

WordPress Performance Tips



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SEOCOACH

Lassen Sie sich finden!

Why is performance important?



- Mobile searches > 50%
- Speed & Mobile-friendliness are top ranking factors
- Faster websites convert and sell more!
- Amazon: 1% more revenue for every 100ms

Speed - faster is always better



- FAST is important for Google ranking and users
- Nearly 50% of users abandon after 4-6 sec
- Minimize images – major culprit
- Install a caching plugin & TEST repeatedly
 - <http://gtmetrix.com/>
 - <https://www.webpagetest.org/>
- WP Fastest Cache Plugin easiest

Image Performance



- **Make sure they are not scaled!**
 - Simple Image Sizes Plugin
- **Use the correct format and compression**
 - JPG for Photos, PNG for Logos / Icons
- **Use a compression Plugin:**
 - Kraken Image Optimizer

Plugin Performance



- More Plugins = Less Performance
- Remove any unused plugins
- Remove any disabled plugins
- Install plugins with good ratings / recent updates
- P3 Plugin Profiler – find slow plugins
- Plugin Organizer – selectively disable plugins

Simple SEO Tricks that work



- Pages with one image rank better than those with none!
- Longer pages rank better than shorter ones
 - Top ranking pages average 1800+ words
 - Be the “best Answer” – answer user questions
- Outgoing links help ranking!
 - But not (just to) Wikipedia

Google Tools



- **Mobile friendly Test**
 - <https://www.google.com/webmasters/tools/mobile-friendly/>
- **Speed Test / Optimisation Tips**
 - <https://developers.google.com/speed/pagespeed/insights/>
- **Google Analytics**
 - Track traffic, events (downloads, newsletter signup)
- **Google Webmaster Tools (“Search Tools”)**
 - Check all pages are indexed! Submit your sitemap
 - Check “Mobile Friendly” Rating
 - Check keyword traffic, impressions and CTR

Useful SEO Information



- **Google SEO Guidelines**

- <http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf>
- <https://yoast.com/articles/wordpress-seo/>

- **Reliable SEO Blogs**

- <http://moz.com/blog>
- <http://searchenginewatch.com/seo>

Sources



- **Internet Statistics**

<http://www.internetlivestats.com/total-number-of-websites/>

- **Experiments**

<http://www.slideshare.net/randfish/mad-science-experiments-in-seo-social-media/>

- <http://backlinko.com/search-engine-ranking>

- <http://seosherpa.com/seo-experiments/>

Thanks for your attention



QUESTIONS?

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