

# January 2022 Coaching Session #1

WordPress & The Need  
for Speed



**MARK OF APPROVAL**  
WEB & MARKETING  
MEETING YOUR MARK ONLINE

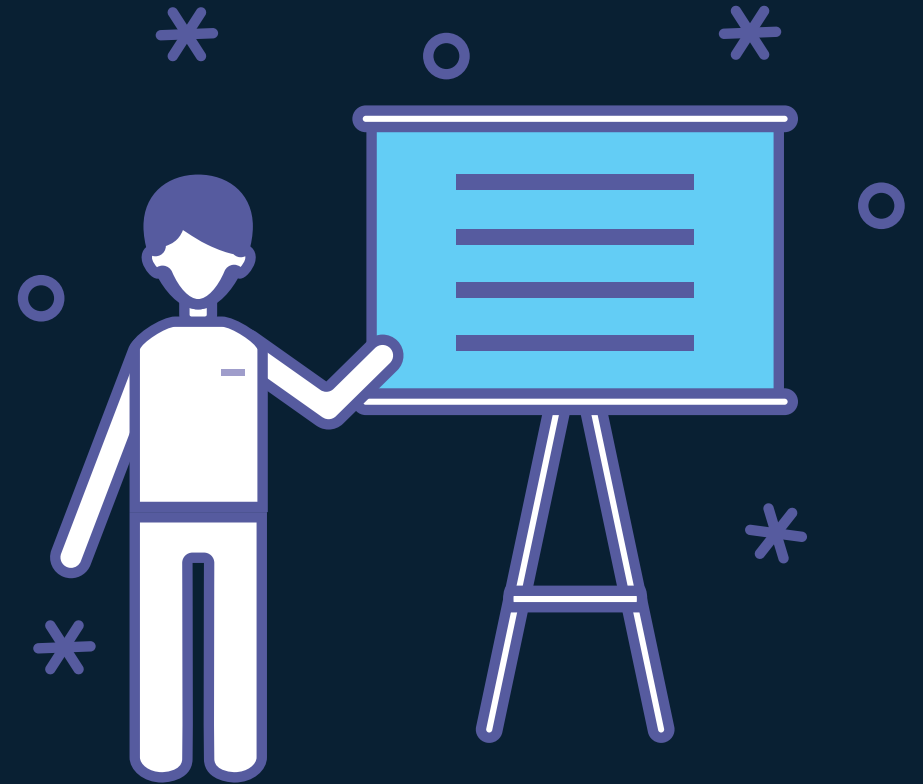
# Meeting Agenda

- Introductions – 5mins
- Questions & Suggestions – 10mins
- Micro-training: Need for Speed – 10mins
- The Hotseat – 20mins

**January  
2022**

# Introductions

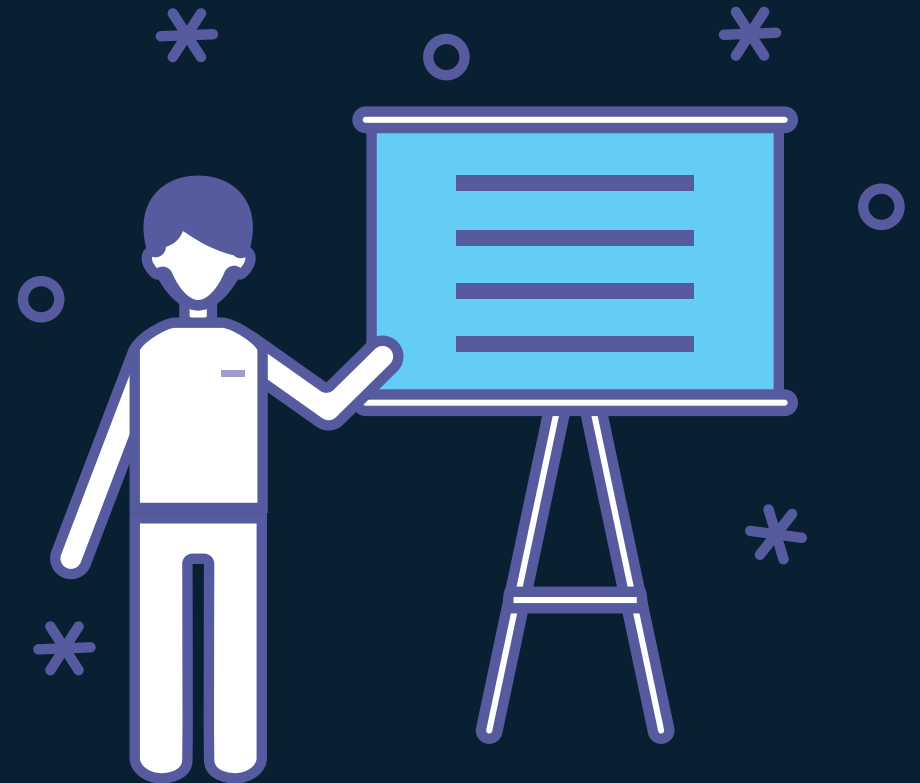
- Name and location
- What you are doing or want to do
- What your best skill is and what you hope to learn
- What you ideally want ie clients, mentors, opportunities for speaking etc



# Questions / Challenges

1. State your win for the month of January
2. Feel free to drop in any challenges or questions you may have

*Tip: Interact and make this a conversation*



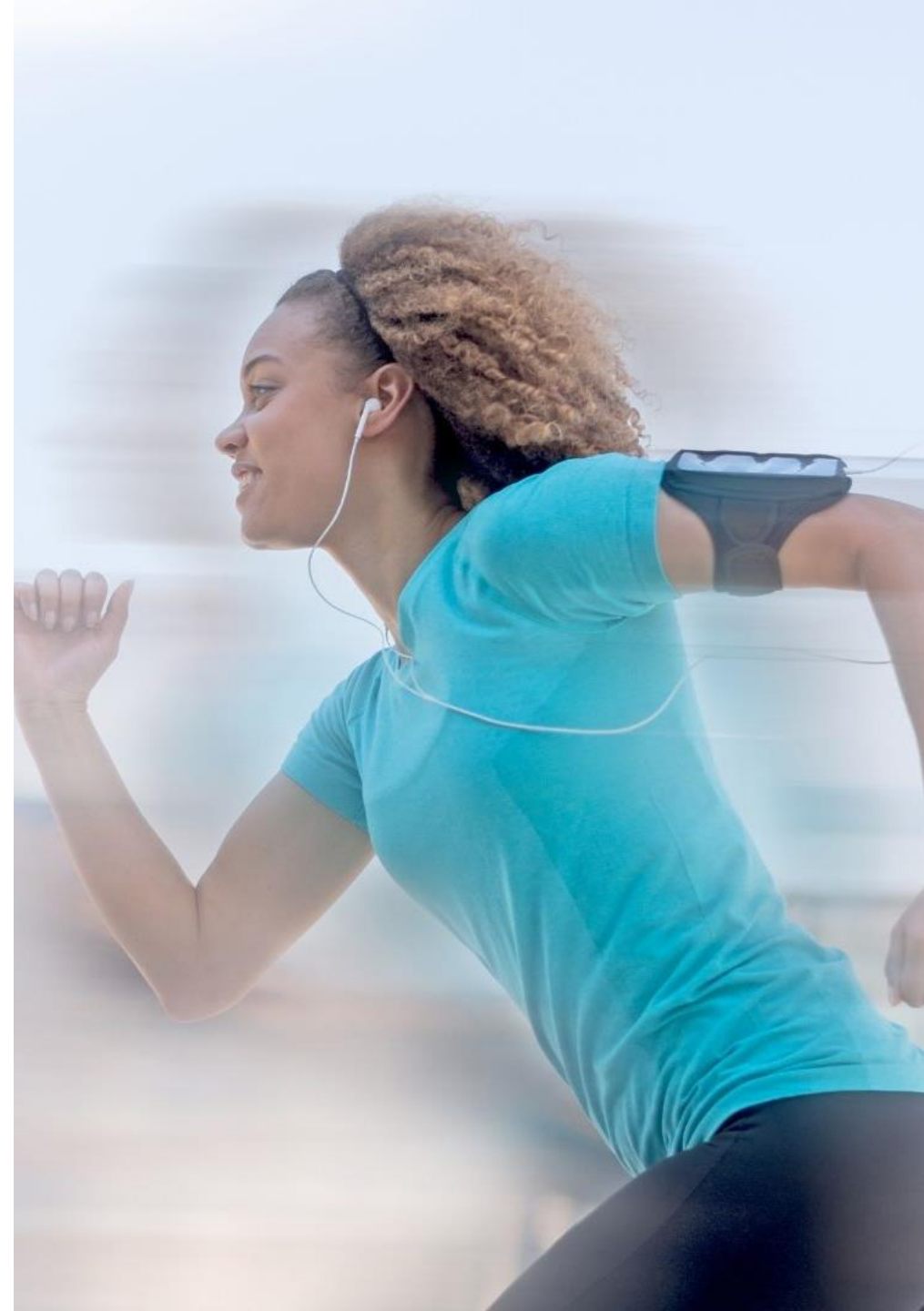
# Need for Speed

We will look at the proactive changes WP has implemented to become faster and more robust



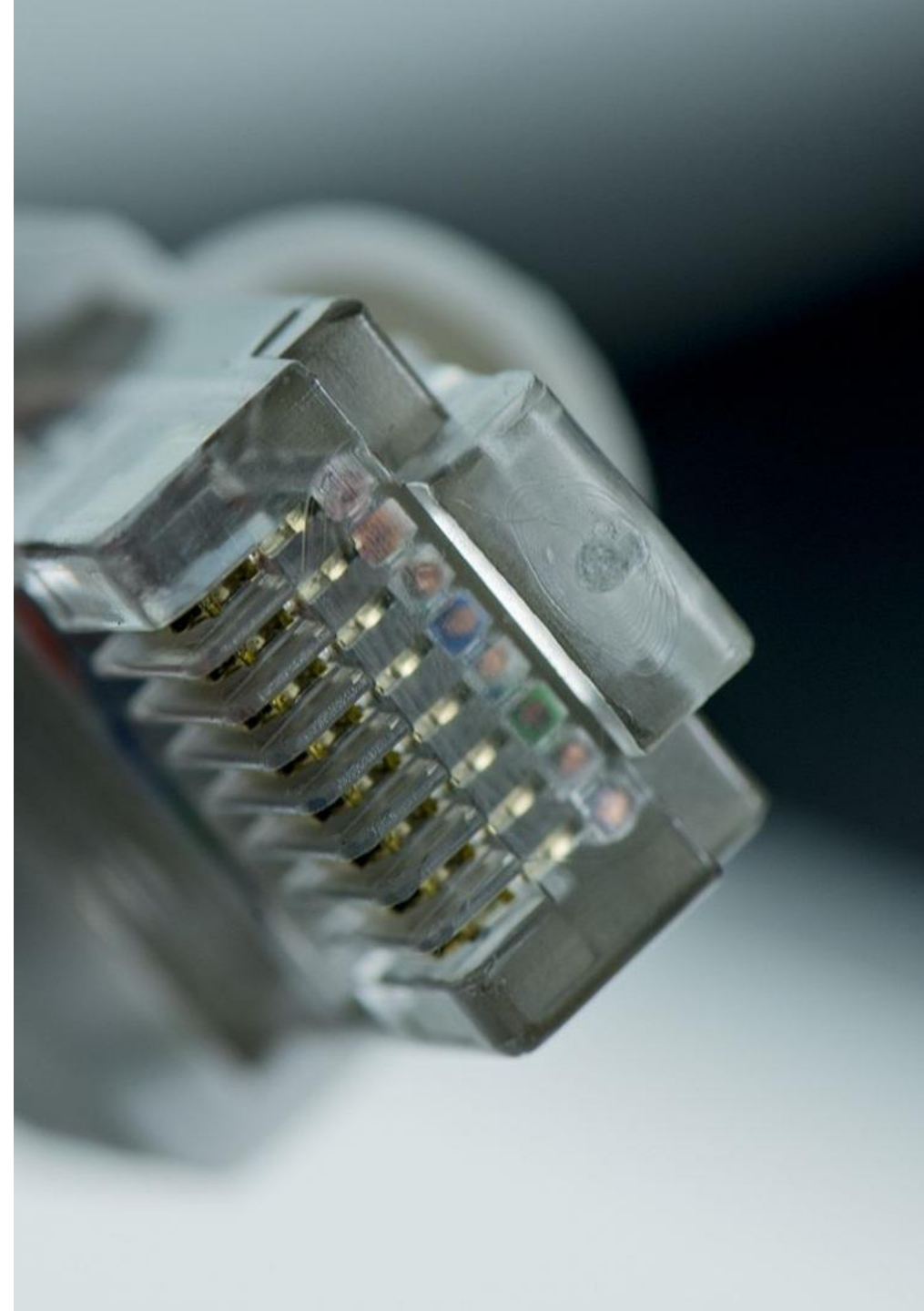
# WordPress Improves its Speed

- WordPress has traditionally been argued as a slow solution by its competitors
- As of mid 2022 WP really got a code base overhaul which made it super fast
- This was triggered mostly by Google's new looming algorithm



# Plugins Need to Follow Suit

- Many popular themes and plugins became the bottleneck
- Elementor jumped on board and quickly optimized its speed



# The Need for Caching is Paramount

- When a page loads, it's like cooking a meal. But if you cook for many, you do not have to cook that page again for a while
- Powerful Hosting Platforms like Cloudways started releasing additional layers of server caching





# Popular Caching Plugins

- WP Rocket is a super powerful premium caching plugin
- It does not necessarily deal well with speed when you are logged in
- W3 Total Cache is another powerful option but more complicated to setup



# PHP

- PHP released version 8 which became stable also around mid 2021
- I found a lot of plugins had incorporated their code into PHP 8 as this version dropped many coding conventions and methods that were hogs

hp?>

# Database

- MariaDB became the standard extension of MySQL around 2005 and has continued to grow and optimize Database performance whereas MySQL has remained somewhat stagnant



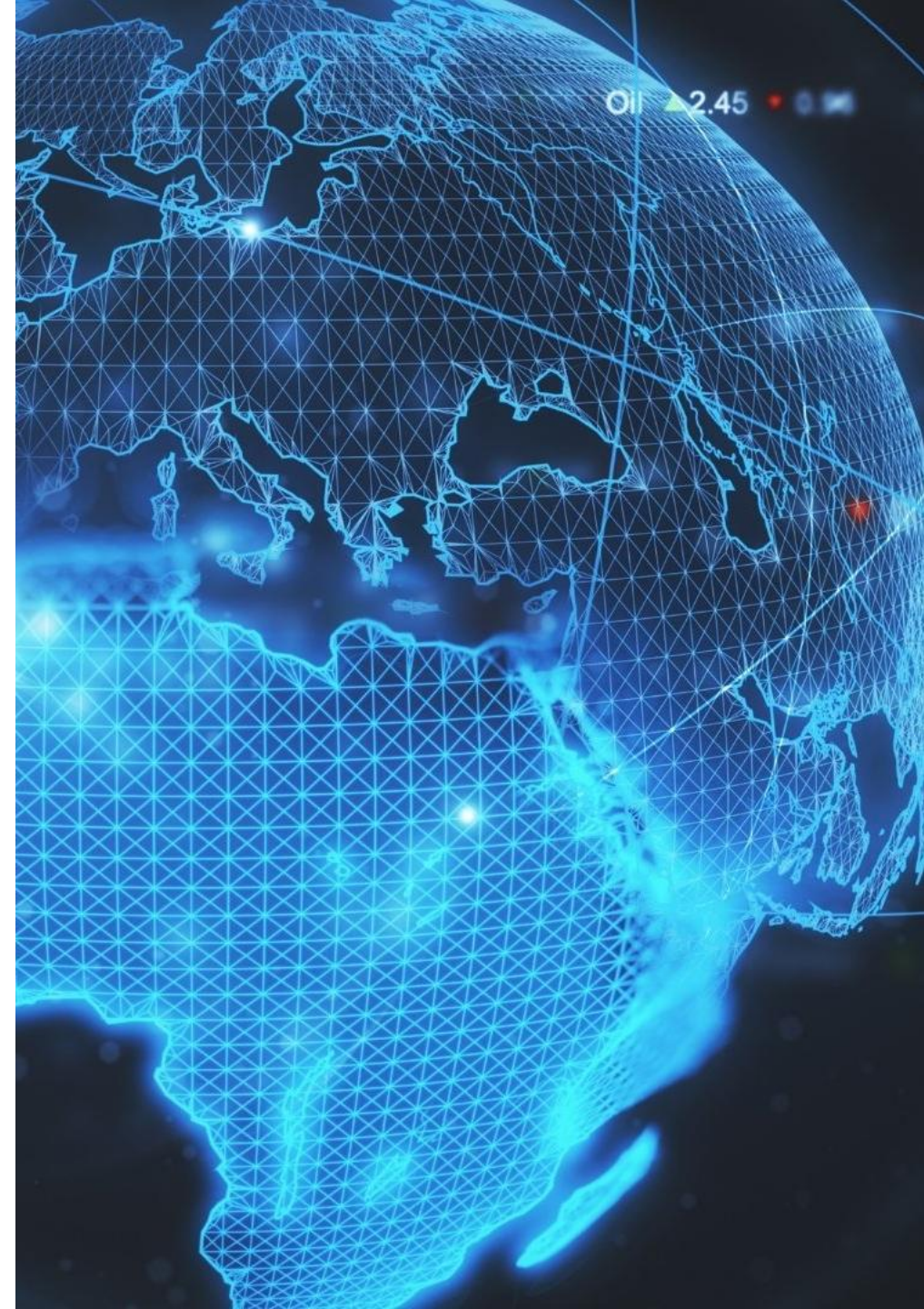
# Server Wars?

- Hosts often fight between whether Apache or Nginx is better
- My favourite host, Cloudways uses both
- The best host will win the war moving forward



# CDNs do not have to be complicated

- CDNs like Cloudflare offer ways of delivering content faster by hosting it (images, scripts, styles, fonts etc)
- BunnyCDN is a really neat and simple to use CDN
- Another powerful use of a CDN is to distribute these assets geographically



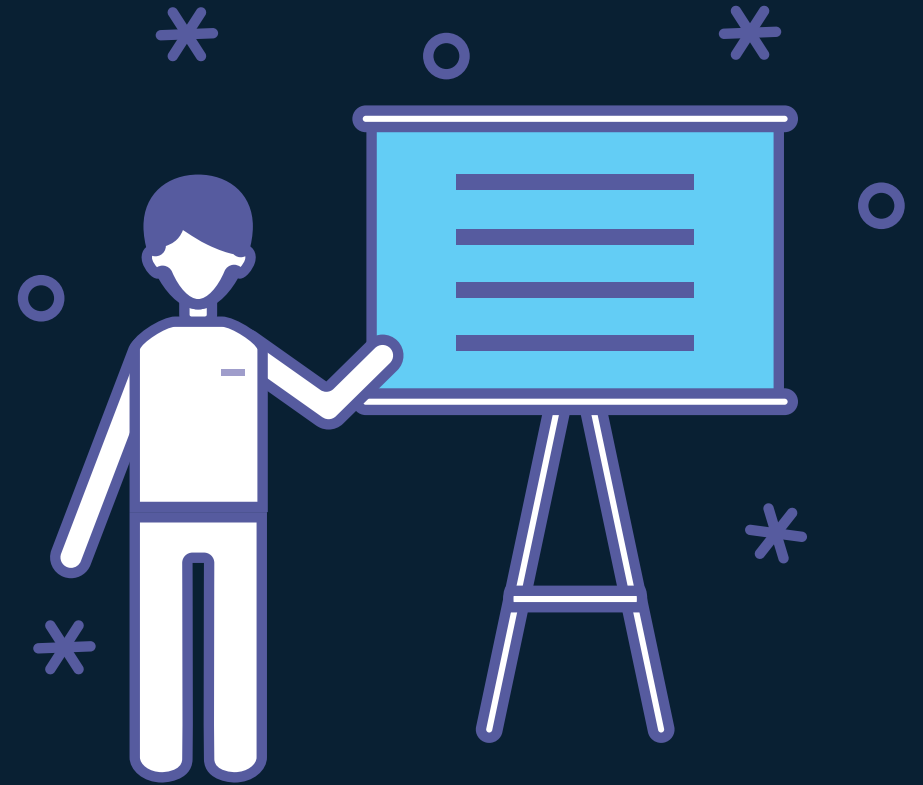
# What this all means!

- You can host landing pages quickly without needing third party software
- You can leverage a powerful host and take advantage of SEO locally
- You really do not have to worry about the competition accusing WP of being too slow



# Hotseat

- Who wants to be in the hotseat where, as a group, we find ways to help you
- It could be through suggested resources, people to connect you with, a visual walkthrough etc...



**It's a wrap!**

