



WP engine®

5 TRICKS TO MAKE YOUR SITE INSANELY FAST

A Digital Marketing Guide

WHITE PAPER



Scientific studies show that a web user's tolerable waiting time for information retrieval is around two seconds. One...two... after that, patience wears off and page abandonment ensues.

Sluggish page load time not only affects your site's page ranking, but it is also a factor between a positive and sour user experience.

As a marketer, it is your duty to ensure that slow site performance doesn't affect customer satisfaction ratings and your bottom line.

To avoid slowness, here are five surefire ways to make sure your site is lightning-fast so you don't miss out on conversions and potential leads..

1 Deliver Content Globally with a CDN

Say you want your content to be delivered worldwide. The time it takes for a piece of content to be delivered from its source to another point on the planet might take some time, but if you have a hosting provider with a CDN, your content will be delivered in the blink of an eye.

A content delivery network (CDN) is a global network of servers that allows users around the world to access static assets, like images, JavaScript, stylesheets and more, from a server that is geographically closer to them. This results in fast content delivery and page load time.

As a marketer, you can swiftly deliver content around the globe without having to worry about the latency between the browser and the server. You won't lose customers to slow site speed.

2 Use Tag Managers to Improve Site Conversions

As a digital marketer you probably use tags to track the activity of site visitors. While tags allow for insightful audience analytics, they can also result in slower page load time. Tags rely on outside resources, which might not always respond immediately, hence the need for tag managers.

By using a tag manager tool, like Google Tag Manager, you'll improve page load time. Tag managers use a snippet of JavaScript to minimize code and allow that code to be managed from a single area. Therefore, this reduces page load time because it reduces the number of tag requests to outside sources. You get all the benefit of tags, with none of the lag.

3 Optimize Your Images

Have you ever encountered a web page where all the content loaded, except for the images? This common flaw is a result of unoptimized images, which are one of the main culprits to slow site speed — bulky images take up major bandwidth. But your marketing site won't stand out without stunning imagery. What do you do?

For image optimization, consider using an image compressor to automatically reduce image file size by removing extraneous metadata without sacrificing the quality of the image. This will result in fewer bytes a visitor's browser has to download upon visiting your website.

As a rule of thumb for web upload, an image's resolution should be set to 72 dpi and saved in JPEG format (or PNG for graphics like logos and illustrations).

Optimizing the images uploaded to your site will drastically improve site load time by not bogging down your visitor's browser

bandwidth, and you won't have to sacrifice gorgeous images that make your sites pop.

4 Choose the Right Theme

Not all WordPress themes are created equal. Despite how beautiful a site might look, a pretty front-end design is meaningless if the site fails to perform. Themes are often a few megabytes in size, which can result in your site moving like molasses. Another key element to improving site speed is deciding on a fast theme for your site.

Consider using a responsive theme that allows for both beautiful aesthetics and faster loading time.

Most themes have been reviewed and rated, so it's up to you do research on what fits your marketing needs. Look for themes that have been optimized for various formats, like mobile devices, and also allow for needed functionality with site extensions, like plugins.

5 Leverage Browser Caching

To improve your site's functionality, and ultimately its speed, it's crucial to take advantage of browser caching. This will ensure that a visitor's browser remembers your page's resources, such as HTML, images, etc., so they don't have to be downloaded every time they come back to your site.

By leveraging browser caching, all that data will be remembered by the browser each time the page is loaded by a visitor, thus resulting in faster page load time.

Conclusion

As you can see, there are many factors that can result in slow site speed. As a marketer, you may not have time to tackle all the technical aspects of making your site blazing fast. But by investing in a dedicated hosting platform, all the above and more can be attained without the hard work and time required to ensure your site is up to snuff.

WP Engine's managed WordPress hosting platform offers numerous features to make your site scalable and your content deliverable, so your marketing campaigns will attract visitors and, more importantly, create conversions.

WP Engine can kick your marketing site into high gear. See which of our plans fits your marketing needs: <https://wpengine.com/plans/>.



About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.

