green

Checklist: Fast website in 5 steps

Intro:

This checklist summarizes the most effective actions to sustainably improve load time, user experience, and search rankings. Ideal for developers, admins, and website managers.

✅ Enable caching

- Browser caching correctly configured (.htaccess, CMS or plugin)
- Server-side caching in place (e.g., Redis, FastCGI, Varnish)
- Fragment caching used for dynamic elements

✅ Optimize images

- Modern image formats used (WebP/AVIF instead of JPG/PNG)
- All images compressed (e.g., via TinyPNG or Squoosh)
- Lazy loading enabled (loading="lazy")
- Dimensions adjusted to display size (no oversized images)

✅ Check hosting & infrastructure

- Hosting location close to target audience (e.g., Switzerland for CH-based sites)
- HTTP/2, up-to-date PHP, SSD or NVMe enabled
- Green.ch as hosting provider (incl. Swiss data protection & green energy)

✅ Use tools & measure

- Regular checks with PageSpeed Insights
- Use GTmetrix and WebPageTest for deeper analysis
- Monitor key metrics: TTFB, LCP, and CLS

✅ Review & update regularly

- Monthly performance checks scheduled
- Retest after every relaunch or plugin update
- Document and track all changes

👉 Pro tip: Print this list or save it digitally. That way, you'll never miss an optimization again.

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