



# Optimizing WordPress for Pagespeed

**Devon Kunkel**

@devonkunkel  
dkunkel@alphabetcreative.com

**Alphabet<sup>®</sup>**



## What is Page Speed?

The measurement of how fast the content on your web page loads

Source: Moz





# Why does pagespeed matter?

Higher  
conversion rates

Better SEO  
Rankings


Happier Users  
:)

Lower Bounce  
Rates



Photo courtesy of The Globe and Mail




 **Cyde B Galt**  
Current Kalligrah



 **Globetrotting**  
Gabe Trionfi

 **Fashion Magic**  
Annie Lee




 **Recipes to try**  
Makinda Adingbo



 **Style for Him**  
Alexandra Bond



 **Delicious Eats**  
Ann Tost

 **Healthy & Easy**  
Various recipes







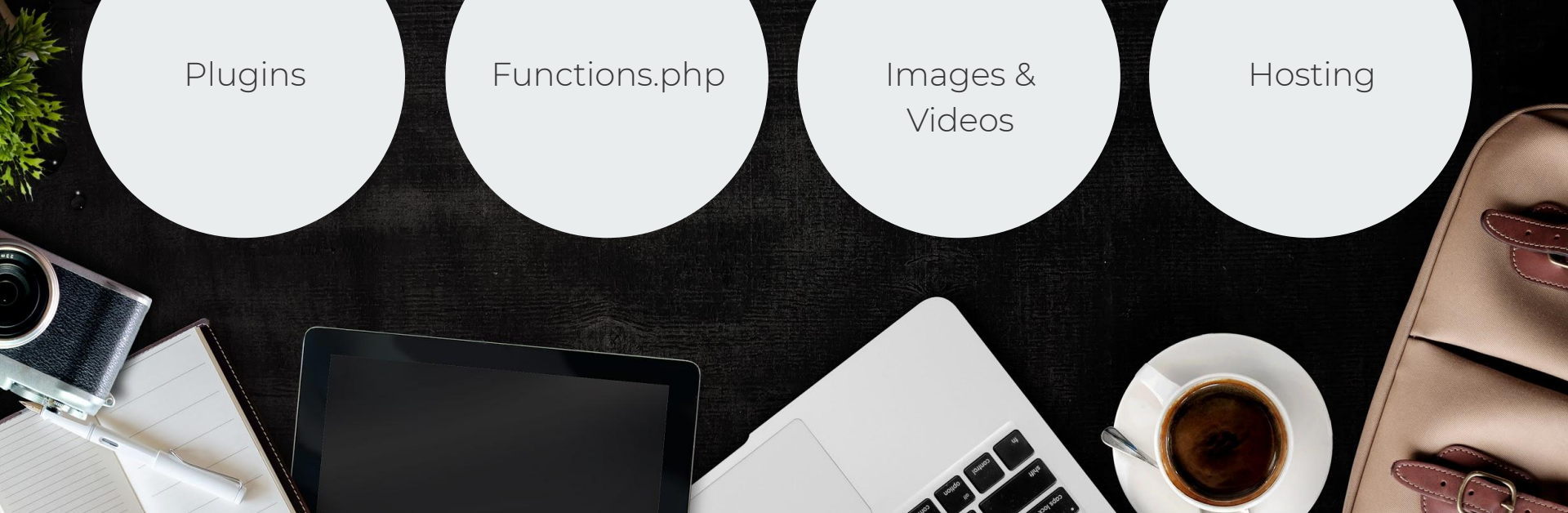
# Easy Wins

Plugins

Functions.php

Images &  
Videos

Hosting



Redis Object Cache  
(DB caching)

Amazon  
CloudFront (CDN)

Aurora database w/  
auto scaling

Remove Post  
Revisions

HTTP2 (SSL only)

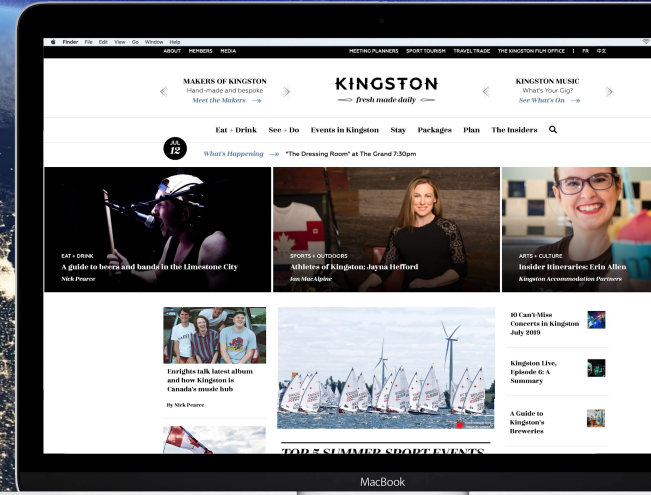
Minify JavaScript and CSS

Use Browser Caching

Use Gzip

Use Lazy Loading - Lazy  
Load by WP Rocket plugin

Load Balancers w/  
multiple front end servers







**Devon Kunkel**

@devonkunkel

dkunkel@alphabetcreative.com



Alphabet<sup>®</sup>