

Front-End Performance

(and WordPress)

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346,509





Slobodan Manić

- Website optimization consultant at No Hacks Marketing
- Co-host at No Hacks Show website optimization podcast
- Former CTO at Search Engine Journal
- Discovered WordPress in 2007
 - Theme author, plugin author, theme review team
 - Core contributor: 4.0, 4.1, 4.2, 5.3, 6.1



Three Reasons Why You Should Care About Front-End Performance



1. People

- 70% of consumers admit that page speed impacts their willingness to buy from an online retailer
- 50% of responders said they'd be willing to give up animation and video for faster load times

Source: Unbounce



"Before you marry a person, you should first make them use a computer with slow Internet service to see who they really are."

- Will Ferrell



2. Crawlers

- Crawl budget is the number of pages Googlebot crawls and indexes on a website within a given timeframe.
- Slow and heavy pages take more time to crawl.



"Making a site faster improves the user's experience while also increasing crawl rate."

- Google Search Central blog

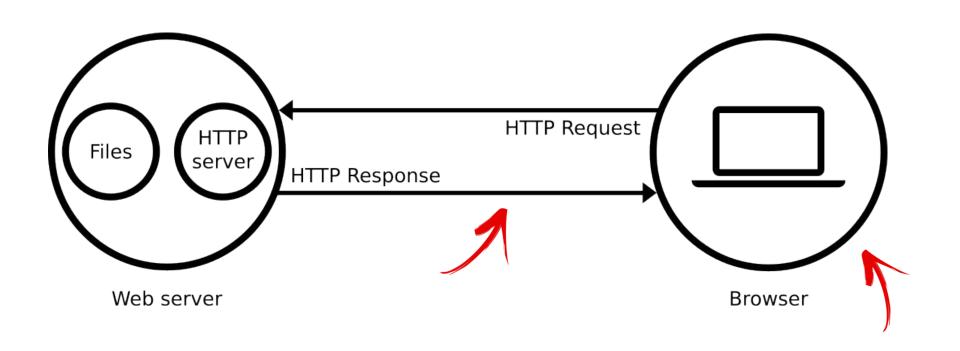
3. Environment

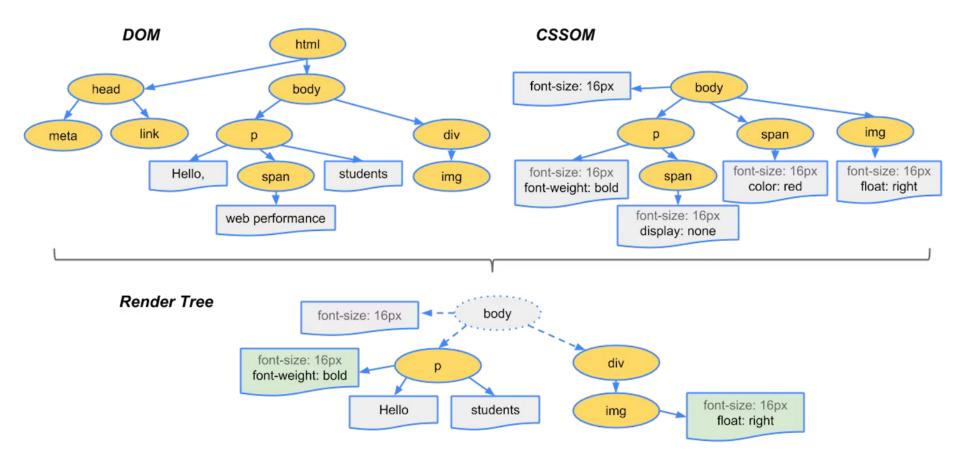
3.7% of global greenhouse emissions



What Front-End Performance Is







That is a lot of work and we are not helping



MEDIAN DESKTOP 2361.1 KB

2076.9 KB

▲404.8%

▲1334.3%

 \equiv

Timeseries of Total Kilobytes

Source: httparchive.org



WordPress Ecosystem



Too many chefs



Two very common problems with WordPress websites



Problem #1: Complex HTML

How many HTML elements **should** it take to render this?

- section
 - div (image)
 - img
 - div (text and button)
 - h¹
 - p
 - **■** 6



BRUNE PINNER

Brune pinner er garantert en julefavoritt. Husk at vi har 25% rabatt på alle bakevarer akkurat nå.

Se oppskrift

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vesection class="elementor-section elementor-top-section elementor-element elementor-element-6101162 elementor-section-content-middle elementor-section-boxed elementor

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ection-height-default elementor-section-height-default data-id="6101162" data-element_type="section" data-settings="{"background_background":"classic"}">
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      ▼<div class="elementor-row"> flex
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                     ▼ <div class="elementor-widget-wrap"> flex
                          ▼<div class="elementor-element elementor-element-efec7f5 elementor-widget elementor-widget-image" data-id="efec7f5" data-element type="widget" data-
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                                             large" alt loading="lazy" srcset="https://www.okoland.no/content/uploads/2020/11/Brune-Pinner-768x576.jpg 768w, https://www.okoland.no/content/uploads/2020/11/Brune-Pinner-768x576.jpg 768w, https://www.okolands/2020/11/Brune-Pinner-768x576.jpg 768w, https://www.okolands/2020/11/Brune-Pinner-768w, https://www.okolands/2020/11/Brune-Pinner-768w, https://www.okolands/2020/11/Bru
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                               widget_type="text-editor.default">
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                                    ▼<div class="elementor-text-editor elementor-clearfix">
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                           ▼<div class="elementor-element elementor-element-9e169d0 elementor-widget elementor-widget-global elementor-global-323057 elementor-widget-button" data-id=
                               169d0" data-element type="widget" data-widget type="button.default">
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                                    ▼<div class="elementor-button-wrapper">
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                                              ▼<span class="elementor-button-content-wrapper"> flex
                                                      <span class="elementor-button-text">Se oppskrift</span>
```



BRUNE PINNER

Brune pinner er garantert en julefavoritt. Husk at vi har 25% rabatt på alle bakevarer akkurat nå.

Se oppskrift

Problem #2 wp_enqueue_everything_everywhere



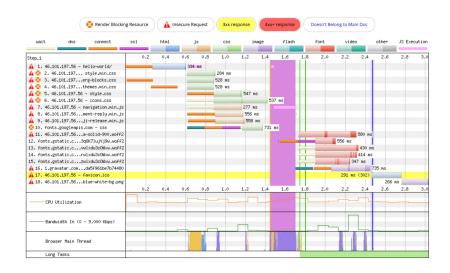
Experiment

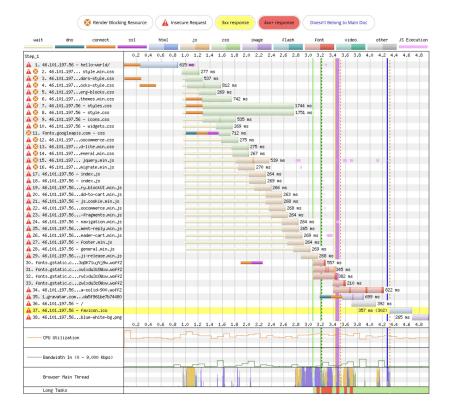
Two WordPress websites (Storefront theme) are tested using WebPageTest.

- One has a basic WordPress installation with no plugins.
- The other has <u>SEVEN</u> popular plugins installed:
 - Contact Form 7 (5+ million active installs)
 - WooCommerce (5+ million)
 - Elementor (5+ million)
 - Essential Addons for Elementor (1+ million)
 - MailChimp for WordPress (2+ million)
 - OptinMonster (1+ million)
 - Jetpack (5+ million)



WebPageTest







Summary

Page 1

- 18 requests total
- 5 CSS (excluding Google Fonts CSS file)
- 3 JS
- 6 render-blocking requests
- 1 third-party render-blocking request

Start render event at 1.8s, LCP at 1.8s

Page 2

- 38 requests total
- 12 CSS (11 100% unused)
- 15 JS
- 15 render-blocking requests
- 1 third-party render-blocking request

Start render event at 3.2s, LCP at 3.2s

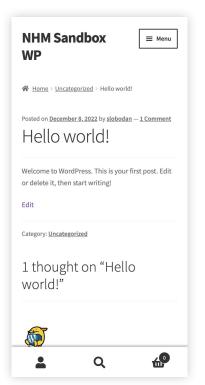


Comparison

Page 1



Page 2





Remove what you don't need, use a lighter version of what you do need (if available), optimize delivery of what's left



Tools and Resources



Tools

- Chrome DevTools
- Google Search Console
- WebPageTest, PageSpeed Insights, Lighthouse
- DebugBear, RUMvision



Staying informed

- Harry Roberts https://csswizardry.com/
- Google https://web.dev/learn
- MDN https://developer.mozilla.org/en-US/docs/Web/Performance



Thanks! Any questions?

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nohacks.show

