



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!*

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

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- **Turning Cache Fragment off = faster**



You?

Misconceptions

- Caching doesn't make a site fast
- A large database won't make a site slow
- Memory limit does not affect speed
- Turning Cache Fragment off = faster

It all starts here

Base Principals

- Understand the layers

It all starts here

4 Base Principals

1. Understand the layers
2. Way of working
3. A place and a time
4. Foundation

Understand the layers

- Server stack
- PHP
- Database

Understand the layers

- Server stack
- PHP
- Database
- HTML & CSS
- JavaScript
- Assets

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.

Time to build!

Testing is developing

Will it ever stop? Yo, I don't know!

Time to build!

Testing is developing

This is the bare minimum of what you test:

1. **Test uncached performance**
- 2.
- 3.

Time to build!

Testing is developing

This is the bare minimum of what you test:

1. Test uncached performance
2. **Test checkout after each change**
- 3.

Time to build!

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**

Time to build!

BONUS

Testing is developing

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

Tips

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

The tips you were waiting for

More tips

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

The tips you were waiting for

Even more tips

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

The tips you were waiting for

I mean, even more tips?

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

The tips you were waiting for

Final Steps

...

The tips you were waiting for

Final Steps

You have to put in effort to keep your WooCommerce site fast.

That means automated testing.

The tips you were waiting for

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)

That's it!

Questions?

You know you want to:

Remkus de Vries

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



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