



Speed Optimization

Theory vs. Practice



make your website work.



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expectations vs. reality



But why?

Over 1.7 Billion Websites!

Because Google says so ...



So what can we do about it?

nothing...

PageSpeed of 100 is impossible!

Optimize our WordPress Sites ...



So let's begin!

Disclaimer!

Every Website is different ... therefore every website has it's own bottlenecks



1. Analyze before you Optimize

2. The Big WP CleanUp

3. Hosting Settings

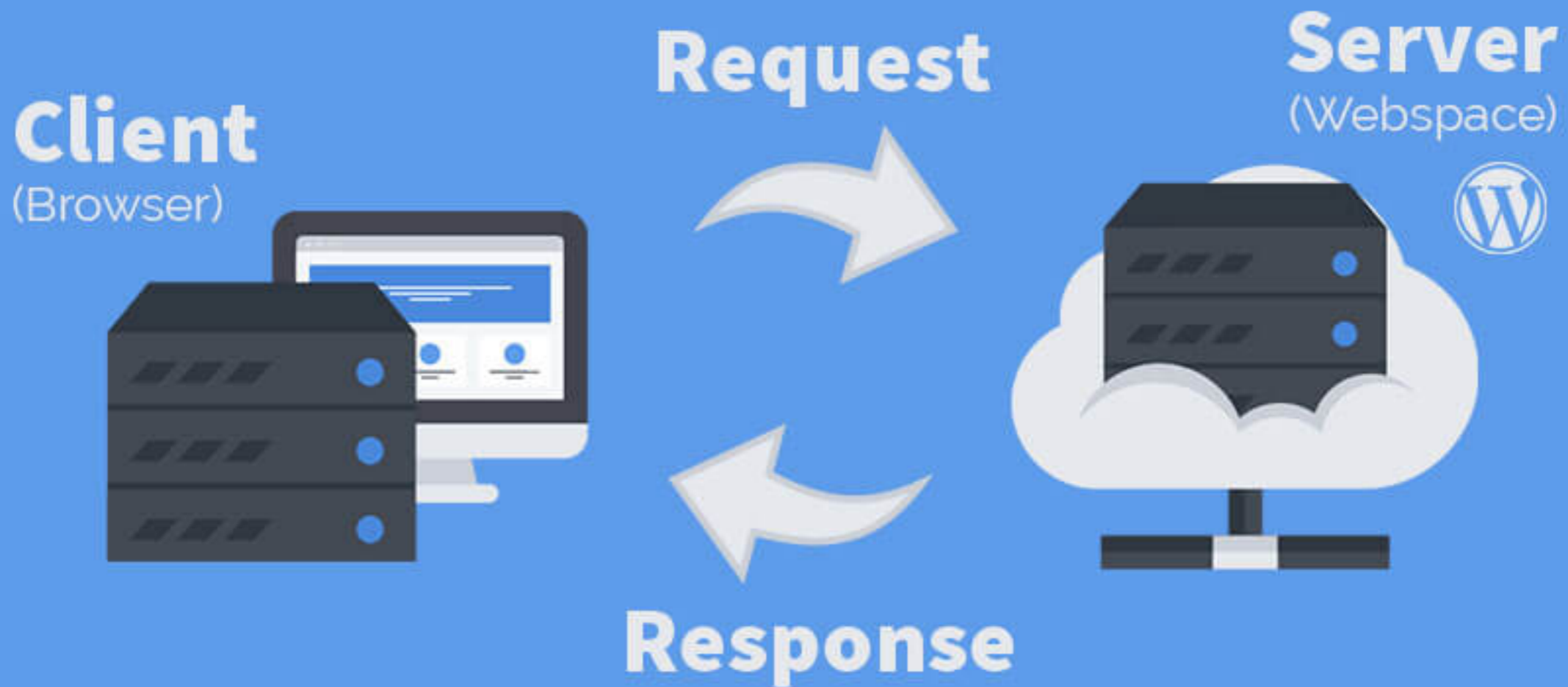
4. Optimize your images

5. Setup a caching plugin

6. Analyze after you Optimize



1. Analyze before you Optimize



Any Volunteers?

Let's find some bottlenecks!



2. The Big WP CleanUp

deactivate and delete plugins

**get rid of complex elements in your website
(e.g. complex sliders or galleries)**

„Everything that does not pay rent has to go!“



3. Hosting Settings

latest php Version

activate gzip

http2 Server Push?

Check if your website still works!



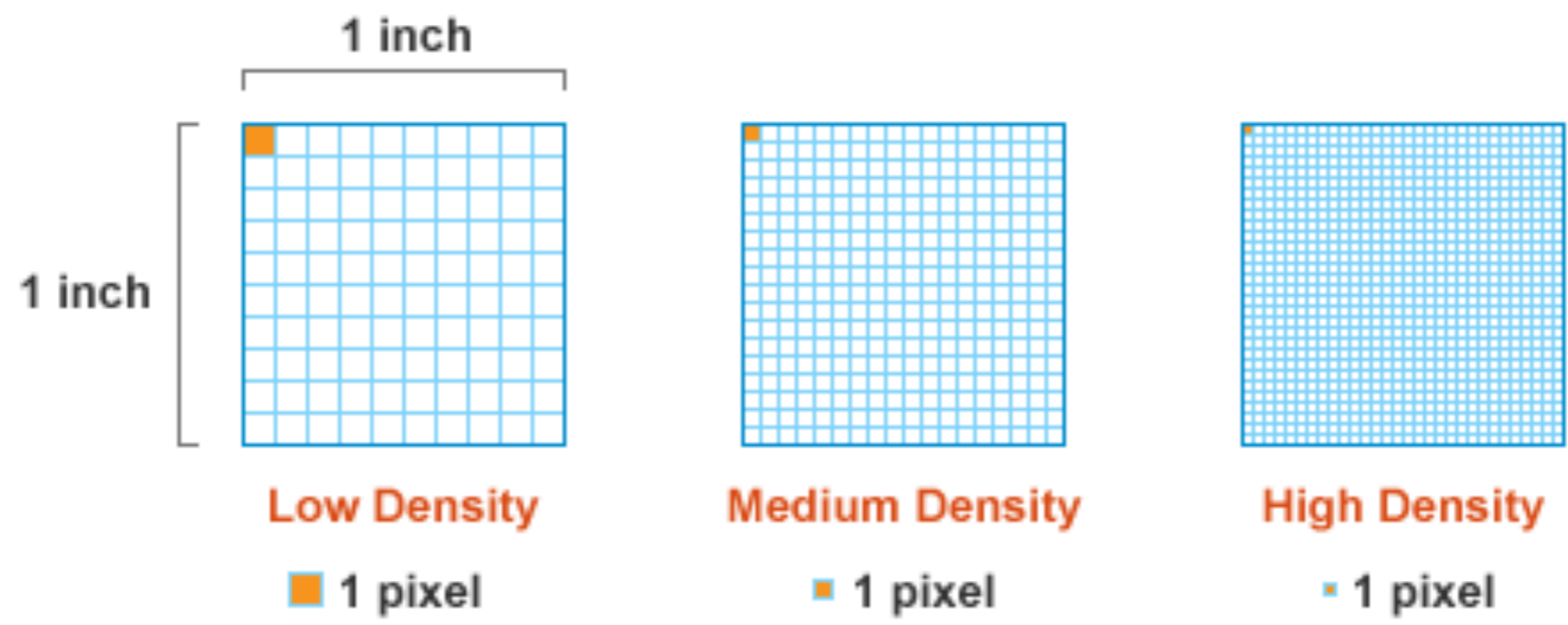
4. Optimize your images

Do not Bulk Optimize!

Pixel Dimensions, PPI (Resolution), Export Settings

Compress the images





5. Setup a Caching Plugin

Check your Hosting Service

Use WP Rocket

Check WP Rocket

Check if your website still works!



Features of WP Rocket

Server and Browser Caching

File Optimizations

Lazy Loading (with in view detection)

Database CleanUp, ...



6. Analyze after you Optimize





Thank You!

and now let's
eat some pizzas! :D

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