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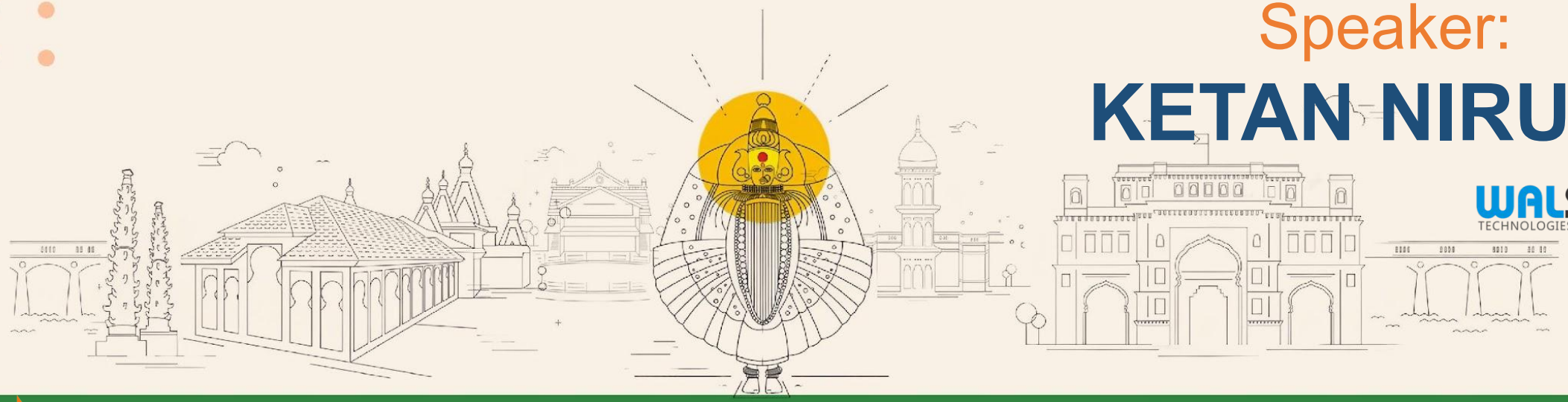
Speed Optimization Hacks for WordPress Website



Speaker:

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Key Points

1. Why Website Speed Matters
2. Introduction to Core Web Vitals
3. Key Factors Affecting Website Speed
4. How to Optimize WordPress Site Speed
5. Tools for Monitoring Speed and Core Web Vitals
6. Core Web Vitals Optimization
7. Best Plugins for WordPress Speed Optimization

Why Website Speed Matters

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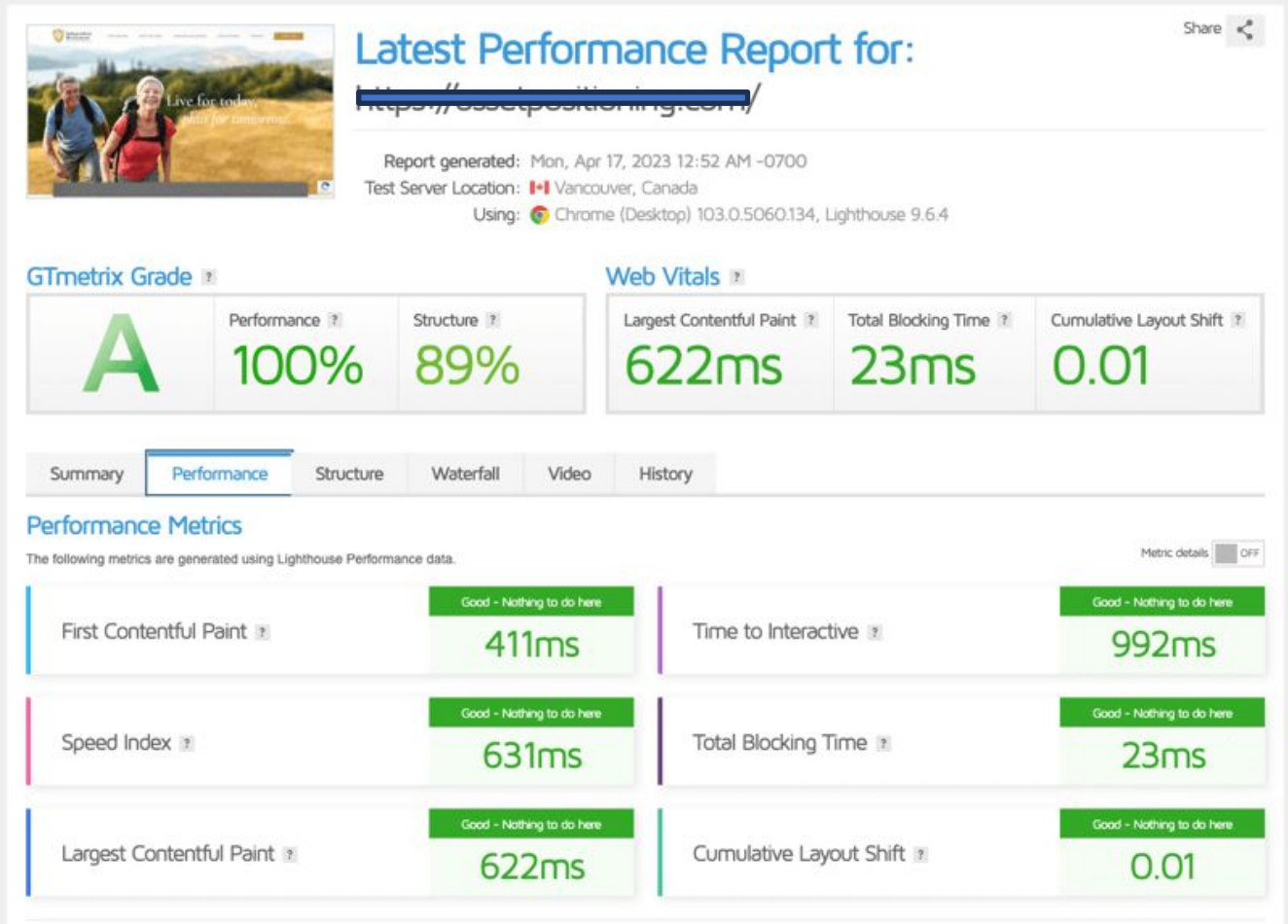
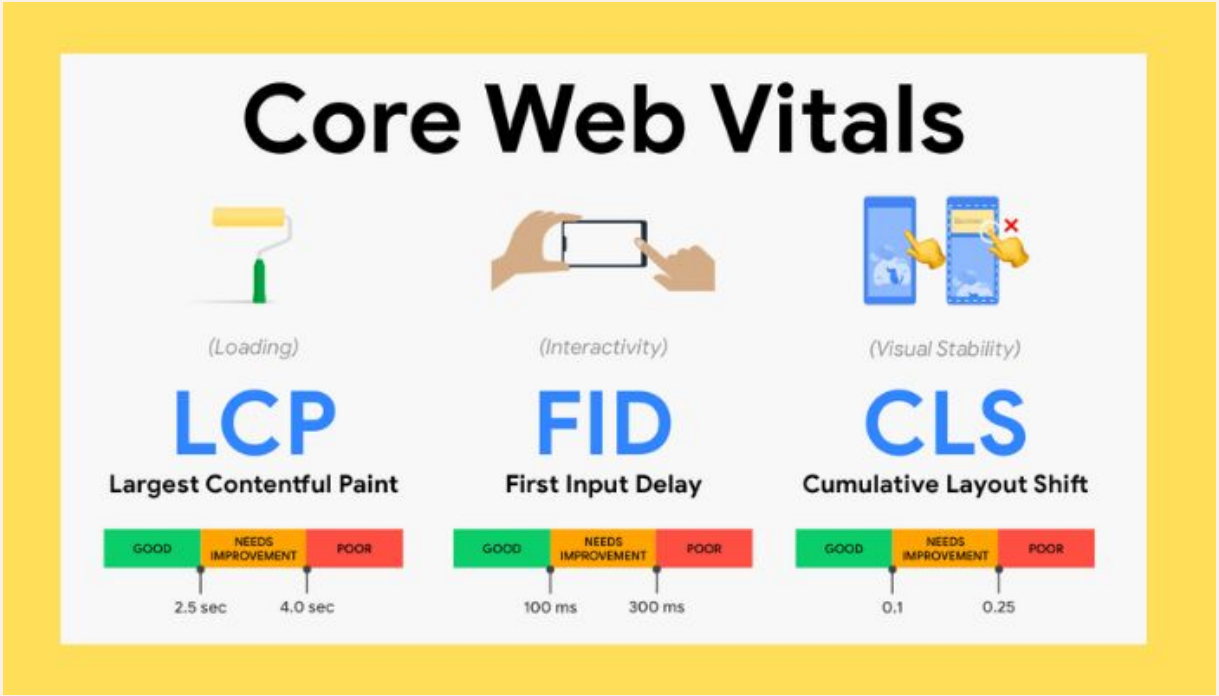
1. User Experience
2. SEO
- Google Ranking
- Core Web Vitals
3. Conversion Rates
4. Customer Retention
5. Competitive Advantage



Introduction to Core Web Vitals

Core Web Vitals are a set of metrics introduced by Google to measure the quality of user experience (UX) on a website, how quickly and smoothly a page loads and how it responds to user interactions.



Key Factors Affecting Website Speed

1. Page Size (Heavy Assets)
2. Unoptimized Images and Media Files
3. Too Many Plugins
4. Web Hosting Performance
5. Use of Third-Party Scripts
6. Web Hosting Performance
7. Mobile Optimization

How to Optimize WordPress Site Speed

1. Choose a Fast and Reliable Hosting Provider
2. Use a Lightweight Theme
3. Optimize Images and Media Files
4. Enable Caching
5. Limit the Use of Plugins
6. Optimize Your WordPress Database
7. Use PHP Version 7.4 or Above
8. Optimize Your Homepage
9. Avoid Redirects and Broken Links
10. Monitor Your Site's Performance Regularly

Tools for Monitoring Speed and Core Web Vitals

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1. Google PageSpeed Insights

2. Google Search Console (Core Web Vitals Report)

3. GTmetrix

4. SpeedCurve

5. Web Vitals Extension

6. Pingdom

Core Web Vitals Optimization

The three key Core Web Vals are:

1. **Largest Contentful Paint (LCP)** – Measures the loading performance of your site (how long it takes for the main content to load).

2. **First Input Delay (FID)** – Measures the interactivity of your site (how responsive it is when users first interact with it).

3. **Cumulative Layout Shift (CLS)** – Measures the visual stability of your site (how much your content shifts during load).

Core Web Vitals Optimization

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1. Optimizing Largest Contentful Paint (LCP)

- Optimize server response time
- Optimize Images and Media
- Remove Render-Blocking Resources
- Improve Web Font Loading

2. Optimizing First Input Delay (FID)

- Minimize JavaScript execution
- Optimize Third-Party Scripts
- Enable Web Workers

Core Web Vitals Optimization

3. Optimizing Cumulative Layout Shift (CLS)

- Set explicit width and height for images and videos (Use the aspect-ratio property)
- Reserve Space for Dynamic Content (set fixed space for these items)
- Use CSS Transitions
- Ensure Web Fonts Load Smoothly

Other General Optimization Tips:

1. Implement Caching
2. Enable GZIP or Brotli Compression
3. Monitor Your Site's Performance

Best Plugins for WordPress Speed Optimization

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1. WP Rocket (premium-only)
2. W3 Total Cache (Free)
3. Autoptimize (Free)
4. Perfmatters (premium-only)
5. WP Fastest Cache (Free)

For image optimization: Smush, ShortPixel, and Imagify.
For CDN-based optimization: Cloudflare and LiteSpeed Cache.

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Thank You!

Any Questions

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