

Technical SEO Audit

The Site Speed Optimization Checklist



The
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Initiative



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Fixing Site and Page Speed

Here are the key steps you can take to maximize your SEO efforts by improving your site's load times.

- Minimize server response times by using a CDN
- Minimize the number of requests made to the server
 - Merge JavaScript and CSS files into a single file where appropriate.
 - Minimize the number of plugins that generate and use external JS and CSS files.
 - Use sprites for images that appear on your site frequently i.e. your business logo.
 - Minimize the number of 301 redirects
- Set up Browser Caching
- Remove unused JavaScript & CSS files
- Remove render-blocking JavaScript & CSS
- Compress and minify JS and CSS
- Optimize your images
 - Use appropriate image sizes across your web pages for the right screens
 - Compress your images using lossy (if image quality is not of importance) or lossless (if image quality is of importance) compression.
 - Lazy-load your images so that you only load them as and when they are needed.



Want to make sure your SEO is working for you?

- ✓ Want help figuring out the best SEO strategy for your site?
- ✓ Don't want to commit to monthly payments for an ongoing SEO management service?
- ✓ Interested in a straight-forward master plan you can take into action right now?

If you answered "Yes" to any of these questions, then we'd like to talk to you!

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