

# 10 tips to speed up your website.

Website performance factors like fast page load times are among the most important elements of website success. They can impact everything from your end-users' quality-of-experience to your site's SEO ranking. So, how can you ensure your website measures up and user engagement and conversions remain high?



## On the front end

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### Ensure your images are optimized for the web

Images are a great way to break up text on a site, but if they are not sized and formatted properly, they may be causing your site to slow down. Find out the maximum allowed image size and then resize your images accordingly in JPG or PNG format, if possible.

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### Reduce the number of plugins on your site

Plugins are helpful but too many can slow down your site. Check your HTML regularly and delete unnecessary plugins.

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### Remove unnecessary code in your CSS files

Your CSS file needs to load before your page becomes viewable, but if you have been building upon the same file for some time, it likely has a lot of superfluous code. Go through the code and clean up any hidden elements that are no longer being used.

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### Fix broken links and missing files

Each time someone tries to click a broken link or loads a page with a missing file, they have a poor user experience, and your page load time slows as the browser searches for the file. A best practice is to check for broken links at least once a month.

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### Leverage browser caching

By caching your pages in both users' browsers and on your website server, you reduce the number of requests to your server, speeding up page load time dramatically and helping with scalability of your website during peak traffic times.



## On the back end

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### Leverage server caching

Server caching sets up a cache directly in front of your origin web server, so you can store copies of files which multiple users can access without needing to go back to your web server, improving the speed of your site while reducing stress on your servers.

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### Use a content delivery network (CDN)

CDNs are networks of servers distributed around the internet and physically placed in locations around the globe, acting as a middleman proxy for web servers to intercept an end users' request. CDNs help websites improve users experience and performance while reducing strain on website servers.

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### Upgrade to HTTP/2

HTTP/2 is the first major update to the HTTP, designed for modern, content heavy websites and delivers website content quickly.

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### Use redirects wisely

Each redirect that a browser must follow decreases your website speed. This could be from HTTP to HTTPS, web to mobile or more. Improve your website performance by only using redirects when necessary.

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### Choose a good hosting provider

One of the best ways to ensure your website is one of the fastest out there is to check that your hosting provider is using the most up-to-date technology, has minimal downtime, is able to utilize modern protocols (such as HTTP/s) and has a 24/7 support system.

## Speed up your site with Lumen<sup>SM</sup> CDN Edge Compute.

Lumen CDN Edge Compute is a comprehensive solution enabling exceptional web performance and scalability to help improve your website with features like HTTP/2 and a pre-configured caching solution through Varnish Cache.