CHECKLIST: Elementor Optimization (Mobile 90+)

The exact roadmap that boosted the score from 74 to 92.

1. PREPARATION & CLEANUP

(Before speeding up, drop the dead weight)

- ☐ **Full Backup:** Create a full site backup (e.g., using UpdraftPlus) before making any changes.
- ☐ **Updates:** Update WordPress, Theme, and all plugins to the latest versions.
- ☐ **Plugin Audit:** Go to 'Plugins'. Are there any unused ones? Delete them. (Inactive plugins slow down the dashboard too!).
- ☐ **PHP Version:** Check your hosting panel. Ensure you are running a modern PHP version (minimum 8.0 or 8.2).

2. CACHE (WP Fastest Cache - Free)

(Crucial configuration - set exactly like this)

- ☐ **Install:** WP Fastest Cache (Free version).
- ☐ **Cache System:** [✅ Enable]
- ☐ **Minify:** [✅ HTML] and [✅ CSS].
- ☐ **Combine Files:**
    - ☐ Combine CSS: [✅ Enable] (Reduces HTTP requests).
    - ☐ Combine JS: [❌ DISABLE!] (Critical for mobile – do not combine JS!).
- ☐ **Gzip:** [✅ Enable].
- ☐ **Browser Caching:** [✅ Enable].
- ☐ **Mobile Devices:** [❌ UNCHECK!] (Paradoxically, checking this option in the Free version often disables caching on phones).

3. IMAGES (Converter for Media)

(This setting jumped the score from 79 to 92)

- ☐ **Install:** Converter for Media (Free).
- ☐ **Loading Strategy:** Go to plugin settings. Change "Image loading strategy" to: **via .htaccess (Recommended)**.

☐ **Regeneration:** Click "Start bulk optimization" to convert all old images to WebP.

4. ELEMENTOR (Internal Settings)

(Hidden performance features)

☐ **Fonts:** Elementor > Settings > Advanced > Google Fonts Load: Set to **Swap**.
☐ **Icons:** Elementor > Settings > Features > Inline Font Icons: Set to **Active**.
☐ **Images: Elementor > Settings > Features > Optimized Image Loading: Set to Active.**

5. STABILITY (Fix CLS)

(Stop content from shifting)

☐ **Widget Dimensions:** If you use external widgets (Google Reviews, FB, Instagram) – check if they have defined dimensions. If not – add fixed width and height in CSS.

6. VERIFICATION (Don't get fooled)

☐ **Clear Cache:** Click "Delete Cache" in the top toolbar.
☐ **Warm Up Server:** Open the site in Incognito mode and scroll to the bottom.
☐ **Test:** Only now run PageSpeed Insights.

Note: The settings above apply to Elementor + Kadence configuration. Always verify site functionality after changes.

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