14 Tips to Optimize Website Speed

Sambhav Shah

sambhav@thedigitalaura.com

Why Is **Page Speed** Important?

Faster loading times (along with other important signals) can contribute to higher rankings. Page speed affects your search engine rankings because slow sites negatively affect user experience. In fact, **the probability of bounce almost triples if your page takes longer than three seconds to load,** according to Google.

Let's Move to the Powerful tips to Speed Up your Website

→

TIP 1

Reduce the Number of HTTP Requests

Minimizing HTTP requests by consolidating files like CSS and JavaScript, utilizing **techniques like bundling and minification, is crucial for website speed.** Reducing these requests enhances load times, improving overall user experience significantly.

→

TIP 2

Switch to HTTP/2

Adopting HTTP/2 accelerates website speed through concurrent data transfer, minimizing delays, and optimizing performance. **Its advanced features streamline loading times, elevating user experience and bolstering SEO efforts.**

→

TIP 3

Optimize Image Sizes

Optimizing image sizes boosts website speed. **Use compressed formats like JPEG, resize images and employ responsive design for faster loading.** Regularly compress images for optimal performance.

→

TIP 4

Use a Content Delivery Network (CDN)

A Content Delivery Network (CDN) speeds up websites by storing and delivering content from servers worldwide, **reducing load times and improving user experience** significantly.

→

TIP 5

Write Mobile-First Code

Mobile-first code prioritizes mobile device performance for faster website speed. It **focuses on responsive design, optimized images and efficient coding,** enhancing user experience and SEO ranking.

→

TIP 6

Minimize Time to First Byte

Reducing Time to First Byte (TTFB) means your website loads faster by improving how quickly it starts showing content. To achieve this, **work on better server performance, use caching, and consider content delivery networks (CDNs).** Faster TTFB equals quicker website access for visitors.

→

TIP 7

Choose the Right Hosting Service Plan

When selecting a hosting service plan consider below points for website speed optimization:

1) Prioritize speed
2) Consider server location
3) Evaluate resources
4) Review scalability options
5) Check for optimization tools
6) Seek reliable support

→

TIP 8

Implement Gzip Compression

You should enable gzip compression on your HTTP servers. **Gzip compression minimizes the size of HTTP responses for certain file types.** It is usually used for textual responses only. This should reduce the load times and save on bandwidth.

→

TIP 9

Minify and Combine CSS, JavaScript and HTML Files

Combining and minifying JS/CSS files into single bundles reduces network requests, enhancing website load speed due to fewer HTTP requests. This optimization process significantly **decreases file sizes by removing unnecessary characters, enhancing site performance without altering functionality.**

→

TIP 10

Load JavaScript Asynchronously

Loading JavaScript asynchronously improves website speed. **It allows multiple files to load simultaneously, preventing delays in displaying content and enhances user experience** by reducing wait times.

→

TIP 11

Consider Using Preconnect, Prerender & Prefetch Techniques

Preconnect: Establishes early connections to servers, reducing latency for resources like CSS, JavaScript & fonts.

Prerender: Renders pages before they're requested, offering almost instantaneous loading for users when they navigate to those pages.

Prefetch: Anticipates resources a user might need and fetches them in advance, enhancing load times.

TIP 12

Reduce the Number of Plugins

Plugins provide extra website functions but can slow down your site due to added files and server processing. **Review and keep only essential plugins** to optimize site speed and performance.

TIP 13

Use Website Caching

Enabling browser caching speeds up website load times by storing files temporarily for faster access, reducing server workload and bandwidth usage. However, **managing real-time data might require periodic cache clearing** to ensure accurate information.

→

TIP 14

Adopt Cloud-Based Website Monitoring

Embrace cloud-based website monitoring for optimized speed and performance. **Real-time insights enhance user experience and ensure seamless website functionality.**

→

Get in touch to optimize speed of your website

🔁 **Repost** if you find it useful.

Sambhav Shah

sambhav@thedigitalaura.com

+91-8141200284