

resource-efficient websites

WordPress optimisation beyond pure speed

usual optimisation is mostly about speed

- WP caching (eg. WP Rocket, W3 Total Cache, Cache enabler)
- image compression (EWWW Image Optimizer, Optimus, WP Smush)
- CSS, JS and HTML compression (Autoptimize)
- optimized delivery eg HTTP2, Broti
- CloudFlare

resources to limit

- electricity (servers, network, devices)
- CO₂ / emissions
- bandwidth
- fossil fuel / plastic / rare-earth metals
- life time / frustration

easy first steps

- modern hoster (green energy, high efficient, advanced server caching)
- use a CDN
- limit media (video, image)
- avoid (unnecessary) tracking tools (analytics, pixels, ad networks)
- avoid unnecessary JS - especially for decorative elements

next steps

- reducing DOM (eg. WP emoji script, generator tag)
- optimise your site structure and content to reduce time people spend on page
- don't get your users addicted
- use SVG instead of pixel images
- use system fonts
- PWA

harder steps

- going static (<https://staticword.press/>)
- excessively compress images (eg. dithering, ultra low resolution previews)
- accessibility and low frustration design
- rule of less power - choose the least powerful solution
- use less light/battery intense colors
- have a far better service than wasteful alternatives

stay in contact

sebastian@digitalfellows.eu

inspiration

<https://sustywp.com/>

<https://solar.lowtechmagazine.com>

<https://lowimpact.organicbasics.com>

<https://sustainablewebdesign.org>

<https://abookapart.com/products/sustainable-web-design/>