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METORIK

JULY 13, 2024
11:00 A.M.

WORDCAMP CANADA
#WCEH

Mastering Web Performance

A Guide for WordPress Site Owners

About Me

Building with WordPress since v2.1 (2007)

Originally from Montreal and now in Vancouver, I have worked on hundreds (thousands?) of WP sites, worked at Automattic, at several popular plugin companies, as an agency owner, and this year, I joined Metorik.

Performance, like Security, is at the core of everything I build; it's never an after-thought but rather a priority consideration at all times.
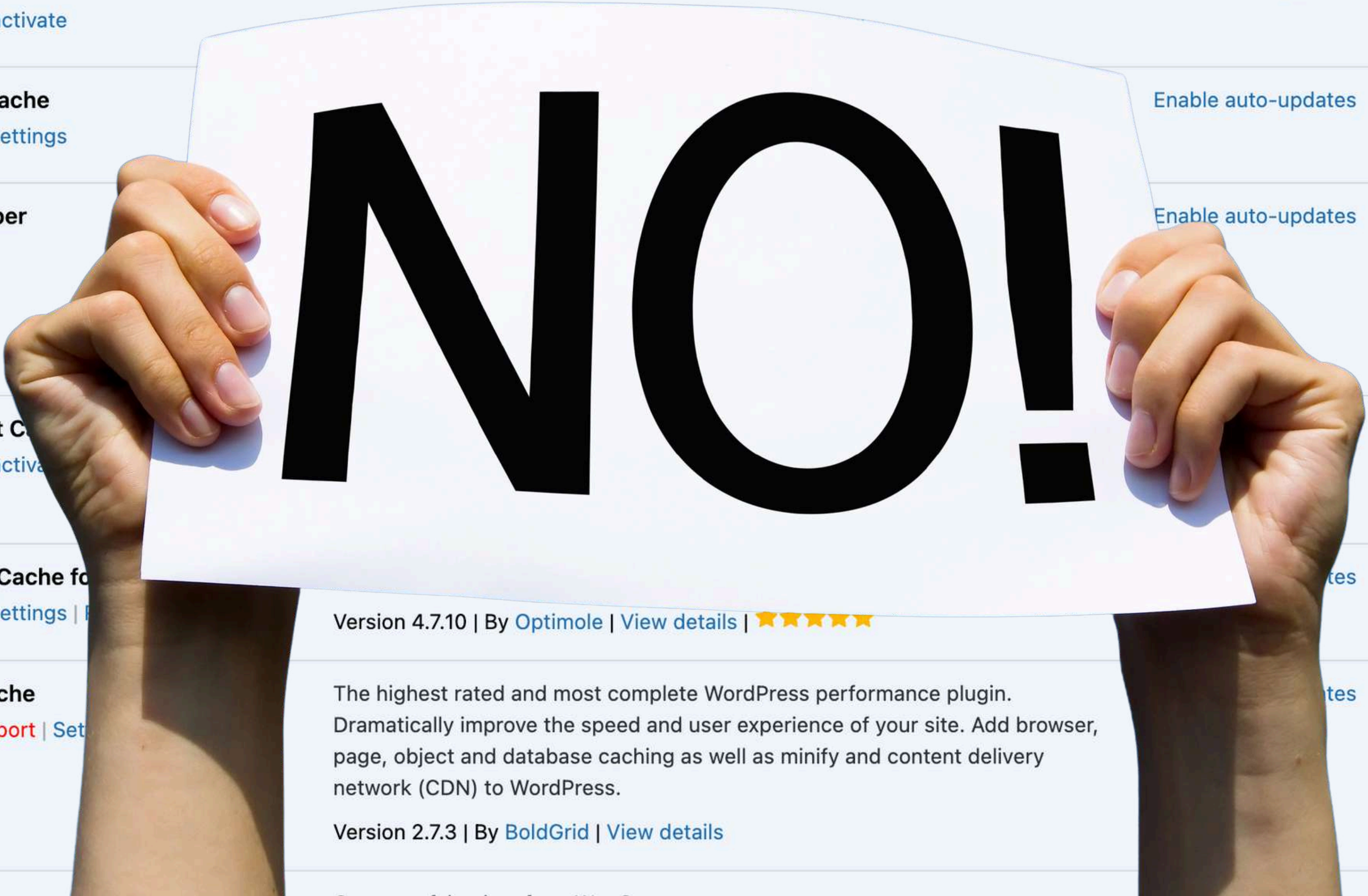

METORIK INSIGHTS Report
For WooCommerce 2024 EDITION

Delivery Distances
$133 AOV for local orders
21% of orders exist in the 100i to 2500km zone

Your Co-Pilot for WooCommerce and Shopify
eCommerce Analytics, Custom Reports, Data Export, and Email Automation

Metorik

	Plugin	Description	Automatic Updates
☐	**10Web Booster** Settings | Deactivate	Optimize your website speed and performance with 10Web Booster by compressing CSS and JavaScript. Version 2.28.7 | By 10Web - Website speed optimization team | View details	Enable auto-updates
☐	**Autoptimize** Settings | Deactivate	Makes your site faster by optimizing CSS, JS, Images, Google fonts and more. Version 3.1.11 | By Frank Goossens (futtta) | View details	Enable auto-updates
☐	**LiteSpeed Cache** Deactivate | Settings	High-performance page caching and site optimization from LiteSpeed Version 6.2.0.1 | By LiteSpeed Technologies | View details	Enable auto-updates
☐	**Metorik Helper** Deactivate	Reports, integrations, automatic emails, and cart tracking for WooCommerce stores. Version 2.0.0-beta-1 | By Metorik | View details Requires: WooCommerce	Enable auto-updates
☐	**Redis Object Cache** Settings | Deactivate	A persistent object cache backend powered by Redis. Supports Predis, PhpRedis, Relay, replication, sentinels, clustering and WP-CLI. Version 2.5.2 | By Till Krüss | View details | ★ Upgrade to Pro	Enable auto-updates
☐	**Super Page Cache for Cloudflare** Deactivate | Settings | Rollback to v4.7.9	Speed up your website by enabling page caching on a Cloudflare free plans. Version 4.7.10 | By Optimole | View details | ★★★★★	Enable auto-updates
☐	**W3 Total Cache** Premium Support | Settings | Deactivate	The highest rated and most complete WordPress performance plugin. Dramatically improve the speed and user experience of your site. Add browser, page, object and database caching as well as minify and content delivery network (CDN) to WordPress. Version 2.7.3 | By BoldGrid | View details	Enable auto-updates

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10Web Booster Settings | Deactivate	Optimize your website speed and performance with 10Web Booster by compressing CSS and JavaScript. Version 2.28.7 | By 10Web - Website speed optimization team | View details	Enable auto-updates
Autoptimize Settings | Deactivate	Makes your site faster by optimizing CSS, JS, Images, Google fonts and more.	Enable auto-updates
LiteSpeed Cache Deactivate | Settings		Enable auto-updates
Metorik Helper Deactivate		Enable auto-updates
Redis Object C Settings | Deactiv		

NO!

Super Page Cache fo Deactivate | Settings |	Version 4.7.10 | By Optimole | View details | ★★★★★	...tes
W3 Total Cache Premium Support | Set	The highest rated and most complete WordPress performance plugin. Dramatically improve the speed and user experience of your site. Add browser, page, object and database caching as well as minify and content delivery network (CDN) to WordPress. Version 2.7.3 | By BoldGrid | View details	...tes

Some common misconceptions

01

Performance is only about how fast a page loads.
Perceived Performance includes various factors like responsiveness, stability, and the time it takes for a page to become interactive. "Perceived Performance"

02

Performance only matters for high-traffic sites
All sites benefit from good performance, regardless of traffic levels. Even small improvements can lead to better user experiences and higher SEO rankings.

03

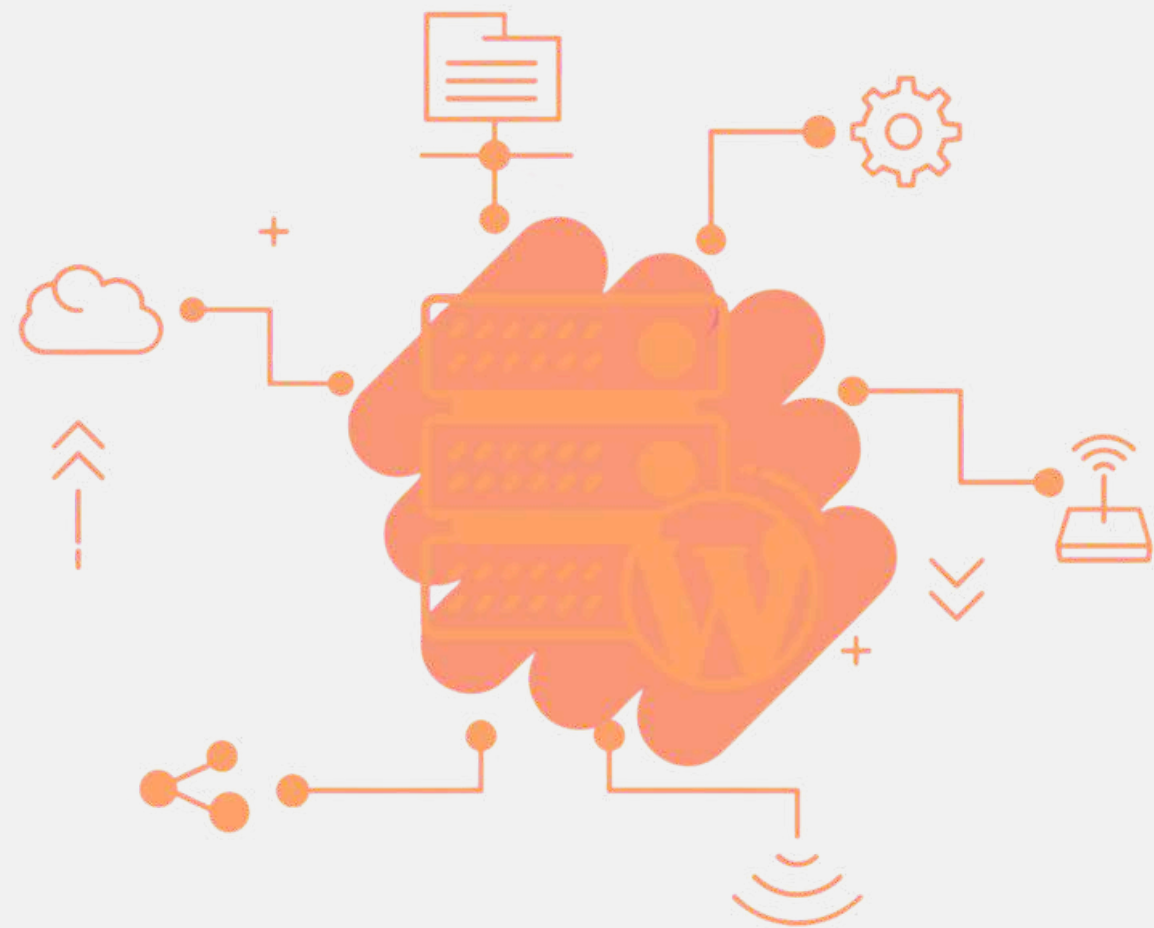**Web performance is just about using the right plugins**
*Plugins can certainly be a part of the solution but web performance is a broader discipline involving server setup, content optimization, and more. It's about a **holistic approach** to website efficiency.*

With WordPress, in control, you are

With great power, comes great responsibility

Choose the right hosting

01

Consider the right type of hosting
Shared, VPS, Dedicated, Managed.
So many options out there

02

Consider datacenter location
Where are your site visitors primarily from?
Choose somewhere close, or better yet, somewhere distributed.

03

Consider what options the host includes
Built-in performance optimizations, caching, CDN, DDOS protections, Cloudflare or Fastly integration, etc.

Choose your theme wisely

01

Reviews and Reputation matter
Looks for themes that are **well reviewed** by the community, have the **backing** of some well-renowned developers or are **vetted by the WordPress theme team**

02

You don't need the kitchen sink
Does the theme try to please everyone? Does it have a setting for everything?
This could be a sign it's trying to do too much. There's exceptions of course....

03

Understand what's inside and what's possible
Not every theme is built the same.
Take the time to understand what your theme is capable of, what it can do, and how it was put together.

Choose your plugins wisely

01

Reviews and Reputation matter
Looks for plugins that are **well reviewed** by the community, or are authored by **well-renowned** developers

02

Utility Matters
Does the plugin do exactly what you need or does it do 50 other things?

03

Do you really need a plugin for that?
Can you add a code snippet instead? Can you lean on your host?

04

Audit your plugin usage
Measure performance before/after.
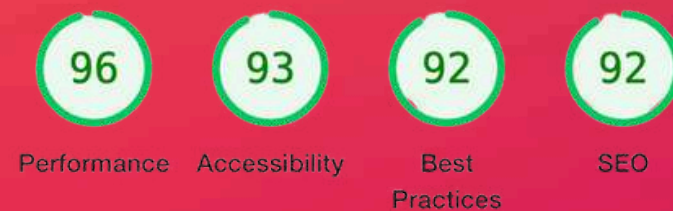Deactivate & delete poor performers or unused functionality.

OK, let's get technical

(a little)

Performance Measurement
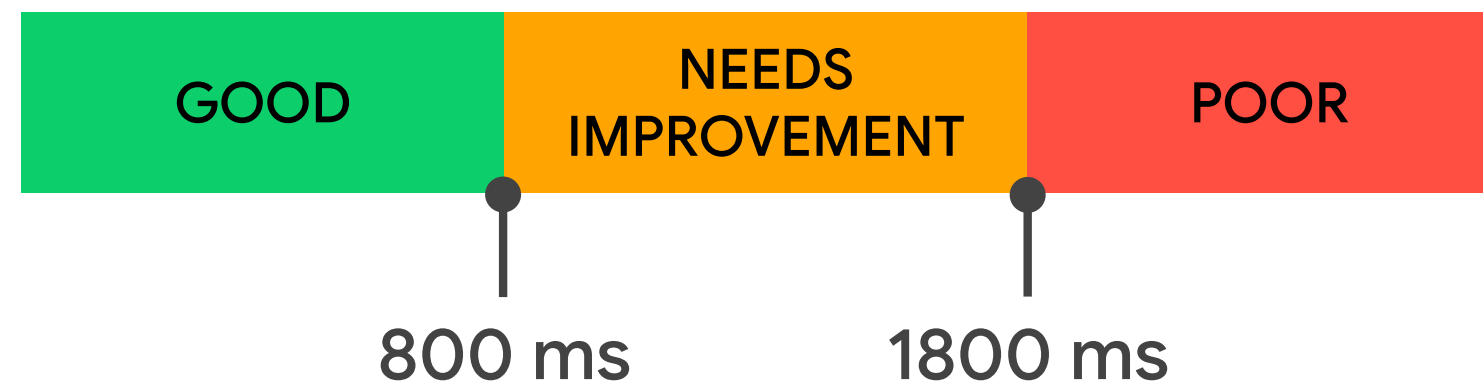
Always establish a baseline

Google Lighthouse

96 Performance
93 Accessibility
92 Best Practices
92 SEO

GTmetrix

new relic

TTFB

Time To First Byte

GOOD	NEEDS IMPROVEMENT	POOR

800 ms   1800 ms

Definition: The time it takes for a user's browser to receive the first byte of data from the server.

Example: A lower TTFB indicates a faster response from the server, improving the overall load time of the website.

Analogy: TTFB is like the time it takes for a restaurant to acknowledge your order before they start cooking.

FCP

First Contentful Paint

GOOD	NEEDS IMPROVEMENT	POOR

1.8 sec   3.0 sec

Definition: The time it takes for the first piece of content to be rendered on the screen, such as text or an image.

Example: A fast FCP means users see something happening quickly, reducing the **perceived load time**.

Analogy: FCP is like the first time you see food being brought out of the kitchen at a restaurant; it reassures you that your meal is on its way

LCP

Largest Contentful Paint

GOOD	NEEDS IMPROVEMENT	POOR

2.5 sec   4.0 sec

Definition: The time it takes for the largest piece of content visible within the viewport to be loaded.

Example: Typically, this could be a large image or a block of text. Faster LCP improves user experience by quickly showing the main content.

Analogy: LCP is like when your main course arrives at your table, and you can finally start eating.

Images

You want to serve beautiful images, in a performance conscious way.

This can affect your LCP

01 – Choose the right format

- **JPEG**: Best for photographs and images with many colors.
- **PNG**: Ideal for images with transparent backgrounds or limited colors.
- **WebP**: Modern format that provides superior compression for images on the web.
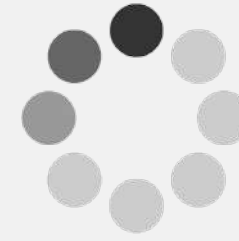- **SVG**: Best for vector graphics, scalable without losing quality.

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02 – Optimize your images

- **Compress your images -** ideally outside of WP but you can also do this in WP with a plugin
- **Make your images responsive -** https://developer.wordpress.org/apis/responsive-images/
- Use **Lazy Loading** when appropriate - no plugin needed!

```
<img src="image.jpg" loading="lazy" ... />
```
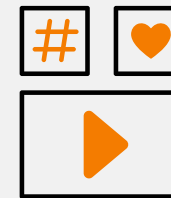
External Requests

May affect your FCP and LCP

Each external request (e.g., for scripts, stylesheets, images) adds latency, increasing the overall load time
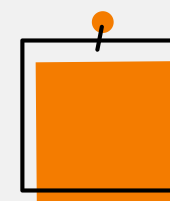
Embed videos, avoid social media embeds if possible, host fonts locally when feasible

Defer: Load scripts after the HTML has been fully parsed.

Async: Load scripts asynchronously to prevent blocking page rendering.
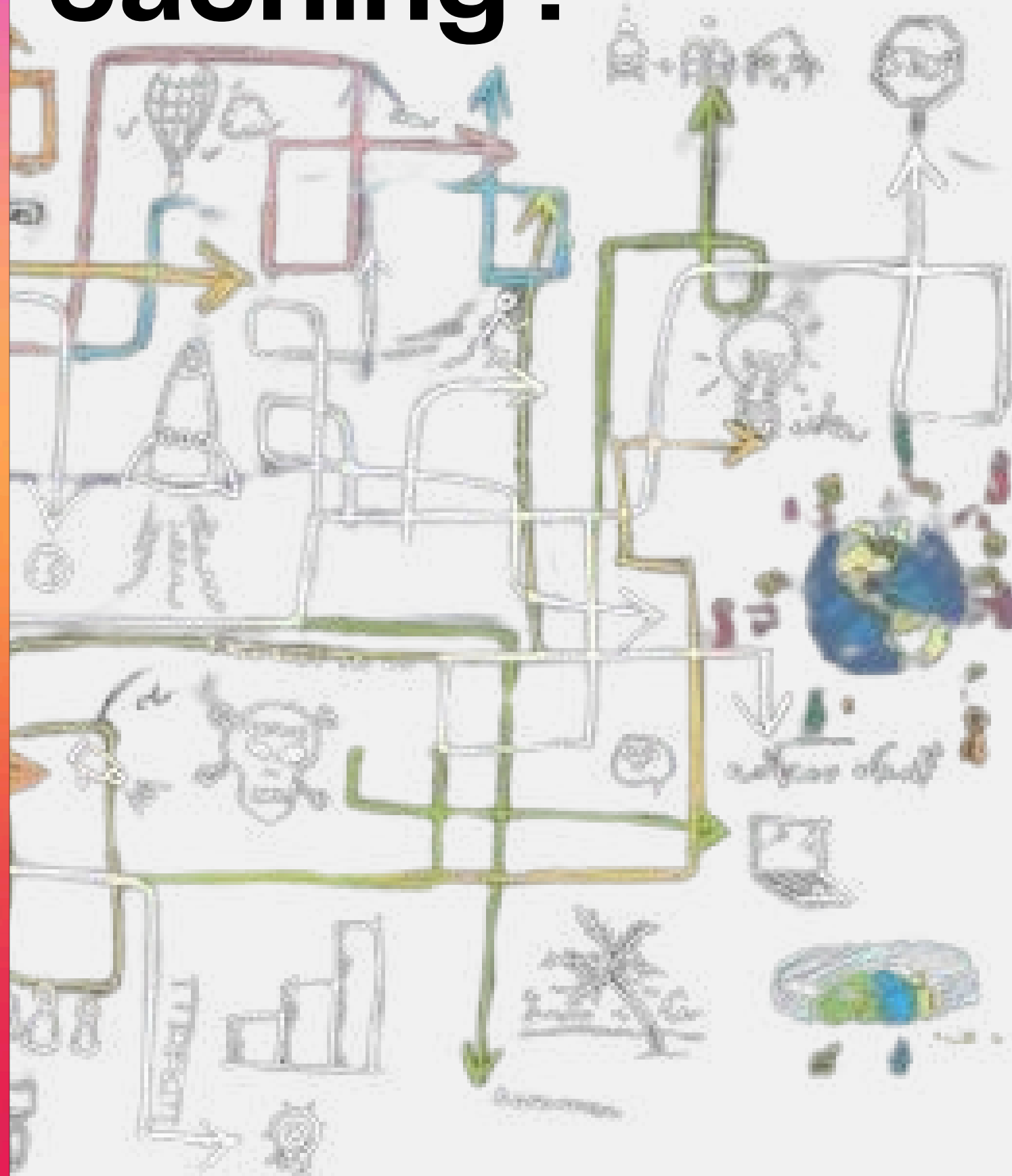
Additional techniques:

Minification
Prefetching
Preloading
Preconnecting
Critical CSS

What about caching?

01

Browser Caching

Most **underrated and least understood but very powerful.** Stores copies of static files (like HTML, CSS, and images) in the user's browser.

02

Server Side Caching

Object caching: stores DB queries, and other fragments of data to avoid repeated computations
Page caching: stores fully rendered pages as HTML
Opcode caching: php language-level caching

03

CDN Caching

Caches content at multiple locations around the world to deliver it from the nearest server.
Use a CDN service like Cloudflare, Jetpack, Fastly, Akamai, or Amazon CloudFront.

Work on your PIP

Performance Improvement Plan Template

Performance Improvement Plan

Note: *This template is provided as an example. Districts or professional groups may choose other preferred templates. A Performance Appraisal and Development Plan should have been completed prior to a Performance Improvement Program in most circumstances.*

Participants:

Employee Name		Position	
Manager/Supervisor's Name		Position	
Senior Manager's Name		Position	
Work Area:			

Review Period:

- Performance Improvement Period: _____/_____/_____ To _____/_____/_____
- Performance will be reviewed on _____/_____/_____
- Review will be documented in a performance improvement report completed by senior supervisor.
- Final performance improvement review will be conducted on _____/_____/_____

Employee Responsibilities	Manager/ Supervisor Responsibilities	Senior Manager Responsibilities
• • • • • • •	• • • • • • •	• • • • • • •

01

Measure
Set a baseline - so you know if you've regressed and pick your objectives

02

Decide on a performance budget
Where do you want to head? What's your gaol?

03

Make changes
Start with your host, optimize your images, review your theme, plugins, setup caching etc.

04

Measure again
Even a 10% change can have a huge impact

Thank you! 🙏

for the slides, see
https://jkudish.com/presents

Q&A

If you have more questions, feel free to DM me on 𝕏 @jkudish