

WEBFORLESS ACADEMY

Website Speed Workbook

Create a practical performance baseline and budget

Practical workbook · Version 2.0 · July 2026

Baseline

- Test representative pages on mobile conditions.
- Record field and lab metrics separately.
- Identify largest images, scripts and fonts.
- List third-party requests and business owners.
- Capture server response and redirect chains.

Notes

Optimization plan

- Resize and compress oversized images.
- Reserve dimensions for media and embeds.
- Remove or defer non-critical JavaScript.
- Limit font families and weights.
- Set a page-weight and script budget.

Notes

Ongoing control

- Retest after campaigns and integrations.
- Assign approval for new third-party tags.
- Monitor performance trends monthly.
- Keep before-and-after evidence.
- Add performance checks to launch QA.

Notes
