

If you've got a website problem – I've got the fix

5 Easy Fixes to Speed Up Your Website Today

Purpose: Your website speed matters. A fast-loading site keeps visitors happy, improves your Google ranking, and helps turn clicks into customers. This free download contains five easy fixes you can start using right now to make your website quicker and smoother.

1. Optimize Your Images

Large images are one of the most common causes of slow websites. Make sure your photos are saved in the correct format — JPEG for photos, PNG for graphics with transparency — and always compress them to reduce file size without losing visible quality. For even better performance, consider using **WebP**, a modern image format that provides superior compression and quality compared to older formats. Free tools like TinyPNG or Squoosh can help you convert and compress your images before uploading them to your site.

2. Use Caching

Caching stores a static version of your website so that it loads much faster for visitors. Instead of generating each page from scratch every time someone visits, caching helps your website serve up ready-made content in an instant. If you're using WordPress, popular caching plugins like **WP Rocket** (which we install by default) or **W3 Total Cache** can make a huge difference to your site speed. These tools handle everything from page caching to file compression and browser caching — all aimed at speeding up load times for your users.

3. Minimal and Clean Code

The more code your site loads, the slower it gets — especially when unnecessary scripts and plugins are active on every page. We focus on keeping your site lightweight by using clean, efficient code and only the features you really need. If you're using WordPress, tools like **Asset CleanUp**, **Perfmatters**, or **Freesoul Deactivate Plugins** (we install and use this one, when needed) can selectively disable plugins and scripts on pages where they're not needed, helping your website run faster without compromising functionality.

4. Fast, Reliable Hosting

Your website's speed starts with your hosting. Slow, overloaded servers can drag down even a well-optimised site. That's why choosing a high-quality hosting provider is crucial. We recommend specialist WordPress hosts like **WP Engine** and **SiteGround**, which offer fast, secure, and reliable environments specifically tailored to WordPress websites. With built-in caching, optimised infrastructure, and excellent support, they give your site the strong foundation it needs to perform at its best.

5. Fix Broken Links and Redirects

Broken links and missing pages not only frustrate visitors but can also slow down your site and harm your SEO. When a page is removed or renamed, users (and search engines) may still try to visit the old URL, which results in a time-consuming redirect or worse, a "404 Not Found" error. Cleaning up these broken links and setting up proper redirects keeps your site fast, smooth, and user-friendly.

For help in speeding up your website
call me on 01723 351825 or visit <https://advantagewebdesigns.co.uk>

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5. Fix Broken Links and Redirects (continued)

Thankfully, some plugins can help automate this process. For example, **Yoast SEO Premium** automatically creates redirects when you delete or rename a page, saving time and ensuring visitors always end up in the right place. You can also use dedicated redirect management plugins like **Redirection** to manually manage and monitor changes. Keeping these in check is a simple but powerful step towards a faster, better-performing website.

Need a Hand?

These quick fixes can make a real difference, but if your website still feels sluggish or you'd prefer to leave it to the experts, we're here to help. We've helped businesses just like yours speed up their sites, improve performance, and create a better experience for visitors. [Get in touch with us](#) for friendly, expert support and let's make your website fast and frustration-free.