

# CLIENT-SIDE OPTIMIZATION CHECKLIST (QUICK WINS)

Simple steps you can apply today to speed up your WordPress site, ordered by how your site loads in the browser, fixing the biggest bottlenecks first.

## 💡 How to Use This Checklist

1. Before starting, test your site with [PageSpeed Insights \(PSI\)](#).
2. Apply changes section by section.
3. Re-test after each round to see improvements.
4. Track scores over time in a performance log.

## 🔑 Difficult Key

- Easy = Plugin or dashboard toggle
- Intermediate = Some code/config knowledge
- Advanced = Best handled by a developer or in staging

## Caching & Static Resources

- ☐ [Enable browser caching](#) with headers
- ☐ Minify CSS/JS/HTML ([Autoptimize](#)/[WP Rocket](#))
- ☐ [Merge CSS/JS files](#) to reduce HTTP requests
- ☐ Use [CSS sprites](#) or inline small assets

## Content Delivery

- ☐ Set up a Content Delivery Network (CDN), [free](#) or [paid](#)
- ☐ Use [CDN plugins](#) ([Cloudflare plugin](#), [CDN Enabler](#), [ShortPixel AI](#))
- ☐ Verify assets load from CDN, not origin

## Image Optimization

- ☐ Compress images ([TinyPNG](#), [Kraken](#))
- ☐ Serve [WebP](#) or next-gen formats
- ☐ Enable [lazy loading](#)
- ☐ Strip metadata (via plugin or tool)

## Render-Blocking Resources

- ☐ Inline [critical CSS](#)
- ☐ Add [defer/async](#) to non-critical JS
- ☐ Use `font-display: swap` to keep text visible during loading
- ☐ Preload key assets (LCP image, fonts)



## Database & Cleanup

- ☐ Clean database ([WP-Optimize/ WP-Sweep](#))
- ☐ Remove unused [post revisions/ transients/ metadata](#)
- ☐ [Optimize tables](#) (phpMyAdmin, WP-CLI)

## Themes & Plugins

- ☐ Use a lightweight theme ([Neve](#), [GeneratePress](#), [Astra](#))
- ☐ Audit & remove unnecessary plugins
- ☐ Keep themes/plugins updated

## Third-Party Scripts

- ☐ Limit tracking scripts/widgets
- ☐ Lazy load [non-critical embeds](#) (YouTube, Twitter, Maps)
- ☐ Remove unused integrations

## Ongoing Optimization

- ☐ **Re-run Performance Tests After Changes**
  - Validate improvements (PSI/GTmetrix/WebPageTest)
- ☐ Monitor Core Web Vitals in Google Search
  - Track LCP, INP, and CLS trends over time loading
- ☐ **Treat Performance as Ongoing Maintenance**
  - Schedule regular audits to keep your site fast and stable



**Pro Tip:** Client-side optimizations are great quick wins, but pairing them with **server-side optimizations** (caching engines, database tuning, optimized PHP) unlocks much bigger performance gains.