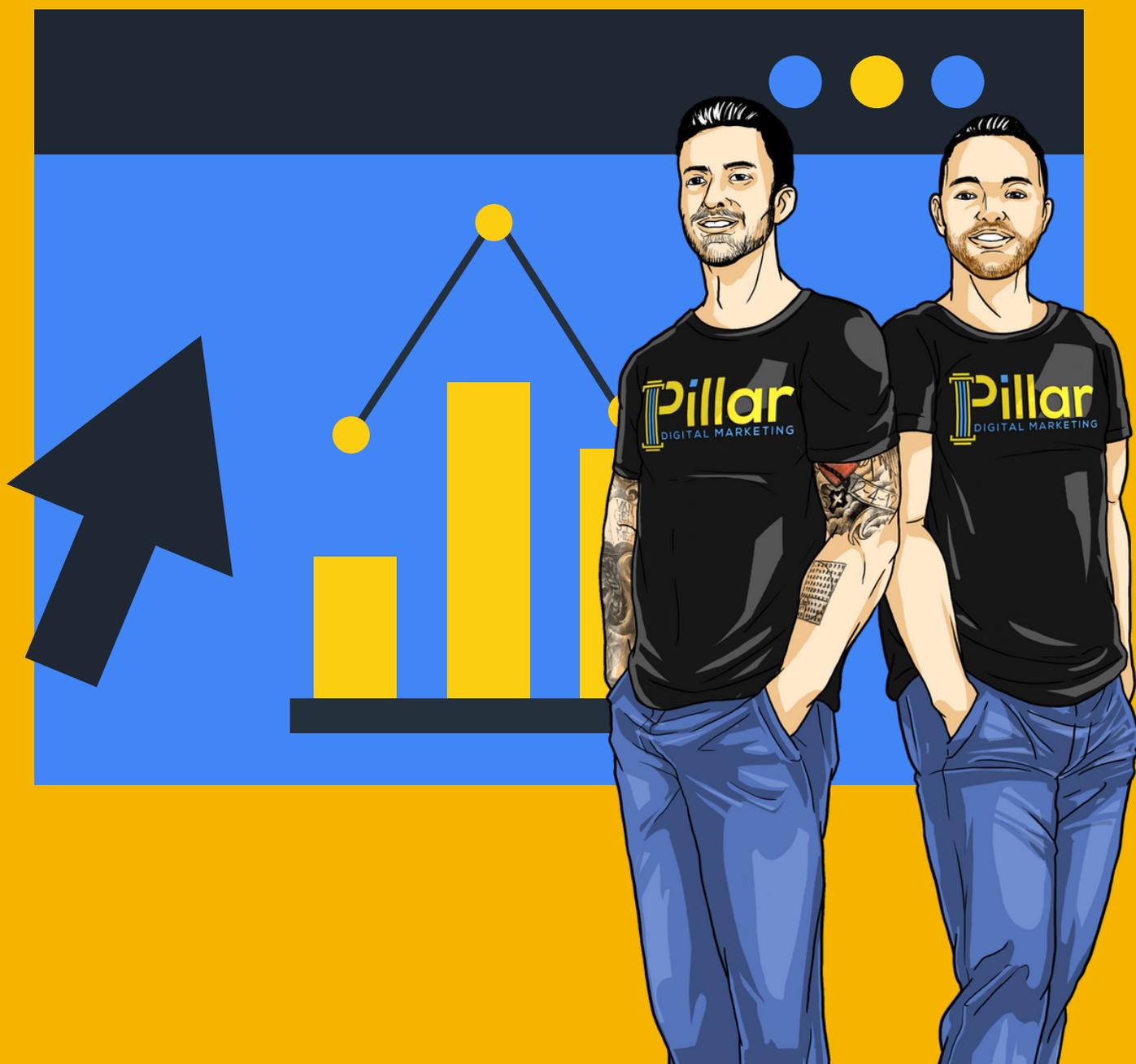


THE 12-STEP CHECKLIST TO

# ACHIEVING LOADING TIMES UNDER 1 SECOND





## Optimize Images

Use **lossless compression** to optimize all your images without sacrificing quality. We'll also auto-compress any images you upload in the future.



## Minify Javascript and CSS

Concentrate all scripts and styles, **minify and compress them**, add expiring headers, cache your website and move styles to the page head and scripts to the footer.



## Render-Blocking Resources

Move JavaScript/CSS files, Font Awesome and Google Fonts code where they **won't affect the loading time of visual elements** for your visitors.



## Leverage Browser Caching

Set up a **regularly-updated saved version of your website**. When people visit your site, they're showed a faster-loading cached version instead of having to load the entire website.



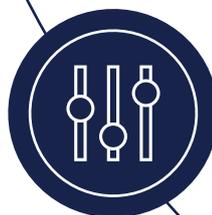
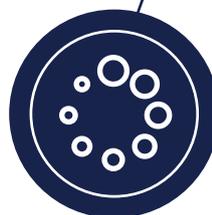
## Enable Compression

Enable **Gzip compression** from your server or from where your assets are being delivered. This means lower loading times and an overall faster website.



## Reduce Server Response Time

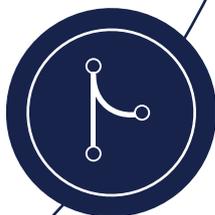
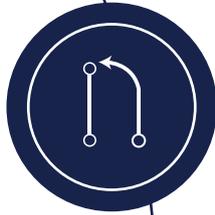
Slow websites often stem from living on an inadequate server. If your hosting provider isn't cutting it, we'll move you to our **fully managed WordPress hosting environment** for free.



The  
12-Step  
Checklist  
to  
Achieve  
Loading  
Times  
Under 1  
Second



# The 12-Step Checklist to Achieve Loading Times Under 1 Second



## Remove Query Strings

URLs with a “?” are not cached by certain proxy caching servers or CDNS. This could mean a missed opportunity for **increased speeds**, so we optimize them.

## Optimize Mobile Experience

Ensure your website shows a responsive mobile version for **every kind of browser and window resolution**, uses correct fonts and has a good navigation system across all devices.

## Combine Requests

**Reduce the amount of requests** your website calls out for by combine all your CSS and JS and moving what we can to the footer. The result is drastically lower load times.

## Lazy Loading Images

**Lazy loading for iframes and images** across your site decreases load time and saves bandwidth. Make sure not to use external JS libraries to keep the call outs to a minimum.

## Inline Critical CSS

CSS is technically only supposed to be declared in the header, so you can **inline the most important CSS** and load what's not absolutely necessary after it has rendered the page.

## CDN Support

**A Content Delivery Network** copies your website to servers around the world and delivers it to users from the server closest to their geographical location.



# WE TAKE PERFORMANCE SERIOUSLY

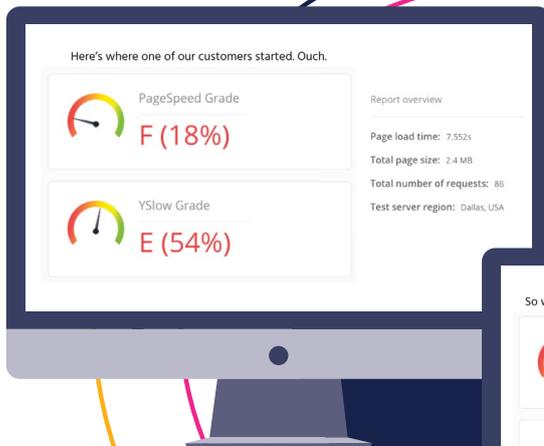
**Partner with us & feel the confidence** of knowing your website will perform well on Google Pagespeed Insights, GTMetrix, Pingdom and any other speed test.



**Isaac Oakeson**, Founder of Civil Engineering Academy

“Our sites have run soooooo much faster. After the team did their thing, our loading times decreased by 80%+, bounce rates decreased by ~35% and SEO rankings shot up. **What a huge win for us!**”

## BEFORE



## AFTER

