



Improving Your Landing Page Speed

(In One Short, Sweet Afternoon)



We get it. Marketers today are being asked to do more than ever before, often with fewer resources. You might feel you don't have the time or expertise to meaningfully improve your load times. But the truth is that you can dramatically increase your landing page speed in a single afternoon — whether it's built in Unbounce or not.

Best Of All, We've Mapped It Out For You.

Block off the next few hours, grab yourself a coffee, and cue the montage music playlist. Let's get to work.

Look for [!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\) Unbounce](#) to see which of these landing page speed fixes Unbounce handles automatically (or makes crazy-easy for you to do yourself).



1

First: Test Your Landing Page Speed

Before you can fix something, you need to know what's broke. Use these free tools to check your landing page performance.

Run a Google Speed Test

Test your landing page performance with [Google PageSpeed Insights](#), [Lighthouse](#), and [Test My Site](#). The results will help you identify key opportunities for improvement.

Difficulty

Easy

Est. Time

5 min

Use the Unbounce Landing Page Analyzer

Get additional results through the Unbounce Landing Page Analyzer, which will include recommendations to improve your campaigns and increase conversions.

Difficulty

Easy

Est. Time

5 min

2

Make Easy Content Fixes



12 PM - 1:15 PM

Let's start simple. One of the easiest ways to improve your landing page speed is to reduce the amount of content you include, then slim down whatever's left.

Reduce Your Content

Each element on your landing page creates an HTTP request and drags down your load times. Trim your content to just the pieces you absolutely need.

Difficulty

Easy

Est. Time

15 min

Optimize Your Images ✓ Unbounce

This is a biggie. Optimize images by:

- 1) Ensuring their dimensions match how they'll be displayed
- 2) Choosing the right file type for the job
- 3) Running them through a compression tool

Must-Read Resource: [Search Engine Land, "Images: Your Easiest Page Speed Win"](#)

Super-Handy Tool: [TinyPNG](#)

Difficulty

Easy

Est. Time

30 min

Host Your Videos Elsewhere

Move your videos to a third-party hosting platform (e.g., Wistia, YouTube) and use a light embed technique to ensure they're not slowing you down.

Must-Read Resource: [Digital Inspiration, "A Better Method for Embedding YouTube Videos"](#)

Difficulty

Easy

Est. Time

30 min

Improve Your Web Hosting



1:15 PM - 2:15 PM

It's not all about what's on your landing page. Optimizing your web hosting solution can help improve load times, and it might be as easy as sending a couple of emails.

Audit Your Hosting Solution

Check your web host performance using an online speed test like [Pingdom](#) or [Bitcatcha](#). If the results are less than stellar, it may be time to upgrade your hosting plan (or change hosts altogether).

Must-Read Resource: [Search Engine Journal, "How Web Hosting Can Impact Page Load Speed"](#)

Difficulty

Easy

Est. Time

30 min

Implement a CDN

A content delivery network (CDN) helps ensure that your landing page loads fast regardless of where your visitors are located around the world. Use one.

Must-Read Resource: [Mashable, "13 Content Delivery Networks to Speed Up Your Website"](#)

Difficulty

Easy

Est. Time

30 min



Coffee Break.

You've earned it. Stretch those legs and get yourself a pick-me-up.



2:15 PM - 2:30 PM

Do Some Technical Tinkering



2:30 PM - 3:30 PM

These fixes are a little bit tougher, but should still be manageable for most marketers. Consult with a front-end developer if you're not comfortable tackling these on your own.

Important note: If you're using our plugin to publish Unbounce landing pages to a WordPress domain, some of these recommendations can cause technical issues. [Read this first](#).

Minify HTML, CSS, and JS

Minification means taking all of the unnecessary formatting out of your code to help cut down its weight—and with online tools, it's actually pretty easy to do.

Must-Read Resource: [Elegant Themes, "How to Minify Your Website's CSS, HTML, & Javascript"](#)

Super-Handy Tool: [MinifyCode](#)

Difficulty

Intermediate

Est. Time

30 min

Enable Browser Caching ✓ Unbounce

Be sure to check if your landing page has browser caching set up. If not, you can add some code to your server's `.htaccess` file, install a WordPress plugin, or (preferably) ask your web host to enable it.

Must-Read Resource: [Varvy, "Leverage Browser Caching"](#)

Super-Handy Tool: [GiftOfSpeed \(Caching Check\)](#)

Difficulty
Intermediate

Est. Time
15 min

Set Up GZIP Compression ✓ Unbounce

Like browser caching, GZIP compression might already be enabled. Setting it up is similar, too: modify your `.htaccess` file, grab a plugin, or see if your web host will do it for you.

Must-Read Resource: [GTmetrix, "PageSpeed: Enable GZIP Compression"](#)

Super-Handy Tool: [GiftOfSpeed \(GZIP Check\)](#)

Difficulty
Intermediate

Est. Time
15 min

5

Shed the Extra Bits and Bites

Here are a couple of extra technical tweaks that'll help you shed some more weight. Keep it up — you're on the home stretch.



3:30 PM - 4:45 PM

Kill Needless Scripts and Plugins ✓ Unbounce

Unnecessary scripts have a way of accumulating (especially on WordPress sites). Review the scripts that're running on your landing page and junk the ones that aren't essential.

Super-Handy Tool: [Unbounce \(Script Manager\)](#)

Difficulty
Intermediate

Est. Time
30 min

Convert Images to Sprites

If you've got a series of similar images, look at combining them into a single CSS sprite to reduce the number of HTTP requests on your landing page.

Must-Read Resource: [WebFX, "Saving Bandwidth & Improving Site Speed with CSS Sprites"](#)

Difficulty
Intermediate

Est. Time
45 min



6

Wrap Up (Or Tap Out)

Alright, now we're on to the scary stuff. If you don't know what you're doing here, you'll probably want to hold off and bring in someone more experienced to make the fixes for you.

Remove Render-Blocking CSS and JS

[✓ Unbounce](#)

If not properly implemented, CSS and JS can slow down your load times. This fix is all about deferring and/or asynchronously loading style and functionality to keep things running fast.

Must-Read Resources: [GiftOfSpeed, "How to Optimize CSS Delivery"](#)

[Dareboost, "Defer Scripts to Speed Up Rendering"](#)

Difficulty**Hard****Est. Time****30 min**

Start Hand-Coding with AMP

[✓ Unbounce](#)

Creating AMP pages means mastering a new markup language, understanding the framework, and learning how to pass validation to get your pages published. You can do that, or you can [build AMP landing pages with Unbounce](#).

Must-Read Resource: [AMP, "What is AMP?"](#)

Super-Handy Tool: [Unbounce \(AMP Builder\)](#)

Difficulty**Very Hard****Est. Time****∞ hours**

You're Done!

Run the Google and Unbounce tests again to see whether your landing page speed has improved (and by how much). Even if you only managed to complete a handful of fixes, your page should load much faster than before.

Not bad for an afternoon of work.

