Website running slow? How to get it running quickly

If your WordPress website is feeling sluggish, don’t worry—there are a few simple steps you can take to improve performance without diving into technical settings.

Is caching enabled on your website?

If you are a Globe2 customer - the answer is **yes.** During your onboarding, we would have provided you with our free optimisation service during your onboarding.

If you are not already a Globe2 customer... In our experience, about **60% of websites** we assess aren't fully benefiting from caching. Keep reading for a quick and helpful explanation of how caching works—and why it matters. Thinking of switching? Try us risk-free with our **6-month free guarantee** if we’re unable to improve your website’s speed (which is unlikely).

Understanding How Caching Works

Caching speeds up your website by saving static versions of your pages and delivering them instantly to visitors, instead of rebuilding each page from scratch on every visit.

However, cache doesn’t last forever. It can **expire over time** or be **cleared automatically** when:

- You **edit or update** a page or post
- You **install or update** a plugin or theme
- You make **structural changes** to your website or settings

Why your website is running slow:

It is likely that your page(s) are not cached and because of this the **first visitor** to the affected page will trigger WordPress to rebuild it and store a new cached version. This **initial load will be slower**, as it takes time to dynamically generate and store the cached page. After that, subsequent visitors will benefit from the faster, cached version.

How to Make Sure Your Site Runs Fast By Caching Pages:

> On our premium hosting plan 'Commercial', we include a crawler which automatically caches all pages on your website periodically to keep your website running quick.

Caching pages is as simple as visiting those pages when not logged in.

1. **Log Out of WordPress**
   To see your site as a visitor would (and to allow the cache to build), log out of your WordPress admin account.
2. **Visit Key Pages**
   Browse your most important pages (like the homepage, contact page, or high-traffic blog posts). This helps LiteSpeed cache them for future visitors.
3. **Use different devices (i.e mobile and desktop)**
   Be sure to visit your pages on both mobile and desktop devices to ensure they load quick for both types of devices.

Our recommendation:

- After publishing or saving a page, be sure to visit that page on a desktop and mobile when not logged in to cache that page ahead of any future visits.
- If you are making structural changes (i.e menu or category changes), this purges all cache and so we recommend you visit your key pages on both desktop on mobile.

How to test your page speed:

You can use a free tool such as: https://pagespeed.web.dev/ to test your websites performance. We always recommend you run 2 tests so you can be sure the page is cached.

Need an expert to take a look?

If you would like an in depth review of your website, get in touch and one of our friendly team will take a look at your website and let you know what we can do to improve your website's performance.

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