

Website Optimisation Cheat Sheet



accessibility



search engine



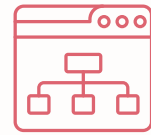
sustainability



user experience

Cheat Sheet

Planning



- ✓ Simplify the user journey
- ✓ Reduce unnecessary page loads
- ✓ Create well structured navigation

Images



- ✓ Compress to reduce file size
- ✓ Use WEBP for photos
- ✓ Use PNG for logos
- ✓ Use SVG for vectors
- ✓ Reduce the number of images
- ✓ Ensure images are correctly sized

Tools

[Adobe Photoshop](#)
[Tiny PNG](#)
[Imagify WP Plugin](#)

Videos



- ✓ Compress to reduce file size
- ✓ Don't autoplay
- ✓ Keep it short
- ✓ Use MP4 files
- ✓ Host on YouTube or Vimeo
- ✓ Consider replacing with animations

Tools

[Final Cut Pro](#)
[Adobe Premiere Pro](#)
[Video Candy](#)

Fonts

Aa

- ✓ Consider system fonts for body
- ✓ Stick to 1 or 2 fonts
- ✓ Convert TTF to WOFF2 if uploading

Tools

[Font Squirrel](#)
[Webfont Generator](#)

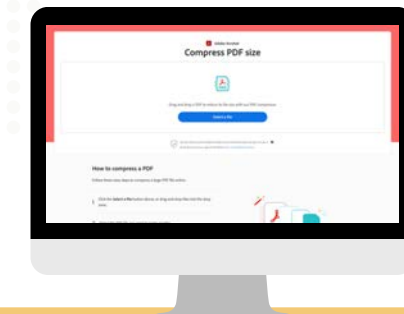
Downloads



- ✓ Remove unnecessary downloads
- ✓ Put info on web page if possible
- ✓ Reduce the file size
- ✓ Use PDFs if a download is necessary

Tools

[Adobe Acrobat](#)



Caching



- ✓ Use a caching service
- ✓ Use a content delivery network

Tools

[WP Rocket](#)
(Use with caution, ensure it is correctly configured.)

Server Side Caching
(Speak to your hosting company)

