7 Ways To Optimize Your WordPress Website

WordPress is an excellent platform for budding entrepreneurs to create websites for their startups or small businesses. It is a powerful CMS platform, used by over half of those that utilize a content management system, business owners all over the world rely on WordPress to power their websites. More than 400 million websites are powered by WordPress worldwide, including more than 100 million in the United States. The top one million websites in the world are powered by WordPress and related to business and this clearly shows the significance of WordPress as a content management service for businesses of all sizes.

Some points that can be used to optimize the WordPress site:

Use a Faster and Quality WordPress Theme :
You need to look for a managed hosting service that will help you keep your WordPress website up and running at all times. Migrating to a faster host can often fix multiple issues and no matter how much you optimize your WordPress Website, if you have slow hosting, your site will run slow until you upgrade.

Choose your plugins wisely and Install a WordPress Caching Plugin :
To increase WordPress site performance, you can employ WordPress caching plugins. It is recommendable and Caching can make your WordPress site faster. These Caching plugins make a copy of the page after the first load and serve that cached version to every subsequent user.

Optimize Delivery of JavaScript and CSS :
Minification of JavaScript and CSS resources means removing unnecessary characters from your HTML, JavaScript, and CSS that are not required to load, such as White space characters, New line characters, Comments, and Block delimiters. This speeds up your site load times as it reduces the amount of code that has to be requested from the server.

Optimize the Homepage to Load Quickly :
There are a few things that you can do to ensure that your homepage loads quickly, which probably is the most important part of your site because people will be landing there the most often. Things that you can do include show excerpts instead of full posts,

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reducing the number of posts on the page, removing unnecessary sharing widgets from the home page and inactive plugins and widgets that you don't need etc.

Remove Unnecessary Plugin Files :
The more plugins installed on your WordPress site, the slower your WordPress speed performance will be. So go through each plugin and know which plugins are slowing down your site, consider deleting it, replacing it with code or finding an alternative lightweight plugin.

Lazy Load Images and Videos :
 In WordPress, Lazy Loading usually refers to not loading objects until a user scrolls down the page or uses an on-click event and you can lazy load all sorts of content, from images to

videos. To lazy load images and videos, you may use plugins that replace all post images, post thumbnails, gravatar images and content iframes.

To Fast loading wordpress pages, improve user experience and increase your page views on your WordPress site, you need to keep the above several important facts in mind before you think about using WordPress for your business website. **Hepto Technologies** is a [leading WordPress development company](#)that provides the best WordPress Development Services and optimize your site with custom themes, plugins, design etc. We pride ourselves on providing a top-notch user experience by delivering unmatched WordPress development services to clients across the globe.