

WordCamp Switzerland 2023 #WCCH

#### **Remkus de Vries**

#### WooCommerce, but faster!

In this talk, Remkus will cover everything you have thought of and not have thought of to help make your WooCommerce site faster and scale properly. Additionally, Remkus will also discuss best practices for ongoing maintenance to keep your site running smoothly, efficiently and fast!



Such performance. Much wow.

# WooCommerce, but faster!

#### remkus.devries.frl





Here's how you make Woo fast

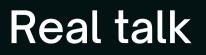
# Step 1 & 2

 Install a WordPress caching plugin • Turn it on

You're done!

Your WooCommerce is now fast

### Thank You! Time for Q&A!



## Misconceptions

Caching doesn't make a site fast



# Misconceptions

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- A large database won't make a site slow

#### Real talk

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### ite fast ake a site slow f**fect speed**

#### Real talk

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- Turning Cache Fragment off = faster

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#### Real talk

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### ite fast ake a site slow ect speed off = faster

It all starts here

## **Base Principals**

Understand the layers

#### It all starts here

## 4 Base Principals

Understand the layers
Way of working
A place and a time
Foundation

#### 4 Base Principals

### Understand the layers

- Server stack
- PHP
- Database

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# **Assets**

#### 4 Base Principals

# Way of Working

- Understanding Your Stack
- Lightweight, baby! Lightweight!
- Impact testing
- Automate



# A place and a time There's a place and a time for everything.



### A place and a time There's a place and a time for everything. Security



### A place and a time There's a place and a time for everything. Security & Caching



### A place and a time

There's a place and a time for everything. Security & Caching don't belong inside **WordPress** 



### A place and a time

There's a place and a time for everything. Security & Caching don't belong inside WordPress





### Foundation

# Develop a Foundation before you develop a site. Get **all your best practices in there**.



### Foundation

Develop a Foundation before you develop a site. Get all your best practices in there.

Things like hosting, base theme, fast plugins, optimization, etc.



## **Testing is developing** Will it ever stop? Yo, I don't know!



### **Testing is developing** This is the bare minimum of what you test: 1. **Test uncached performance** 2.

З.



# Testing is developing

This is the bare minimum of what you test: 1. Test uncached performance 2. Test checkout after each change 3.



# Testing is developing

This is the bare minimum of what you test: 1. Test uncached performance 2. Test checkout after each change 3. Test checkout on mobile



# **Test all pages, not just product, checkout and shop pages.**

# bing tot checkout

## Tips

- Move what you can to the Edge
- Let the server handle your cron
- Add index to metavalue db column

### e Edge r cron db column

# More tips

- Use Redis when it makes sense
- Use Object Cache Pro because it makes sense
- Use responsive images

# Even more tips

- Offload search
- Host fonts locally
- Don't use large plugins for small tasks

### I mean, even more tips?

- Use WP Plugin Manager
- Subscribe to my newsletter
- Block what you can

• • •

### Final Steps

### **Final Steps** You have to put in effort to keep your WooCommerce site fast.

That means automated testing.

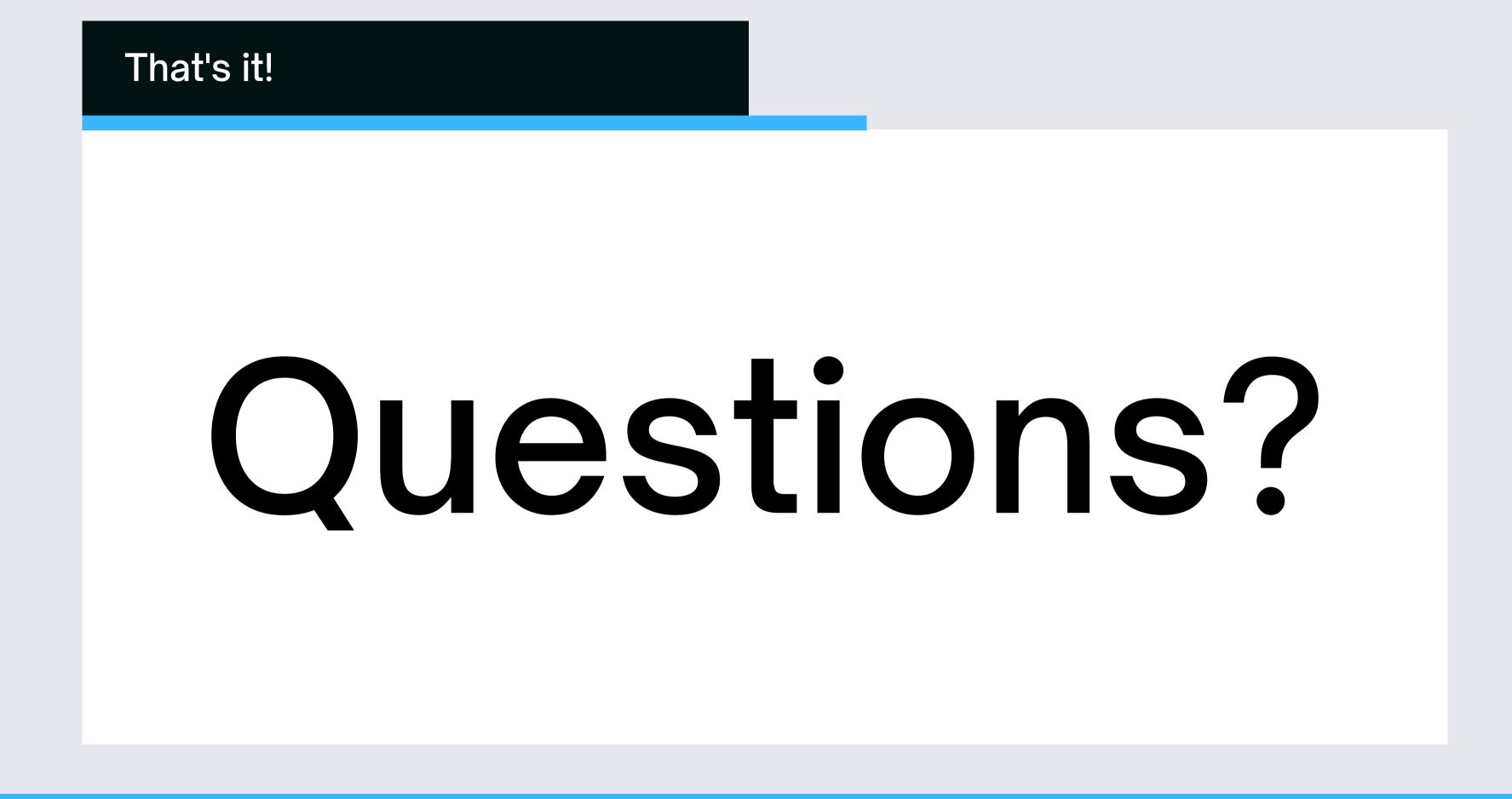
### **Final Steps** You have to put in effort to keep your WooCommerce site fast.

That means automated testing. But also manually testing every single update.

#### You know you want to:

# Automate Testing with:

- DeploymentHawk
- User Flow
- Speedguard (WordPress plugin)



#### You know you want to:

# **Remkus de Vries**

- https://remk.us
- @remkusdevries
- Slides: https://remk.us/woofaster



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