

Blog Post

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## 7 Ways to Improve Your Website Speed

{QUOTE} Page abandonment increases with every second longer it takes for your website to load {QUOTE}

You just created the sleekest website on WordPress that has a super responsive user interface and killer content, but you're not getting any conversions! It all boils down to page load time at the end of the day. No matter how wonderfully you craft your website, if your page loads slowly, your visitor will navigate away. They'll navigate to an uglier website with terrible content but that loads quicker. You don't want that.

Page abandonment increases with every second longer it takes your website to load. All hope is not lost, however. With just a few simple and easy to implement ideas, take your tortoise of a webpage and give it a turbo boost.

First of all, test your website's load time with [this handy tool](#) from Pingdom. Does your website pass the 2-second rule? According to several surveys that a Kissmetric article researched, most web users look for a website that loads within 2 seconds. The longest they'll wait is 3 seconds! Any longer than that and your page needs heavy optimizing.

So you've run the test for your website and it's pretty slow. What next? Check out these scientifically-backed tips to improve your website's speed.

1. ***Be lazy.*** Yes, implement [LazyLoad](#) into your website design to improve the amount of time it takes for your site to load. With LazyLoad, you can cut back on the page load time, and allow users to save their bandwidth. Win-win for all!
2. ***Have no face.*** If there are Gravatar fields on your website, disable them. Although your logo will not appear in the Gravatar field, your page will load faster. Consider adding your logo to other available image fields instead of the Gravatar one.
3. ***Plug it in.*** The [WP-Optimize](#) plugin allows you the freedom to optimize your database!
4. ***Cache them all.*** Want to be a cache-all master? With the [W3 Total Cache](#), make caching a breeze. This will let your website load at blazing hot speeds, and ultimately lead to better conversions and leads.
5. ***Divide and conquer.*** Is your Javascript code and CSS in the same location as the rest of the website content? Consider having them on external files.

6. **No cookies for you.** Want a winning idea for speeding up your website? Reduce or get rid of cookies altogether. Your visitor will also be thankful that cookies don't bog their system down.
7. **Send them away.** Don't redirect. When you redirect your visitor to another page, you're only adding an additional HTTP which makes your page load slower.

**Go all out and give your visitor a faster website today!**