

WORDCAMP
LISBOA 2023

Front-End Performance

(and WordPress)

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346,509



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LISBOA 2023

About

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

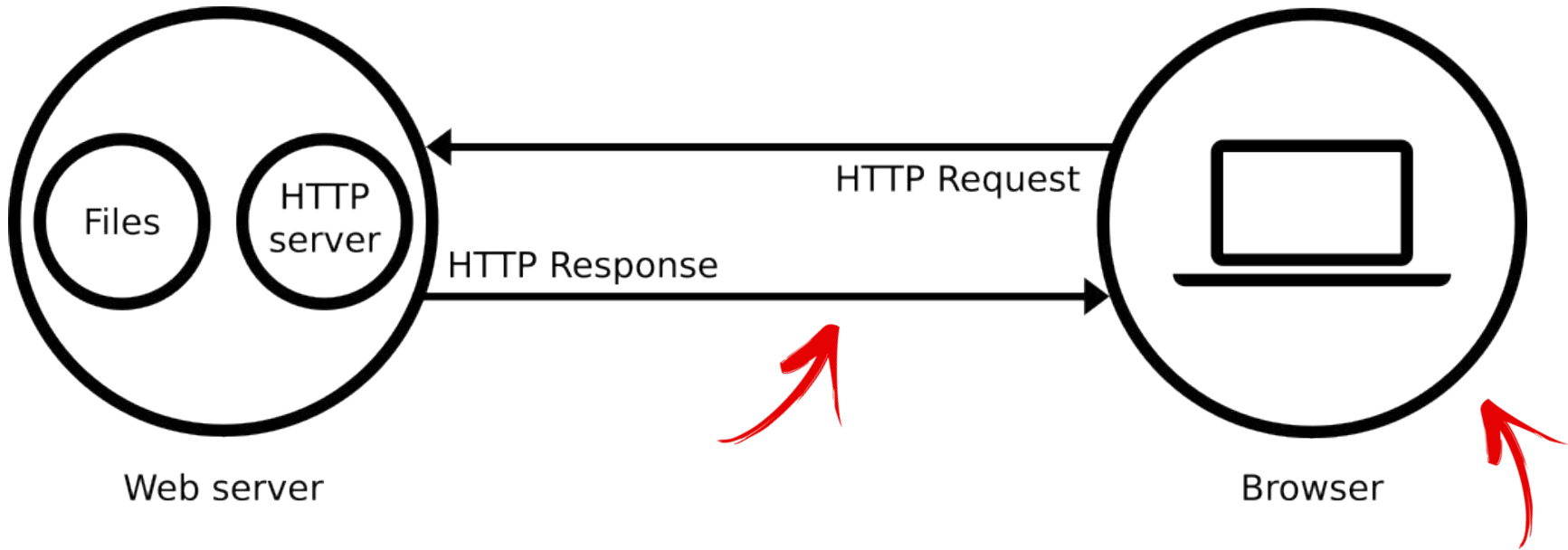
3. Environment

3.7% of global greenhouse emissions

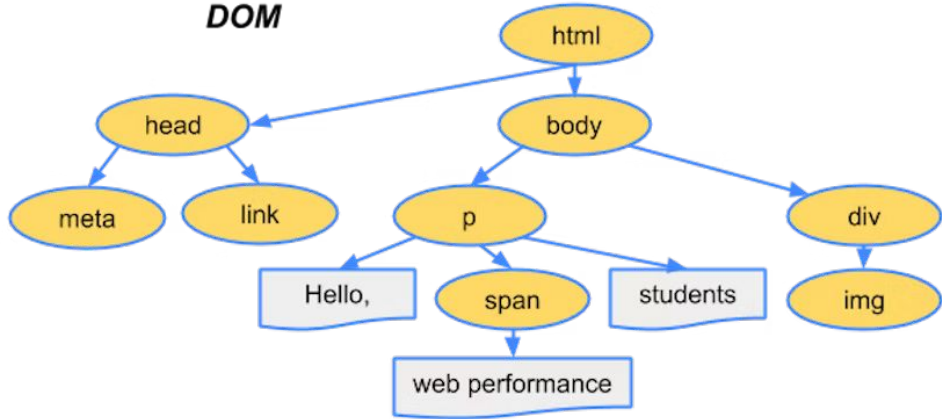


What Front-End Performance Is

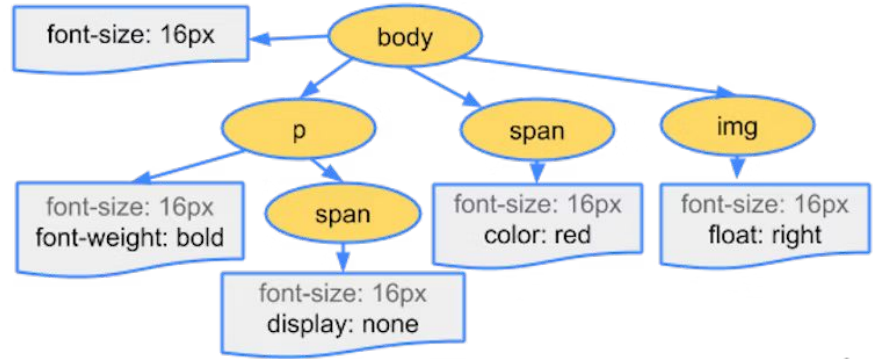




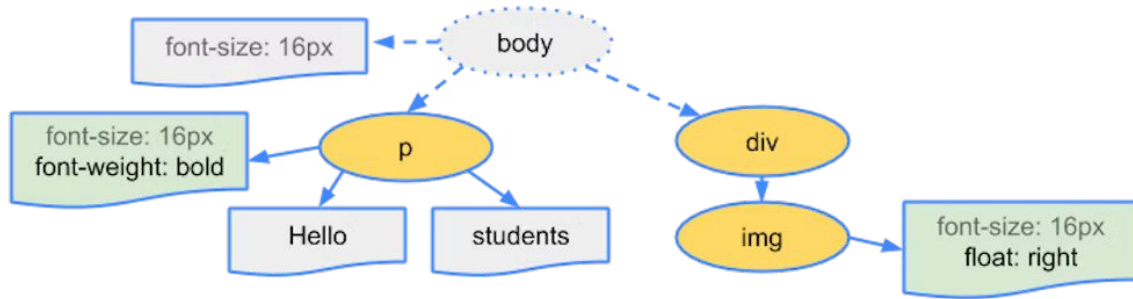
DOM



CSSOM



Render Tree



**That is a lot of work and we
are not helping**

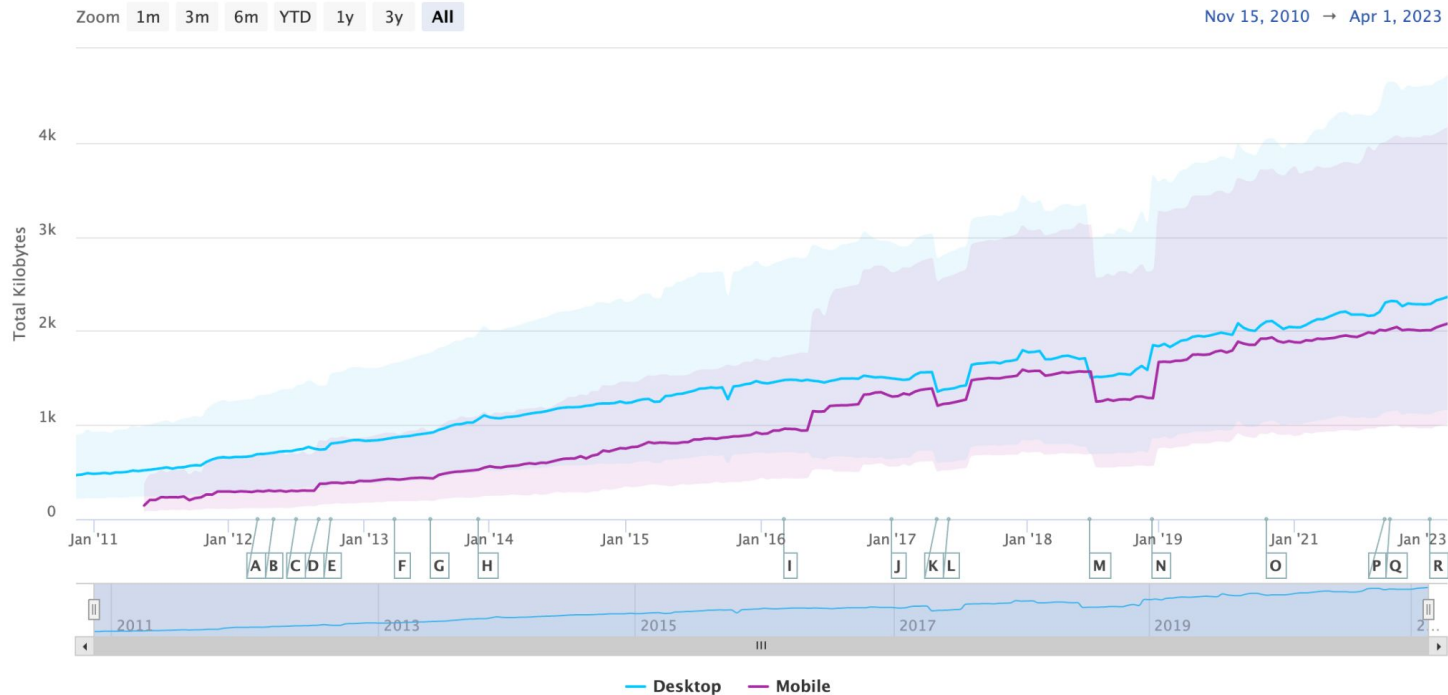


MEDIAN DESKTOP
2361.1 KB
▲404.8%

MEDIAN MOBILE
2076.9 KB
▲1334.3%

Timeseries of Total Kilobytes

Source: <http://archive.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
 - a



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`



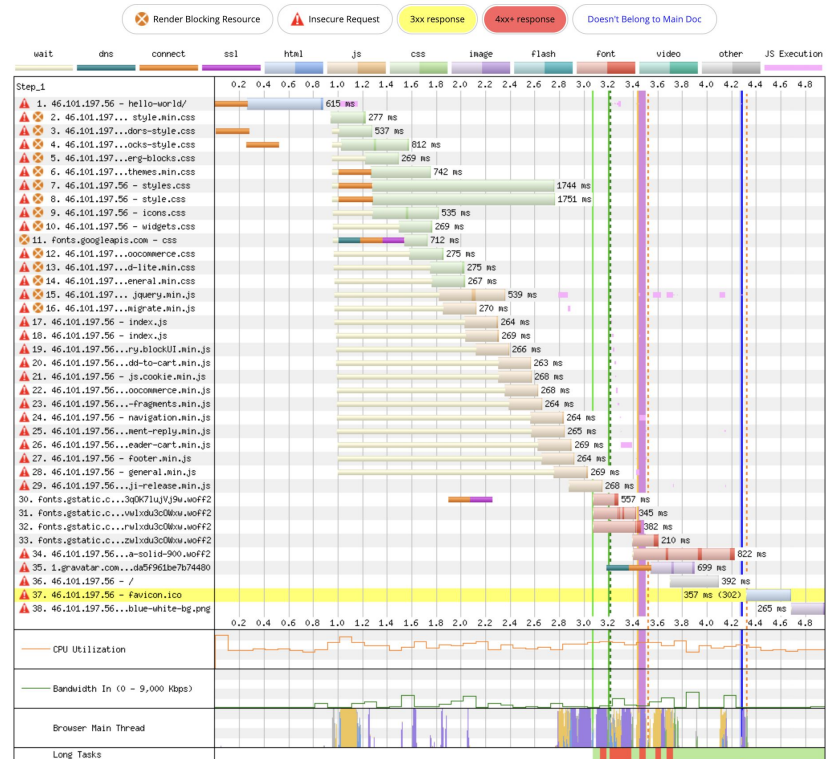
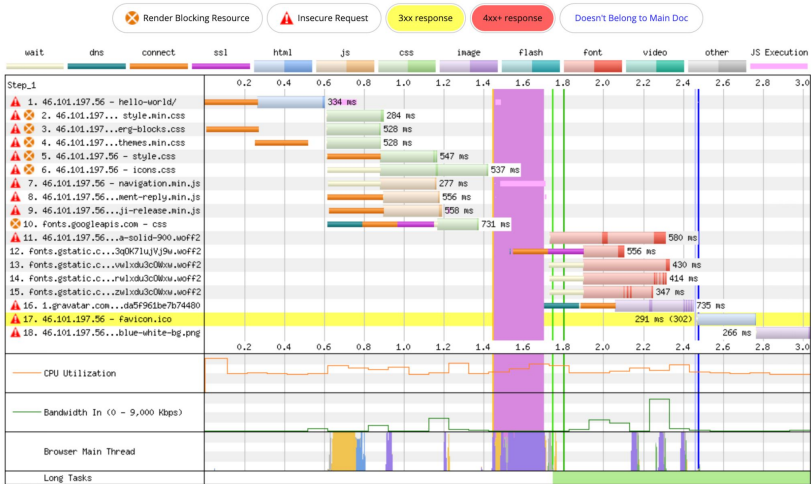
Experiment

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

- One has a basic WordPress installation with no plugins.
- The other has **SEVEN** 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

NHM Sandbox WP Menu

[Home](#) > [Uncategorized](#) > Hello world!

Posted on [December 8, 2022](#) by [slobodan](#) — [1 Comment](#)




Hello world!

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

[Edit](#)

Category: [Uncategorized](#)

1 thought on “Hello world!”

Page 2

NHM Sandbox WP Menu

[Home](#) > [Uncategorized](#) > Hello world!

Posted on [December 8, 2022](#) by [slobodan](#) — [1 Comment](#)




Hello world!

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

[Edit](#)

Category: [Uncategorized](#)

1 thought on “Hello world!”

**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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