



DOCUMENTATION WEB PERFORMANCE

Performance and loading speed optimization checks

DEMO VERSION

Demo Content

This demo version presents **4 out of 36** checks from the category Web Performance.

The full version includes all **36 checks** checks with:

Generated on: 28.01.2026 23:05:57

FISCAL IDENTITY

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About Web Performance

What is Web Performance?

WPO (Web Performance Optimization) refers to all techniques that improve the loading speed and responsiveness of a website. Performance is a crucial factor both for user experience and for Google ranking, which considers speed a ranking factor.

Benefits

- Improved user experience (users leave slow sites)
- Higher conversion rate (1 second more = -7% conversions)
- Better positioning in Google (Core Web Vitals)
- Reduced server resources consumption and lower costs
- Better operation on slow mobile connections

Standards and Guidelines

Checks in this category are based on: **Google Core Web Vitals, Lighthouse Performance**

Checks in Demo version

4 out of **36** checks

The full version includes all 36 checks.

Web Performance — Demo (4 out of 36 checks)

Verification	Details
Browser Caching	<p>What it means:</p> <p>The browser can store site files locally to avoid downloading them every time - this makes the site load instantly on repeat visits.</p> <p>What It Checks:</p> <p>Checks if the site correctly configures browser caching for static resources (CSS, JS, images).</p> <p>Why It's Important:</p> <p>Browser caching allows visitors to store files locally, reducing loading time on repeat visits by up to 80%.</p> <p>How to Fix:</p> <p>.htaccess cache configuration: <code><IfModule mod_expires.c> ExpiresActive On; ExpiresByType image/jpg "access plus 1 year"; ExpiresByType text/css "access plus 1 month"; ExpiresByType application/javascript "access plus 1 month"</IfModule>`. Images: 1 year, CSS/JS: 1 month, favicon: 1 year. Reduces loading time by 80% on repeat visits.</code></p> <p>Official Documentation:</p> <ul style="list-style-type: none">• Google Caching Best Practices• GTmetrix Caching Guide
CDN Usage	<p>What it means:</p> <p>We check if you use servers from multiple geographic locations so visitors from around the world load the site quickly.</p> <p>What It Checks:</p> <p>Checks if the site uses a CDN (Content Delivery Network) to distribute files from servers close to visitors.</p> <p>Why It's Important:</p> <p>CDN delivers files from servers geographically close to users, reducing loading time.</p> <p>How to Fix:</p> <p>Integrate a CDN service like Cloudflare, AWS CloudFront, or BunnyCDN to distribute images and static files.</p>
CSS Minification	<p>What it means:</p> <p>We check if CSS files are compressed to be smaller and faster to download.</p> <p>What It Checks:</p> <p>Checks if CSS files are compressed (minified) by removing spaces and comments.</p> <p>Why It's Important:</p> <p>Minified CSS has a smaller size, reducing download time by up to 30-40%.</p> <p>How to Fix:</p> <p>Use CSS minification tools or plugins that automatically compress CSS files.</p>
CSS Resources	<p>What it means:</p> <p>We check if styling files (CSS) are optimized - how many there are, how large they are, and how they load.</p> <p>What It Checks:</p> <p>Checks the number and size of CSS files and how they are loaded.</p> <p>Why It's Important:</p> <p>Too many CSS files or files that are too large slow down page loading.</p> <p>How to Fix:</p> <p>Combine multiple CSS files into one, remove unused CSS, and compress files.</p>

Available in full version

The category contains **Web Performance 32 additional checks** in the full version.

Checks available in full version:

- Cache Control
- Carbon Footprint
- Critical Path
- DOM Complexity
- Font Optimization
- Gzip Compression
- HTTP Code
- HTTP Requests
- HTTP Version
- Image Formats
- Image Optimization
- Java Script Async
- JavaScript Async Defer
- JavaScript Resources
- Lazy Loading
- Minification
- Mobile Optimization
- Page Speed
- Preconnect
- Primary Ip
- Redirects
- Resource Preloading
- Resource Sizes
- Response Time
- Service Worker
- Svg Optimization
- Third Party Scripts
- Timing Metrics
- Total Time

- Transfer Encoding
- Vary Header
- Web PSupport

Each check includes: detailed explanations, business impact, technical recommendations, implementation examples and links to official documentation.

☐ Contact us for the full version: office@webrt.eu

