







ASISTE A NUESTRA PRÓXIMA MEETUP

## Como generar una lista de potenciales clientes con tu web WordPress

 jueves 26 abril a las 19:00 h.

El propósito de una web ya no es ser una targeta de visitas estática. Sino crear una herramienta...

Apuntarme en *meetup*

## WordPress Tarragona, comunidad de WordPress local



Quiénes somos



Qué hacemos



Cuándo nos reunimos

POSTTYPE

PODCAST

# Disclaimer

El contenido de esta presentación representa única y exclusivamente la opinión del presentador, no se pretende sentar cátedra ni redactar un nuevo testamento con mandamientos escritos sobre piedra, simplemente difundir opinión, experiencia y recomendaciones que puedan servir tanto a principiantes, clientes como a desarrolladores. Todas estas opiniones están totalmente abiertas a discusión y debate.

# WPO

## (Web Performance Optimization)

Conjunto de técnicas para analizar, proponer y desarrollar cambios directamente relacionados con la optimización de la **velocidad de carga de una web**, así como la **experiencia de usuario** con esta.







¿Cuándo nos preguntamos sobre WPO?

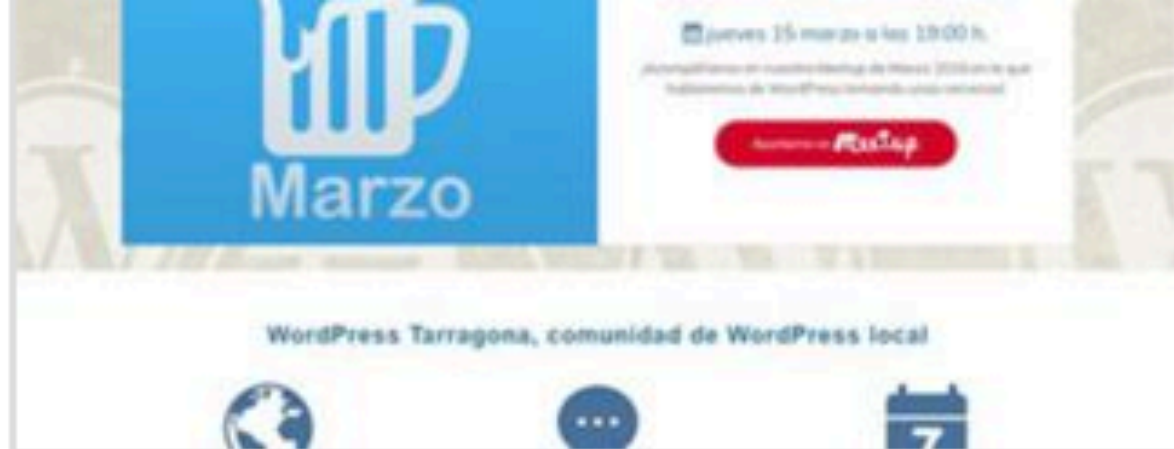


"САЗАРС ССЗ" ПУСММ ИДЕЗКЭСЫ

# RECOMENDACIONES

para evitar ser un ÑAAS\*

\*Ñapas As A Service



https://wptarragona.com/

Report generated: Sun, Mar 25, 2018, 12:44 AM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

Looks like you're running WordPress [Have a look at our WP optimization tips »](#)

Looks like you might not be using a CDN [Why should I use a CDN? »](#)

Page Settings

Monitor

Set Up Alerts

Download PDF

Share This Report



## Performance Scores

PageSpeed Score

**A (90%)** ^

YSlow Score

**B (83%)** ^

## Page Details

Fully Loaded Time

1.8s ^

Total Page Size

937KB ^

Requests

27 ^

PageSpeed

YSlow

Waterfall

Timings

Video

History

RECOMMENDATION

GRADE

TYPE

PRIORITY

▼ **Serve scaled images**

C (74)



IMAGES

HIGH

▼ **Defer parsing of JavaScript**

C (75)



JS

HIGH

▼ **Inline small CSS**

A (92)



CSS

HIGH

▼ **Inline small JavaScript**

A (92)



JS

HIGH

▼ **Avoid CSS @import**

A (92)



CSS

MEDIUM

▼ **Leverage browser caching**

A (96)



SERVER

HIGH

▼ **Specify image dimensions**

A (99)



IMAGES

MEDIUM

# Auditoría

## What do my scores mean?

**Rules are sorted in order of impact upon score**

Optimizing rules at the top of the list can greatly improve your overall score.

**Not every recommendation will apply to your page**

The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

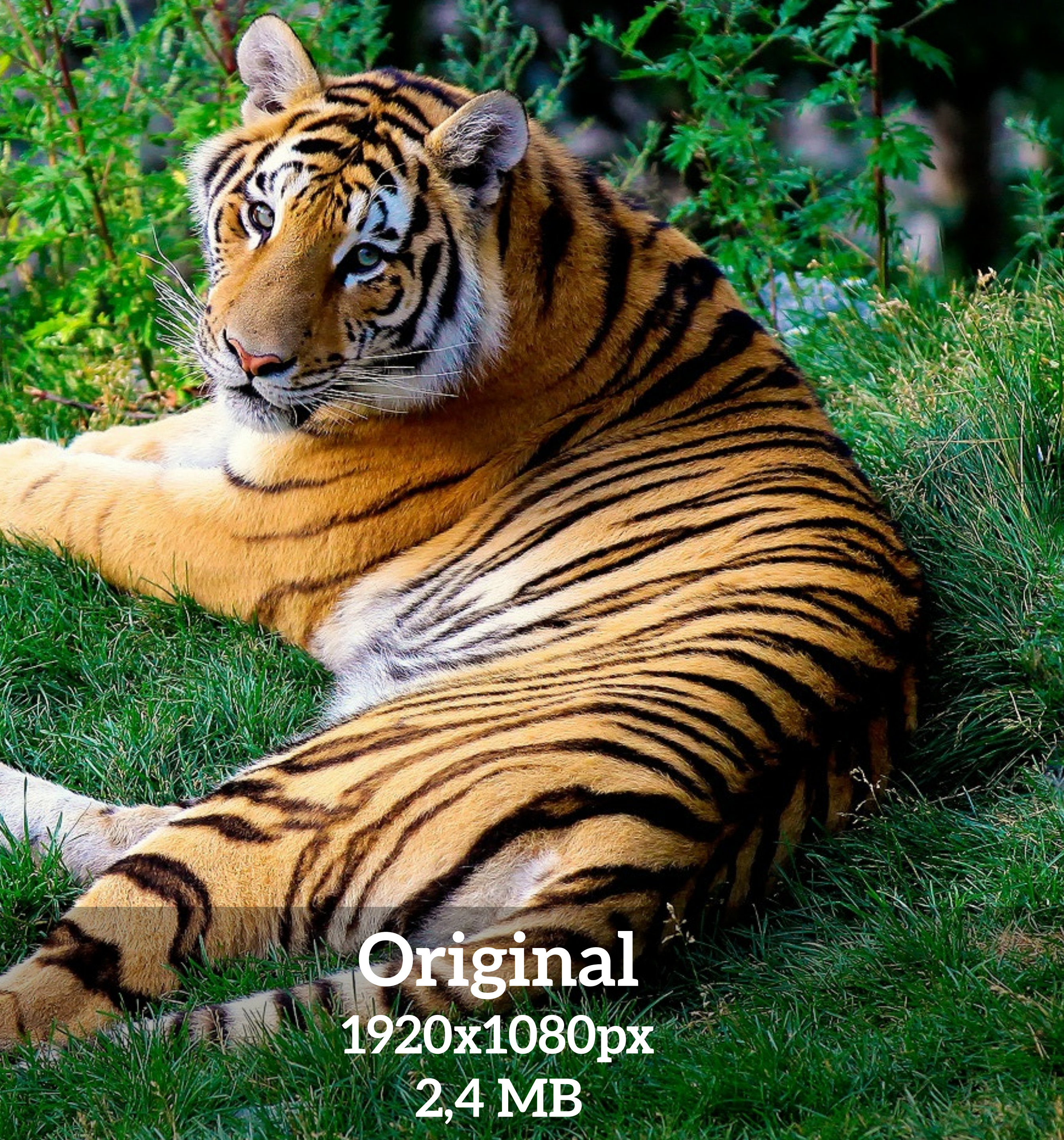
[Learn more about PageSpeed/YSlow scores and how they affect performance.](#)



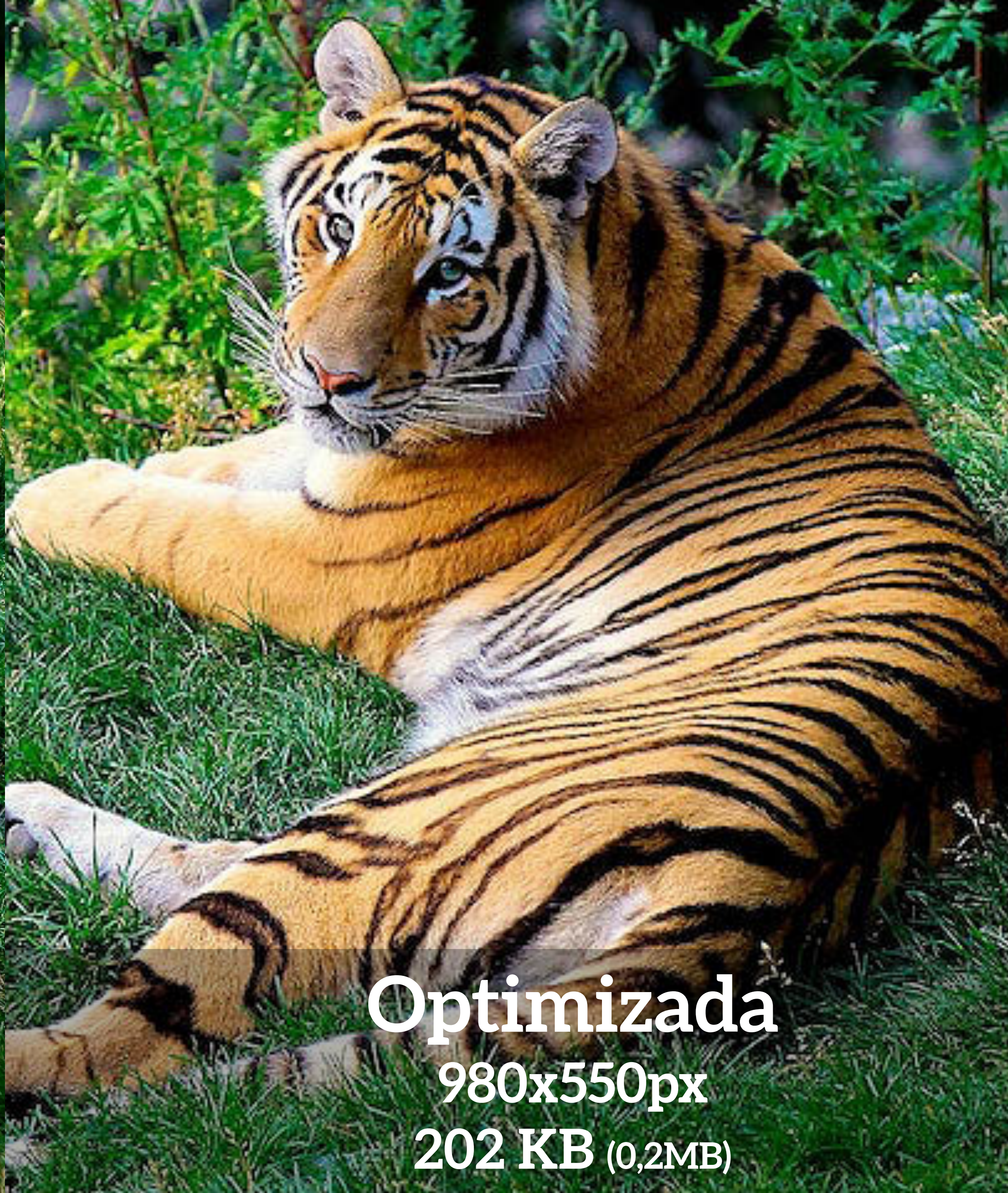
Consultoría



Optimizar imágenes y recursos



**Original**  
1920x1080px  
2,4 MB



**Optimizada**  
980x550px  
202 KB (0,2MB)



hosting

hosting **gratuito**

hosting **web**

hosting **barato**

hosting **y dominio**

hosting **definicion**

hosting **españa**

hosting **que es**

hosting **gratuito wordpress**

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hosting **y dominio gratis**

Buscar con Google

Voy a tener suerte

[Más información](#)

[Denunciar predicciones inadecuadas](#)

# Hosting



# Pluginitis

A photograph of a tree trunk in a forest. The tree trunk is the central focus, showing a vertical strip of bark that has been painted with a teal or light blue color. The surrounding forest is dark and out of focus, with many thin tree trunks visible in the background. The ground is covered in brown leaves and twigs. The text "Carga condicional" is overlaid at the bottom of the image in a white, sans-serif font.

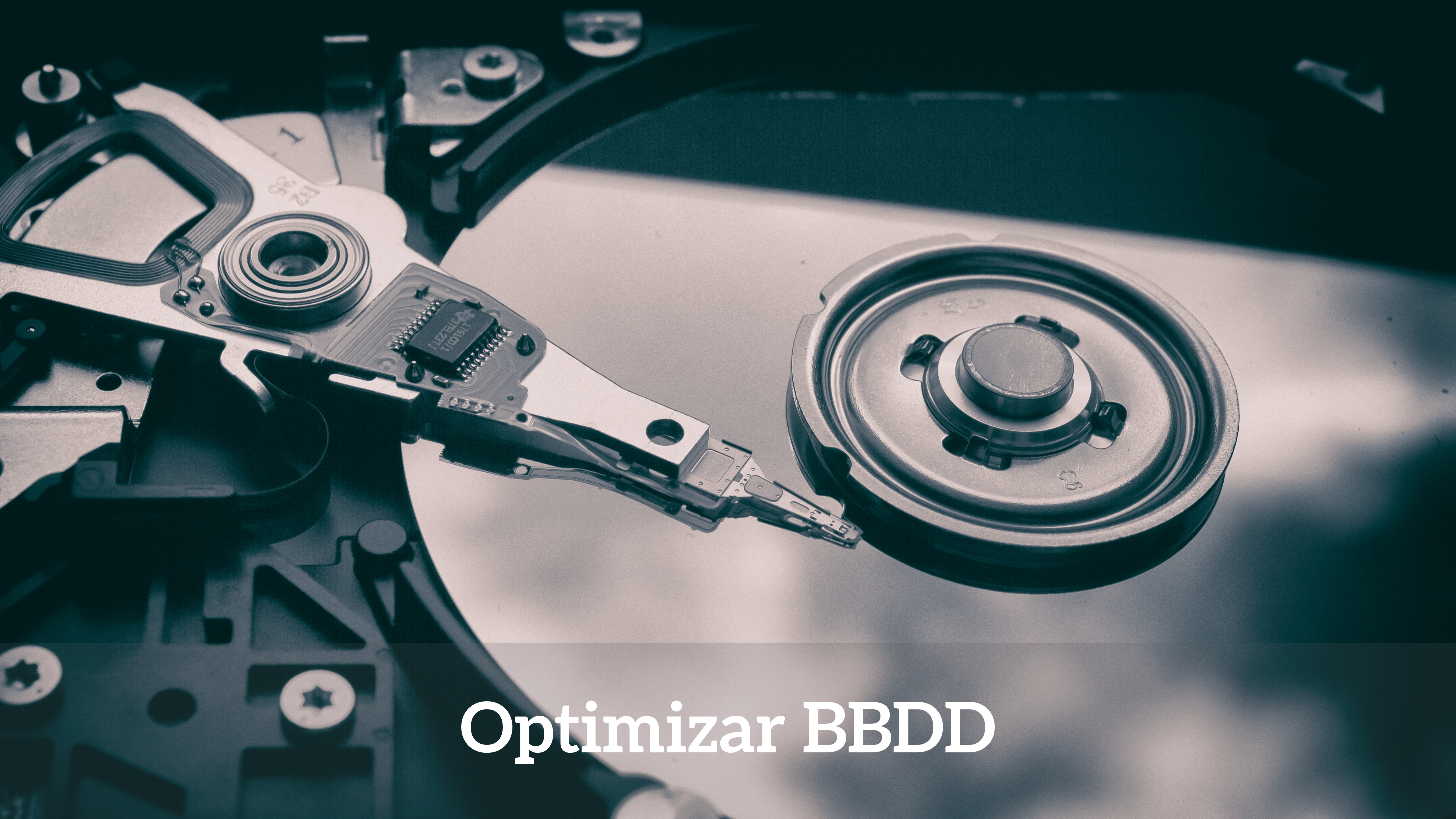
**Carga condicional**

A desk setup featuring two large monitors. The left monitor displays a code editor with syntax-highlighted code on a dark background. The right monitor shows a web browser with a user interface. In front of the monitors is a white keyboard, a white mouse, and a pair of black headphones. A smartphone is propped up on a stand to the right of the mouse. The background is a red wall with a plant on the left.

Optimizar código

Recurso	Desarrollo	Minificado
Font Awesome 4.7.0	37KB	31KB
Bootstrap 3.3.7 CSS	143KB	119KB
Bootstrap 3.3.7 JS	69KB	37KB
jQuery 3.2.0	262KB	85KB

# Minificar HTML/CSS/JS



# Optimizar BBDD



Caché & CDN



**¡Muchas gracias!**

***¿Alguna pregunta?***

**[www.jdevelopia.com](http://www.jdevelopia.com)**