

WooCommerce Page Speed Checklist

Measure the pages that earn money, then fix what the numbers show.

Good: LCP 2.5 s or less · INP 200 ms or less · CLS 0.1 or less (for 75% of visits)

I. Pick the pages TEST EACH ONE

- ☐ Home page
- ☐ A category or shop page with many products
- ☐ A single product page
- ☐ The cart
- ☐ The checkout (matters most: it is dynamic and usually not cached)

2. Measure MOBILE FIRST

- ☐ Run PageSpeed Insights on each page, mobile result first
- ☐ Note whether you have field data (real visitors, last 28 days) or only lab data
- ☐ Run lab tests a few times: one run can mislead
- ☐ Write down the date, the page and the LCP, INP and CLS
- ☐ If you have enough traffic, check the Core Web Vitals report in Search Console

3. Find the cause LOOK AT THE SLOW PARTS

- ☐ Large images, especially the first image on the page (slow LCP)
- ☐ Too much JavaScript from plugins loading on every page (slow INP)
- ☐ Slow server response: weak hosting, no object cache, heavy database
- ☐ Banners, cookie notices or fonts without reserved space (layout shift)
- ☐ A profiling tool such as Query Monitor, on staging, to see which plugin adds time

4. Fix safely ONE CHANGE AT A TIME

- ☐ Work on a staging copy
- ☐ Change one thing, measure again, compare
- ☐ Allow weeks for Search Console to reflect a fix

5. Keep it from slipping AFTER EVERY CHANGE

- ☐ Re-test after plugin or theme updates and new banners
- ☐ Check checkout on a real phone
- ☐ Remember: a fast page can still fail to take payment

Want speed watched for you?

Commerce Health Free runs read-only checks on demand, including object cache and autoloaded options. Commerce Health PRO measures real-visitor checkout speed (LCP, INP and CLS) in the background and flags when it gets worse. It cannot see your hosting limits or fix the cause for you.