



PRESS FOR WORD 2019



כנס הוורדפרס והדיגיטל השנתי

**Is your WordPress website fast enough
and why should you care?**

Ciao!



Sono Francesca

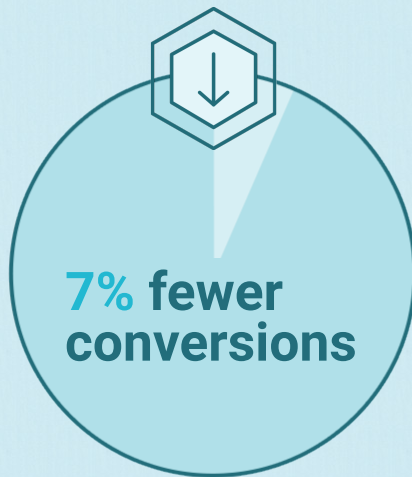
WordPress Community Manager
at SiteGround

A Common Sense Dispenser



Speed Matters

- ✓ SEO
- ✓ Conversion
- ✓ Slow connections



- strangeloop

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- ✓ 1k/month > 7\$/month > 840\$/year
- ✓ 100k/day > 700\$/day > 2.5M\$/year



from Find Out How You Stack Up to New Industry Benchmarks for Mobile Page Speed



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**



1s to 5s the probability of bounce **increases 90%**



1s to 6s the probability of bounce **increases 106%**



1s to 10s the probability of bounce **increases 123%**



Source: Google/SOASTA Research, 2017.



Measure

Benchmark

- ✓ GTMetrix
- ✓ Pingdom



Steps to improve the performance of your website



“Faster is better and less is more,”

–Think with Google

Less is more

- ✓ Posts in home page
- ✓ Read More <!-- -more- -->
- ✓ Split Pages <!-- -nextpage- -->
- ✓ Avoid sliders

Images

- ✓ Resize images before uploading
- ✓ Use JPEG instead of PNG

Fonts

- ✓ Reduce the use of external fonts
- ✓ Use an icon font

Themes

- ✓ Choose from a reputable source
- ✓ Mobile first
- ✓ Avoid multi-purpose themes

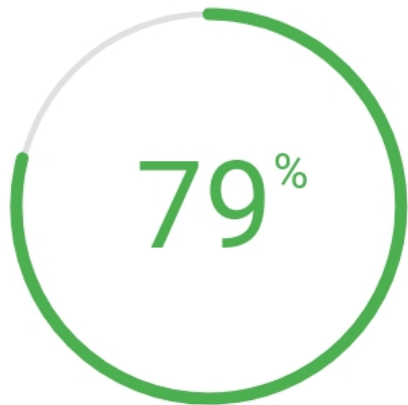
Plugins

- ✓ Avoid overdoing it
- ✓ Choose from a reputable source



“Update all the things,”

–Every WordPress developer and host ever :)



of pages were over 1MB, 53% over 2MB, and 23% over 4MB.

Think with Google

Google Research, Webpagetest.org, sampled 11M global mWeb domains loaded using a globally representative 4G connection, Jan. 2018.

Remember!

- ✓ 1.5 MB takes at least 7 seconds to load on a 3G connection

(Think with Google)

Game changers

- ✓ Enable Gzip compression for your pages
- ✓ Minify and combine JS and CSS files
- ✓ Enable page caching



Server and hosting optimization

Check the offering

- ✓ Server level caching
- ✓ CDN
- ✓ HTTP/2



Get the ultimate guide to WordPress speed!

Learn how to optimise your WordPress site speed thanks to our free ebook "21 Expert Tips to an Ultra-Fast WordPress Site".

<https://www.siteground.com/wordpress-speed-optimization-ebook>

In the free ebook "21 Expert Tips to an Ultra-Fast WordPress Site" you will find 21 tips to help you make your WordPress site fly, among which:

- ✓ Identify and prioritize speed blockers
- ✓ Optimise page size and content for faster loading
- ✓ Optimise the usage of fonts, themes and plugins



**Let's continue
the conversation**

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Where to find me next:

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Online
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In Person
Hummus Sayid on Friday