Evaluating and Improving Your Firm's Page Speed

Regarding online experiences, patience is not a virtue many users have; people don't like to wait. This is why **the first five seconds of page-load time has the highest impact on conversion rates.**

Besides impacting your client's user experience, your page-load time affects your SEO, **search engine optimization**, efforts, and overall ranking. **To begin, you can check your firm's page speed, also known as page load time, using Google's PageSpeed Insights** to help you scan your pages for problems and opportunities for improvement.

In addition to that, you can implement the best practices to reduce your page speed:

*Please note: At **Consultwebs**, we use WordPress for **law firm web design**. Usually, the website themes and plugins add JavaScript (JS) and Cascading Style Sheets (CSS). Generally speaking, a browser loads on a queue of JS, CSS, and HTML files before the main content loads.*

1 | *Minify CSS, Java Script, and HTML

*Minify is the process of minimizing code and markup in your web pages and script files

Your page speed will increase if you optimize the code by removing spaces, commands, and other redundant characters. This is known as compressing JavaScript, CSS, and HTML. To do this, Google recommends using these platforms:

+ **https://cssnano.co/**
+ **https://skalman.github.io/UglifyJS-online/**

2 | Reduce redirects

Every time a page redirects to another page, the user has to wait additional time for the HTTP request to load the content. For this reason, reducing the number of redirects per page is a good idea.

3 | Remove *render-blocking JavaScript

*Render refers to the process of turning HTML, CSS, and JavaScript code into an interactive page, but adding a render-blocking JavaScript will only make your site load slower.

Google recommends businesses "avoid and minimize the use of blocking JavaScript, especially external scripts that must be fetched before they can be executed." **They also recommend inlining smaller CSS; you can read more about this practice here.**

4 | Leverage browser caching

A browser caches (stores) lots of information, such as JavaScript files, images, sheets, etc., so when a visitor comes back to your site, it's not necessary to reload the entire page. **Caching usually helps with second-time visitors.**

Google recommends "a minimum cache time of one week and preferably up to one year for static assets or assets that change infrequently."

5 | Improve server response time

Many factors influence your service response time, including:

+ the amount of traffic you receive
+ the resources each page uses
+ the software your server uses
+ the hosting solution you use

The optimal time for server response should be around 200 ms. **You can learn how to check and improve your server response time here.**

6 | Optimize your images

You want to ensure your images are no larger than necessary. As a rule of thumb:

+ PNG works best for graphics with less than 16 colors
+ JPEG works best for photographs

If your site runs on WordPress, we'd recommend the **WP Smush plugin** to compress images.

While fixing your image size, e.g., is an excellent practice, it won't drastically improve your firm's page-load time alone. Instead, the sum of all the page elements is what has the most impact...

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...this is why it's best to leave the management of your firm's website, SEO, and additions to the experts!