



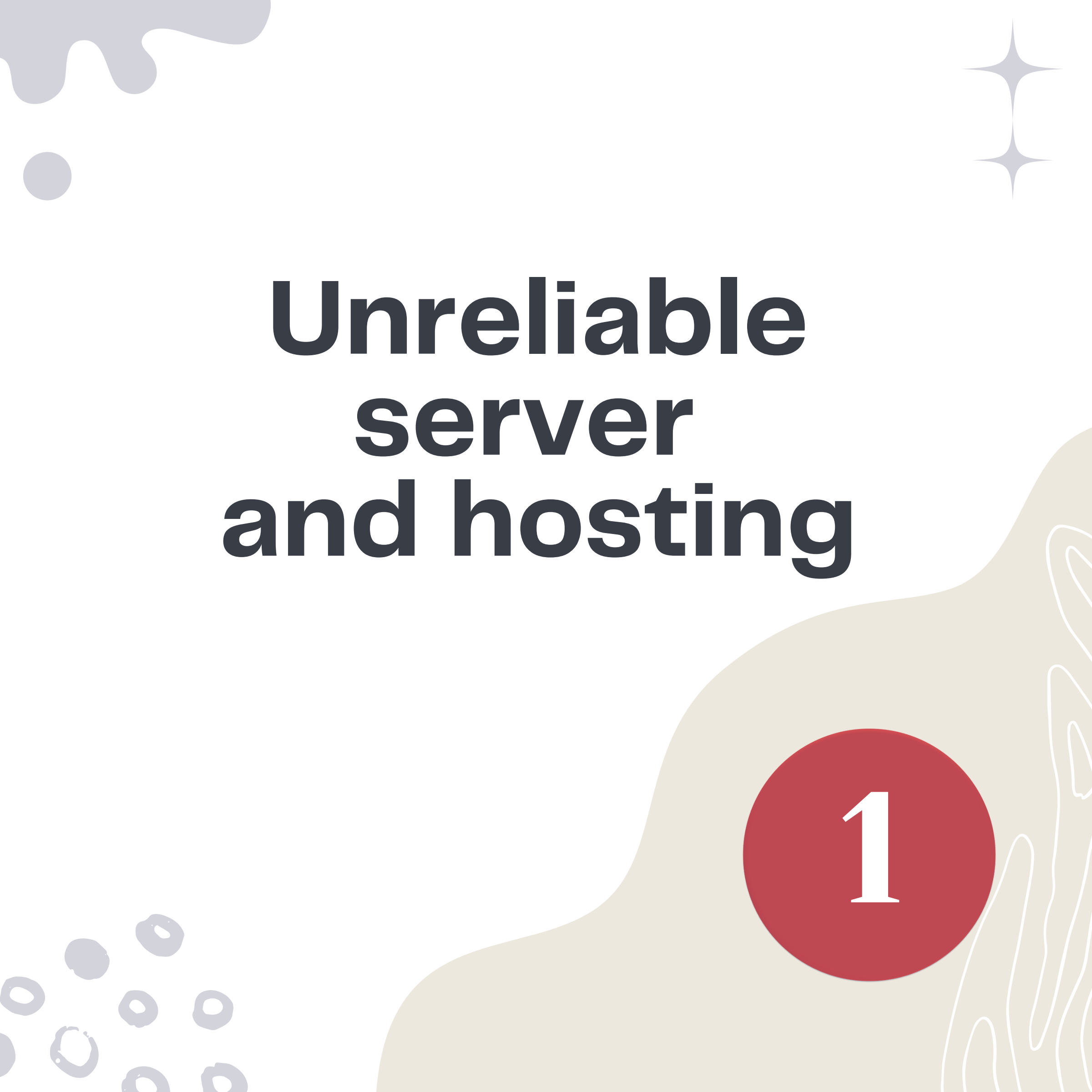
Factors Affecting Site Speed



**Your site's load time
may be slow for a
variety of reasons.**

**Anything might be the
cause, but these are the
most typical ones:**





Unreliable server and hosting

1



**Traffic load that
the server
cannot manage**

2



Heavy use of CSS and JavaScript

3

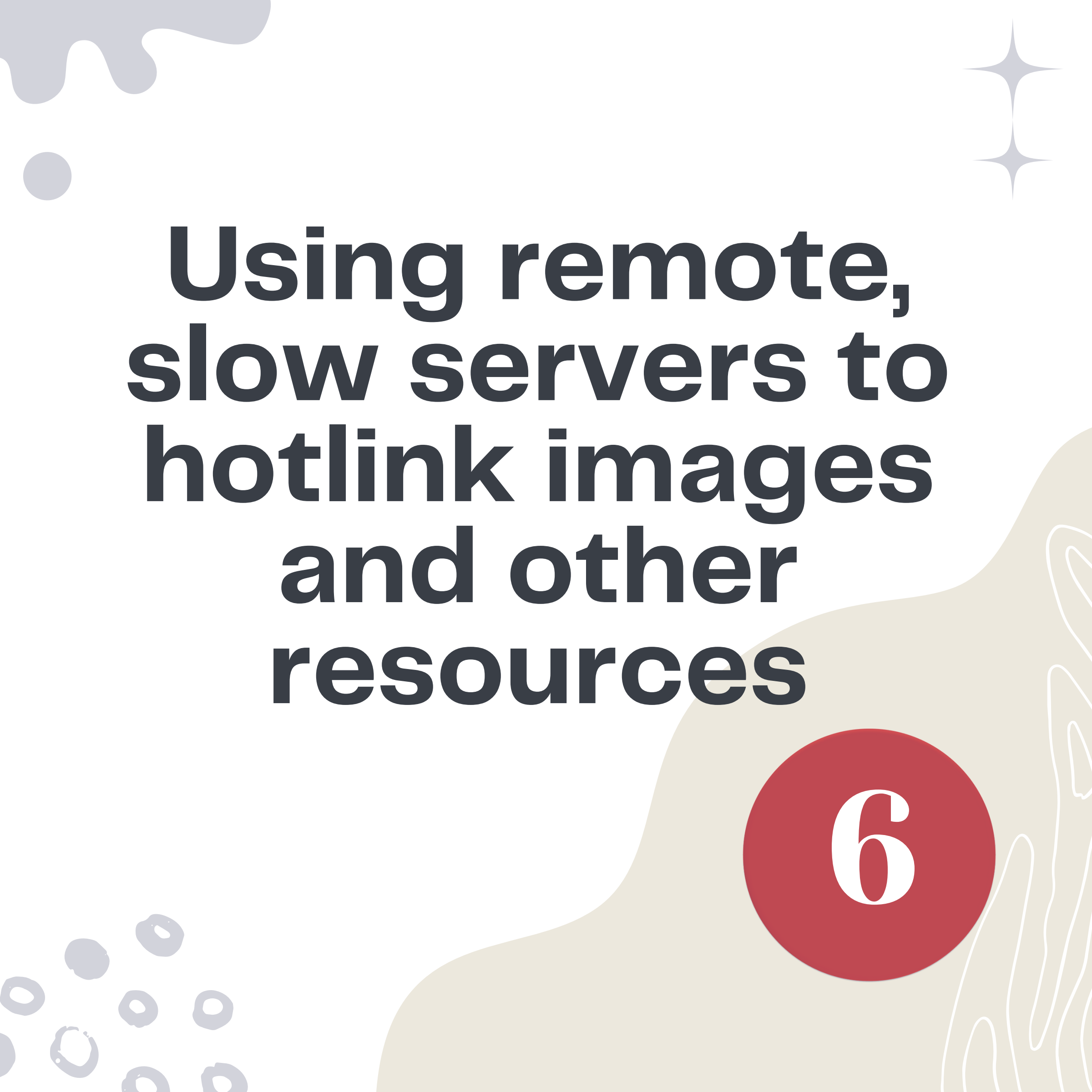
Enormous picture sizes

4



Not utilizing the browser cache

5



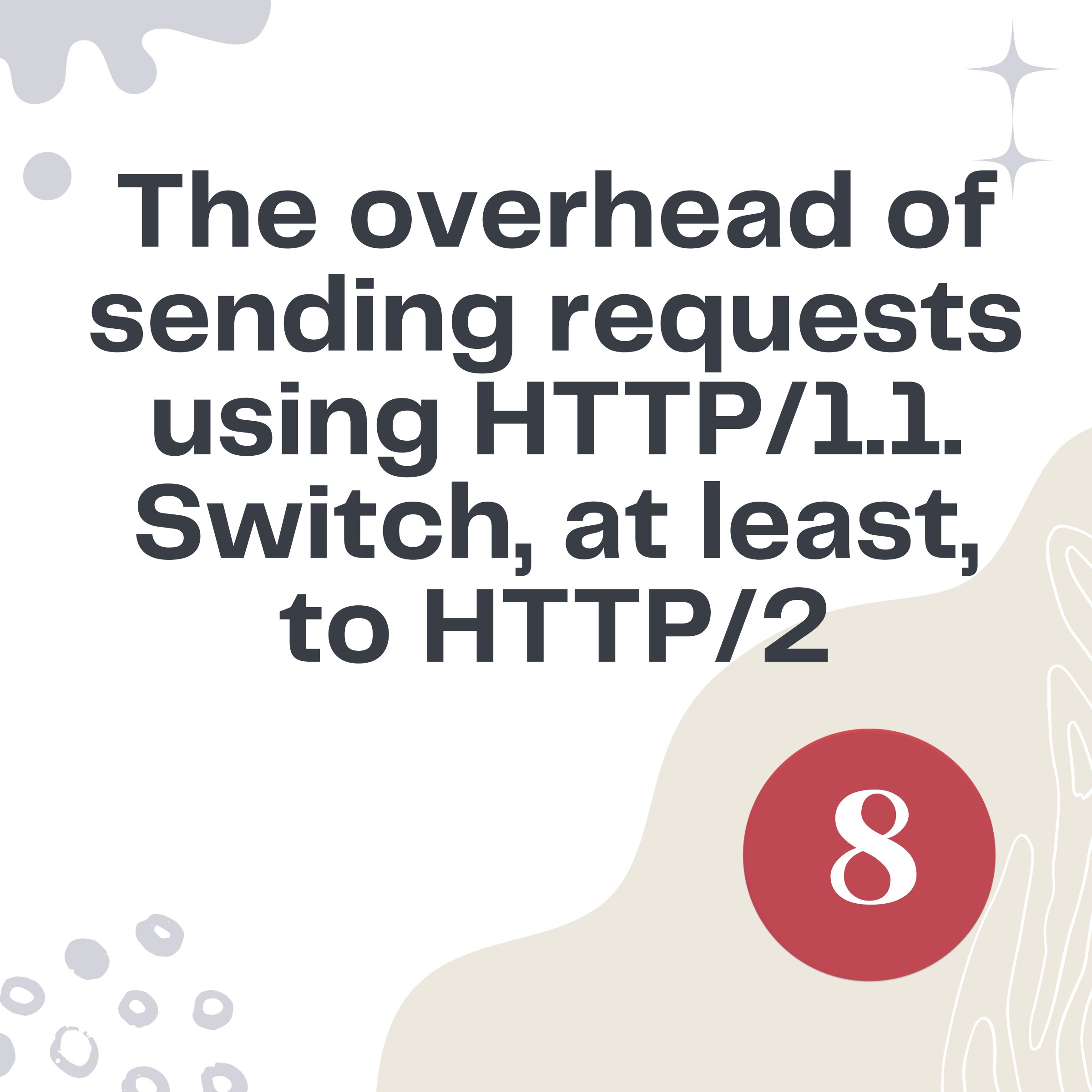
**Using remote,
slow servers to
hotlink images
and other
resources**

6



Massive Amount of HTTP Requests

7



**The overhead of
sending requests
using HTTP/1.1.
Switch, at least,
to HTTP/2**



8



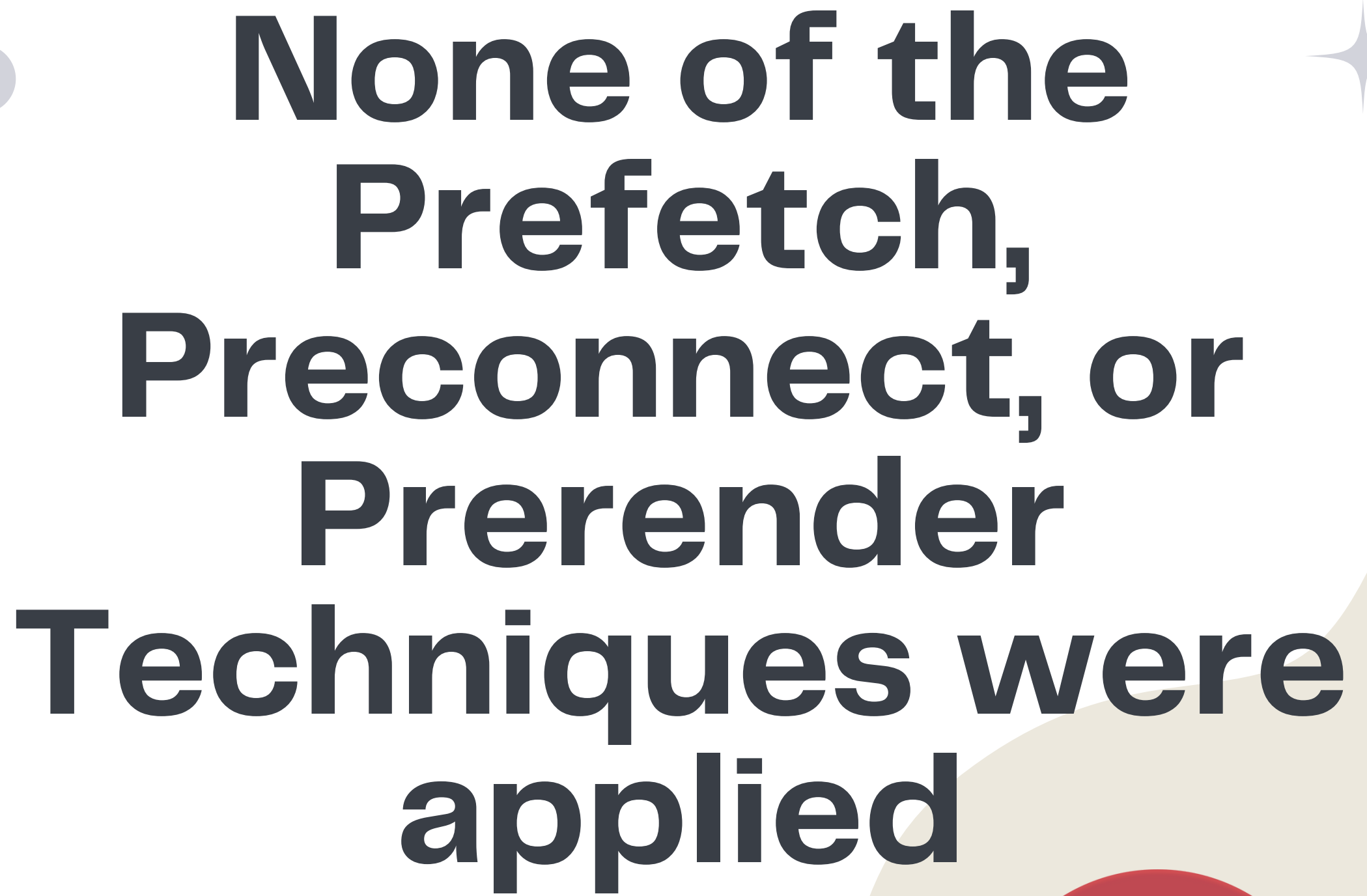
Time-to-First- byte needs improvement (TTFB)

9



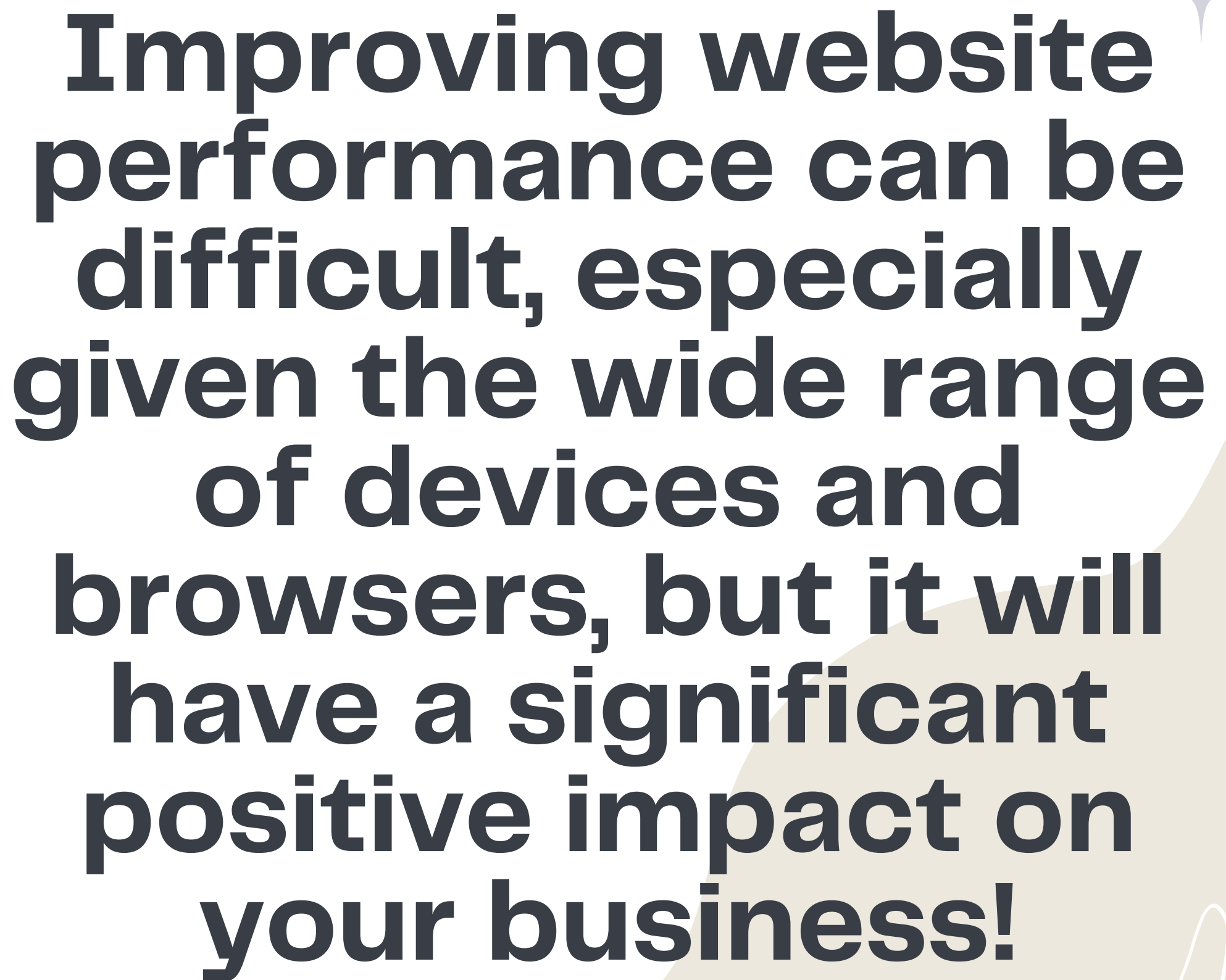
**Gzip
compression
isn't supported
or not
implemented**

10



- **None of the Prefetch, Preconnect, or Prerender Techniques were applied**

11

The background features a light beige color with abstract, organic shapes in shades of grey and white. There are several starburst or spark-like patterns in the top right corner and a cluster of small circles in the bottom left corner. The overall aesthetic is clean and modern.

Improving website performance can be difficult, especially given the wide range of devices and browsers, but it will have a significant positive impact on your business!