Website performance checklist for business owners

Hello! This checklist is an addition to the article "We need to talk about website performance". Thank you for downloading - and let's proceed.

The following questions refer to Core Web Vitals and other metrics. The perfectly performing website means that you can answer a definite “Yes” to all questions; if you cannot - then fix the issues one by one.

- Is LCP less than 2.5 seconds?
- Is FID less than 100 milliseconds?
- Is CLS less than 0.1?
- Is TTI at low 3G Internet less than 5 seconds for the user’s first click and less than 2 seconds for subsequent clicks?
- Have you optimized photo and video files?
- Have you collected data about the site operation on the most popular and weak mobile devices?
- Is the animation FPS equal to 60?
- Are you using the file compression utility GZIP?
- Is the critical file size budget less than 170 kilobytes in zipped form and less than 700 kilobytes in unzipped form?
- Have you optimized your fonts?
- Have you detected and deleted unused CSS and JavaScript code using the Coverage tools?
- Are resources that need to be downloaded on the page located on your server?
- Is JavaScript code loaded using the asynchronous method?
- Did you use Lazy loading to load heavy and non-critical content?
- Did you use techniques to improve the perceivable performance such as demonstration of skeleton screen, loaders and animation?

What we have below are more of useful recommendations which speed up the site operation though require additional budget:

- ✓ Use AVIF and WebP media formats
- ✓ Store a static site version in CDN
- ✓ Make content compression, content conversion and service workers support in CDN settings enabled
- ✓ Use server-side rendering, rehydration or other techniques to speed up page rendering
- ✓ Reduce payload by tree-shaking, scope hoisting and code splitting

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Schedule a meeting

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