

Website Report

1. Image optimization

If your website contains images, it is almost certain that they make up the heaviest part of the website. Typically, images account for more than 90% of the size of your website. Therefore, it makes sense to optimize them as much as possible, by compressing their size while maintaining good image quality and making them available as quickly as possible. There are many techniques and tools to do this, so it's very important to choose the right one.

Learn more: [LINK](#)

Priority: HIGH

Status: OPEN

Based on our experience, we've found that replacing your current image optimizer with the ShortPixel Adaptive Images (SPAI) plugin can yield superior results in terms of image optimization. We highly recommend considering this plugin for optimal performance. All the guidance, instructions, or tutorials are in shortpixel.com/knowledge-base, but in short, you just need to install SPAI and follow the onboarding wizard. 2 important things to remember: 1) Restore your original images before uninstalling your other image optimizer! 2) Make sure that nothing in your website lazy loads your images, because SPAI will do it for you.

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Serve images in next-gen formats
- Properly size images
- Efficiently encode images
- Avoid large layout shifts
- Defer offscreen images

2. File caching

Every time someone visits one of your pages, WordPress has to generate it in the background. This process can take a few seconds, and this is where the file cache comes in: it stores the generated page so that it does not have to be recreated when another visitor requests it. Then, when another visitor requests the same page, the file cache plugin simply sends the previously cached content (without having to rebuild anything). Basically, caching files or pages can help reduce server load and loading time by reducing the work WordPress has to do.

Learn more: [LINK](#)

Priority: HIGH

Status: CLOSED

You already have a solid cache plugin installed and configured correctly. That means there's no need for further action in this area. Well done! :-)

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
- Reduce initial server response time

3. Theme analysis

Some themes are poorly coded, bloated and therefore affect the performance of your website. It's important to make sure that you are using a good theme, developed by a good developer or company.

Learn more: [LINK](#)

Priority: HIGH
Status: CLOSED

After thoroughly reviewing your theme, we are delighted to inform you that no performance-related adjustments are required. Awesome news!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Reduce unused CSS
- Eliminate render-blocking resources
- Reduce initial server response time
- Minimize main-thread work
- Avoid an excessive DOM size
- Avoid chaining critical requests
- Avoid large layout shifts
- Avoid long main-thread tasks
- Avoid non-composited animations
- Reduce unused JavaScript
- Remove duplicate modules in JavaScript bundles
- Avoid serving legacy JavaScript to modern browsers
- Avoids enormous network payloads
- JavaScript execution time
- Ensure text remains visible during webfont loads
- Minimize third-party usage

4. CSS minification

Minifying a CSS file means removing unnecessary characters from the file to reduce its overall size. Then, when a user requests a webpage that contains one or more CSS files, their minified version is sent instead of the original version, resulting in faster response times and lower bandwidth costs.

Learn more: [LINK](#)

Priority: MEDIUM
Status: OPEN

We've found that Cloudflare can effectively handle this issue and help alleviate the strain on your server resources. To make the most of Cloudflare's capabilities, please navigate to your Cloudflare control panel, specifically the Speed > Optimization section. From there, we recommend enabling the Auto Minify option. Additionally, it's advisable to disable any CSS and/or JS minification settings in the plugins you currently have installed to prevent conflicts. This will help optimize your website's speed and performance.

If you are going to use Cloudways' Cloudflare integration, then you have no way to control the minification from Cloudflare, so we recommend you enabling it on WP Rocket. And if you end up using SPAI, we recommend you instead to enable only the "Replace in CSS files" option in SPAI's settings, which will take care of this.

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Eliminate render-blocking resources
- Reduce initial server response time
- Minify CSS
- Avoids enormous network payloads

5. JavaScript minification

Minifying a JavaScript file means removing unnecessary characters from the file to reduce its overall size. Then, when a user requests a webpage that contains one or more JS files, their minified version is sent instead of the original version, resulting in faster response times and lower bandwidth costs.

Learn more: [LINK](#)

Priority: MEDIUM

Status: OPEN

We've found that Cloudflare can effectively handle this issue and help alleviate the strain on your server resources. To make the most of Cloudflare's capabilities, please navigate to your Cloudflare control panel, specifically the Speed > Optimization section. From there, we recommend enabling the Auto Minify option. Additionally, it's advisable to disable any CSS and/or JS minification settings in the plugins you currently have installed to prevent conflicts. This will help optimize your website's speed and performance.

If you are going to use Cloudways' Cloudflare integration, then you have no way to control the minification from Cloudflare, so we recommend you enabling it on WP Rocket. And if you end up using SPAI, we recommend you instead to enable only the "Serve JS from the CDN" option in SPAI's settings, which will take care of this.

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Eliminate render-blocking resources
- Reduce initial server response time
- Minimize main-thread work
- Minify JavaScript
- Avoids enormous network payloads
- Reduce JavaScript execution time
- Avoid long main-thread tasks

6. HTTP compression

When your web server uses gzip or Brotli compression to send the entire website on request, it basically sends all the files that make up your website compressed, which are then decompressed by your browser. In short, your visitors will get the information faster.

Learn more: [LINK](#)

Priority: MEDIUM

Status: CLOSED

Brotli is enabled on this website, which is a better alternative to Gzip. All done!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Enable text compression
- Avoid enormous network payloads

7. PHP version update

If your server and WordPress are running on an older version of PHP (the programming language WordPress is written in), you can get an immediate performance boost by updating to the latest version.

Learn more: [LINK](#)

Priority: MEDIUM

Status: CLOSED

Your PHP version is already updated to the latest version. Well done!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Reduce initial server response time

8. CSS combination

Combining all CSS files into one will reduce the number of files sent from your website, which may reduce the loading time for the visitor.

Learn more: [LINK](#)

Priority: MEDIUM

Status: OPEN

We have detected that your website uses HTTP/2. Due to the nature of this technology and after analyzing your files, we believe that you should not combine them, as there is no speed gain. Moreover, it can even be counterproductive! So if you have a setting enabled in an optimization plugin that allows you to "combine" or "merge" your files, you should disable it.

*This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
No specific improvement for GTmetrix/PageSpeed reports.*

9. JavaScript combination

Combining all JS files into one will reduce the number of files sent from your website, which may reduce the loading time for the visitor.

Learn more: [LINK](#)

Priority: MEDIUM

Status: OPEN

We have detected that your website uses HTTP/2. Due to the nature of this technology and after analyzing your files, we believe that you should not combine them, as there is no speed gain. Moreover, it can even be counterproductive! So if you have a setting enabled in an optimization plugin that allows you to "combine" or "merge" your files, you should disable it.

*This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
No specific improvement for GTmetrix/PageSpeed reports.*

10. Browser caching

Leveraging your browser's caching generally means that you can specify how long web browsers should store (or cache) images, CSS, JavaScript, and any other static assets of your site locally in the user's browser. This way, the user's browser will occasionally download less data while navigating through your pages, because that data will already be stored in the user's browser.

Learn more: [LINK](#)

Priority: LOW

Status: CLOSED

We have detected that you have already taken care of this issue. Well done!

*This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
- Serve static assets with an efficient cache policy*

11. JavaScript parsing deferral

JavaScript is typically used on websites for additional functionality that does not need to be loaded immediately when the page loads. If non-critical JavaScript files are loaded immediately, they can worsen the initial page load time. If you defer these JavaScript files, the initial page load

time will definitely improve.

Learn more: [LINK](#)

Priority: MEDIUM

Status: CLOSED

All Javascript files have been deferred correctly. Well done!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
- Eliminate render-blocking resources

12. Heartbeat API control

As the name suggests, the Heartbeat API included in WordPress sends continuous pulses and triggers events when data is received. This feature helps you synchronize all data between the server and the WordPress dashboard. For example, it is responsible for notifying you when someone else is editing a post. If a lot of users are logged in or the Heartbeat API is not controlled, it can send a large number of requests to the hosting server, which leads to a high load on CPU.

Learn more: [LINK](#)

Priority: LOW

Status: CLOSED

We found that the Heartbeat API interval is controlled, so no need to do anything else. Good job!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
- Reduce initial server response time

13. Website head cleaning

If you look at the source code of your WordPress website, you may have noticed a bunch of code between the '<head>' and '</head>' tags that is not strictly necessary, such as the current version number of your WordPress installation. For most websites, these lines of code can be removed, making your website a little leaner.

Learn more: [LINK](#)

Priority: LOW

Status: CLOSED

The head of your pages is already properly cleaned. Good job!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
- Reduce initial server response time
- Avoid an excessive DOM size

14. Image lazy loading

Lazy loading images means loading images on websites asynchronously — that is, after the above-the-fold content is fully loaded, or even conditionally, only when they appear in the browser's viewport. This means that if users don't scroll all the way down, images placed at the bottom of the page won't even be loaded. Lazy loading can improve website performance and save bandwidth, especially for users accessing the Web on mobile devices and slow-connections. Learn more: [LINK](#)

Priority: LOW
Status: OPEN

Lazy loading is currently in place, but we recommend doing it in a different way, with WP Rocket. Look for the 'Lazy loading' setting and enable it, and then disable the old lazy loading setting. If you end up using SPAI, then it's even easier: simply disable lazy loading from every single plugin or component in your website. SPAI will take care of it automatically.

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Keep request counts low and transfer sizes small
- Defer offscreen images

15. Hosting review

The performance of your hosting is very important for your website. A hosting with a poor overall performance can increase the loading time by several seconds, which can negatively affect both your SEO ranking and your revenue, because statistically people don't like to wait too long for a website to load.

Learn more: [LINK](#)

Priority: HIGH
Status: CLOSED

Your hosting provider has enough technical resources for your WordPress installation and your current daily traffic, and according to our tests we do not see any issues. Therefore, we recommend that you keep your current hosting provider for the time being. Excellent!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Reduce initial server response time

16. CDN review

A Content Delivery Network (CDN) is a geographically distributed group of servers that store copies of your web pages and/or static assets to enable faster delivery of your website to visitors in other parts of the world. Purchasing a CDN plan is not mandatory, but depending on your daily

traffic, the location of your users, and other variables, it can help improve the load time and security of your website.

Learn more: [LINK](#)

Priority: HIGH
Status: CLOSED

Your CDN provider is one of the leading CDN solutions on the market, and in our experience we can confirm that it offers excellent performance. Therefore, we believe that there is no reason to change your CDN service. Good job!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Reduce initial server response time

17. External resources optimization

A website usually pulls external requests from other websites. We are talking here about Google Fonts, Google Analytics, YouTube videos, icon sets, etc. One way to optimize their delivery is to serve them from your own server to reduce external calls. Or you can simply delay the loading of such files, among other solutions.

Learn more: [LINK](#)

Priority: MEDIUM
Status: OPEN

- We recommend that you check if you have properly configured WP Rocket, which can delay the loading of your JavaScript files. JavaScript functions can almost always be delayed, unless it is a critical function of your website that needs to be available immediately. You need to look for the "Delay JavaScript execution" option.

- We see that your jquery.js or jquery.min.js file is not loaded from your own server, which is actually not advisable for the speed of your website, even though other websites may tell you that. This is because every time you visit your website, an external file has to be requested, which requires additional connections that can delay the final loading of your website. We recommend that you undo the change you have made in this regard.

- We have detected that Google Fonts are used on your website. We recommend that you install and configure "OMGF", a plugin that allows you to host the fonts locally instead of loading them externally. This way you avoid additional requests to other websites that can slow down the loading speed.

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Eliminate render-blocking resources*
- Reduce unused CSS*
- Avoid chaining critical requests*
- Avoid long main-thread tasks*
- Minify CSS*
- Minify JavaScript*
- Reduce unused JavaScript*
- Avoid multiple page redirects*
- Avoid enormous network payloads*
- Reduce JavaScript execution time*

- Minimize third-party usage
- Lazy load third-party resources with facades

18. External sites pre-connection

Pre-connection allows the browser to connect to an external domain before the actual request is made, eliminating round-trip latency and saving users time. It is important to note that you should only pre-connect the 3 or 4 most important domains so that it is not counterproductive.

Learn more: [LINK](#)

Priority: LOW

Status: CLOSED

As we can see, you have already configured your site to preconnect to your most important external domains. Well done!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Preconnect to required origins
- Eliminate render-blocking resources
- Avoid long main-thread tasks
- Minimize main-thread work

19. Ads analysis

We understand the importance of advertising. For some companies, it is the main source of revenue. However, in some cases, it comes at the expense of loading speed, as ads constantly request external resources such as images, scripts and CSS files. This affects your speed scores and also the actual loading speed.

Learn more: [LINK](#)

Priority: MEDIUM

Status: OPEN

Your website contains ads that slow down your website. The explanation is quite simple: loading ads may seem quite harmless, but in reality they load a lot of external files, images, fonts, CSS, JS, etc. If it is possible, we recommend you to remove the ads, but we understand that sometimes they are a source of revenue. So if you absolutely must have them, try to replace them with a still image hosted on your server instead of loading them from an external source.

*This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
All of them*

20. WP-Cron replacement

A 'cron job' is a program that runs scheduled jobs, tasks or commands at fixed times, dates or intervals. Some examples are daily backups, sending notifications, and similar recurring tasks. You can configure this on all Linux-based servers. WordPress has a built-in PHP function that simulates the function of a Linux cron job, but it is not as efficient as a native server cron job because it only runs when a user visits your site, which consumes valuable resources. So your goal should be to replace your WP-Cron with a 'real cron'.

Learn more: [LINK](#)

Priority: LOW
Status: OPEN

We see that you have WP-cron disabled, that's good! We do not have access to your server to confirm that a real cron has been configured instead of WP-Cron. So we recommend that you check this and, if necessary, configure the real cron to continue running your scheduled tasks. To do this, simply google "disable WP-Cron and use real CRON JOB ".

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
- Reduce initial server response time

21. HTTP/2 usage

HTTP/2 is the latest stable version of the well-known protocol HTTP.

HTTP/2 brings many improvements that are very important for the performance of your website, and probably the most important of them is multiplexing. With HTTP/1.1 (the previous version), resources were loaded one after another. So if one resource failed to load, it could block all other resources behind it. In contrast, HTTP/2 is able to send multiple resources at once over a single connection, so no resource blocks another.

Learn more: [LINK](#)

Priority: HIGH
Status: CLOSED

We see that HTTP/2 is enabled on your server. So there is nothing to do here!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:
- Reduce initial server response time
- Eliminate render-blocking resources

22. DNS prefetch application

If you perform a DNS prefetch for all your external domains, the browser can connect to those domains before the actual HTTP request. This eliminates round-trip latency and saves the user time. DNS prefetch makes up only a small part of Preconnect, but it does not consume any

additional browser resources, so you can apply it to all your external domains.

Learn more: [LINK](#)

Priority: LOW
Status: CLOSED

We see that you have already configured your site to use DNS Prefetch to connect to the external domains that your site calls. Well done!

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Eliminate render-blocking resources
- Avoid long main-thread tasks
- Minimize main-thread work

23. Critical CSS

Critical CSS is the minimum amount of CSS code needed to display the first section of a website that visitors see without scrolling. Once critical CSS is in place, it helps the website load faster and improves the user experience because users will think your pages are loading faster, as the browser can simply display above-the-fold elements sooner and more efficiently.

Learn more: [LINK](#)

Priority: HIGH
Status: OPEN

Critical CSS must be applied. We recommend that you configure WP Rocket correctly to ensure this. Look for the 'Critical CSS' or 'Asynchronous CSS' setting and enable it.

This task could improve the following warnings on GTmetrix or Google PageSpeed Insights:

- Eliminate render-blocking resources