

The 15-Minute WordPress Speed Checklist

Diagnose the real cause before you change anything.

BASELINE (5 min)

- ☐ Run PageSpeed Insights on homepage + one inner page
- ☐ Screenshot LCP, INP, CLS — this is your 'before' picture

CHECK THE SERVER (5 min)

- ☐ Find TTFB in PageSpeed diagnostics or GTmetrix
- ☐ Under 400ms: server is fine, fix the frontend
- ☐ Above 800ms: it's hosting/PHP — no plugin fixes this

FIX IN THIS ORDER

- ☐ Caching: ONE plugin, configured properly (not three)
- ☐ Images: WebP, resized to display size, lazy-load below fold only
- ☐ Never lazy-load the hero image — it hurts LCP
- ☐ PHP 8.2+ from your hosting panel (30 seconds, free speed)
- ☐ Plugin audit: deactivate, measure, delete what you don't need
- ☐ Defer non-critical JS; delay chat widgets until interaction
- ☐ Retest after EACH change — revert what doesn't move numbers

STILL SLOW?

- ☐ TTFB still bad after everything = move hosts
- ☐ WooCommerce checkout slow = needs code-level work (Redis, query tuning)
- ☐ Done everything and stuck = it's a code problem, not settings

Want it done for you?

Free automated audit: fysalyaqoob.com/tools/speed-audit

WhatsApp (fastest): wa.me/16072700798

Contact: fysalyaqoob.com/contact — Faisal Yaqoob, WordPress Developer