

Boost Your WordPress Speed: A Non-Developer's Guide to a Faster Website

From Maxify With Love



Designed For:
WordPress Website Owners

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Overview

A no-code guide to making your site load faster, feel smoother, and perform better



Introduction

If your WordPress website feels slow, chances are your visitors feel it too, and they're probably leaving because of it.

The good news? You don't need to be a developer to fix that.

In this guide, I'll walk you through practical, beginner-friendly steps you can take right now to speed up your site, all without writing a single line of code. These are the same tweaks that pros use behind the scenes to get sites loading in under 3 seconds.

Chapter 1

Why Speed Even Matters



Effects of a slow website

Before we start, here's what a slow site can cost you:

01	Lower Google rankings
02	High bounce rates (people leave fast)
03	Fewer sales and signups
04	Frustrated visitors who don't come back

Website speed isn't just about user experience, it directly affects your traffic, conversions, and bottom line.

Chapter 2

Run a Speed Test First



Testing The Speed of Your Website

You can't improve what you don't measure. Before making any changes, run a free speed test.

Tools to use:

01	GTmetrix
02	PageSpeed Insights
03	Pingdom Tools

Check your load time, performance grade, and which files are slowing things down.



Tip:
Run the test 2–3 times and average the results.

Chapter 3

Optimize Your Images



Using The Best Images

Images are usually the **#1 reason** websites are slow. Here's what to do:

Resize before uploading

Don't upload a 4000x3000px image when all you need is 800x600px.

Compress your images

Use free tools like:

01	TinyPNG
02	ShortPixel
03	Squoosh

Or install a plugin to handle compression automatically.

Aim for each image to be under 200KB, if possible.

Chapter 4

Use a Lightweight Theme



Using Optimal Themes

Some themes come with features you'll never use. That slows down your site.

Use themes that are well-known for being **fast-loading**, **SEO-friendly**, and **highly customizable** without bloating your website. They work seamlessly with popular **page builders** like Elementor,

Beaver Builder, and Gutenberg, making them perfect for non-developers who want performance without sacrificing design flexibility.

Recommended Themes:

Astra	Why It's Great: Astra is one of the most popular lightweight themes in the WordPress ecosystem. It loads in under 0.5 seconds, thanks to its minimal default design and optimized codebase.
Hello Elementor	Why It's Great: Built by the makers of Elementor, Hello is a bare-bones, ultra-lightweight theme specifically designed to work exclusively with the Elementor page builder.
GeneratePress	Why It's Great: GeneratePress focuses on speed, usability, and accessibility. The theme is less than 30KB in size when compressed, and its modular architecture allows you to enable only the features you need.
Neve	Why It's Great: Developed by Themeisle, Neve is optimized for speed and mobile-first design. It's AMP-compatible, loads in under a second, and includes multiple starter templates.
Kadence	Why It's Great: Kadence is a newer but powerful lightweight theme gaining popularity for its ease of use and built-in design tools. It includes a drag-and-drop header builder and deep WooCommerce enhancements.



Tip:

All of these themes are **freemium**, meaning they offer a robust free version you can start with and optional premium upgrades for more advanced features. Pair any of them with a good caching plugin and image optimization tool, and you'll see a noticeable improvement in load times and user experience—**without needing a developer.**

Chapter 5

Limit Plugins (Only Use What You Need)



Using Plugins The Best Way

Too many plugins = more code to load = slower site.

Every plugin you install adds more code for your browser to load, and that can slow your site down significantly. Here's how to **streamline your plugin stack** for better performance:

Here's how to trim the fat:

Step 1	Remove What You Don't Use Deactivate and delete any plugins that are no longer active or essential. Keeping unused plugins adds unnecessary weight and potential security risks.
Step 2	Avoid Redundancies Don't install multiple plugins that do the same thing—like two slider plugins or multiple SEO tools. Choose the best one and stick with it.
Step 3	Consolidate Functions Where possible, opt for all-in-one solutions that handle multiple tasks (e.g., performance + security) to reduce your plugin count.
Step 4	Prioritize Quality Choose well-coded plugins from trusted developers. A handful of optimized, lightweight plugins will outperform a cluttered site with ten slow, poorly maintained ones.

Quality over quantity. A few well-coded plugins are better than ten clunky ones.



Tip:

Fewer plugins = faster load times, fewer conflicts, and better security. Think lean and clean.

Chapter 6

Speed Up with Caching Plugins



Caching Plugins

Caching significantly improves your website's loading time by storing static versions of your pages and serving them to visitors, so your site doesn't have to process everything from scratch on each visit.

Recommended caching plugins:

- WP Super Cache (simple and free)
- LiteSpeed Cache (if your hosting supports it)
- W3 Total Cache (more advanced settings)

Just install, enable, and start seeing faster load times.

**Tip:**

Combine caching with a CDN and image optimization plugin for even faster load times and a smoother user experience.

Chapter 7

Accelerate Your Site with a CDN



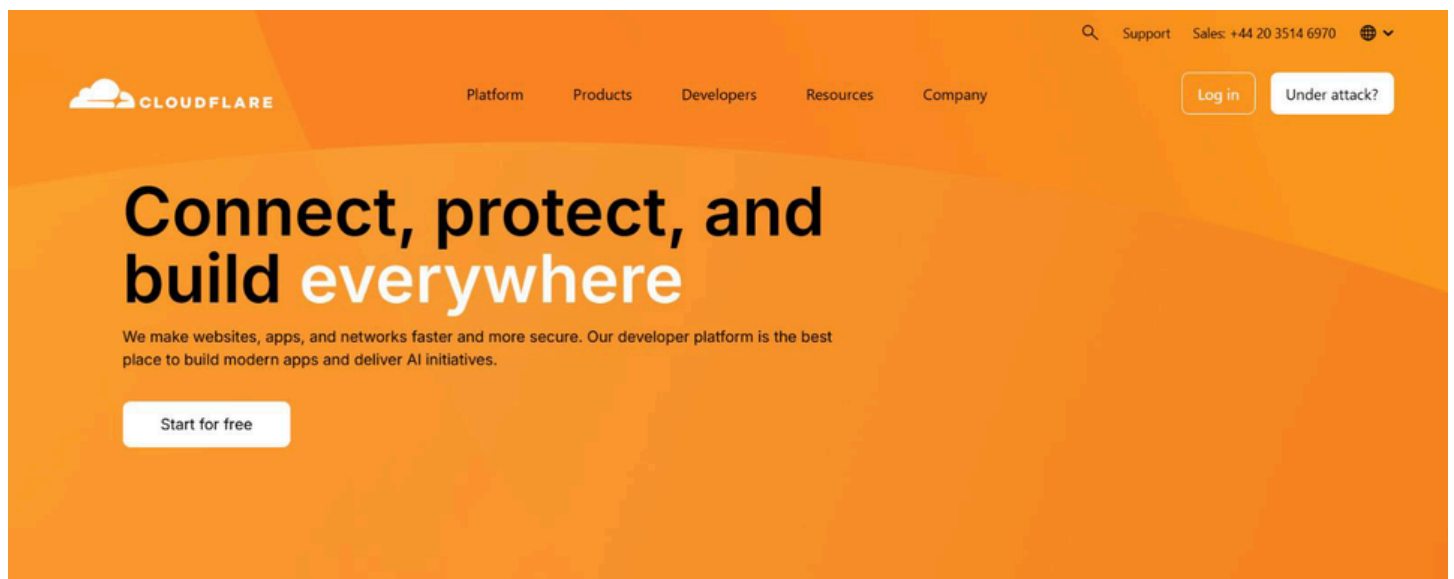
Utilizing CDN

A **Content Delivery Network (CDN)** improves your website's speed and reliability by storing cached versions of your site on multiple servers around the globe. When someone visits your site, the CDN delivers content from the server **closest to their location**, reducing load time and bandwidth usage.

Free & beginner-friendly option:

[Cloudflare](#) – easy to set up and comes with bonus security features

- Easy to set up with most WordPress sites
- Improves speed, especially for international visitors
- Includes bonus features like **DDoS protection**, **SSL**, and **basic firewall**, at no cost

**Tip:**

Pairing Cloudflare with a caching plugin can drastically boost your site's performance while adding an extra layer of security.

Chapter 8

Clean Up Your WordPress Database

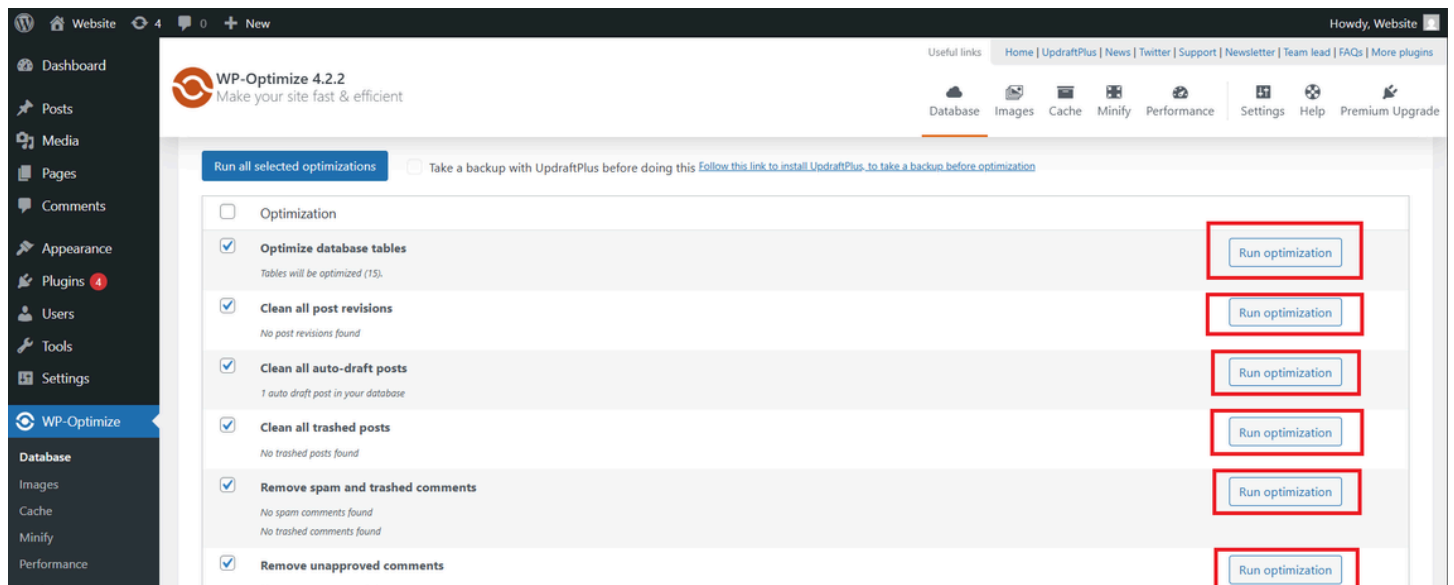


Utilizing CDN

As your WordPress site grows, so does its database, often cluttered with unnecessary data like old post revisions, spam comments, trashed items, and transient options. Over time, this digital clutter can **slow down your website** and affect performance.

How to Clean It Up (Safely)

- Use a reliable plugin like **WP-Optimize** to remove:
 - Old post revisions
 - Spam and trashed comments
 - Expired transients and unused database tables
- **Schedule a monthly cleanup** to keep your site running efficiently.
- **Always back up your site** before performing any database optimization, just in case something goes wrong.



Tip:

A lean database isn't just faster—it also reduces backup sizes and improves site stability.

Chapter 9

Disable or Delay Unused Scripts



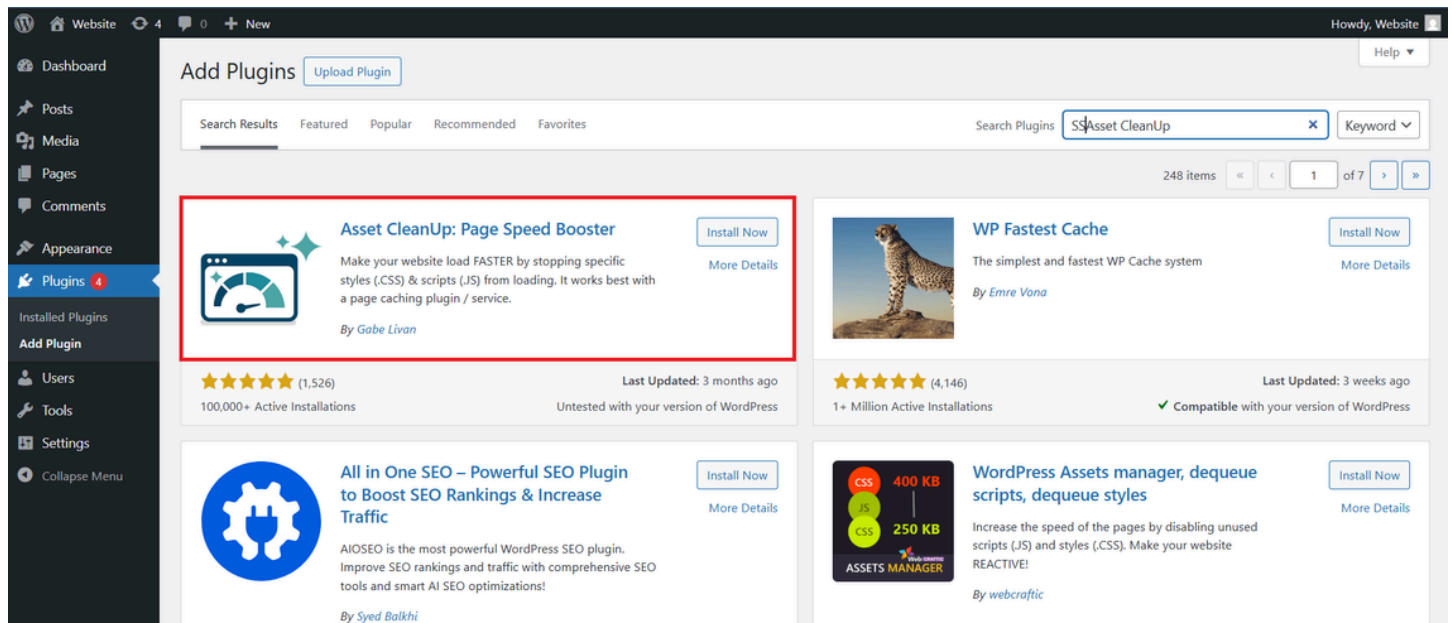
Managing Unused Scripts

Many WordPress sites—especially those built with page builders like Elementor—end up loading unnecessary scripts and styles on every page, even if they aren’t needed. This adds extra weight and slows down your site.

How to Fix It

Use optimization plugins that give you control over what loads, and where:

- Asset CleanUp (*Free*) – Identify and disable scripts on a page-by-page basis.
- Perfmatters (*Premium*) – Lightweight and powerful, with options to disable emojis, dashicons, WooCommerce scripts, and more.



Tip:

A lean database isn't just faster—it also reduces backup sizes and improves site stability.

Chapter 10

Choose a Reliable Hosting Provider



Managing Unused Scripts

You can compress images, optimize scripts, and clean your database, but none of it will matter if your hosting server is slow. Your hosting provider is the **foundation** of your website’s performance. Cheap, overcrowded shared hosting often leads to sluggish load times and downtime, regardless of how well your site is optimized.

What to Look for in a Good Host:

- Proven performance benchmarks and uptime reliability

- Built-in features like server-level caching
- SSD storage for faster data retrieval
- Support for the latest PHP versions (PHP 8 or higher)
- WordPress-specific support and scalability

Recommended No-Code Tools for Faster WordPress Performance

Tool	Purpose
TinyPNG / ShortPixel / Squoosh	Image Compression
WP Super Cache / LiteSpeed Cache	Page Caching
Cloudflare	Free CDN + Security
WP-Optimize	Database Cleanup
GTmetrix / PageSpeed Insights	Speed Testing & Metrics
Asset CleanUp / Perfmatters	Script Control & Delay
GeneratePress / Astra	Lightweight Themes

These tools are beginner-friendly, powerful, and require zero coding to make a noticeable difference in your site’s speed.



Tip:
If your traffic is growing, consider switching to managed WordPress hosting or VPS (Virtual Private Server) for better performance and support.

Conclusion

Speed builds trust. Trust drives results



You don’t need to be a developer, or hire one, to make your WordPress site blazing fast. With the right tools, a few smart tweaks, and regular maintenance, you can dramatically improve your site’s performance on your own.

A faster website means happier visitors, lower bounce rates, and more conversions.

Start small. Stay consistent. And watch your website transform into a high-performing, user-friendly experience

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