

## Summary

Our optimization process takes care of all technical aspects, from the most obvious ones to those who will remove just a few KB. And we do this making sure that no functionality is lost, because nowadays it's quite easy to fall into the over-optimization side. In addition, we always have present the LCP, CLS and INP. The latter is especially important to keep in mind, especially when playing with the JavaScript files.

Here's what we did, after a mandatory full backup:

- Update all plugins to the latest version.
- Database optimization: removal of irrelevant database tables, removal of old data, reduction of autoloaded options to almost half of the original size (621KB to 397KB), and database table optimization.
- Removal of irrelevant plugins, the client had some of them not doing anything at all, such as Gallery Custom Links or Really Simple SSL.
- Replace some plugins with better, lighter options, such as Code Snippets, Limit Logins Attempts Reloaded or Wordfence.
- Remove plugins that were literally doing nothing, probably used in the past.
- Replace some functionality with pure CSS code, such as the scroll to top button.
- Review every single option of every single plugin and make sure they are correctly set up in terms of performance.
- Optimize the images with ShortPixel, as well as convert them and serve them as WebP.
- Lazy load images, and more importantly, preload the critical images in every page. This comes with the proper exclusions to not harm the user experience.
- Lazy load some components of the website, such as the related products.
- Replace WP Rocket with LiteSpeed Cache, recommended for LiteSpeed servers.
- Tweak Elementor's settings.
- Disable unnecessary assets from some plugins and components in pages where they are not needed. For example, Bellows Pro only needs to be loaded in certain pages.
- Minify, defer and delay JavaScript, adding the proper exclusions so no functionality is lost.
- Minify and remove the unused CSS, adding the proper exclusions so the style of the website stays untouched.
- Replace the WP-Cron with a server cron to prevent some sporadic bottlenecks.

We spotted a console error on the product pages, which was also in place before the optimization (TypeError: e.indexOf is not a function). From what we can see, it is caused by Elementor or one of the Jet plugins.

Our recommendations for the client would be:

- Keep everything updated.
- Contact Elementor and/or the Crocoblock team to help fix the console errors.
- Think of removing Elementor and redesign the site without it. Our top recommendation is Blocksy together with Gutenberg.