WP engine®

5 SUPER SIMPLE STEPS TO SPEED UP YOUR WORDPRESS SITE

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Speed matters. Seriously. On the web, fractions of a second can make the difference between a sale and a sour experience. Did you know that a quarter of site visitors will abandon a website if it takes more than four seconds to load? Or that a one-second delay in page load speed can reduce customer satisfaction by 16 percent; cause an 11 percent dip in page views; and lead to a 7 percent drop in conversion rates? What's it all mean? It means a slow site does more than annoy visitors; it can hurt revenue.

Speed is important. So what can you do to ensure your WordPress site is snappy? Here are five super simple steps you can take to improve the speed of your WordPress site, and keep your audience from abandoning it in frustration.

Optimize Images

Images are often the culprit when it comes to a sluggish site. High-resolution images, using the wrong file types, and over stuffing your site with graphics can hog bandwidth and make for a super slow experience. There are a host of solutions available to help you optimize images to ensure they don't bog your site down. One way to serve images more swiftly is by compressing them in a lossless way, meaning that the file size—and, in turn, the load time—will be smaller, but the quality of the image won't suffer. Fewer images that are less bulky will have your site screaming.

Use A CDN

A CDN, or content delivery network, is a proven way to boost your site's speed. A CDN is a global network of servers that automatically serves site visitors static content such as images, JavaScript, stylesheets and more, from a server that is geographically closer to them.

This improves site speed because global visitors receive static content from the geographically closest server, reducing the latency between the browser and the server—a CDN is an instant speed booster.

Minification

This one may sound a little geeky, but it's a relatively simple way to give your site a speed injection: minification is essentially the process of removing all of the unnecessary characters and whitespace from source code without changing the code's functionality. You can minify HTML, CSS, and JavaScript, which makes the code easier to read and your site faster. There are a number of minification plugins available that can streamline your code and ultimately put the pedal to the metal on your site.
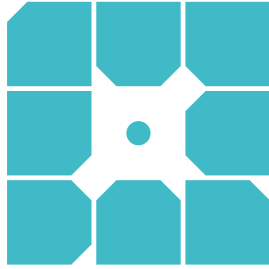
Choose The Right Theme

A badly-coded theme can make your site move like molasses. Themes are often a few megabytes in size, which can add seconds to page loading time. When investigating themes, look at ones that have been optimized for various formats—desktops, tablets, and mobile devices. Also, look for themes to provide the visual aspect of your site and leave additional functionality to plugins. The right theme makes all the difference.

Reduce HTTP Requests

Each request adds a small fraction of a second to your site's load speed. And while that doesn't seem like much, those miniscule moments add up. Think about it. When someone visits a page on your site, all of the corresponding files must be sent to that person's browser. That's images, CSS files, JavaScript—you name it. Think of it this way: an HTML file, two CSS files, five JavaScript files, and 10 images add up to 18 total files. Reducing the number of objects on your site can minimize the number of HTTP requests required for that page to render. Fewer requests equals more speed!

Top Speed From WP Engine

Those are just a few of the simple steps you can make to speed up your site. Here at WP Engine, we're site speed experts. Our managed WordPress hosting platform was built from the ground up to deliver blazing site speeds. Our proprietary EverCache® technology transforms normal WordPress sites into speedy and scalable online properties. For many of our customers, EverCache makes their sites run four times faster than with standard hosting. Plus, our fully-managed CDN stores your site's static content locally in servers all over the world, and then serves content to your visitors from the servers closest to them, reducing latency by seconds. At WP Engine, we do the heavy lifting to ensure the quickest page load and response times possible, anywhere in the world.

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.