

# WordPress Speed Optimization Checklist

The checklist below is designed to take inventory of the current status of a WordPress site's current state of speed optimization, to help you identify problem areas and begin to consider solutions.

- You've tested the site with <https://gtmetrix.com>
- You've tested the site with <http://tools.pingdom.com/fpt>
- You've tested the site with <http://www.webpagetest.org>
- Also test w/ <https://developers.google.com/speed/pagespeed/insights>
- You utilize a caching plugin.
- You've confirmed your caching plugin is professionally setup as per the specific requirements of your website and server.
- You utilize a CDN (Content Delivery Network)
- You've confirmed you CDN is professionally setup as per the specific requirements of your website and server.
- You have ensured ALL your images are properly compressed and optimized for web and devices.
- You use an image optimization plugin to ensure future images uploaded are optimized.
- You've audited your plugins to make sure all active plugins are still required and removed deprecated.
- If you use Jetpack, you have deactivated unused modules in settings.
- You've implemented minification where possible
- You've had a professional optimize your database if the site is aged.
- You are sure that your hosting company is the fastest option you can afford.
- You keep your theme, plugins and WordPress running latest versions.
- You've used a 'Waterfall' tool to analyze each important page for slow loading elements.
- You've implemented lazy loading to minimize requests on initial page load.
- Any embedded videos are served quickly with little or no loading time.

Please proceed to the next page to learn how to get the most value out of this checklist and take action to start improving your site's speed....

# Now that you have hopefully completed the checklist, what's next?

You've now got a better idea of where your website stands in terms of speed optimization and maybe even have some ideas about possible solutions to your problems that you can get started on right now.

If not, you might need a little bit more guidance on what each of the checklist items really mean, or where you should focus your efforts.

Since you downloaded this checklist, over the coming days and weeks you will receive more valuable information via email as to how you can find solutions to the problems identified by completing this checklist.

## Considering getting professional help?

Not every optimization service provider is equal. Before hiring help to optimize site speed, you should really understand the landscape of the various providers for such services. Our guide linked below is your resource for having the most success if you are considering hiring help.



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