WP engine®

HIGH-OCTANE, CONVERSION-BOOSTING WORDPRESS SITES ON WP ENGINE

4 WAYS OUR PLATFORM SUPERCHARGES YOUR SITE

WHITE PAPER
October 2015

Speed matters

Time is money. And when it comes to the web, faster sites win.

Studies show that just a one-second delay in page load speeds can cause a 7 percent drop in conversion rates. Meanwhile, for every second of load time that you save, you can increase revenue by about 10 percent.

If your business lives on the web, your site demands speed. A faster site helps you get to market more quickly, increases engagement, boosts conversions, and, ultimately, drives more revenue.

At WP Engine, we've built our platform to deliver blazing fast speeds. In this white paper, we look under the hood and tell you how WP Engine's managed WordPress hosting platform helps you put your pedal to the metal on the web. Here are four speed-increasing services WP Engine's platform delivers out of the box so you can focus on your business and not fret over sluggish site speeds.

Hit the gas with EverCache

At WP Engine, there is no fussing with caching plugins. We handle caching automatically. Through a mix of proprietary technology and caching best practices, our platform makes your site super cacheable, which means it's also super fast.

EverCache is our secret sauce. It's our amazing proprietary caching technology that converts normal WordPress sites into lightning fast, massively scalable online destinations. EverCache reduces the load on your server, thus increasing page load speed. EverCache is the most scalable cache for WordPress.

EverCache comprises a number of components that turbocharge your site, including a layer of thousands of custom rules that empower Nginx and Apache, Varnish cache, Memcached-based object and transient caching, automatic expiry headers, database and disc caching, a fully managed CDN, and proxy servers.

Most hosting environments automatically serve requests such as images, JavaScript, and CSS stylesheets from backend resources. Not WP Engine. We serve this content through EverCache, which is capable of handling far more concurrent traffic than a standard hosting environment, ensuring success and fantastic performance during high traffic events and unexpected spikes.

Another bonus of EverCache is that you don't need to worry about installing caching plugins (and many of them are actually disallowed on our platform).

WP Engine takes care of all of your basic caching needs, including browser caching and object caching, from the moment you spin up a WordPress install on our platform.

Improve time to first byte with GZIP compression

GZIP compression may be one of the simplest and most impactful ways to speed up your site. Essentially, GZIP compresses the text-based data that your site sends to a visitor's browser. It also optimizes download speed and uses less bandwidth.

Enabling GZIP compression can reduce the size of the content being transferred by up to 70 percent, which can significantly reduce the amount of time required to download a resource and improve the time to first byte of your pages.

At WP Engine, we have GZIP compression set up for you by default and no additional configuration is needed. We do the heavy lifting for you, so you don't have to configure or worry about GZIP—you can sit back and watch your site reach your visitors with swiftness.

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A finely tuned database for maximum speed

MySQL is a critical piece of your WordPress site. It's the database that stores all your of content, theme settings, plugin settings, user information, and more. Every time a visitor comes to your site, the database receives a call and serves that data. At WP Engine, we use Percona MySQL, a fully compatible, enhanced, open source drop-in replacement for MySQL. Percona is built for performance and reliability—benchmarks show it can perform 40 percent faster than a standard MySQL database.

At WP Engine, we fine-tune your database to maximize its performance. One way we do this is by configuring how much memory your database can take, so it doesn't bog down other parts of your WordPress site. The other modifications we make are part of our secret sauce.

Our system also logs slow queries, or any database query that takes longer than two seconds, which we can use to determine why your site is slow. We also kill queries that go over a certain amount of characters, because long queries can slow down your database, and ultimately your site. And we go through your database and set a correct amount of auto load options, which allows a web page to access options from the database without calling the data directly from the database. Options with a lot of data can slow down your site. WP Engine automatically turns off auto load options that may contain too much data.

Reach the world quickly with a CDN

All WP Engine customers have access to our content delivery network (CDN), a network of hundreds of servers positioned around the world that serve your site's static content (images, JavaScript, CSS stylesheets) from the server that is closest to them.
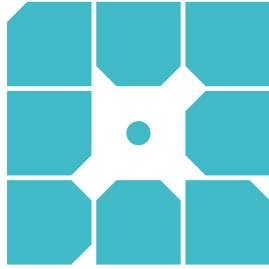
If you're serving a global audience then using a CDN is a proven way to speed up your site. How? Because visitors receive static content from the closest server, the latency between them and the server is reduced, resulting in faster response times. If your site uses a lot of static content, like images, then a CDN can provide the speed boost your site needs to reach viewers around the world more quickly.

Our CDN service can be added to any WP Engine account with a single click (CDN service is included with Professional and Business plans; Premium and Enterprise plans receive 1,000 GB of CDN service for free; and CDN is available for $19.99 per month on Personal plans).

Go forth, go fast

Those are just four ways WP Engine's managed WordPress hosting platform is built for speed—there are other optimizations and updates that can help your site perform even faster.

Want to supercharge your site and increase revenue? Look no further than WP Engine. We'll get you on the fast track to success.

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About WP Engine

WP Engine is a leading SaaS content management platform for websites and applications built on WordPress. The company powers thousands of websites and apps built on the WordPress platform delivering a fast, reliable and secure web experience. All levels of users including bloggers, marketers, SMBs and large corporations rely on WP Engine's platform to keep their websites up and running. The company's exceptional customer service team specializes in quickly solving technical problems, and creating a world-class customer experience ensuring that each user's WordPress site continues to perform at its full potential. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas and London, England.