



Site speed optimisation checklist

The loading time and speed of your website can significantly influence a visitor's decision to stay or leave. A fast-loading site improves user experience, reduces bounce rates, and increases engagement. Importantly, faster websites are also favoured by search engines, boosting your SEO and enhancing your online visibility.

Quick actions you can do today:

- Check the site speed performance rating of your website.**
Head to Google's [PageSpeed Insights](#), plug in your website URL and get an instant page speed report. You'll also get a rating for your site's current accessibility, best practices and SEO.
- Resize any images used across your site.**
As a rule, the larger the image the longer it takes to load. Rarely, do we need to use the original size of an image on a website – ensure they are no larger than they need to be.
- Optimise and compress images used across your site.**
Converting your images into a JPG optimises and compresses, typically reducing the size by up to 70% without a dropping in quality. There are many free tools online that compress images such as [TinyJPG](#).
- Minimise your site's page elements.**
Less is more with both website design and functionality. Keep your site pages simple with fewer components, stripping back anything that isn't tangibly adding either key information or enhanced user experience.

