



# HYPER OPTIMIZED WORDPRESS HOSTING CASE STUDY

## *Problem to Solve*

Really low PageSpeed and YSlow Scores at 45 and 48  
Extremely high Page load time at 33 seconds

## *Crazy Optimizer Solution*

We moved the site to our Hyper Optimized WordPress Stack which is our inhouse recipe of Server, Caching and Plugin stack. Based on the minimalistic approach, our stack is lightweight and we take any kinds of overheads seriously ensuring our servers are lean and just work!

Our stack is made up of Nginx, PHP 7.x, Redis and a bunch of customized plugins for frontend. Once the website was moved to our Hyper Optimized WordPress Stack our inhouse Crazy Optimizer went crazy on his optimizations and made several customizations to the caching set up to ensure maximum compatibility with the website, shaving off seconds on the load time while ensuring the website doesn't lose any of its functionality. Several CSS and JS changes were made to ensure requests were minimized and any render-blocking scripts were moved to our loader scripts.

All the best practices of Google PageSpeed and YSlow were followed to get a higher score on the tests.

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## PAGE LOAD TIME

**Old Site:** 33.7 seconds

**New Optimized Site:** 1.9 seconds

1.9s

*after optimization*

The lower the page load time the better, as per recent Google Studies any website that takes over 3 seconds to load loses 1/3 of its visitors.

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## PAGESPEED SCORE

**Old Site:** 45(D)

**New Optimized Site:** 100 (A)

100 (A)

*after optimization*

This is Google's Algorithm to analyze a webpage based on its best practices, the higher the score the better optimized the webpage which then gets Google's PageSpeed benefits as Google considers the website well optimized and ranks it better.

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## YSLOW SCORE

**Old Site:** 48(D)

**New Optimized Site:** 98 (A)

98 (A)

*after optimization*

Another Pagespeed scoring algorithm similar to Google PageSpeed but with different thresholds and key areas.

# REQUESTS

Old Site: 245New  
Optimized Site: 13

High requests count makes the webpage heavier on the visitor's computer/mobile as it has to make a high number of requests to load the page, this increases load times significantly if the visitor is using a slower internet connection and also increase loads on the server further decreasing the performance if the website has multiple visitors.

13  
*after optimization*

# TIME TO FIRST BYTE

Old Site: 224 milliseconds  
New Optimized Site: 134 milliseconds

This is how long the server takes to respond with the First Byte of information to the visitor. When the visitor requests a webpage the server starts getting the page ready by loading the page and its database queries and starts sending information in pieces, TTFB is the time it takes for that first piece of information to reach the visitor. The lower it is the better.

134 ms  
*after optimization*


# PAGE SIZE

Old Site: 2.47 MB  
New Optimized Site: 377 KB

This is the size of the Page which is loaded on initialization of the website, the higher this is the more time it would take and would also take more resources on the visitor's end. Well, optimized sites tend to ensure Page Size is under 3MB to ensure webpage loads fast and takes minimum resources.

377 kb  
*after optimization*

# BEFORE



### Latest Performance Report for:

http://calldrgiltn.com/

Report generated: Tue, Dec 10, 2019 10:00 AM -0800  
Test Server Region: Dallas, USA  
Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8


#### Performance Scores

PageSpeed Score	YSlow Score
<b>F(45%)</b> ▼	<b>F(48%)</b> ▼

#### Page Details

Fully Loaded Time	Total Page Size	Requests
<b>33.7s</b> ▼	<b>2.74MB</b> ▲	<b>245</b> ▼

# AFTER



### Latest Performance Report for:

http://calldrgiltn.com/

Report generated: Tue, Dec 10, 2019 10:05 AM -0800  
Test Server Region: Dallas, USA  
Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8


#### Performance Scores

PageSpeed Score	YSlow Score
<b>A(100%)</b> ▲	<b>A(98%)</b> ▲

#### Page Details

Fully Loaded Time	Total Page Size	Requests
<b>1.9s</b> ▲	<b>377KB</b> ▲	<b>13</b> ▲

Have a hosting problem for the Crazy Optimizer to solve?  
He's just one call away.



The WP Help

Giving Websites Hope - 1 Site at a Time.