



Liquid Web™

EVERY SECOND COUNTS
SPEED UP WOOCOMMERCE & CLOSE MORE DEALS

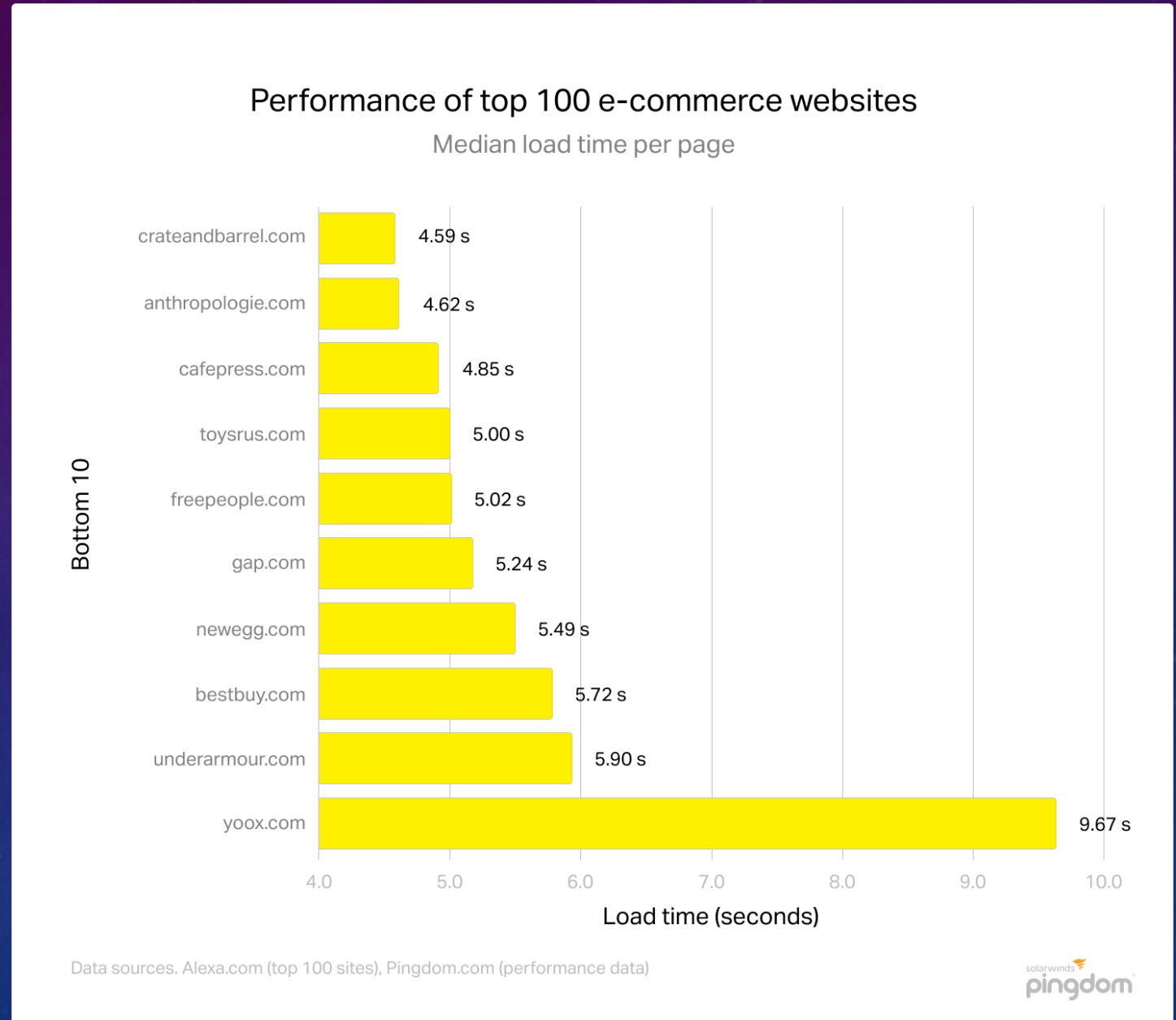
“THE WHOLE ONLINE WORLD
IS GETTING **SLOWER**,
RIGHT WHEN WE WANT
EVERYTHING TO BE **FASTER**”

ME
TAPPING MY FEET WHILE WAITING FOR THE
MICROWAVE TO FINISH HEATING MY PIZZA ROLLS

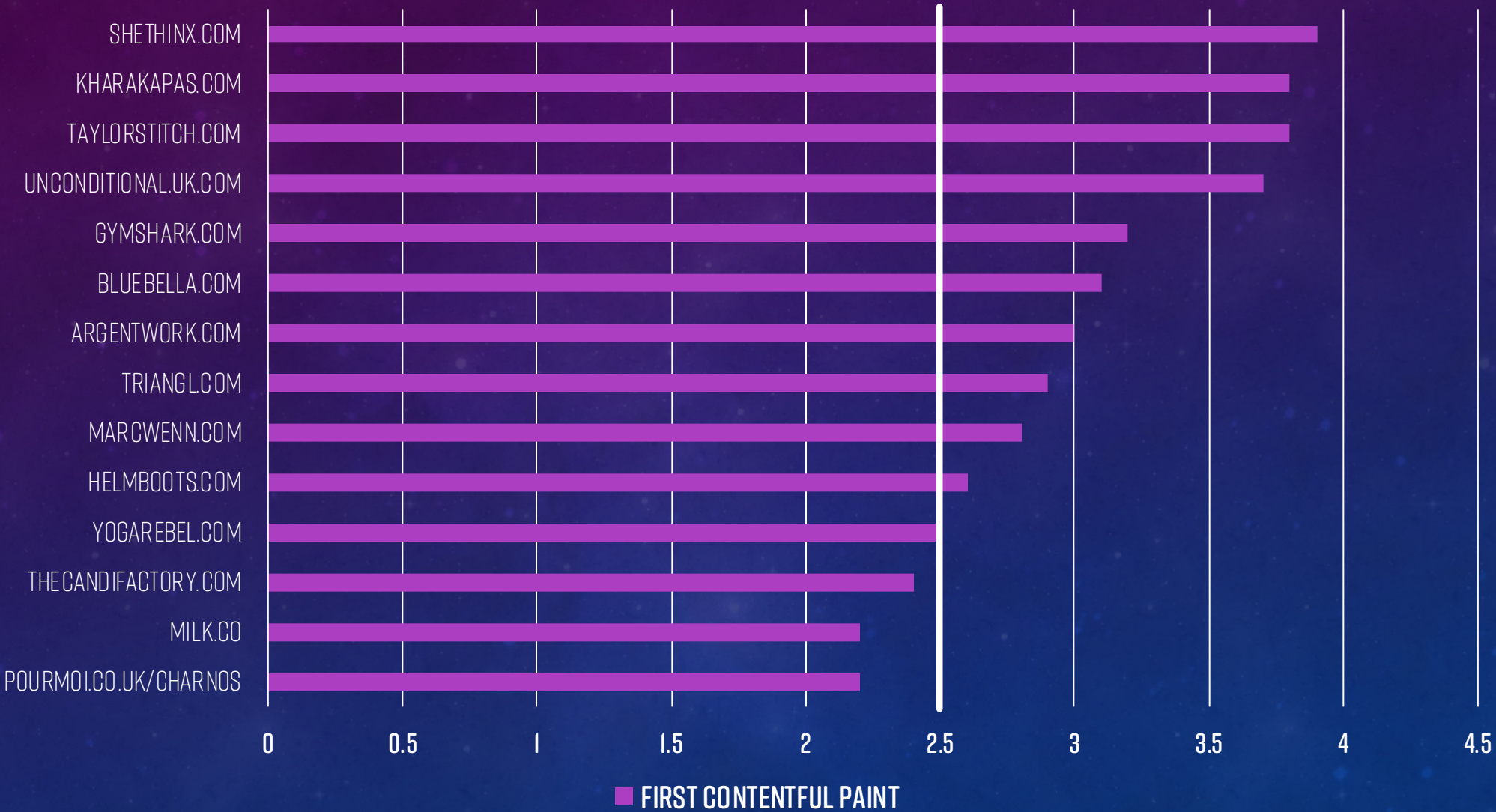
IN 2018, PINGDOM LOOKED AT
THE TOP 100 ECOMMERCE
WEBSITES. THE WORST
PERFORMERS TOOK 5 OR
MORE SECONDS TO LOAD.

POOR PERFORMING STORES
RUNNING ON WOOCOMMERCE
CAN OFTEN TAKE 2-4X THAT.

BUT THIS ISN'T UNIQUE TO A
PARTICULAR PLATFORM...



2019 PERFORMANCE OF THE TOP SHOPIFY CLOTHING STORES



GOOGLE'S PAGESPEED INSIGHTS, SHOWS MORE THAN JUST LOAD TIME. YOU ALSO SEE "**TIME TO INTERACTIVE.**"

THAT'S THE MOMENT WHEN THE SITE CAN ACTUALLY REACT TO THE USER, **WHEN IT'S USEFUL.**

THE AVERAGE FOR THOSE STORES WAS 17.6 SECONDS.

THIS ISN'T A **SHOPIFY** THING.

THIS ISN'T A **WOOCOMMERCE** THING.

THIS IS A **YOU-NEED-TO-LEARN-HOW-TO-DEAL-
WITH-YOUR-IMAGES-CSS-THIRD-PARTY-CODE-
AND-JAVASCRIPT-THING.**

79% OF CUSTOMERS WHO REPORT
DISSATISFACTION WITH WEBSITE
PERFORMANCE ARE LESS LIKELY
TO BUY FROM THAT SAME SITE AGAIN.

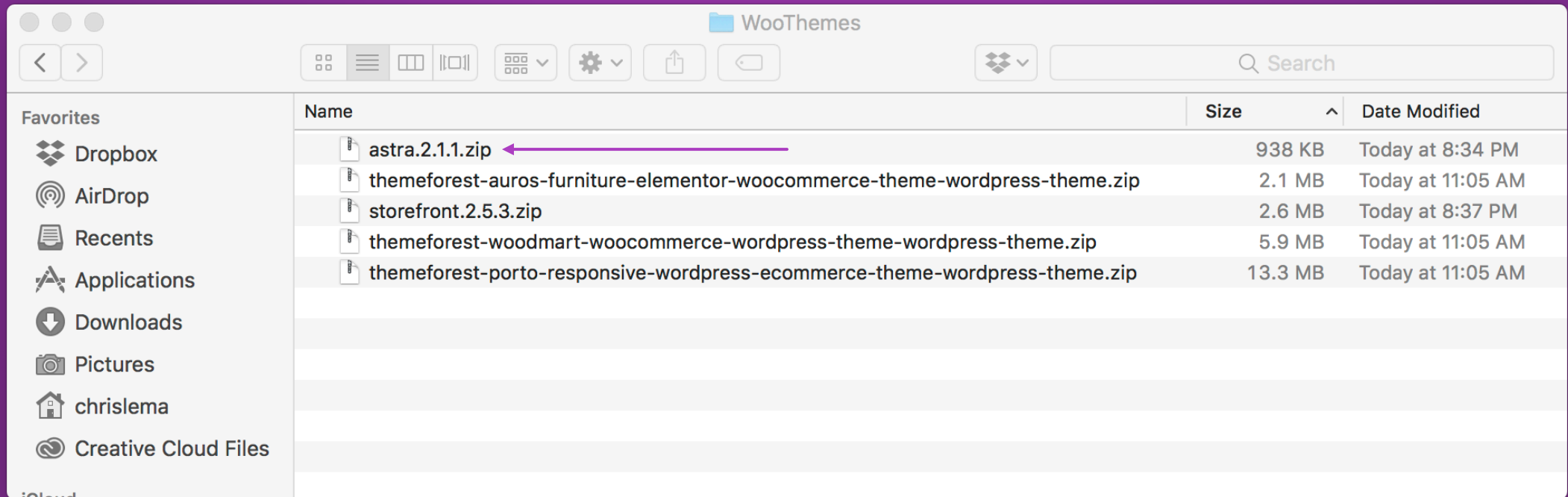
53% OF MOBILE USERS LEAVE A
SITE THAT TAKES LONGER THAN
THREE SECONDS TO LOAD.

A **ONE SECOND DELAY** IN LOAD TIMES
HAS BEEN LINKED TO 7% FEWER
CONVERSIONS & IF YOU MAKE \$100K
A DAY, **A ONE SECOND IMPROVEMENT**
BRINGS IN \$7,000 DAILY.

MAYBE THE MOST IMPORTANT DYNAMIC IS SIMPLY THIS – IF YOUR STORE IS SLOW YOU’LL DROP DOWN IN GOOGLE’S SEARCH RESULTS. THE FIRST 5 RESULTS PULL IN 68% OF ALL THE CLICKS. **THAT MEANS SAYING GOODBYE TO ALL THAT TRAFFIC.**

SO WHAT CAN YOU DO TO SPEED
UP YOUR WOOCOMMERCE STORE?

CHANGE YOUR THEME – BECAUSE MOST OF THE “BEST” WOOCOMMERCE THEMES COME WITH BLOAT.










CHANGE YOUR HOST

2000 PRODUCTS
37,000 ORDERS
9,000 CUSTOMERS

HOST	BROWSING - 50 VU	BROWSING - 200 VU	BUYING - 50 VU
BLUEHOST	10 SEC - 12 MIN	ERRORS	4.59 SEC - 12 MIN
WP ENGINE	3.13 - 3.21 SEC	3.16 - 3.21 SEC	5.08 - 6.03 SEC
SITEGROUND	1.89 - 4.74 SEC	2.52 SEC - 2 MIN	2.93 - 58 SEC
KINSTA	1.91 - 2.46 SEC	1.95 - 2.17 SEC	1.73 - 1.91 SEC
LIQUID WEB	1.65 - 1.99 SEC	1.67 - 1.76 SEC	1.65 - 1.88 SEC

COMPRESS IMAGES –
MY TWO FAVORITE ARE
JETPACK (FREE)
& IMAGIFY (NOT FREE).

<input type="checkbox"/>	 Camear Camear.jpg	store	Digital Camera 16x Ultimate Detach	6 hours ago	WELL DONE. This media file is already optimized, no further optimization is required. Try again Re-Optimize to Ultra Delete webp images
<input type="checkbox"/>	 WidgetImage — Image Widget WidgetImage.png	store	(Unattached) Attach	7 hours ago	New Filesize: 8.88 KB Original Saving: 78.55% VIEW DETAILS Re-Optimize to Ultra Re-Optimize to Normal Restore Original
<input type="checkbox"/>	 MegaSaleImage — Image Widget MegaSaleImage.png	store	(Unattached) Attach	7 hours ago	New Filesize: 8.32 KB Original Saving: 96.2% VIEW DETAILS Re-Optimize to Ultra Re-Optimize to Normal Restore Original
<input type="checkbox"/>	 blue-shoes2 blue-shoes2.jpg	store	Blue Spring Casual Shoes Detach	7 hours ago	WELL DONE. This media file is already optimized, no further optimization is required. Try again Re-Optimize to Ultra Delete webp images
<input type="checkbox"/>	 blue-shoes3 blue-shoes3.jpg	store	Blue Spring Casual Shoes Detach	7 hours ago	WELL DONE. This media file is already optimized, no further optimization is required. Try again Re-Optimize to Ultra Delete webp images
<input type="checkbox"/>	 blue-shoes blue-shoes.jpg	store	Blue Spring Casual Shoes Detach	7 hours ago	WELL DONE. This media file is already optimized, no further optimization is required. Try again Re-Optimize to Ultra Delete webp images
<input type="checkbox"/>	 woocommerce-placeholder woocommerce-placeholder.png		(Unattached) Attach	2019/09/09	New Filesize: 7.16 KB Original Saving: 92.86% VIEW DETAILS Re-Optimize to Ultra Re-Optimize to Normal Optimize 3 missing thumbnails Restore Original
<input type="checkbox"/>	File	Author	Uploaded to	Date	Imagify

DISABLE CART FRAGMENTATION & WOOCOMMERCE SCRIPTS ON PAGES THAT DON'T NEED THEM

I USE **PERFMATTERS** (NOT
FREE) TO DO THIS.

WooCommerce

Disable specific elements of WooCommerce.

Disable Scripts ?

☒

Disable Cart Fragmentation

☒

Disable Status Meta Box ?

☒

Disable Widgets ?

☐

Save Changes

GET CLOUDFLARE - IT IS A FREE CDN.

The screenshot shows the Cloudflare dashboard for the domain mywooddemo.com. The browser's address bar displays the URL dash.cloudflare.com/6b8a5b92e5f34f77724fc4424880e919/mywooddemo.com. The dashboard header includes the Cloudflare logo, the domain name, and links for '+ Add site', 'Support', and a user profile. A navigation bar contains icons for various services: Overview, Analytics, DNS, SSL/TLS, Firewall, Access, Speed, Caching, Workers, Page Rules, Network, Traffic, Stream, Custom P..., Apps, and Scrape S... Below this, a green notification box states 'Great news! Cloudflare is now protecting your site' with a link to review options. To the right, a 'Notifications' section includes a 'Speed page' update with a 'New' badge and a 'Billing update' notice. The main content area is divided into three columns: 'Security' (with links for SSL settings and Firewall settings), 'Performance' (with links for Cache settings and smart routing), and 'IP Settings' (with links for Learn more and Preserve visitors' IP information).

mywooddemo.com | Account | C X

dash.cloudflare.com/6b8a5b92e5f34f77724fc4424880e919/mywooddemo.com

Apps Bookmarks 27 Best Copywri... Active https://www.volus... BookmarksMenu Convene: A Gathe... Store Settings G Suite Other Bookmarks

CLOUDFLARE mywooddemo.com + Add site Support

Overview Analytics DNS SSL/TLS Firewall Access Speed Caching Workers Page Rules Network Traffic Stream Custom P... Apps Scrape S...

Great news! Cloudflare is now protecting your site
Here are some commonly used options to review.

Notifications

Speed page
New Try the new Speed page to see how your site performs. [Navigate](#).
Dismiss

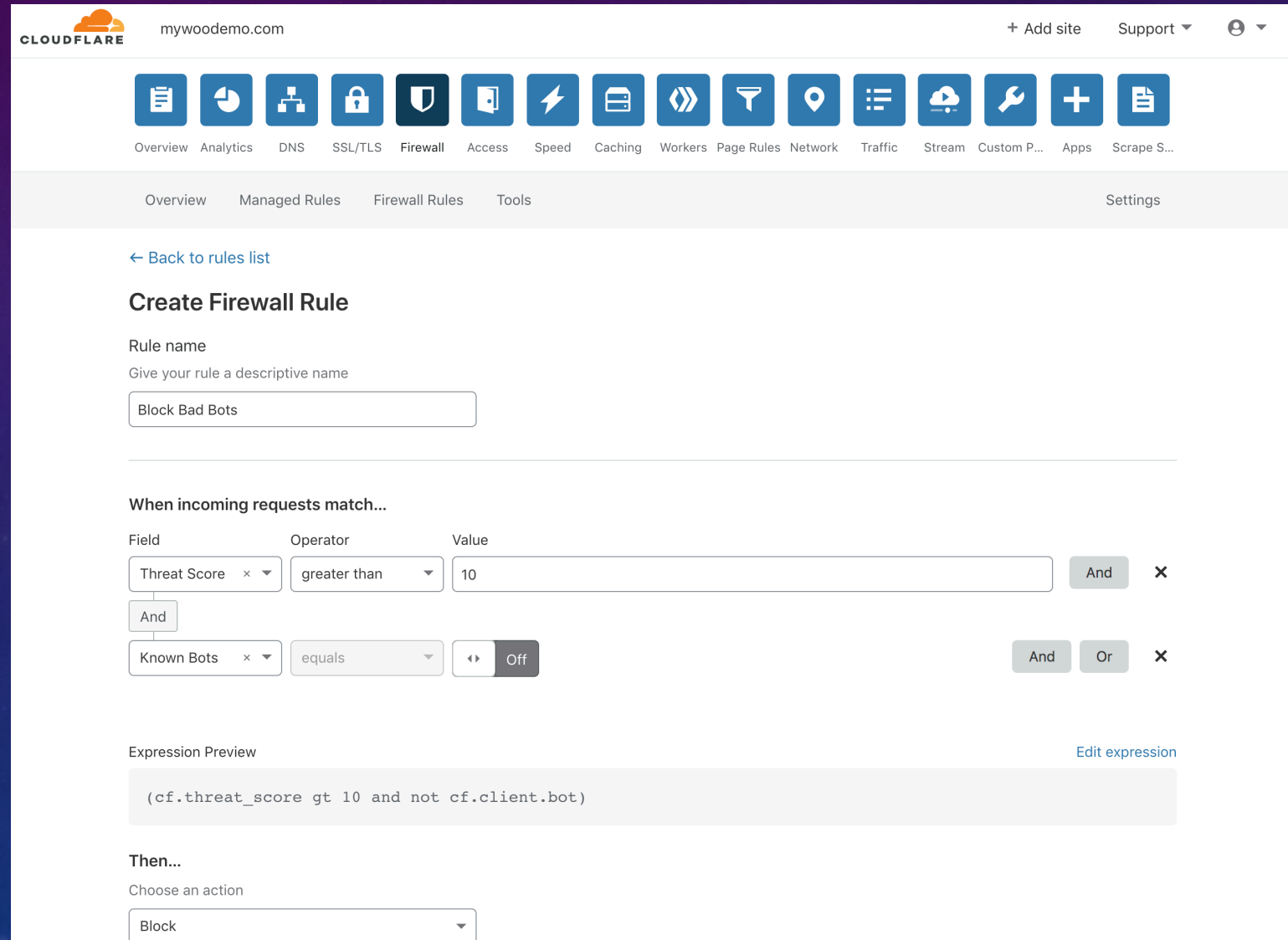
Billing update
We are upgrading our billing system. Review answers to [common questions](#).
Dismiss

Security
Encrypt traffic to and from your website [SSL settings](#)
Filter out illegitimate traffic [Firewall settings](#)

Performance
Improve your website's performance [Cache settings](#)
Optimize network routing [Argo smart routing](#)

IP Settings
Whitelist IPs for Cloudflare and common services [Learn more](#)
Preserve visitors' IP information [Learn more](#)

USE FIREWALL RULES AT CLOUDFLARE TO PROTECT AGAINST BAD BOTS.



The screenshot shows the Cloudflare dashboard for the domain mywoodemo.com. The 'Firewall' tab is selected in the top navigation bar. Below the main navigation, the 'Firewall Rules' sub-tab is active. A link to 'Back to rules list' is provided. The 'Create Firewall Rule' section is the main focus, featuring a 'Rule name' field with the value 'Block Bad Bots'. Below this, the 'When incoming requests match...' section contains two conditions: 'Threat Score' greater than '10' and 'Known Bots' equals 'Off'. The 'Expression Preview' shows the resulting logic: `(cf.threat_score gt 10 and not cf.client.bot)`. Finally, the 'Then...' section has a 'Block' action selected.

Cloudflare mywoodemo.com + Add site Support

Overview Analytics DNS SSL/TLS Firewall Access Speed Caching Workers Page Rules Network Traffic Stream Custom P... Apps Scrape S...

Overview Managed Rules Firewall Rules Tools Settings

[← Back to rules list](#)

Create Firewall Rule

Rule name
Give your rule a descriptive name

Block Bad Bots

When incoming requests match...

Field	Operator	Value	
Threat Score ×	greater than	10	And ×
And			
Known Bots ×	equals	Off	And Or ×

Expression Preview [Edit expression](#)

```
(cf.threat_score gt 10 and not cf.client.bot)
```

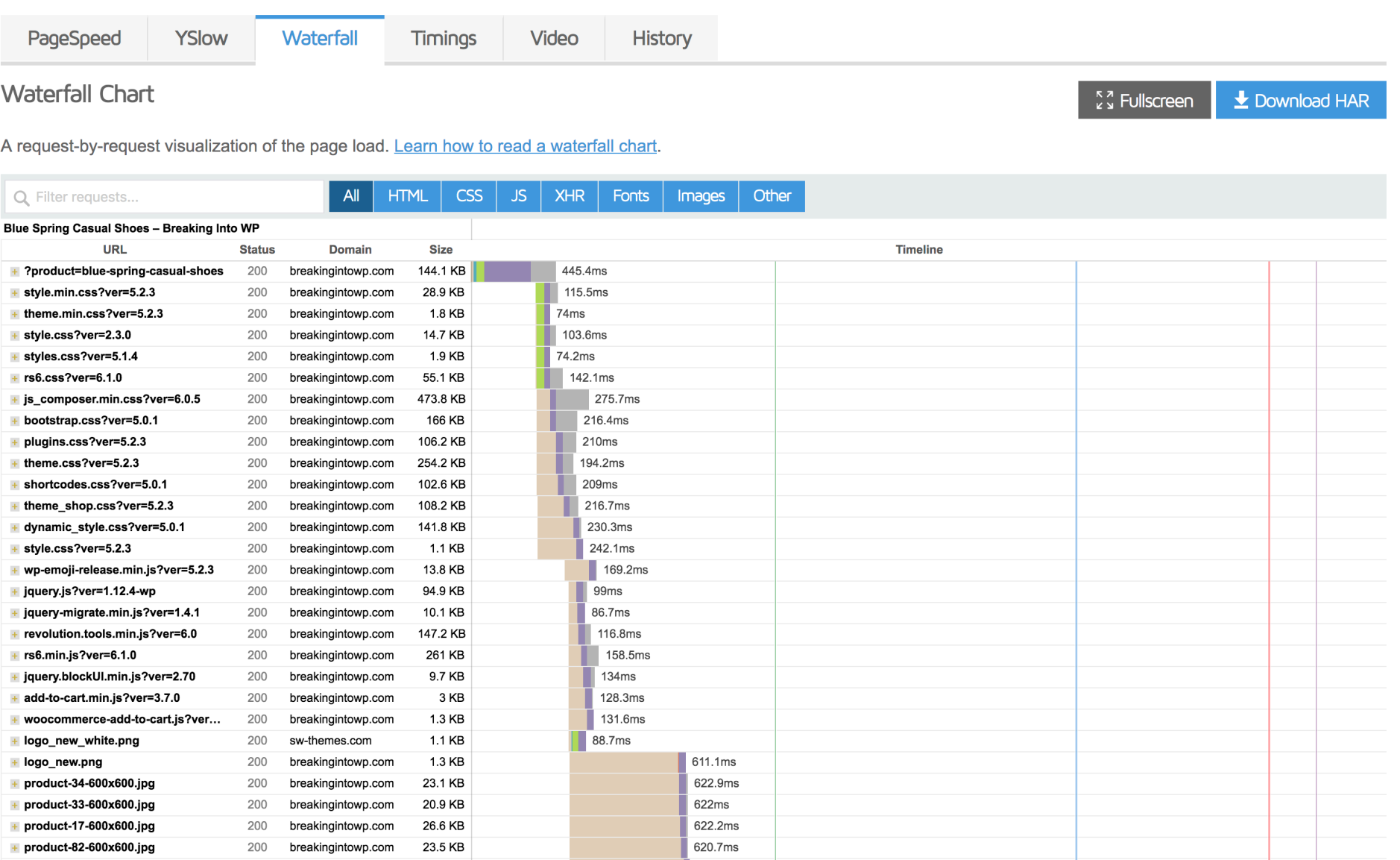
Then...
Choose an action

Block

**MAKE THE
GTMETRIX
WATERFALL
YOUR FRIEND**


EVERY TIME YOU WANT
TO ADD A PLUGIN TO
YOUR STORE, RUN
TESTS BEFORE AND
AFTER TO SEE HOW THE
PLUGIN AFFECTS YOUR
PERFORMANCE
SCORES.

THE WATERFALL SHOWS YOU WHAT'S SLOW





HERE ARE
FOUR MORE
THINGS YOU
CAN DO


MINIFY HTML & CSS FILES





WP ROCKET
Superior WordPress Performance


DASHBOARD
Get help, account info 


CACHE
Basic cache options 


FILE OPTIMIZATION
Optimize CSS & JS 


MEDIA
LazyLoad, emojis, embeds 


PRELOAD
Generate cache files 


ADVANCED RULES
Fine-tune cache rules 


DATABASE
Optimize, reduce bloat 


CDN
Integrate your CDN 

HEARTBEAT
Control WordPress Heartbeat API 

ADD-ONS
Add more features 

 **Cloudflare**


TOOLS
Import, Export, Rollback 



File Optimization

Show Sidebar ☒

Basic Settings

 [NEED HELP?](#)

☒ **Minify HTML**

Minifying HTML removes whitespace and comments to reduce the size.


☒ **Combine Google Fonts files**

Combining Google Fonts will reduce the number of HTTP requests.

☒ **Remove query strings from static resources**

Removes the version query string from static files (e.g. style.css?ver=1.0) and encodes it into the filename instead (e.g. style-1.0.css). Can improve your GTMetrix score. [More info](#)

CSS Files

 [NEED HELP?](#)

☒ **Minify CSS files**

Minify CSS removes whitespace and comments to reduce the file size.

☒ **Combine CSS files** *(Enable Minify CSS files to select)*

Combine CSS merges all your files into 1, reducing HTTP requests. Not recommended if your site uses HTTP/2. [More info](#)

Excluded CSS Files
Specify URLs of CSS files to be excluded from minification and concatenation (one per line).


/wp-content/plugins/some-plugin/(.*).css

The domain part of the URL will be stripped automatically.
Use (.*).css wildcards to exclude all CSS files located at a specific path.

☒ **Optimize CSS delivery**

Optimize CSS delivery eliminates render-blocking CSS on your website for faster perceived load time. [More info](#)

LAZY LOAD YOUR IMAGES

**WP ROCKET**
Superior WordPress Performance

DASHBOARD
Get help, account info

CACHE
Basic cache options

FILE OPTIMIZATION
Optimize CSS & JS

MEDIA
LazyLoad, emojis, embeds

PRELOAD
Generate cache files

ADVANCED RULES
Fine-tune cache rules

DATABASE
Optimize, reduce bloat


CDN
Integrate your CDN

HEARTBEAT
Control WordPress Heartbeat API

ADD-ONS
Add more features

Cloudflare

TOOLS
Import, Export, Rollback

**Media**

Show Sidebar ☒

LazyLoad

NEED HELP?

It can improve actual and perceived loading time as images, iframes, and videos will be loaded only as they enter (or about to enter) the viewport and reduces the number of HTTP requests. [More Info](#)

☒ Enable for images

☒ Enable for iframes and videos

☐ Replace YouTube iframe with preview image
This can significantly improve your loading time if you have a lot of YouTube videos on a page.

Emoji

Use default emoji of visitor's browser instead of loading emoji from WordPress.org

☒ Disable Emoji
Disable Emoji will reduce the number of external HTTP requests.


Embeds

Prevents others from embedding content from your site, prevents you from embedding content from other (non-whitelisted) sites, and removes JavaScript requests related to WordPress embeds

☒ Disable WordPress embeds

SAVE CHANGES

CONTROL THE WORDPRESS HEARTBEAT

**WP ROCKET**
Superior WordPress Performance

DASHBOARD

Get help, account info

CACHE

Basic cache options

FILE OPTIMIZATION

Optimize CSS & JS

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LazyLoad, emojis, embeds

PRELOAD

Generate cache files

ADVANCED RULES

Fine-tune cache rules

DATABASE

Optimize, reduce bloat

CDN

Integrate your CDN

HEARTBEAT

Control WordPress Heartbeat API

Heartbeat

Show Sidebar ON

Heartbeat

NEED HELP?

Reducing or disabling the Heartbeat API's activity can help save some of your server's resources.

☒ Control Heartbeat

Reduce or disable Heartbeat activity

Reducing activity will change Heartbeat frequency from one hit each minute to one hit every 2 minutes. Disabling Heartbeat entirely may break plugins and themes using this API.


Reduce activity ⬆️ Behavior in backend

Reduce activity ⬆️ Behavior in post editor

Reduce activity ⬆️ Behavior in frontend

SAVE CHANGES

CLEAN UP YOUR DATABASE

**WP ROCKET**
Superior WordPress Performance

DASHBOARD
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Integrate your CDN

HEARTBEAT
Control WordPress Heartbeat API

ADD-ONS
Add more features

Cloudflare

TOOLS
Import, Export, Rollback

Database

Show Sidebar ☒

Post Cleanup

NEED HELP?

Post revisions and drafts will be permanently deleted. Do not use this option if you need to retain revisions or drafts.

☐ Revisions
0 revisions in your database.

☐ Auto Drafts
1 draft in your database.

☐ Trashed Posts
1 trashed post in your database.

Comments Cleanup

Spam and trashed comments will be permanently deleted.

☐ Spam Comments
0 spam comments in your database.

☐ Trashed Comments
0 trashed comments in your database.

Transients Cleanup

Transients are temporary options; they are safe to remove. They will be automatically regenerated as your plugins require them.

☐ Expired transients
0 expired transients in your database.

☐ All transients
1 transient in your database.

THE EASIEST WAY TO DO THOSE FOUR THINGS IS TO USE **WP ROCKET**

[FEATURES](#)[PRICING](#)[TESTIMONIALS](#)[ABOUT](#)[BUY IT NOW](#)

Make WordPress Load Fast in a Few Clicks

Recognized as the most powerful
caching plugin by WordPress experts

[SPEED UP YOUR WEBSITE →](#)

HERE'S ONE OF THOSE "BEST" WOOCOMMERCE THEMES


PORTO
eCommerce

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All Categories ▾

Q

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0 ▾

HOME

CATEGORIES ▾

PRODUCTS ▾

PAGES ▾

BLOG

ABOUT US


ELEMENTS

SPECIAL OFFER!

HOT

BUY PORTO!

🏠 > SHOP > TOYS, WATCHES > BLUE SPRING CASUAL SHOES








1

+

−

ADD TO CART

SHARE     

Blue Spring Casual Shoes

★★★★★ (There are no reviews yet.)

\$55.00

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

DESCRIPTION

SIZE GUIDE


ADDITIONAL INFORMATION


REVIEWS (0)


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, nostrud ipsum consectetur sed do, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

- ✓ Any Product types that You want – Simple, Configurable
- ✓ Downloadable/Digital Products, Virtual Products
- ✓ Inventory Management with Backordered items

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

FREE SHIPPING


100% MONEY BACK GUARANTEE

ONLINE SUPPORT 24/7


50% OFF


MEGA SALE


MANY ITEM



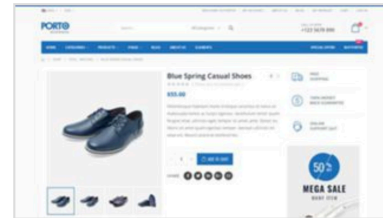
FEATURED PRODUCT

Digital Camera 16x Ultim...
★★★★★
\$101.00 - \$111.00

Battery Charger 5000mA ...
★★★★★
\$89.00

Camera Extra Lens Equip...
★★★★★

HOSTED ON VULTR, HERE IS THE PERFORMANCE ON THE SINGLE PRODUCT PAGE



Latest Performance Report for:

<http://breakingintowp.com/?product=blue-spring-casual-shoes>

Report generated: Tue, Oct 8, 2019 12:12 PM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2,
YSlow 3.1.8



Looks like you're running WordPress
[Have a look at our WP optimization tips »](#)



Looks like you might not be using a CDN
[Why should I use a CDN? »](#)

Performance Scores

PageSpeed Score

F (30%) ▾

YSlow Score

D (61%) ▾

Page Details

Fully Loaded Time

4.4s ▲

Total Page Size

3.58MB ▾

Requests

110 ▾

PageSpeed

YSlow

Waterfall

Timings

Video

History

RECOMMENDATION

GRADE

TYPE

PRIORITY

▼ Enable gzip compression

F (0)

SERVER

HIGH

▼ Minify JavaScript

F (2)

JS

HIGH

▼ Defer parsing of JavaScript

D (61)

JS

HIGH

▼ Minify CSS

C (72)

CSS

HIGH

▼ Leverage browser caching

C (75)

SERVER

HIGH

▼ Inline small CSS

A (92)

CSS

HIGH

▼ Minify HTML

A (94)

CONTENT

LOW

▼ Optimize images

A (99)

IMAGES

HIGH

▼ Specify image dimensions

A (99)

IMAGES

MEDIUM

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

[Learn more about PageSpeed/YSlow scores and how they affect performance.](#)

Need optimization help?

HERE IT IS AGAIN
BUT WITH ASTRA
HOSTED ON
LIQUID WEB



[Home](#) / [Shoes](#) / [Blue Spring Casual Shoes](#)

Blue Spring Casual Shoes

\$55.00

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

- 1 +

Add to cart

Category: [Shoes](#)



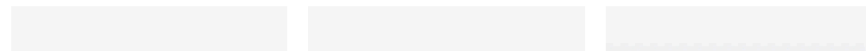
Description Additional information

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, nostrud ipsum consectetur sed do, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

- Any Product types that You want – Simple, Configurable
- Downloadable/Digital Products, Virtual Products
- Inventory Management with Backordered items

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

You may also like...



FREE
SHIPPING



100% MONEY
BACK GUARANTEE



ONLINE
SUPPORT 24/7



Products



Camera Extra Lens Equipped

☆☆☆☆☆

\$101.00



Battery Charger 5000mA

Volume

☆☆☆☆☆

\$89.00

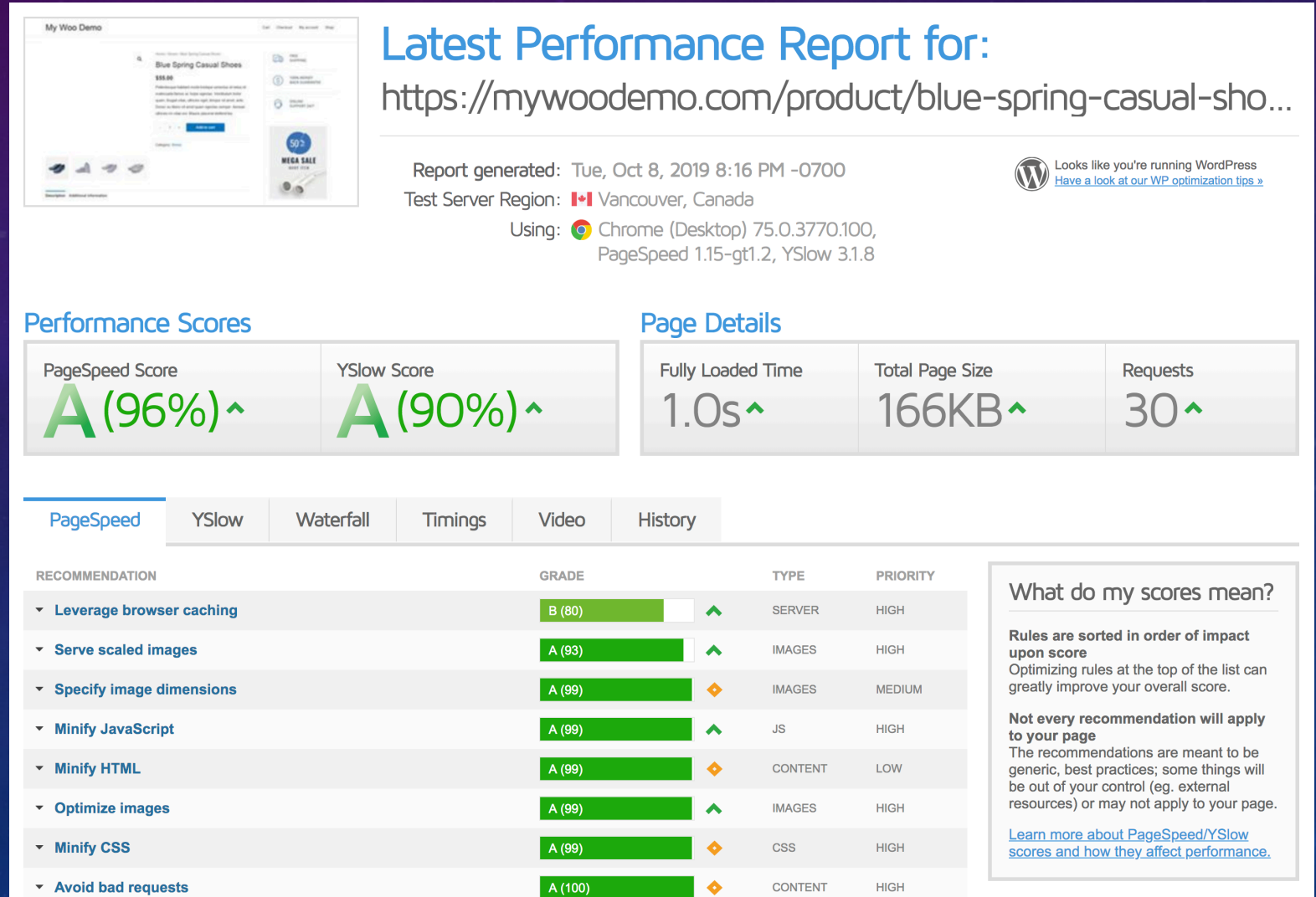


Digital Camera 16x Ultimate

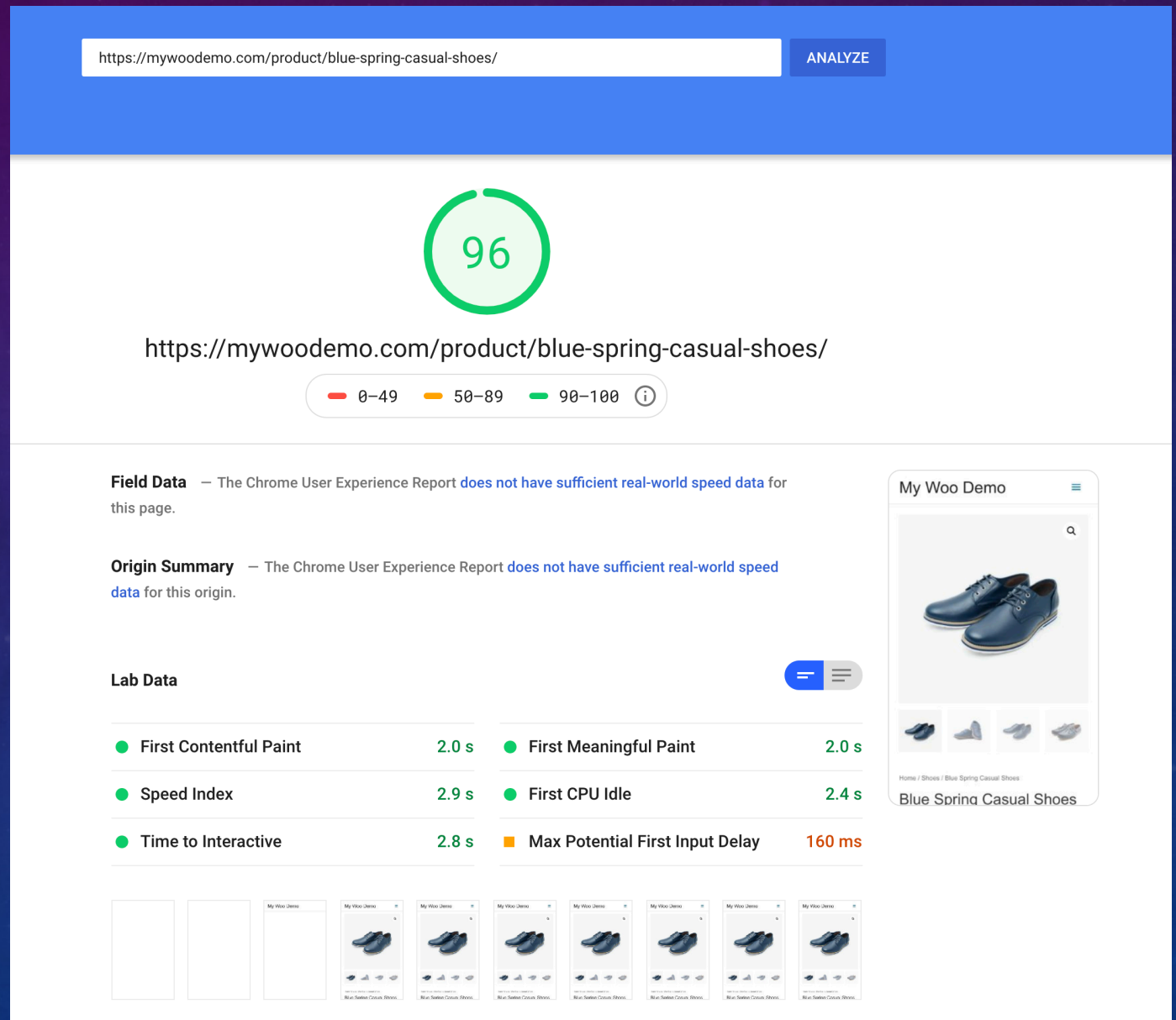
☆☆☆☆☆

\$110.00

APPLYING ALL
THE TIPS ABOVE,
THE SCORE
CHANGES
DRAMATICALLY




EVEN GOOGLE
GIVES THE NEW
VERSION A
REALLY GREAT
MOBILE SCORE



WANT MORE TIPS FOR STORE BUILDERS?

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Liquid Web™

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SOLUTIONS >


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 LIVE CHAT!

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CHAT WITH A HUMAN

CHRIS LEMA
VP, PRODUCTS
LIQUID WEB
@CHRISLEMA



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