

WordPress Speed Optimization Checklist

Foundation

- Check mobile PageSpeed Insights score (prioritize over desktop)
- Verify TTFB is under 600ms
- Upgrade to quality managed hosting if needed
- Update to PHP 8.0+
- Update WordPress core, themes, and plugins

Caching

- Enable page caching
- Enable browser caching
- Enable object caching

Images & Media

- Resize images to display dimensions before uploading
- Compress images (lossy or lossless)
- Convert images to WebP format
- Enable lazy loading for below-the-fold images
- Exclude hero image from lazy loading
- Move videos to YouTube/Vimeo (don't host locally)

Content Delivery

- Set up a CDN for static files

Code Optimization

- Minify CSS files
- Minify JavaScript files
- Defer non-critical JavaScript
- Generate Critical CSS for above-the-fold content
- Use font-display: swap for web fonts

Database & Cleanup

- Clear post revisions
- Remove unused media files
- Delete spam comments
- Clear expired transients
- Audit plugins—remove unused ones

Final Checks

- Limit redirect chains
- Disable pingbacks/trackbacks
- Paginate long comment sections
- Set up DNS-level firewall (Cloudflare/Sucuri)
- Schedule regular PageSpeed audits