



## Checklist 7: How to Improve Your Site Speed and How to Find Out its Performance Page Speed?

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*A slow website can be quite frustrating and annoying. It is not only bad for the end users but also is equally bad for the site owners. Site speed and its performance affect the traffic, views and conversion rates; hence it is of great importance. Here's how you can take control over the matter on your own:*

### How to improve site speed

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Start by the upgrading your web hosting plan.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Upgrading to a web hosting plan is the simplest and easiest way to improve the speed of your site. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | In case of a shared hosting; move to a VPS or a dedicated option.                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | The decision for deciding between the two depends on your business needs.                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Enable browser caching.  | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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- 6 Store static files like HTML documents, images, media files, JavaScript files.
- 7 Enabling full caching of your website can reduce your page load from 2.4 to 0.9 seconds.
- 8 If you are a WordPress user, install a plug-in. The best would be W3 Total Cache.
- 9 If you are a user of Drupal, use the Varnish Cache software to leverage browser caching.
- 10 Make sure to remove unnecessary plug-ins. Install P3.
- 11 Minimize HTTP requests by combining CSS, JS scripts and HTML files altogether.
- 12 Use CSS files instead of images as much as possible.
- 13 Optimize your pictures; reduce the size of your images without negatively affecting the quality. Try WP Smush or Kraken.

### How to test site speed

*Notes*

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- 1 Google's free tool known as the Page Speed Insights can be used to check your site's speed.
- 2 Enter the URL of your website, and it will analyze the content and generate suggestions on how to make the site faster.
- 3 Pingdom is another tool which can be used to review and grease your site's performance.
- 4 Visit the website at [tools.pingdom.com](https://tools.pingdom.com). Fill your URL in the space where it is asked for and enter your location. Click on 'Start test.'
- 5 YSlow can also test your site speed and can provide you with a Chrome extension for checking the rate of your website.

*Notes*