FREE CHECKLIST · AAMIRTECHS

WordPress Speed Optimization Checklist

The 12 fixes that make a WordPress site fast, in order of impact, with the scores to aim for.

Speed work fails when it is random. Measure first, fix the biggest bottleneck, then measure again. Write your starting scores in the table below before you change anything, and your final scores when you finish, so you know what the work actually bought.

Your scores (Google PageSpeed Insights, mobile)

Signal	What it measures	Good score	Before	After
Largest Contentful Paint (LCP)	Main content appears	2.5s or less		
Interaction to Next Paint (INP)	Response to taps and clicks	200ms or less		
Cumulative Layout Shift (CLS)	Page jumping while loading	0.1 or less		

Measure first

- [ ] Test the homepage and your most important inner page
  A product or service page, not just the homepage.
- [ ] Record the three Core Web Vitals scores above
- [ ] Note which signal is worst
  Bad LCP points at server or hero image. Bad INP points at JavaScript. Bad CLS points at unreserved space.

The fixes, in order

- [ ] 1. Fix the hosting
  Slow server response caps every other fix. Upgrade the plan or move hosts if time to first byte is poor.
- [ ] 2. Turn on page caching
  One cache only: host cache, LiteSpeed Cache, or WP Rocket. Never cache cart, checkout, or account pages.
- [ ] 3. Update to a supported PHP 8 version
  Check under Tools, Site Health, Info, Server. Test the site right after.
- [ ] 4. Resize images before upload
  Never upload a 4,000px photo to display at 800px.
- [ ] 5. Convert images to WebP
  Roughly a third smaller than the same JPEG at the same quality.

- [ ] 6. Lazy load below the fold images, keep the hero eager
  Lazy loading the hero image makes LCP worse.
- [ ] 7. Audit plugins with Query Monitor
  Remove or replace anything loading scripts on pages that do not use it.
- [ ] 8. Clean the database
  Revisions, spam, expired transients, leftover tables. Back up first, always.
- [ ] 9. Add a CDN
  Cloudflare's free plan is enough for most small sites with visitors in several countries.
- [ ] 10. Minify CSS and JavaScript, delay unused scripts, generate critical CSS
  Most caching plugins handle all three.
- [ ] 11. Host fonts locally and load two weights, not six
- [ ] 12. Reserve width and height on images and embeds
  This is the fix that cures layout shift.

WooCommerce extras

- [ ] Tame the cart fragments AJAX call
  It fires on every page and drags content pages down.
- [ ] Keep checkout plugins to the minimum
  Every added script loads at the moment the customer is deciding.
- [ ] Include a product page and the checkout in every speed test
  A fast homepage with a slow checkout still loses money.

Retest and record

- [ ] Run the same PageSpeed tests again, same pages, same device setting
- [ ] Write the final scores in the table at the top
- [ ] If scores will not move past hosting, caching, and images, the cause is code level
  That is developer work, not another plugin.

Want it handled?

Our WordPress speed optimization service works in this exact order, measured before and after. Packages from $45. See aamirtechs.com/services/wordpress-speed-optimization/