



Load Time Cheat Sheet

Making sure your visitors spend as little time as possible waiting for your page to load is incredibly important. If you're not sure how to do any of these, it may make sense to hire a web developer to help you out.

Check your current speed.

There are currently some great and free sites where you can check the current loading speed of your page. Take a look at;

- [Pingdom](#)
- [PageSpeed](#)
- [WebPageTest](#)

Optimize your Images

Make sure that when it comes to images, you are using the appropriate format. This will greatly assist when it comes to loading speed.

- PNG – Great for High Quality images that maintain transparency
- JPG – The best format for detailed images with lots of colors
- GIF – Good for images with fewer colors

Prep your images

Rather than changing the HTML size within your page builder, decrease the size of the actual image first using image editing software such as Photoshop.

Compress

Using [HTTP Compression](#), you can greatly reduce your overall page size thus increasing loading speed.

Externalize JavaScript and CSS

Placing any JavaScript or CSS in external files means that they are not requested every time an HTML request is made, thus decreasing load times. This is also good practice to assist in future maintenance.