



WordPress speed: the prioritised action plan

Hey! A quick word about Mediapapa first: media cleanup mostly helps operations, not visitor speed. The real lever is optimising the images you actually serve. Mediapapa compresses your library and converts to WebP and AVIF off your server, so Core Web Vitals actually move.

Diagnose first (10 minutes)

Match the fix to the actual problem before you start.

- Home page opened in a private browsing window with developer tools open.
- Network tab sorted by size — top files identified.
- LCP element identified (usually the hero image on marketing pages).
- Browser console checked for image 404 errors.
- HTTP request count noted — high counts point to script inflation.
- Lighthouse audit run. LCP, INP and CLS issues separated.

Priority 1 · Optimise images that are served

The single biggest lever for most sites.

- Hero and above-the-fold images compressed to under 200 KB where possible.
- Modern formats deployed (WebP, AVIF) with fallback for older browsers.
- Image dimensions match displayed sizes (no 4000-pixel images on a 1200-pixel hero).

- Responsive srcset configured so mobile gets mobile-sized files.
- Native lazy loading applied to below-the-fold images.

Priority 2 · Caching and script weight

After images, the next two big levers.

- Page cache installed and verified active on the front end.
- Browser cache headers configured for static assets.
- CDN configured if not already provided by the host.
- Every JavaScript file on the homepage audited. Anything not earning its weight removed.
- Trackers, consent managers, A/B tools deferred or async-loaded.

Priority 3 · Monthly media cleanup (maintenance)

Run cleanup for what it is (operational health), not visitor-facing speed.

- Recurring 10-minute monthly slot booked in the calendar.
- Unused media scan run, candidates verified.
- Duplicate scan run, canonical files chosen.
- Backups measured (size and run time) before and after to confirm improvement.

Compression and format conversion, done off your server.

Mediapapa Pro compresses your images and converts them to AVIF and WebP through the Mediapapa API, with bulk backfill across your entire library. The heavy LCP-image work that actually moves Core Web Vitals, automated.

[See Mediapapa Pro plans →](#)

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