



Website Speed SEO

Ranking Checklist

✓ Actionable ✓ Printable ✓ Monthly Use

36 Action Items | 9 Categories

Use this checklist to audit and optimize your website speed for better Google rankings. Tick each item as you complete it — and review **every month**.

1 IMAGE OPTIMIZATION

- Convert all images to WebP format**
Reduces file size without quality loss
- Compress images before uploading**
Use TinyPNG, Squoosh, or ShortPixel
- Enable lazy loading on all images**
Images load only when visible to user
- Resize images to exact display dimensions**
Never upload 4000px image for 800px slot

2 CODE & SCRIPTS CLEANUP

- Minify CSS files**
Remove spaces, comments, unused rules
- Minify JavaScript files**
Use tools like Terser or UglifyJS
- Minify HTML markup**
Clean up whitespace and inline code
- Remove unused plugins & scripts**
Audit and delete anything unnecessary
- Defer or async load JavaScript**
Prevent render-blocking scripts



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3 HOSTING & SERVER PERFORMANCE

- Upgrade to SSD-based hosting**
SSD is significantly faster than HDD
- Check server response time (TTFB < 200ms)**
Time To First Byte should be under 200ms
- Use managed WordPress / cloud hosting**
Optimized servers = faster base speed
- Enable GZIP / Brotli compression**
Compress server responses before sending

4 CACHING SETUP

- Enable browser caching**
Store static files on user's device
- Set up server-side caching**
Use Redis, Memcached or WP Super Cache
- Use a caching plugin (WordPress)**
WP Rocket, W3 Total Cache, LiteSpeed Cache



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5 CDN — CONTENT DELIVERY NETWORK

- Set up a CDN for your website**
Cloudflare, BunnyCDN, KeyCDN recommended
- Serve static assets through CDN**
CSS, JS, images via global CDN nodes
- Enable CDN cache for global audience**
Faster load times for international visitors

6 CORE WEB VITALS OPTIMIZATION

- Achieve LCP under 2.5 seconds**
Largest Contentful Paint — key loading metric
- Fix CLS issues (score under 0.1)**
Cumulative Layout Shift — visual stability
- Improve INP under 200ms**
Interaction to Next Paint — responsiveness
- Run Google PageSpeed Insights test**
Visit: pagespeed.web.dev
- Check Search Console Core Web Vitals report**
Monitor field data from real users
- Run Lighthouse audit in Chrome DevTools**
Get detailed performance breakdown



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7 MOBILE SPEED OPTIMIZATION

Test mobile speed on PageSpeed Insights
Google uses mobile-first indexing

Use responsive / mobile-first design
Layouts must adapt to all screen sizes

Avoid large tap targets & tiny fonts
Better mobile UX = lower bounce rate

Reduce mobile render-blocking resources
Check mobile-only script conflicts

8 DESIGN & UX EFFICIENCY

Simplify page layout and design
Minimal design = faster load + better UX

Remove heavy animations or parallax
These increase render time significantly

Optimize above-the-fold content first
Load visible content before anything below

Improve CTA visibility and load speed
Fast CTAs = higher clicks and conversions



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9

MONTHLY MONITORING ROUTINE



Run a full speed test every month

Catch regressions before rankings drop



Monitor Core Web Vitals in Search Console

Track LCP, CLS, INP trends over time



Check bounce rate in Google Analytics

High bounce = possible speed issue



Review hosting uptime & response logs

Downtime hurts crawlability and trust

Your Speed Score

Items Completed: _____ / 36

Review Date: _____