

WordPress Speed Optimization Checklist

The 25-point audit our engineers run on every client site — WPForge · shopaiwp.com

1 • Measure honestly (before touching anything)

- ☐ Record field data (Chrome UX report / Search Console) — lab scores are diagnosis, not truth
- ☐ Test on mobile, on a mid-range device profile — not your desktop
- ☐ Check TTFB separately; if it exceeds 600 ms, hosting/caching is the bottleneck
- ☐ Note LCP, CLS and INP per template: home, archive, single, checkout

2 • Server & caching layer

- ☐ Page caching enabled and verified (response headers, not plugin settings)
- ☐ Object cache (Redis) active for logged-in and cart traffic
- ☐ PHP 8.2+ and OPcache confirmed
- ☐ Cron disabled via WP-Cron bootstrap for high-traffic, real cron via system
- ☐ Heartbeat / admin-ajax chatter reduced

3 • Front-end weight

- ☐ LCP image: WebP, correctly sized, `fetchpriority="high"`, preloaded if above the fold
- ☐ All other images: WebP, lazy-loaded, explicit width/height (CLS)
- ☐ Fonts: self-hosted, `font-display: swap`, preload the one critical face
- ☐ CSS under ~150 KB total; critical CSS inline where the theme ships 300 KB
- ☐ Third-party scripts (chat, pixels, trackers) deferred or gated by consent
- ☐ No render-blocking plugin CSS on templates that do not need it

4 • WooCommerce specifics

- ☐ Cart fragments only on pages that need them
- ☐ Checkout and cart excluded from full-page cache — correctly
- ☐ Product images: consistent aspect ratio, `srcset` verified
- ☐ Session/cart tables cleaned; transients purged on schedule

5 • Verify and lock in

- ☐ Re-run field data after 14 days of traffic — compare to step 1
- ☐ Regression check: checkout, forms and login still work after every change
- ☐ Cache purge process documented for deploys
- ☐ Monitoring on TTFB and LCP (synthetic, weekly)
- ☐ Quarterly re-audit scheduled — sites drift, and drift is silent

The 80/20: page caching on decent hosting, a compressed LCP hero image, and deferred third-party scripts move field LCP more than everything else on this list combined.

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