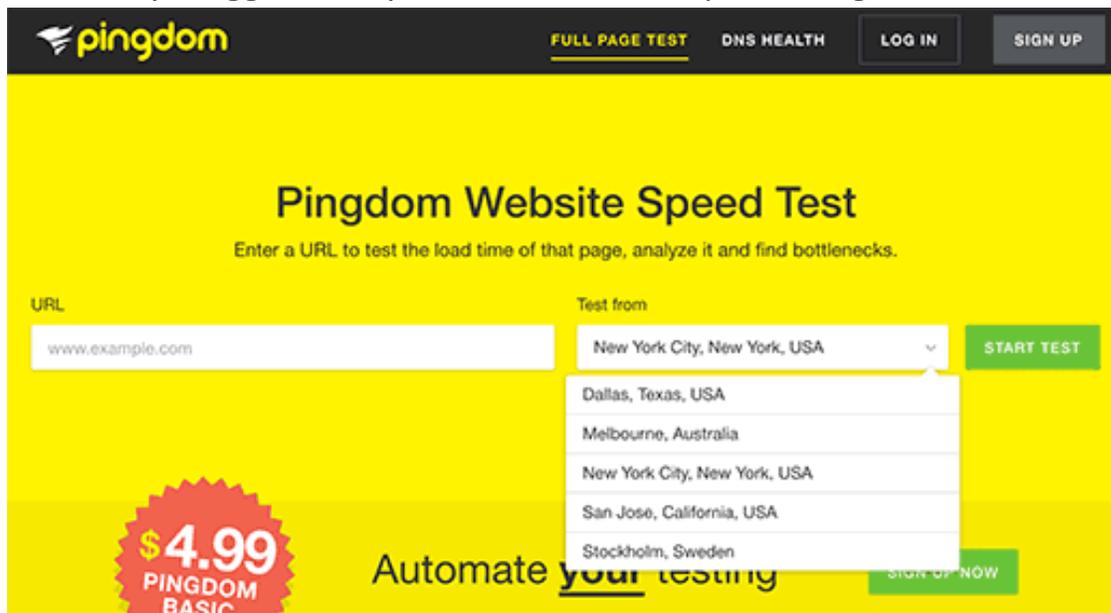
Often newbie's think that their web site is **OK** just because it doesn't feel slowly on their computer. That's a HUGE error.

Since you frequently visit your own web site page, modern web browsers like Firefox and chrome store your site in storage cache and immediately perfect it as soon as you start writing an address with. This makes your site load almost immediately.

However, an average customer who is going to your site for the new may not have the same encounter experience.

In fact, customers in different geographical regional places will have a completely different encounter experience.

This is why I suggest that you must check site speed using a device like Pingdom.



It is an online with free streaming device tool that allows you to evaluate your website's speed from different places.

After you run your site speed analyze, you might be thinking what's a useful website speed that I should aim for?

An excellent page load time is under 2-3 seconds.



CHAPTER 2

What Slow Down Your Wordpress Website?

What Slow Down Your WordPress Website?

Your speed rate analyze review report will likely have several ideas for enhancement. However most of that is technological terminology which is hard for newbie's to understand.

However being aware what slows down your website is key to enhancing efficiency and making wiser long-term choices.

The main causes for a slowly WordPress website is:

- 1) Website hosting service – When your web hosting server is improperly designed or configured it can harm your website rate.
- 2) WordPress Configuration Settings – If your WordPress site is not providing cached web pages, then it will excess your web server thus causing your website to be slowly or accident entirely.
- 3) Page Size – Mainly pictures that aren't enhanced or optimize for web.
- 4) Bad Plug-ins – If you're using a badly written coded plug-in, and then it can considerably slowly down your website.
- 5) Exterior scripts programs – Exterior programs such as ads, typeface loaders, etc can also have a huge effect on your website efficiency.

Now that you know what slows down your WordPress website, let's take a look at how to speed up your WordPress website blog.

However, the quicker you can make it, the better it is. A few milliseconds of developments here and there can add up to cutting your face off 50 percent or even a full second from your load time.



CHAPTER 3

Importance Of Excellent Wordpress Hosting



Importance of Excellent WordPress Hosting

Your WordPress web hosting support performs a crucial role in web site efficiency.

An excellent shared host company like [BlueHost](#) takes the extra measures to improve and well optimize your web site for efficiency.

However, on shared web hosting you share the server resources with many other customers. This means that if your nearby site gets a lot of traffic, then it can impact the entire server efficiency which in turn will slow down your web sites.

On the other hand, using a managed WordPress web hosting support give you the most enhanced server options to run WordPress. Managed WordPress web site

hosts also offer automated back-ups, automated WordPress up-dates, and more advanced security options to protect your web sites.

I suggest [MaxCDN](#) as our recommended managed WordPress host company.

They're also the most popular one in the web hosting industry.

For business WordPress web hosting, we suggest using [MaxCDN](#) because they're the best in business.



CHAPTER 4

**Boosting Up
Wordpress In Simple
Actions (No Coding)**

Boosting Up WordPress in Simple Actions (No Coding)

I know that creating changes to your web site configuration settings can be a scary believed for newbie's, especially if you're not a tech-geek.

But don't fear, you're not alone. We have assisted a large number of WordPress customers enhance their WordPress efficiency.

I can tell you how you can accelerate your WordPress web site with just a few mouse clicks (no programming required).

If you can point-and-click, you can do this!

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CHAPTER 5

Install A Wordpress Caching Plugin



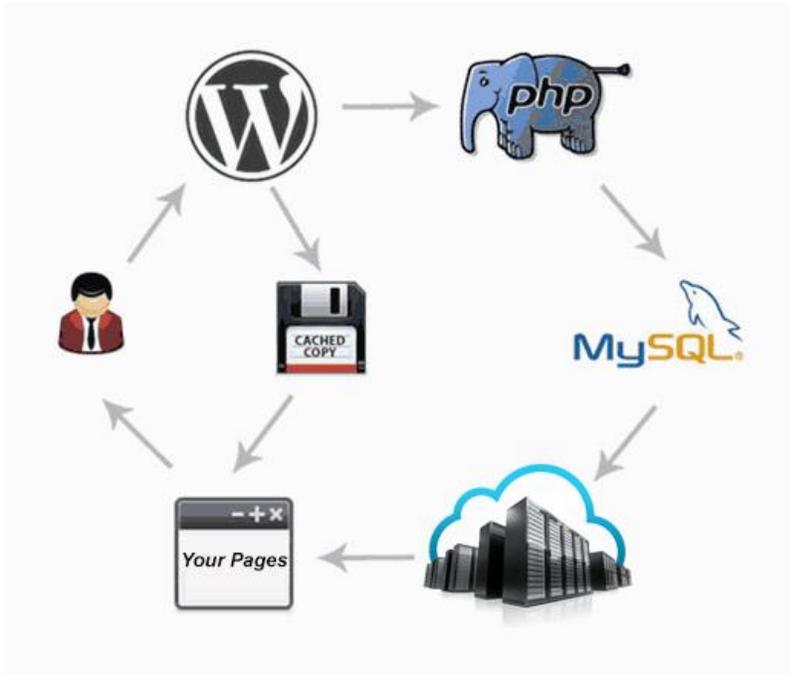
Install a WordPress Caching Plugin

WordPress web pages are “dynamic.” This implies they’re designed on the fly whenever someone trips an article or web page on your web page. To develop your webpages, WordPress has to run a procedure to find the needed details, put it all together, and then display it to your customer.

This procedure includes a lot of steps, and it can really slowly down your web page when you have several people going to your web page at once.

That’s why I suggest every WordPress web page use a caching plug-in. Caching can make your WordPress web page anywhere from 2x to 7x quicker.

Here’s how it works: Instead of going through the whole web page creation procedure whenever, your caching plug-in creates a copy of the site after the first fill, and then provides that cached edition to every following customer.



As you can see in the design above, when a customer trips your WordPress web page, which is constructed using PHP, your server retrieves details from a MySQL data source and your PHP information, and then it’s all put together into a HTML material which is provided served to the customer. It’s an extended procedure, but you can miss a lot of it when you use caching instead.

Note: If you’re using a managed WordPress host company service provider, then you don’t need a caching plug-in because they deal with it for you.



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CHAPTER 6

Improve Images, Pictures For Speed



Improve Pictures for Speed

Images bring life to your posts and help increase involvement of users. Online Researchers have found that using color shaded graphics makes people 80% more likely to learn your posts content material.

But if your images aren't enhanced, they could be harming more than assisting. In fact, non-optimized images are one of the most common speed rate problems we see on starter sites.

Before you publish a photograph straight from your phone or digital camera, we suggest that you use picture modifying application to optimize your images for web.

In their unique types, these images can have huge computer file dimensions. But based on the picture data structure and the compression you select in your modifying application, you can reduce picture dimension by up to 5x - 7x.

At Edoup, I only use two picture formats: JPEG and PNG.

Now you might be wondering: what's the difference?

Well, PNG picture structure is uncompressed. When you pack a picture it drops some information, so an uncompressed picture will be excellent top quality with more details. Obviously is that it's a bigger top quality, so it takes longer to load. JPEG, on the other hand, is a compacted data structure which a little bit decreases picture top quality, but it's considerably more compact in proportions size.

So how do we decide which picture structure to choose?

- 1) If our picture or picture has a lot of different color shades, then we use JPEG.
- 2) If it's an easier picture or we need a clear picture, then we use PNG.

The majority of my images are JPEGs



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CHAPTER 7

Wordpress Performance Optimization Best Practices



WordPress Performance Optimization Best Practices

After installing a caching plugin and optimizing your images, you'll notice your site will start loading a lot faster.

But if you really want to keep your website as fast as possible, you'll need to use the best practices listed below.

These tips aren't too technical, so you don't need to know any code to implement them. But using them will prevent common problems that will slow down your website.

Keep Your WordPress Site Updated

As a well maintained open source project, WordPress is updated frequently. Each update will not only offer new features, but also fix security issues and bugs. Your WordPress theme and plugins may have regular updates, too.

As a website owner, it's your responsibility to keep your WordPress site, theme, and plugins updated to the latest versions. Not doing so may make your site slow and unreliable, and make you vulnerable to security threats.



Use a Content Delivery Network (CDN)

Remember how we mentioned above that users in different geographical locations may experience different loading times on your site?

That's because the location of your web hosting servers can have an impact on your site speed. For example, let's say your web hosting company has its servers in the United States. A visitor who's also in the United States will generally see faster loading times than a visitor in India.

Using a CDN, or Content Delivery Network, can help to speed up loading times for all of your visitors.

A CDN is a network made up of servers all around the world. Each server will store "static" files used to make up your website. Static files are unchanging files such as images, CSS, and JavaScript, unlike your WordPress pages which are "dynamic" as explained above.

When you use a CDN, every time a user visits your website they are served those static files from whichever server is closest to them. Your own web hosting server will also be faster since the CDN is doing a lot of the work.

We use [MaxCDN](#) on all our projects, including here on Edoup. It works well with

WordPress websites and complements your existing WordPress caching plugins for even faster loading times.



Don't Upload Videos Directly to WordPress

You *can* directly upload videos to your WordPress site, and it will automatically display them in an HTML5 player...

But you should NEVER do that!

Hosting videos will cost you bandwidth. You could be charged overage fees by your web hosting company, or they may even shut down your site altogether, even if your plan includes “unlimited” bandwidth.

Hosting videos also increases your backup sizes tremendously, and makes it difficult for you to restore WordPress from backup.

Instead, you should use a video hosting service like YouTube, Vimeo, DailyMotion, etc., and let them take care of the hard work. They have the bandwidth for it!

WordPress has a built-in video embed feature, so you can copy and paste your video's URL directly into your post and it will embed automatically.



Use a Theme Optimized For Speed

When selecting a WordPress theme for your website, it's important to pay special attention to speed optimization. Some beautiful and impressive-looking themes are actually poorly coded and can slow your site way down.

It's usually better to go with a simpler theme and use quality plugins to get the features you need, than to choose a theme that's bloated with complex layouts, flashy animations, and other unnecessary features.

Premium WordPress theme shops like [StudioPress](#), [ElegantThemes](#), and [ThemeForest](#) offer themes that are well coded and optimized for speed.

You might be surprised to here this, but the Twenty Fifteen "framework" (aka the default WP theme) is lightweight and quite speedy.

That's because they keep the "guts" simple; compare that to bloated frameworks which have tons of features that you will never use, slowing your site to a crawl.

From my experience, the fastest loading premium framework is definitely the [Thesis Theme Framework](#). It surpasses the basic WordPress themes by being far easier to customize.

It's an incredibly solid framework that won't slow you down with excess plugins or custom edits. Make the changes right from the theme and avoid bloat, hoorah!



Use a lightweight WordPress theme / framework

WordPress themes with a lot of dynamic elements, sliders, widgets, social icons and many more shiny elements are immensely appealing to the eye.

But remember this: if they have too many elements and higher page sizes, then they will definitely cause your web server to take a thumping.

The best option here is to use lightweight themes, like WordPress' default themes. The new Twenty Fifteen theme is always a good way to start off a blog. For a feature-rich website, you can also opt for a theme that uses a good framework like Bootstrap or Foundation.

For instance, all themes at [Thesis Theme Framework](#) are built on top of Bootstrap, which provides a great way to speed up WordPress.



Conclusion

The biggest advantage of lowering your website's loading time is that it will help tremendously in improving the experience of your visitors. The case remains the same whether they are using mobile devices or PCs. Furthermore, it will also improve your rankings in the SERPs. After all, reduced bandwidth usage of your hosting and faster site-loading speed on the client side will only benefit you both in the short as well as the long run.

Following these tips is only the first step toward optimizing your website speed. There's a lot more you can do to make your website load faster and rank higher on Google.

Remember to always monitor your website and check loading speeds. And don't stop here. Keep looking for more ways to improve your website that delight all your visitors and beat your competition.

Now it's your turn. How do you speed up WordPress? Do you have any tricks up your sleeve?

That's it!

I hope this article helped you learn some useful tricks to speed up WordPress and boost performance.

Hopefully, this post has helped you learn more about how to speed up WordPress and the many options available to you. From choosing a good host to optimizing the database, implementing a CDN, compressing your images, cleaning up your code, and reducing the number of HTTP requests.

I would love to hear from you below if you have other strategies we might not have mentioned.

Go ahead and try out a couple of these techniques. Be sure to test your site's speed before and after, and let us see your results.





MURLI
Co-Founder



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