Welcome To
Website & SEO Thursday

Today's Topics

- Why speed matters...

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- Why speed matters...

- What makes your website slow?

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- How fast is your website?

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- Interpreting the results...

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- Live website review...

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- Live website review...

- Q&A...

Why Speed Matters

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• Better user experience...

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- Faster sites generate more engagement...

- More engagement = higher page rank

What Makes A Website Slow?

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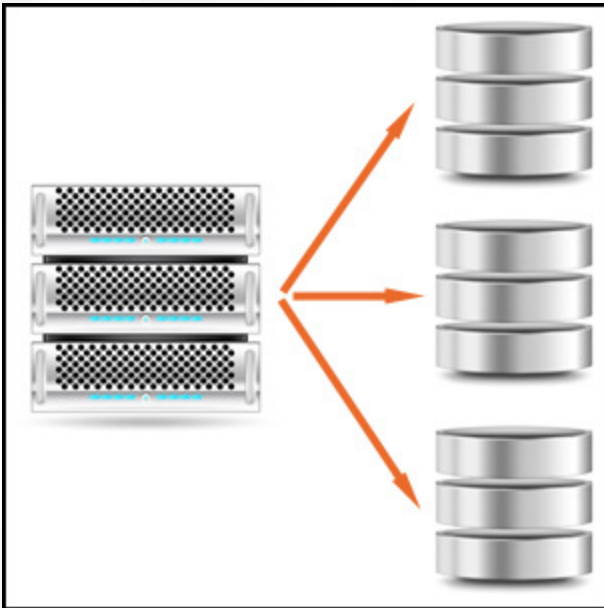

- Server type and setup...

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- Overall page size...

- Number of resources on the page...

- Size & efficiency of individual resources...

How Fast IS Your Website?

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- PageSpeed…

https://developers.google.com/speed/pagespeed/

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- PageSpeed...
- Yslow...

http://yslow.org/

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- Pingdom Tools...

http://tools.pingdom.com/fpt/

Interpreting Speed Results

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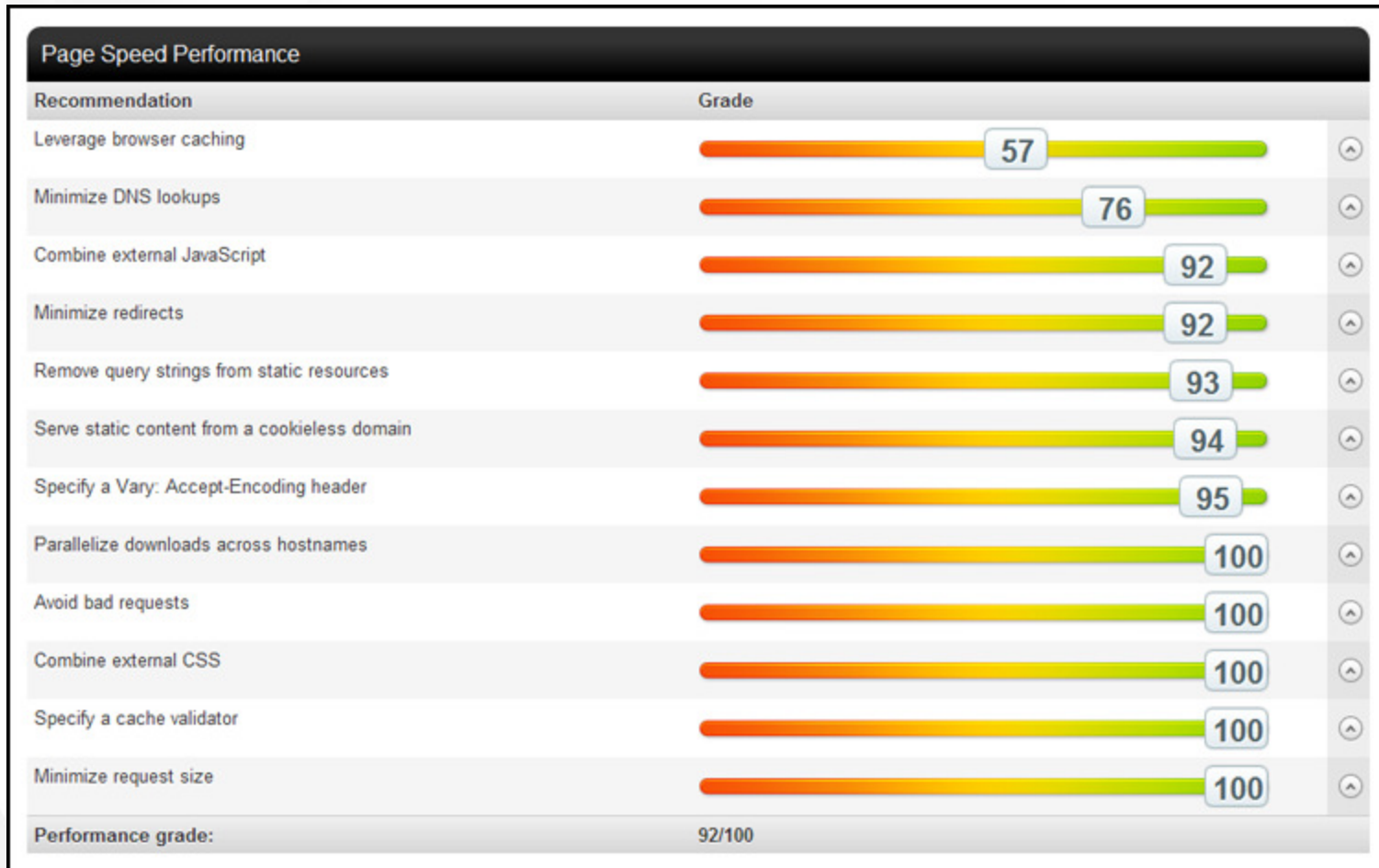
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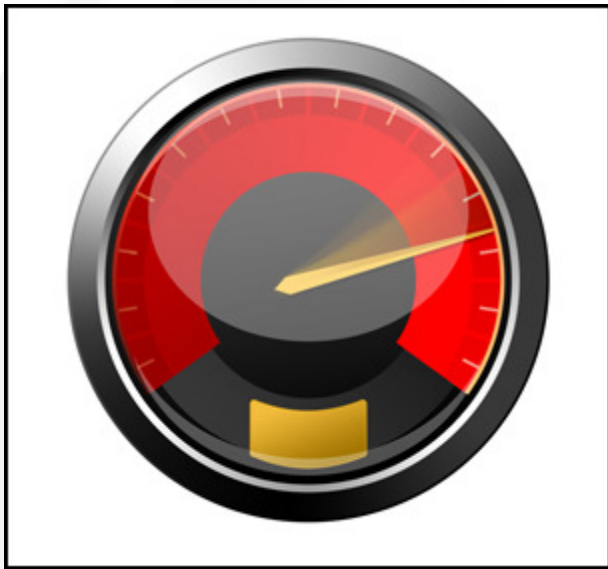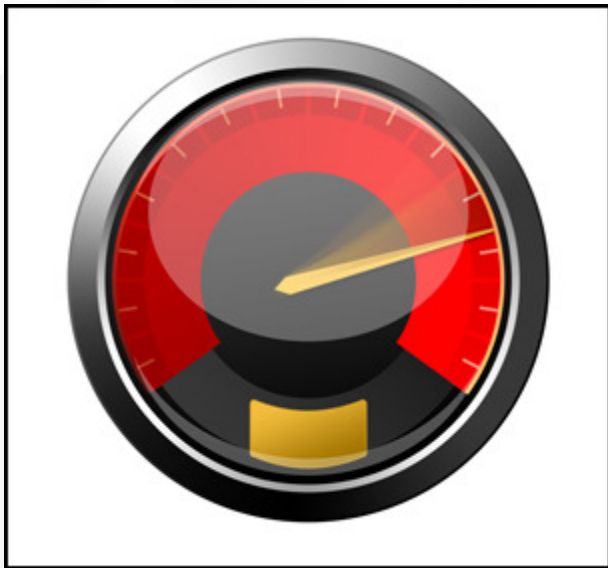
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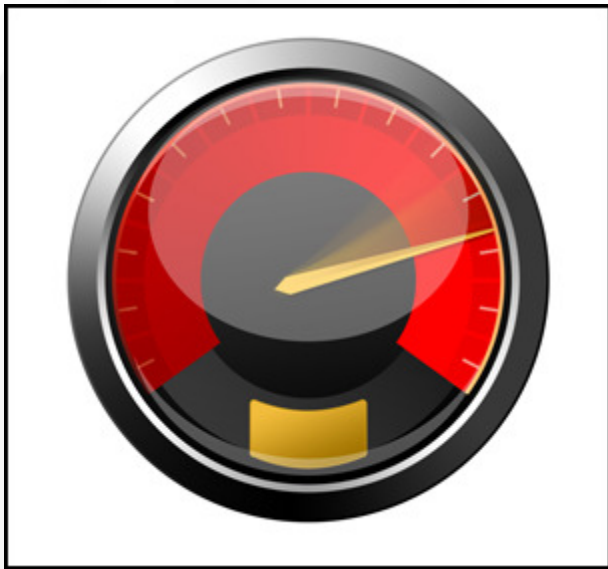
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- Use an efficient theme

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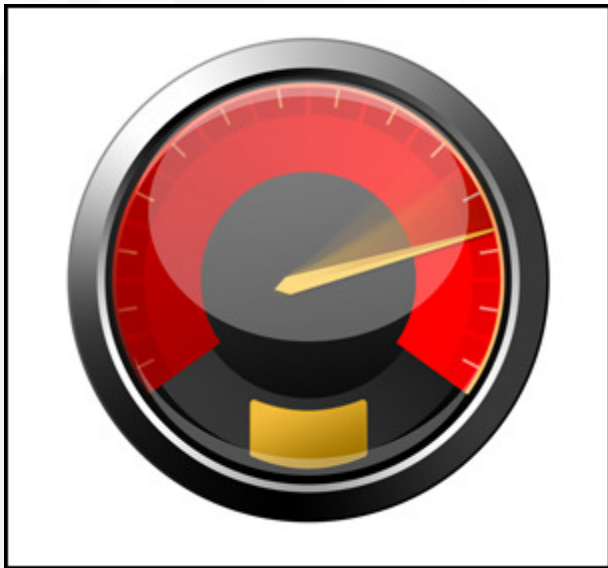 - Size appropriately

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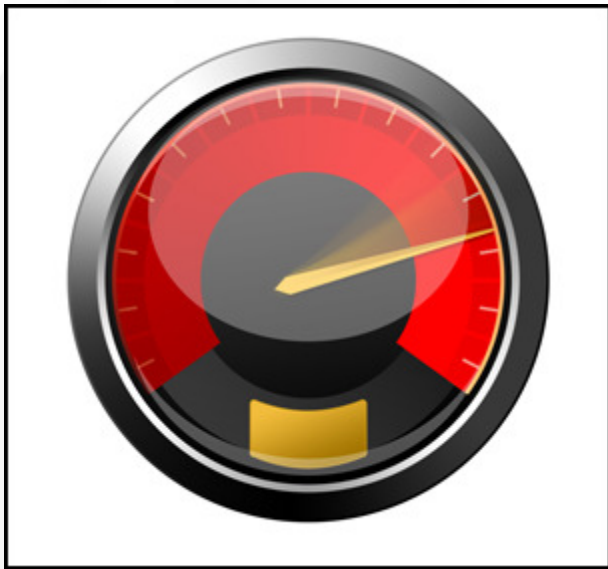
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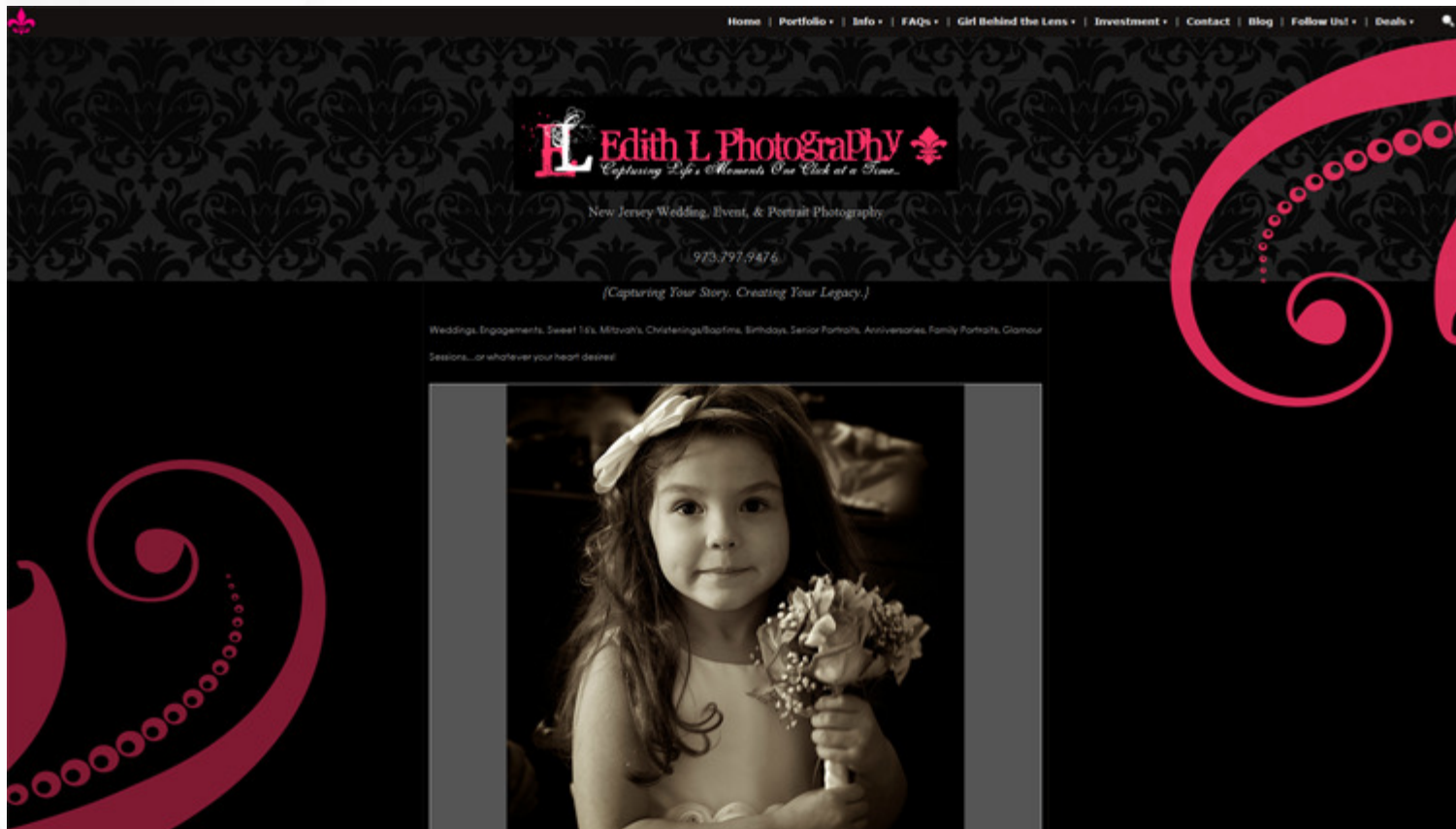
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- Move large files (e.g. videos) to a CDN such as Amazon S3

Quick Website Review

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Time for... Q&A