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# Website Performance- Optimierung

Dezember 2019



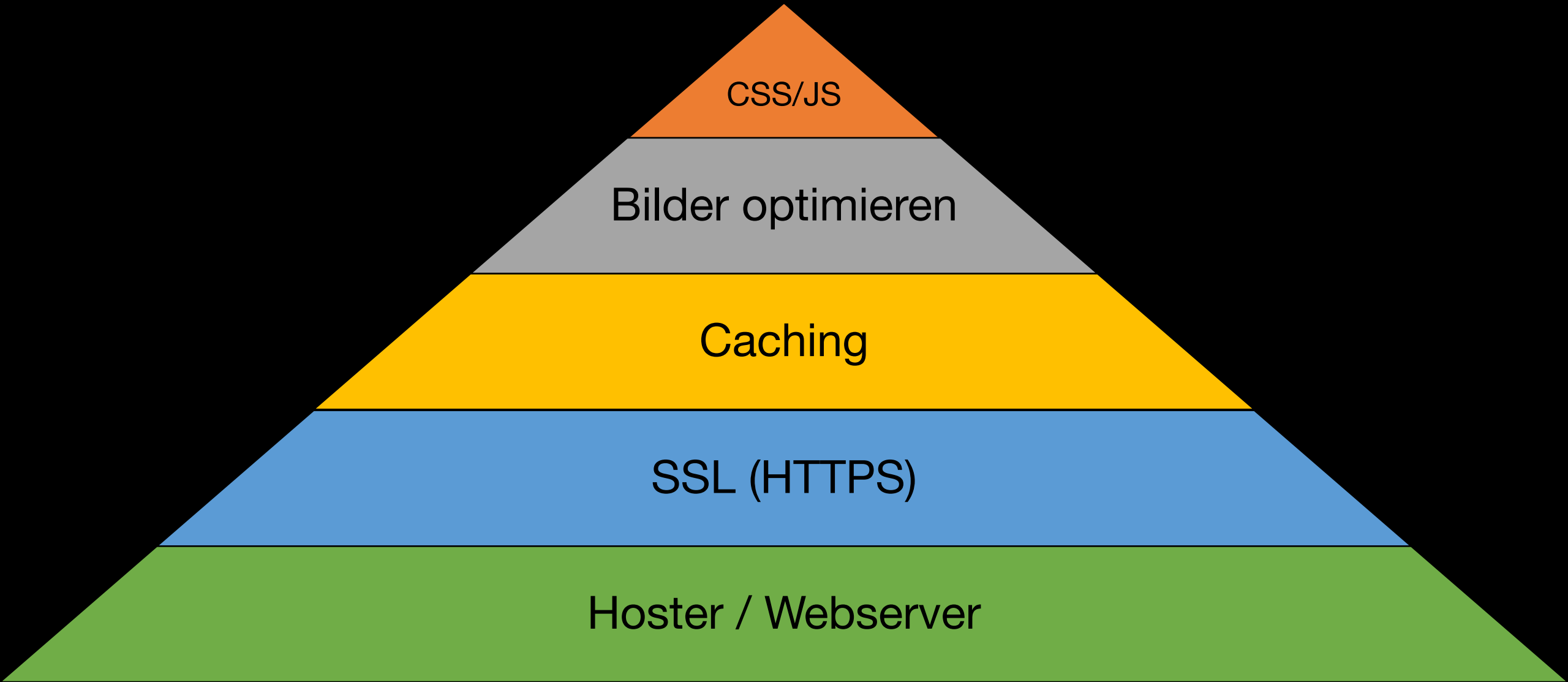
# Weshalb eigentlich?



- Ladezeit ist ein Ranking-Faktor bei Google
- Schnelle Websites sind einfacher zu indexieren
- Höhere conversion rates (Interaktion mit Kunde)
- Weniger Besucher springen nach kurzer Zeit ab
- Generell benutzerfreundlicher (weniger Stress)

# Performance-Pyramide

MW



# Hoster

MHW

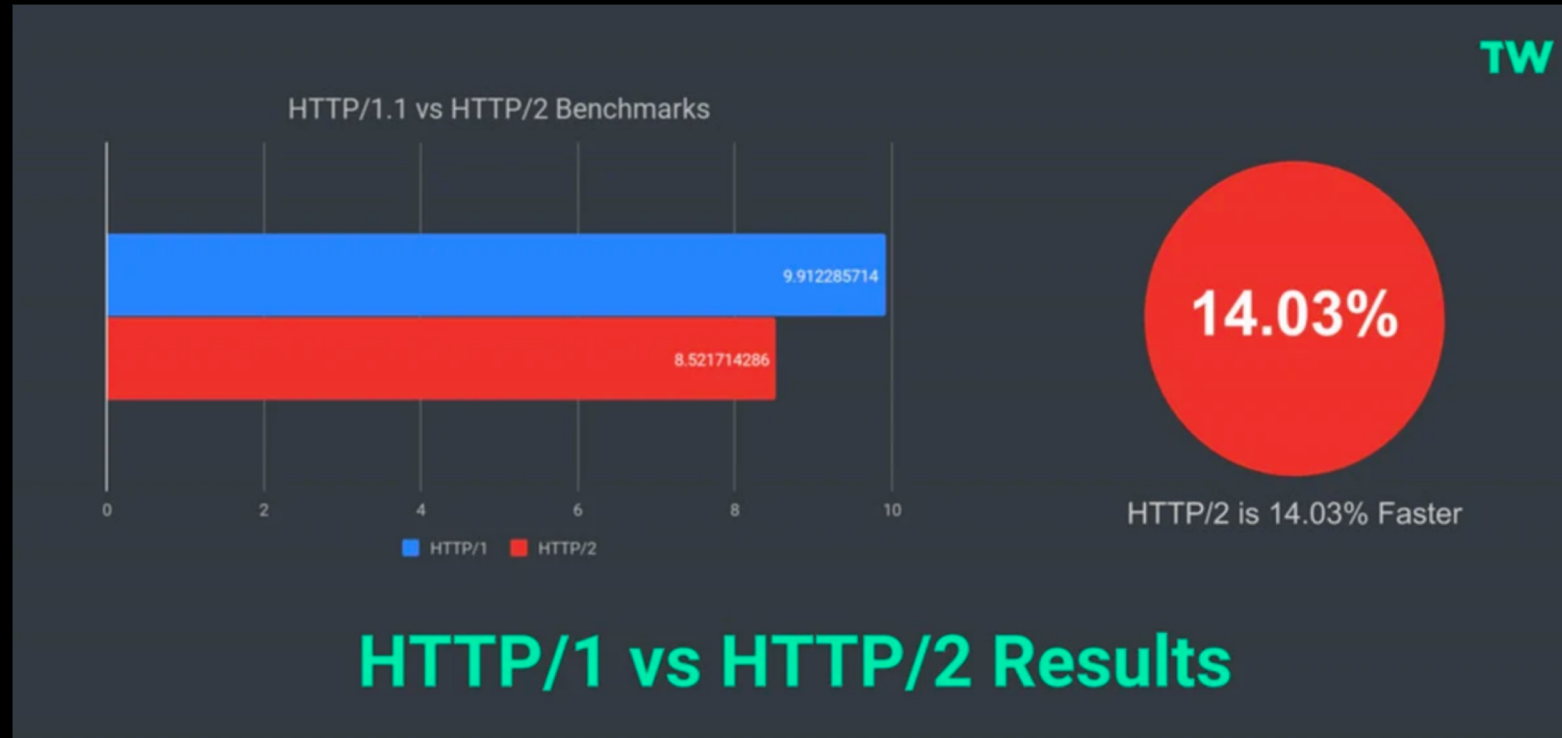
- Shared hosting:  
cyon (Schweiz)
- Managed hosting:  
RAIDBOXES (Deutschland)



*RAIDBOXES*

# HTTPS (SSL/TLS)

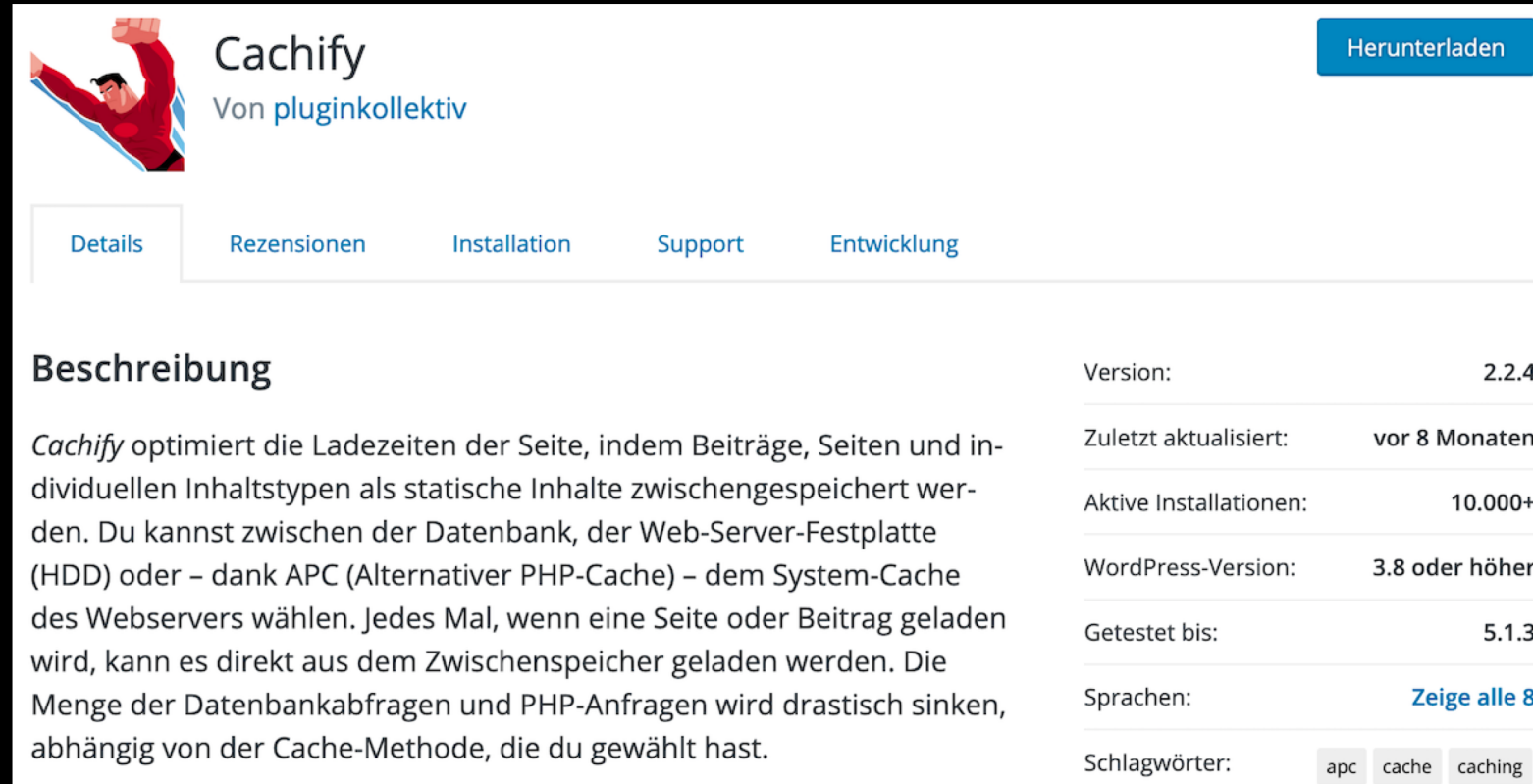
- Let's Encrypt (Installation via Hoster)
- http/1.1 bzw. http/2



Quelle: thewebmaster.com

# Caching

- Serverseitig (falls vorhanden)
- Clientseitig (via Plugin «Cachify»)



The screenshot shows the WordPress plugin page for Cachify. At the top left is the Cachify logo, a superhero character in a red suit, and the text 'Cachify Von pluginkollektiv'. A blue 'Herunterladen' button is in the top right. Below the logo are navigation tabs: 'Details' (selected), 'Rezensionen', 'Installation', 'Support', and 'Entwicklung'. The main content area is titled 'Beschreibung' and contains a paragraph of text. To the right of the description is a table of metadata.

Version:	2.2.4
Zuletzt aktualisiert:	vor 8 Monaten
Aktive Installationen:	10.000+
WordPress-Version:	3.8 oder höher
Getestet bis:	5.1.3
Sprachen:	<a href="#">Zeige alle 8</a>
Schlagwörter:	apc cache caching

Quelle: [de.wordpress.org/plugins/cachify](https://de.wordpress.org/plugins/cachify)

# Bilder optimieren



- Bilder vor dem Hochladen ins Backend komprimieren
  - Rohbild ab Kamera: 6 MB oder noch grösser
  - Komprimiert und web-optimiert: ~ 200 KB
- Tool: Affinity Photo

# Fortgeschritten: CSS & JS



- Backup
- Komprimierung und Minimierung von CSS & JS erfordert technisches Wissen

# Mobile first



- Website muss responsiv sein
- Ladezeit auch für Mobile beachten

## Mobile-first indexing enabled for <https://michaelh.ch/>

From: **Google Search Console Team** <[sc-noreply@google.com](mailto:sc-noreply@google.com)> ▼

a year ago

To: [michael@michaelh.ch](mailto:michael@michaelh.ch)



[Show details](#)



✉ This message is from a mailing list

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Message type: [WNC-20058194]

Search Console

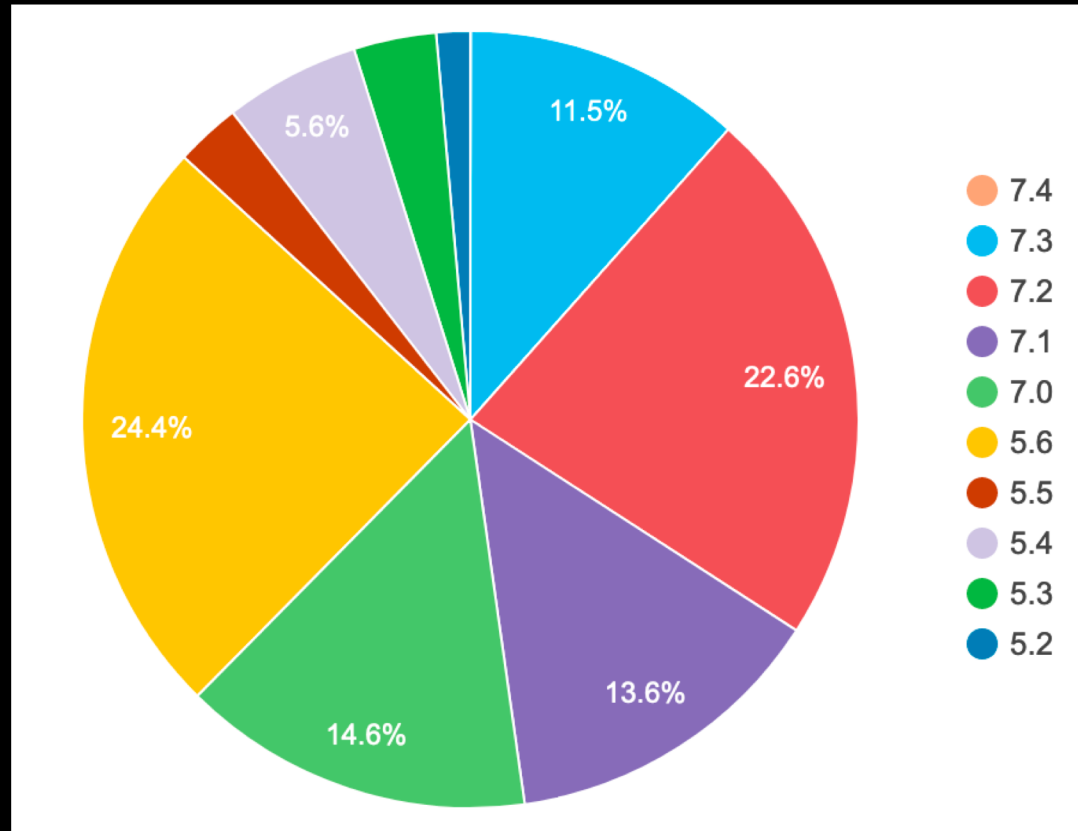
### Mobile-first indexing enabled for <https://michaelh.ch/>

To owner of <https://michaelh.ch/>,

This means that you may see more traffic in your logs from Googlebot Smartphone. You may also see that snippets in Google Search results are now generated from the mobile version of your content.

# PHP-Version

- PHP 5.6 24.4% ↘
- PHP 7.0 14.6% ↘
- PHP 7.1 13.6% →
- PHP 7.2 22.6% ↗
- PHP 7.3 11.5% ↗



Quelle: [wordpress.org/about/stats](https://wordpress.org/about/stats)



**Jonathan Desrosiers**

5:17 pm on October 11, 2019



## WordPress and PHP 7.4

PHP 7.4 is in the final stages of its release cycle. As of the publish date of this post, version [7.4 RC3 has been released](#), and the final release of PHP 7.4.0 is scheduled for November 28, 2019.

As the expected changes in PHP 7.4 were made public earlier this year, contributors to WordPress Core worked to identify compatibility issues within the code base. Overall, the changes needed to declare full PHP 7.4 support were minor, and have all been made.

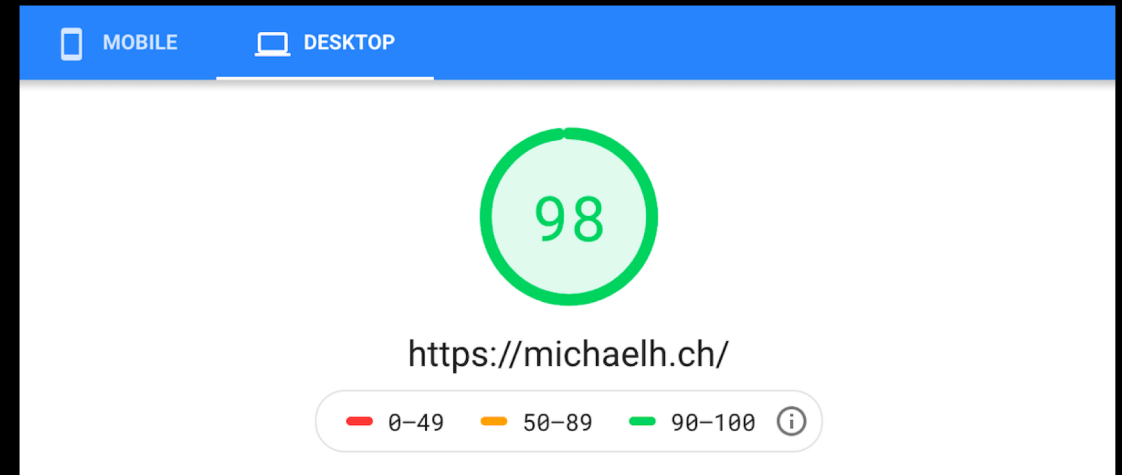
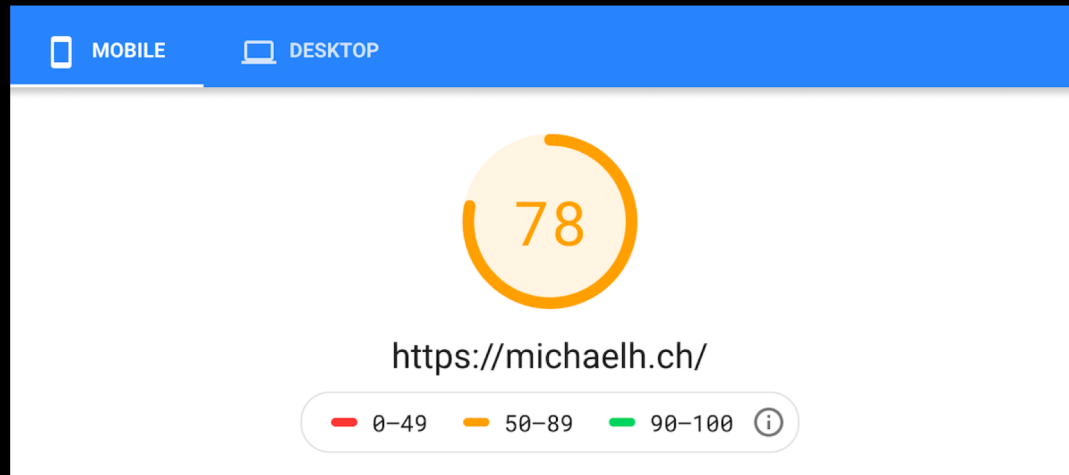
WordPress aims to fully support PHP 7.4 in the 5.3 release (currently scheduled for November 12, 2019).

Here is a breakdown of the changes in PHP 7.4 that plugin and theme developers need to be aware of and should accommodate in their code.

Quelle: [make.wordpress.org/core/2019/10/11/wordpress-and-php-7-4/](https://make.wordpress.org/core/2019/10/11/wordpress-and-php-7-4/)

# Performance messen

## Google PageSpeed Insights



Quelle: [developers.google.com/speed/pagespeed/insights/](https://developers.google.com/speed/pagespeed/insights/)

# Ladezeit messen

## WebPageTest



### Web Page Performance Test for

<https://michaelh.ch/>

From: Zurich, Switzerland - Chrome - Cable  
11/28/2019, 11:51:59 AM

<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>	<b>X</b>
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN

- Summary
- Details**
- Performance Review
- Content Breakdown
- Domains
- Processing Breakdown
- Screenshot
- Image Analysis [↗](#)
- Request Map [↗](#)

Tester: 4724128470600459399  
Test runs: 5

[Export HTTP Archive \(.har\)](#)  
[Custom Metrics](#)

	Load Time	First Byte	Start Render	<u>First Contentful Paint</u>	Visually Complete	<u>Speed Index</u>	<u>Last Painted Hero</u>	<u>First CPU Idle</u>	Result (error code)	Document Complete			Fully Loaded		
										Time	Requests	Bytes In	Time	Requests	Bytes In
First View ( <u>Run 4</u> )	2.127s	0.254s	1.900s	1.846s	2.100s	1.906s	2.100s	> 1.846s	0	2.127s	42	777 KB	2.187s	43	778 KB

Quelle: [webpagetest.org](http://webpagetest.org)

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# Zusammenfassend



- Ladezeit der Website < 3 Sekunden
- Ladezeit mit verschiedenen Tools messen und vergleichen
- HTTPS und http/2 nutzen
- Bilder komprimieren
- Dran bleiben und weiter optimieren