



1. ****Optimize & Convert Images****

- Issue: Large JPEG/PNG slow LCP.
- Quick Fix:
 - WordPress: Use Imagify/Smush to compress 70–80% and enable WebP.
 - Custom: Run images through ImageMagick or gulp-imagemin, convert to WebP/AVIF, add `loading="lazy"`.

2. ****Specify Width & Height on Media****

- Issue: Missing dimensions cause layout shifts (CLS).
- Quick Fix:
 - WordPress: Ensure theme or Gutenberg sets `width`/`height`` on `<img>/<iframe>`.
 - Custom: Manually add `width` & `height`` (or use CSS `aspect-ratio``) for all images/videos/iframes.

3. ****Inline Critical CSS & Preload Styles****

- Issue: Render-blocking CSS delays LCP.
- Quick Fix:
 - WordPress: Enable “Critical CSS” via Autoptimize or WP Rocket.
 - Custom: Extract above-the-fold CSS, inline it in `<head>`, then `<link rel="preload" ...>` for main stylesheet.

4. ****Defer or Async JS****

- Issue: Large JS bundles block rendering (LCP) and interactivity (FID).
- Quick Fix:
 - WordPress: Use WP Rocket or Async JS and CSS plugin to defer non-critical scripts.
 - Custom: Add `defer`/`async`` to `<script>` tags; split code with Webpack and lazy-load non-essential modules.



5. ****Reserve Space for Ads/Embeds****

- Issue: Dynamically injected ads or embeds push content down (CLS).
- Quick Fix:
 - WordPress: Use Advanced Ads or Ad Inserter with “Reserve Space” enabled.
 - Custom: Wrap ad or iframe in a fixed-dimension or CSS aspect-ratio container.

6. ****Preload & Swap Web Fonts****

- Issue: FOIT/FOUT (invisible or unstable text) hurts CLS.
- Quick Fix:
 - WordPress: Install OMGF to host Google Fonts locally; ensure `font-display: swap`.
 - Custom: Self-host fonts, add `<link rel="preload" href="/fonts/...woff2" as="font" crossorigin>`, and set `font-display: swap` in `@font-face`.

7. ****Enable Browser Caching & CDN****

- Issue: No CDN or cache headers increase LCP.
- Quick Fix:
 - WordPress: Install Cloudflare plugin or CDN Enabler; enable “Cache Control” via WP Rocket or .htaccess/Nginx.
 - Custom: Configure CDN (CloudFront/Cloudflare), set `Cache-Control: public, max-age=31536000, immutable` for static assets.

8. ****Implement Real User Monitoring (RUM)****

- Issue: No field data—cannot catch real-world regressions.
- Quick Fix:
 - WordPress: Activate Site Kit’s Web Vitals or WP Web Vitals plugin.
 - Custom: Add Web Vitals JS snippet (import from unpkg.com) and POST metrics to your RUM endpoint or service.

9. ****Use Performance Alerts & Budgets****

- Issue: Regressions go unnoticed.
- Quick Fix:



- WordPress: Integrate Lighthouse CI in your CI (GitHub Actions) or use built-in dashboards (Datadog/New Relic).
- Custom: Add Lighthouse CI/WebPageTest in CI, define budgets (LCP < 2.5s, FID < 100ms, CLS < 0.1) to fail builds on regressions.

10. **Enable HTTP/2 or HTTP/3**

- Issue: Slow resource loading without modern protocols.
- Quick Fix:
 - WordPress: Confirm host supports HTTP/2 or HTTP/3; if using Cloudflare, toggle on in dashboard.
 - Custom: Enable `listen 443 ssl http2;` (and optionally QUIC/HTTP/3) in Nginx or `Protocols h2 http/1.1` in Apache.