

Website Speed Optimization Checklist

A practical checklist for improving website loading speed, responsiveness, and user experience.

Goal: Make important pages load efficiently by reducing unnecessary page weight, optimizing images and scripts, and checking real-world performance.

1. Measure Before You Optimize

- Test important pages before making changes so you have a baseline.
- Check both mobile and desktop experiences.
- Look for slow pages, large resources, and unnecessary requests.
- Compare results after major optimization changes.

2. Optimize Images

- Resize images to the dimensions actually needed on the page.
- Compress large images before uploading.
- Choose an appropriate image format such as JPG, PNG, or WebP.
- Use lazy loading for suitable below-the-fold images.

3. Reduce Page Weight

- Remove unused images, scripts, styles, and third-party widgets.
- Avoid loading large assets that are not needed on the current page.
- Keep fonts and external resources limited and purposeful.
- Review page size periodically as new content is added.

4. Improve CSS and JavaScript Delivery

- Minimize unnecessary CSS and JavaScript where practical.
- Defer non-critical scripts when appropriate.
- Load critical assets efficiently.
- Avoid adding plugins or libraries without a clear benefit.

5. Improve Server and Caching Setup

- Use a reliable hosting environment with adequate resources.
- Enable appropriate browser and server-side caching.
- Keep the website software and server stack updated.
- Use compression for text-based assets when supported.

6. Improve the Mobile Experience

- Check pages on a real mobile device or narrow viewport.
- Make sure buttons and navigation respond quickly and remain usable.
- Avoid oversized media and layouts that require excessive downloading.
- Check for layout shifts while content loads.

7. Final Performance Check

- Retest important pages after publishing major changes.
- Check the homepage, tools, downloads, templates, and contact pages.
- Confirm images and scripts still work after optimization.
- Record useful performance observations so future changes can be compared.

Quick Speed Review

Area	Done
Baseline performance measured	■
Images resized and compressed	■
Unused assets reviewed	■
Scripts and styles reviewed	■
Caching checked	■
Mobile experience tested	■
Important pages retested	■

Listovix tip: Speed work is an ongoing process. Focus on the resources and pages that matter most to visitors, then measure again after meaningful changes.