

CONVERSION MACHINE

MODULE 4

Execution

VIDEO 9 Worksheet
Development Best Practice

Development Best Practice

In this worksheet you are going to learn some best practices for development that will help increase your conversions.

The following best practices are taken into account by Google when ranking your website.

By improving your development processes you can optimize your website for Google and get more organic search traffic.

That is equal to more traffic and leads in your sales funnel and more revenue.

Real dollars, bottom line.

Page Speed Timings

Css compression

Css is the code that styles your website, colours, fonts, sizes etc.

Compressing it improves your load time and your google rank.

Minify your css with this free tool when pushing code changes live. If you use sass or compass you can compress your code with the compiler.

Javascript compression

Just as css compression improves load time and google ranking, so does javascript compression.

Use this free tool to compress your javascript.

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Html compression

Finally compress your html, this is newer technique and a lot of websites do not follow this process. However and spaces in any of your code documents will cause longer load times. They have no purpose and you can keep well structured versions for production so compress your html.

Use this free tool or the Google library for HTML and XML compression.

Image compression

Optimizing your images is just as key as compressing your code base and often the biggest cause of slow loading website pages.

Follow these Google guidelines for image compression:

<https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency/image-optimization>

<https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency/image-optimization#image-optimization-checklist>

Browser caching

Browser caching is when your website saves temporary data to your visitors computer to speed up their page load times next time they visit you.

You want this enabled on your website, for wordpress users I recommend Total Cache

<https://wordpress.org/plugins/w3-total-cache/>

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Server response time

Server response time measures how long it takes to load your HTML to begin to render or create the page from your server.

This basically comes down to the quality of your hosting and the amount of computer processes power and memory your hosting offer.

CDN

A CDN is a content delivery network. It basically means you host your media files on a separate server from your code to speed up your page load time. I recommend to use Cloudflare as they have a free account option.

Testing Suite

To get insights into your current ratings for the above points you can use this Google tool, which will recommend improvements and point out where your website still requires optimization if you are unsure.

<https://developers.google.com/speed/pagespeed/insights/>

Semantic markup

Using the right tags in your website can improve your websites visibility to search engines and in turn your google ranking. This will mean more visitors from organic traffic, which is more potential leads into your funnel!

Here is a link to a Google resource with a complete list of semantic considerations for how to markup your website content taking into account best practice around SEO.

<https://developers.google.com/structured-data/>

Further reading: <http://www.socialmediaexaminer.com/semantic-markup/>

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Company recommendations

Needless to say I've tested every hosting company., CDN, caching plugin and compression script you can imagine over the last 8 years of coding.

So here are my top recommendations for the best set p for the fastest page speed load times at the best price :)

Hosting

Siteground - Go Geek \$13.35 - hourly, daily, weekly and monthly back ups - one click staging

CDN

KeyCDN - \$0.04 per GB of traffic - Crazy Cheap and suppperrr fast!

Cache

WP Rocket - cache preloading, dns prefetching (for all external ips facebook etc)