

# 5 TIPS FOR SPEEDING UP YOUR WEBSITE



With the speed on how news, product information and media content are accessed online, we can see why there is a growing impatience among online consumers who have to wait for several seconds before the site they open loads up.

- 30%** – will wait for 6 to 10 seconds before they leave the site
- 20%** – will wait for 20+ seconds
- 16%** – will wait 11 to 15 seconds
- 16%** – will wait for 1 to 5 seconds
- 15%** – will wait 16 to 20 seconds

The quality of your website design can significantly affect your site speed. If your site takes too long to load, then there is a chance that the design is a primary determining factor. Heavy designs and unstrategic layout can use up bigger space, which then contributes to the slow loading of the page.

Sites with a variety of color combination, lots of images, graphics and videos are likely to load slower especially if they are not optimized and positioned well.

## Reassess or recalibrate your site design



## Remove unnecessary plugins

Plugins are necessary as they help you run your website faster by automating various tasks. Also, they save users a lot of time and energy from having to do every function from scratch. Unfortunately, there are plugins which your site can do without. Keeping them active will only slow down its performance.

## Optimize images and videos

As part of your online content, pictures and videos need to be optimized so that search engines can crawl them better. Apart from SEO purposes, optimizing these media content is crucial for speeding up the loading of a website. Images and videos with huge file size will most definitely make the page load slower compared to sites with minimum graphics and employ the best strategies for optimizing these types of data.



## Remove unnecessary media files

As you work on optimizing images and videos, you must also consider deleting those who are no longer in need. Visuals matter because they are effective in catching people's attention. However, too much of them can do more harm than good to your site.

Besides, people want quality information that they can easily consume even while on-the-go. Flooding your pages with images may not serve in your best interest especially if you are trying to present a narrative or recount of something important. Use relevant and quality visuals, but be sure to eliminate those who don't serve their purpose.

## Remove unnecessary META tags and META content

Keywords and description tags are considered to be the most efficient tags that do well on search engine optimization. But over the years, they have been prone to abuse and have eventually lost its initial efficiency when it comes to promoting content.

Strategic and accurate usage of tags still helps your website rank better. Just make sure not to create too lengthy tags as they are harder to read. Also, those exceeding to around 200 characters will likely dilute the quality of the keyword use – something you don't want to happen when you're hoping for better SEO performance.



Presented by:

**UTAHSITES.com**

Source:

<https://pixabay.com>

<https://www.myoptimind.com/improve-website-speed/>