Always Always? Yes, Always

How To Always Build a Fast WordPress Site

All the Steps

1. Install NitroPack
2. Active and configure NitroPack

Congratulations! You're done 🎉

Thank You!

Time for Q&A!

Let's Talk Misconceptions

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Misconceptions

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- Memory limit does not affect speed
- A CDN is not all you need

4 Base Principals

1. Understand the layers
2. Understand your stack
3. There's a place and a time for everything
4. Work with a Build Foundation

What's on your server

- Server stack
- PHP
- Application
- Database

What does your server serve?

- HTML & CSS
- JavaScript
- Assets

Know Your Stack Inside and out

- Lightweight, baby! Lightweight!!
- Test changes, test often
- Automate all the things

A place and a time

There's a place and a time for everything
Security

A place and a time

There's a place and a time for everything
Security & **Caching**

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Foundation

Develop a Build Foundation before you develop a site.

Get **all your best practices in there**.

Foundation

These are things like which hosting, which base theme, which plugins (do things fast), optimization, etc.

Testing is developing

Testing, testing, testing.

Will it ever stop? Yo, I don't know!

Testing is developing

This is the bare minimum of what you test:

1. **Test uncached performance**
2.
3.

Testing is developing

This is the bare minimum of what you test:

1. Test uncached performance
2. **Check what is cached**

Testing is developing

This is the bare minimum of what you test:

1. Test uncached performance
2. Check what is cached
3. **Test things on mobile**

Testing is developing

Test all pages, not just landing pages, but also things like product, checkout and shop pages, forms, etc.

Tips

- Move what you can to the Edge
- Let the server handle your cron
- Add index to **metavalue** db column

More tips

- Use Redis when it makes sense
- Use Object Cache Pro because it makes sense
- Check out the Performance Labs plugin

Even more tips

- Learn how to Profile plugins
- Check out Perfmatters
- Don’t use large plugins for small tasks

I mean, even more tips?

- Use the WP Plugin Manager
- Subscribe to my **Within WordPress** newsletter
- Block what you can

Last tips. I promise

- Look into how Cloudflare can help
- Only apply plugins like NitroPack or WP Rocket as the absolute last step

Final Steps

I mean...

Final Steps

You have to put in real effort to keep your WordPress site fast. There is not set and forget.

That means automated testing. But also manually testing every single update

Automate Testing with:

- DeploymentHawk
- User Flow
- Scanfully

That's it!

Questions?

That's it!

Why did you not mention Core Web Vitals, GT Metrixs and things like that?

That's it!

Questions?

You know you want to:

Remkus de Vries

- All you need: https://remk.us
- Subscribe to https://withinwp.com
- @remkusdevries
- Slides: https://remk.us/buildfast