



## Site Speed with Ashland Huckabee

**A fast, optimized site is a key component to traffic growth. Growing organic search traffic means following Google's best practices for site speed. That will not only keep you in Google's good graces, but also makes for an excellent user experience. Happy readers = more traffic!**

Are you using Google [PageSpeed Insights](#) to test your site speed?

Are you testing each page after you post?

Are you evaluating your speed from a mobile perspective first?

(Class 2 with Nicole Johnson!)

### Plugins

Are your plugins up to date?

Do you have unused plugins installed?

Are any of your plugins fulfilling the same function as another on your site?

### **Images and videos**

Are you [lazy loading your images](#) and videos?

Are you resizing, compressing and converting your images to webp files? Some plugins do this for you (Trellis has [image optimization](#) built in!).

### **Theme**

Is your theme fast and mobile friendly? If not, it might be time to switch to [Trellis](#), Mediavine's WordPress framework that's built for speed.

**[Use code MVUTRELLIS for 20% off your initial purchase of Trellis!](#)**

### **Widgets**

What widgets are currently in your sidebar?

Are they doing what you want them to be doing? If not, ditch them!

Do you have any widgets in your footer? If you do, check their performance. It's unlikely they're actually being seen by your audience.

### **CSS/Javascript usage**

Eliminate render blocking javascript and CSS

Do your assets (ads, widgets and images) load after the page content is loaded?

Check your scripts. There may be some you no longer need, such as Facebook pixel, quantcast and old tracking scripts from sponsored work inserted in headers and footers via plugins.

Is your provider [lazy loading](#) your ads?



### **Additional Resources**

[What is Mediavine?](#)  
[Mediavine Requirements](#)  
[Mediavine Blog](#)  
[Content Upgrade Challenge](#)

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