Enterprise Site Speed Checklist

Turn Load Time Into Revenue.

Optimize your digital experience to improve SEO, user engagement and conversion rates.
This checklist outlines proven techniques used by growth-stage and enterprise brands to improve
real-world performance.

Why Site Speed Matters

- A 1-second delay in load time can reduce conversions by up to 20%
- 70% of consumers say load time influences their purchase decision
- Google ranks faster websites higher, especially on mobile

Who This Is For

- Marketing and SEO leaders at growth-stage or enterprise brands
- Teams managing complex sites across regions, devices, or CMS platforms
- Organizations that rely on organic traffic, conversion funnels, or real-time user engagement

What's Inside

- 10 performance levers tied to SEO and conversion metrics
- Actionable items to hand off to dev teams
- Core Web Vitals benchmarks and diagnostic starting points
- A structure for aligning performance with quarterly marketing KPIs

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Core Metrics To Benchmark

Before optimizing, measure baseline performance:

- **Largest Contentful Paint (LCP)** — Target under 2.5 seconds
- **Interaction to Next Paint (INP)** — Target under 200 milliseconds
- **Cumulative Layout Shift (CLS)** — Target below 0.1
- **Page Load Time (Mobile)** — Target under 3 seconds
- **Total Page Weight** — Target under 2MB
- **HTTP Requests** — Target under 70 (mobile)

Optimization Checklist

1. Optimize Images

- Crop images to exact on-page dimensions
- Compress to under 150 KB using modern formats (WebP, JPEG)
- Eliminate decorative images that do not serve UX or SEO

2. Minify and Bundle Code

- Minify CSS, JavaScript, and HTML
- Bundle related scripts and styles to reduce HTTP requests
- Remove unused or legacy code

3. Implement Browser Caching

- Set cache-control headers for static assets
- Use CMS plugins or CDNs to automate caching rules
- Tailor expiration durations based on asset type

4. Use a Content Delivery Network (CDN)

- Distribute static assets across a global network
- Optimize delivery based on visitor location
- Enable features like image compression and DDoS protection

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5. Upgrade Hosting Environment

- Avoid shared hosting for high-traffic or mission-critical sites
- Move to VPS or dedicated hosting for consistent performance
- Monitor server response times and uptime

6. Reduce HTTP Requests

- Merge CSS and JS files
- Use SVGs or icon fonts instead of multiple image assets
- Remove third-party scripts that don't deliver value

7. Clean Up Plugins and Scripts

- Remove deactivated or unused plugins
- Eliminate legacy CSS and JS from earlier redesigns
- Audit third-party embeds and integrations

8. Implement Lazy Loading

- Delay loading of below-the-fold media
- Ensure above-the-fold content loads immediately
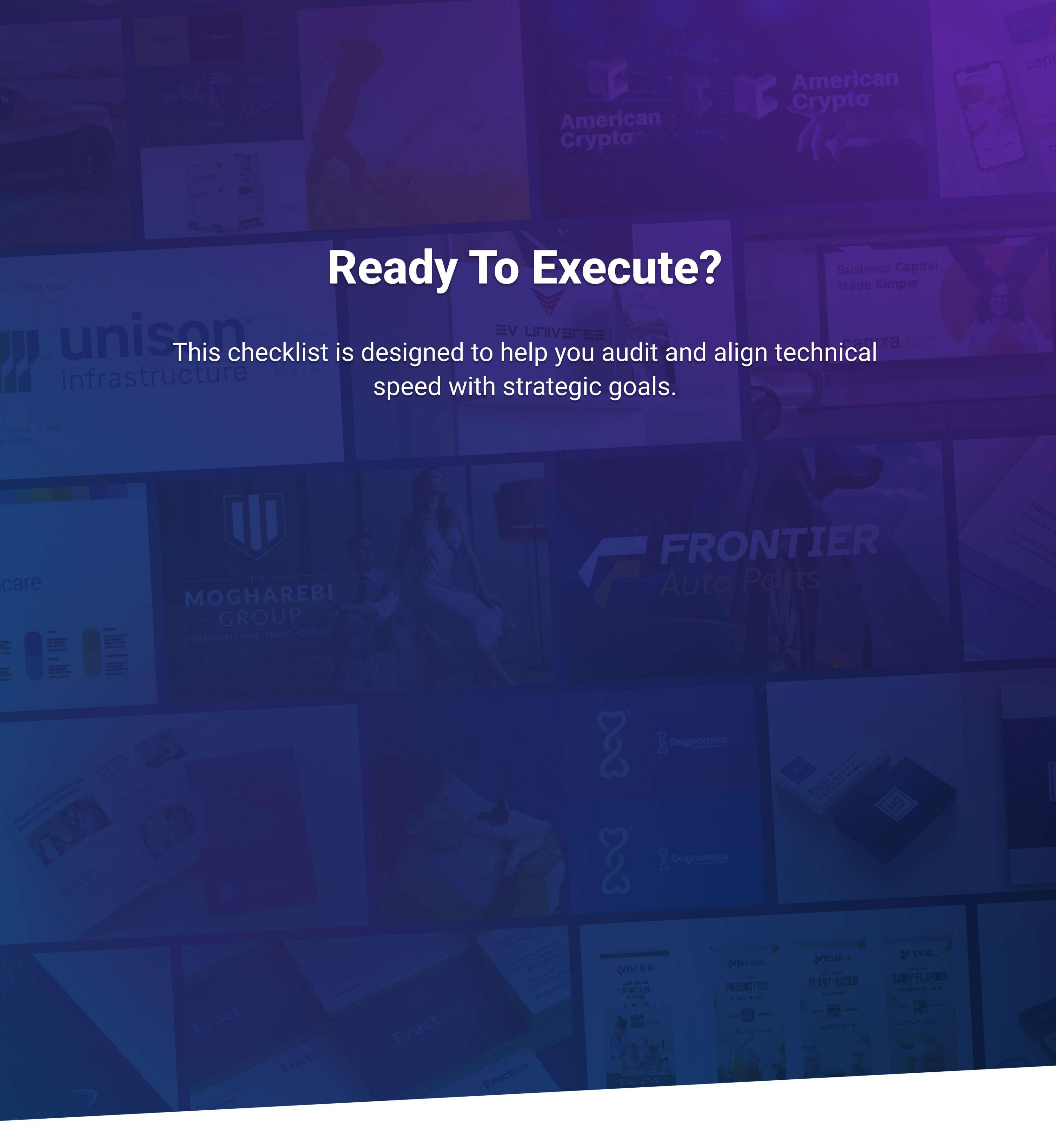- Reserve visual space to avoid layout shifts

9. Deploy Real User Monitoring (RUM)

- Use RUM tools to collect real-world performance data
- Analyze speed by device, region, and connection type
- Prioritize issues that impact high-value segments

10. Schedule Quarterly Performance Audits

- Test top pages using consistent benchmarks
- Segment results by platform and region
- Align findings with upcoming campaigns and budget cycles

Ready To Execute?

This checklist is designed to help you audit and align technical speed with strategic goals.

Want support from an expert team that's delivered measurable SEO results for enterprise brands? Request a speed optimization consultation.

www.digitalsilk.com
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