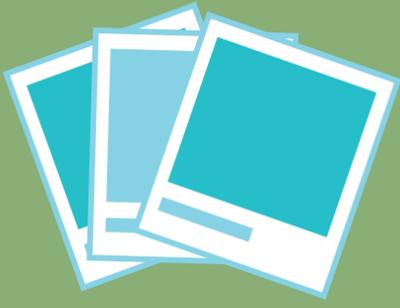


6 STEPS TO SPEEDING UP YOUR WORDPRESS WEBSITE

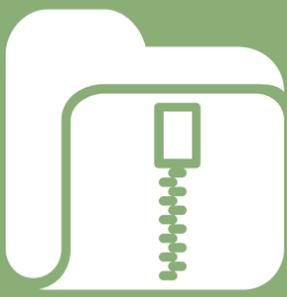
Here are Hugoton Hosting's top tips to ensuring your visitors aren't kept waiting!

1 OPTIMIZE YOUR IMAGES



Images draw your visitors attention and showcase your products to them, but they are also the largest sized asset of your site. Use an image compressor plugin like EWWW Optimizer to reduce the size without compromising on quality.

2 COMPRESS YOUR CONTENT



You can reduce the overall payload (size) of your website easily, doing so provides your visitors web browsers with a smaller files to load which means your website loads much quicker, take a look at the Swift Performance plugin to get started.

3 LAZY LOAD



Lazy loading images and content prevents loading of components until your visitor has them in focus, therefore reducing the initial load size of your websites pages, lazy loading is particularly effective for online shops with lots of products being displayed on one page.

4 USE A CDN



A Content Delivery Network (CDN) keeps a copy of several elements of your website on their servers across the globe, using a CDN speeds up loading of your website dramatically. To learn more about CDNs check out our blog post "What is a CDN and why should you use one?"

5 OPTIMIZE YOUR DATABASE



The frontend of your website is reliant on the database sitting behind it to perform as you want it to, a slow and cluttered database means a slow website. Take a look at the WP-Optimize plugin to dust off your database.

6 CHOOSE A GREAT WEB HOST



Last but in no means least, where you host your website has a dramatic effect on its performance. Choose a web host with a proven track record, multiple nodes, 24/7 support and published uptime statistics. Hugoton Hosting, of course, has all of these!

LEARN MORE & VIEW OUR BLAZINGLY FAST WORDPRESS HOSTING PLANS AT

WWW.HUGOTONHOSTING.CO.UK