

# Speed Optimization Proposal

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## WHY OPTIMIZE

# What can a faster website do for your business?



### Improve Google Rankings

A fast website ranks higher in the search results.



### Decrease Advertising Costs

A fast website can decrease your Cost Per Click.



### Improve User Experience

A fast website converts more often than a slow website.

## Website Analysis 1/2

# Breakdown of the Speed Issues for Website.com

Tools we used for this analysis:



**Overview:** The metrics listed below are your website's Core Web Vitals. These are used to rank your website on Google.

### Largest Contentful Paint

(Google Recommends < 2.5 seconds for this metric)

Your site: **5 seconds**

### Total Blocking Time

(Google Recommends < 200 MS seconds for this metric)

Your site: **5 seconds**

### Cumulative Layout Shift

(Google Recommends a < 0.1 Shift for this metric)

Your site: **0.5 shift**

## Website Analysis 2/2

# Breakdown of the Speed Issues for Website.com

Tools we used for this analysis:



**Overview:** The metrics listed below are other important metrics that are used to grade your website's user experience.

### Time to First Byte (TTFB)

(Google Recommends < 200 MS seconds for this metric)

Your site: **5 seconds**

### Start Render

(Google Recommends < 1-2 seconds for this metric)

Your site: **5 seconds**

### Fully-Loaded Time

(Google Recommends < 3 seconds for this metric)

Your site: **10 seconds**

## Other Issues

# Additional Issues Found on Website.com

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### PHP Version

(The new PHP versions are typically 20% faster than the previous versions)

**Your site: Outdated**

### Plugin Updates

(New plugin versions will often come with more lightweight code)

**Your site: 10 updates**

### WP Core Update

(Keeping the WP Core updates in important for speed and security)

**Your site: Outdated**

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## Our Strategy

# Theme & WP Core Optimizations

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## ❑ Disable Unused Features

You're using the X theme, which loads a lot of extra unnecessary features that bloat up the website's code. We'll identify and disable unused files to improve the speed.

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## ❑ Disable Animations

It's very common for WordPress theme's to offer animations through their standard Page Builder. These animations typically don't improve the user's experience and should be disabled.

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## ❑ Disable WP Core Clutter

Disabling Dashicons, Emoji's and other (typically unused) standard WordPress Core files will help improve the WordPress admin speed and front-end performance.

## Our Strategy

# Plugin Optimizations

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### ❑ Deactivate and Remove Unused Plugins

We'll identify and remove any unused plugins on your WordPress site. This will reduce the overall page weight and improve your website's performance.

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### ❑ Reduce Unused Code for Active Plugins

Most major WordPress plugins will load the code sitewide. For example, Contact Form Plugins, Slider Plugins, WooCommerce, etc. will all load their code on every page of the website.

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### ❑ Audit Plugins for Lightweight Alternatives

There are hundreds of thousands of plugins for WordPress. We'll suggest and replace lightweight versions of your existing plugins when applicable.

## Our Strategy

# Image Optimizations 1/2

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### ❑ Using WebP Images

We'll ensure your site's images are being served in Google's preferred format, WebP. WebP images load 300-400% faster than PNG and JPEG images.

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### ❑ Lossless Image Compression

We'll compress your website's images with Lossless compression. This will reduce the image file size while ensuring your image quality is not negatively impacted.

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### ❑ Resize Images

We'll reduce large versions of your images to their maximum size being used. This will help reduce the weight of your images while maintaining quality.



## Our Strategy

# Image Optimizations 2/2

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### ❑ **Lazy-Load Images Below the Fold**

Using lazy-loading for your images can help improve the load time for above the fold content. We'll also exclude all above the fold images from being lazy-loaded to ensure content shows up instantly.

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### ❑ **Setting a Defined Width/Height**

Leaving an undefined width and height for your images can contribute to a large Cumulative Layout Shift and cause your images to resize, which contributes to a poor user experience.

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### ❑ **Using an Image CDN**

Using an image CDN such as Cloudinary or Cloudflare to serve your images can improve the load time and cut down on excessive storage space. We'll set this up as part of the optimization.

## Our Strategy

# Video Optimizations

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### ❑ Offload Locally Hosted Videos to Cloudflare

If you're locally hosting your videos on your website, this can cause issues with storage and bandwidth. We can offload your videos to a CDN such as Cloudflare to avoid these issues.

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### ❑ Delay Loading of Externally Hosted Videos

Videos on external hosts such as Vimeo, Wistia, etc. can cause a significant delay in load time. We can delay the loading of these videos until the user reaches the section with the video to avoid this issue.

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### ❑ Migrate Videos to YouTube and Lazy-Load `<iframe>`

Youtube is the fastest way to load a video on your website. We can migrate the videos on your site to Youtube and delay the loading of Youtube's code until the user interacts with the video.

## Our Strategy

# WebFont Optimizations

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### ❑ **Preconnect to Critical Third-Party Fonts**

Pre Connecting to third-party font servers such as Google Fonts, Adobe Type Kit, etc. will help establish an early connection external hosts and improve the load times for your fonts.

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### ❑ **Choose an Appropriate Font-Display Strategy**

There are five different ways to display your fonts. We will typically set up Font Display Swap. This Font Display will load a generic font version and swap it out with your custom font once it becomes available.

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### ❑ **Self-Hosting Web Fonts**

When you host fonts locally, you don't have to rely on 3rd party services or their servers.

## Our Strategy

# Third-Party Resource Optimizations

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## ❑ Identify Slow Third-Party JavaScript

There are thousands of possible third-party services that can delay your page load such as Chat Bots, Social Media Platforms, Ad Networks, Analytics Services, A/B Marketing Tools, Social Sharing tools, etc.

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## ❑ Efficiently Load Third-Party Javascript

There are many different ways to load your third-party JavaScript. We'll use best practices to Delay, Defer, Locally Host or Prefetch your JavaScript files.

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## ❑ Remove Unused Third-Party Resources

We'll identify and provide a list of Third-Party JS resources before we optimize the scripts. If you're not using any of the services, we'll remove the scripts from the website.

## Our Strategy

# Database Optimizations

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## ❑ Convert Tables From MyISAM to InnoDB

InnoDB has shown to perform better than MyISAM and be more reliable. A big reason to use InnoDB over MyISAM, is the lack of full table-level locking. This allows your queries to process faster.

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## ❑ Optimize Database Clutter

WordPress will store unnecessary data such as Post Revisions, Auto Drafts, Spam Comments, Deleted Posts and Pages, Duplicate Post Data, etc. that should be removed.

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## ❑ Fully Remove Deleted Data

Deleted content still remains in the website's trash folder for 30 days. We'll remove this content from the database completely.

## Our Strategy

# CDN Setup & Optimizations

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### ❑ **Set Up Cloudflare's CDN**

Setting up a CDN helps improve page load speeds, reduce bandwidth usage, and reduce CPU usage on the server. We recommend Cloudflare's CDN and will assist with setting this up on your website.

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### ❑ **Disable Hosting CDN**

Most CDNs offered by your hosting company are not as advanced as Cloudflare's CDN.

# ESTIMATED IMPROVEMENTS

## Project Expectations

### Mobile

### Desktop

PageSpeed Insights Score	<b>200% Improvement</b>	PageSpeed Insights Score	<b>200% Improvement</b>
Start Render	<b>100% Reduction</b>	Start Render	<b>100% Reduction</b>
Fully-Loaded Time	<b>100% Reduction</b>	Fully-Loaded Time	<b>100% Reduction</b>
TTFB (Time to First Byte)	<b>100% Reduction</b>	TTFB (Time to First Byte)	<b>100% Reduction</b>
Largest Contentful Paint	<b>100% Reduction</b>	Largest Contentful Paint	<b>100% Reduction</b>
Total Blocking Time	<b>100% Reduction</b>	Total Blocking Time	<b>100% Reduction</b>
Cumulative Layout Shift	<b>0.5 Reduction</b>	Cumulative Layout Shift	<b>0.5 Reduction</b>

## PRICING & TIMELINE

# Getting Started

Timeline: 1-2 weeks

Cost: \$1,500

