

The WordPress Performance Checklist

20 practical steps to a faster website — by Daniel Mashkov

Is your WordPress site running slowly? This checklist covers the exact steps I use to make my clients' websites lightning fast. Work through each section in order — tick off items as you go. Questions? Reply to the email you received this from.

Checking Your Speed

- ☐ 1 Test your website speed using Google PageSpeed Insights
- ☐ 2 Identify how long it takes for the largest part of your page to load (LCP)
- ☐ 3 Make sure your site doesn't jump around while it's loading (CLS)
- ☐ 4 Check how quickly your site responds when someone clicks a button (INP)

Hosting & Foundation

- ☐ 5 Switch to a high-quality, dedicated WordPress host
- ☐ 6 Make sure your server is running PHP 8.2 or later
- ☐ 7 Turn on server-level caching (OPcache, Redis, or Memcached)
- ☐ 8 Ensure your server is physically located near your main customers

Image Optimization

- ☐ 9 Resize large images before uploading them to WordPress
- ☐ 10 Use modern image formats like WebP or AVIF to reduce file sizes
- ☐ 11 Compress your images using tools like ShortPixel or Imagify
- ☐ 12 Turn on lazy loading so images only load when users scroll to see them

Cleaning Up Plugins

- ☐ 13 Review your active plugins and delete anything you don't use
- ☐ 14 Replace heavy plugins with lighter, faster alternatives
- ☐ 15 Prevent WooCommerce cart scripts from loading on non-shop pages
- ☐ 16 Keep all plugins and themes updated to their latest versions

Delivery & Display

- ☐ 17 Use a Content Delivery Network (CDN) like Cloudflare
- ☐ 18 Host your fonts locally instead of relying on external services (Google Fonts)
- ☐ 19 Minify your CSS and JavaScript files to make them smaller



20 Cache your pages so they serve instantly to returning visitors

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