**Lesson 18**

**Wordpress Website Optimization**

We have a lot of moving parts in place now as we continue our journey down a “be your own boss type” mentality. This time out what we’re going to attempt to do is modify our main site to the best of our ability. I will be using my usual training site at Krown Kayak (krownkayak.com) and My Media Helper (mymediahelper.com).

Three links we’re going to use to measure performance are…

Gtmetrix: https://gtmetrix.com

Page Speed Insites: https://developers.google.com/speed/pagespeed/insights

HubSpot Website Grader: https://website.grader.com

Google Lighthouse: [https://developers.google.com/web/tools/lighthouse#devtools](https://developers.google.com/web/tools/lighthouse" \l "devtools)

**PLUGINS:**

WP Super Cache: <https://wordpress.org/plugins/wp-super-cache>

Imagify: [https://imagify.io](https://imagify.io/)

Autoptimize: <https://wordpress.org/plugins/autoptimize>

# Async JavaScript: <https://wordpress.org/plugins/async-javascript>

# GTmetrix for WordPress: https://wordpress.org/plugins/gtmetrix-for-wordpress

Trial and Error are going to be good tools. Take the time to attempt different plugins and settings to see what is most affective. The PLUGINS I suggested above are the ones I found most useful to speed up MyMediaHelper.com and KrownKayak.com.

**COMING SOON:** This will be the last of the LESSON videos for a month or so as I build up my own Affiliate and DropShipping Product sites. There will be plenty of Quick Tip, Podcast, Analytic and other videos in the meantime.