

NITRO

NITROPACK OPTIMISATION



okidoki

'Säker Drift' Speed optimisation

Even the best-looking and most functional websites are only as good as the way they perform—a slow, clunky user experience will send just about any site visitor packing. And although native WordPress CMS is a great place to start when it comes to building a fast, responsive website, how and where you host your site can have the largest impact on the way it performs.

This is why our service, 'Säker Drift', is hosted on WP Engine, one of the fastest WordPress platforms available today. New installations come pre-equipped (as of 2024-01-01) with optimization features like **Cloudflare CDN**, **automatic WebP**

conversion, and, on average, offer a **website speed improvement of up to 40% following migration**. Enhanced page speeds not only boost your Google rankings but also attract more traffic to your site.

However...

The hosting platform represents just one component of the overall picture. Filling a website with multiple plugins, dynamic content, heavy images, and extensive functionality places a significant burden on our cloud servers, necessitating further content optimization.

Although Cloudflare CDN and server optimization tools are adequate for most situations, they fall short when it comes to managing heavy content. This is the precise reason we have partnered with NitroPack.

Using NitroPack alongside WP Engine offers several benefits, particularly in the realm of website performance and optimization. While WP Engine provides a robust hosting environment with a focus on speed, security, and reliability, NitroPack can complement these features with its advanced optimization capabilities.

NitroPack comes with a suite of optimization features designed to improve website load times and overall performance. These include advanced caching, image optimization (with support for next-gen formats), code minification and compression, and the generation of critical CSS. These techniques go beyond standard hosting optimizations to further enhance site speed.

Improved User Experience and SEO; Website speed is a critical factor in user experience and SEO. Faster load times can lead to better engagement, lower bounce rates, and higher conversion rates. Additionally, Google and other search engines favor fast-loading websites in their ranking algorithms.

By combining these advanced optimisation features with 'Säker Drift' and the security add-on Global Edge Security, you will get the most secure, lightning fast, and reliable web hosting environment for Wordpress CMS available today.

We provide two distinct optimization modes: Standard and Ludicrous. Opting for Standard optimization incurs an additional \$15 on the monthly cost of 'Säker Drift,' whereas selecting Ludicrous optimization adds an extra \$35.

STANDARD

SPEED OPTIMISATION

The standard mode optimisation is designed to provide a balance between performance improvements and compatibility. It applies a range of optimizations that significantly enhance website speed without overly aggressive changes that might affect the functionality of the website.

This mode is generally safe for most smaller websites, including those with complex designs and functionalities. It's intended to minimize the risk of breaking the site's layout or interactive features while still delivering noticeable speed enhancements.

In Standard mode, NitroPack implements optimizations such as basic caching, image compression, and some level of code minification. The focus is on delivering performance improvements while ensuring that the site remains stable and functional.

LUDICROUS

SPEED OPTIMISATION

Ludicrous mode takes optimization to the highest level, applying the most aggressive settings for caching, code minification, image optimization, and other performance enhancements. This mode aims to achieve the fastest possible load times for traffic heavy sites and E-commerce.

While it offers the best potential for speed improvements, it may require additional testing and tweaking to ensure that website functionality remains intact.

Advanced Features such as critical CSS generation, lazy loading for more types of content, preloaded content and deeper code optimization. These features are aimed at reducing page load times to the absolute minimum but might require careful configuration to work correctly with all elements of your website.



'Säker Drift' Comparison overview

PRE-INSTALLED SECURITY

- ✓ **Site Monitoring**
- ✓ **Managed SSL Certificates**
- ✓ **Third-party SSL option**
- ✓ **Standard DDoS Mitigation**
Standard and Cloudflare
- ✓ **Automatic Wordpress Version update**
- ✓ **Smart Plugin Manager**
Every sunday during off hours
- ✓ **Content Activity Log**
- ✓ **WP 2FA (Optional activation)**
- ✓ **ReCaptcha (Optional activation)**

GLOBAL EDGE SECURITY UPGRADE



- ✓ **Advanced DDoS Mitigation**
Standard, Cloudflare, and WAF rules
- ✓ **Managed Web Application Firewall (WAF)**
- ✓ **Optimized Network Routing using Cloudflare Argo**
- ✓ **Tiered Caching using Cloudflare Argo**
- ✓ **Additional monthly cost \$250**

PRE-INSTALLED SPEED OPTIMISATION

- ✓ **CDN using Cloudflare**
- ✓ **Dynamic Content**
Cached at origin
- ✓ **Static Content**
Cached by CDN
- ✓ **Automatic Image Optimization**
Cloudflare Polish
- ✓ **Automatic WebP Conversion**
Cloudflare Polish
- ✓ **HTTP/3**

NITROPACK 'LUDICROUS' UPGRADE

- ✓ **World-class proprietary speed algorithm**
- ✓ **Built-in global CDN**
- ✓ **Smart cache invalidation**
- ✓ **Preloading data & Automatic cache warmup**
- ✓ **Device and cookie-aware caching**
- ✓ **Browser and session-aware caching**
- ✓ **Lossy and lossless image compression**
- ✓ **Advanced Lazy loading (including background images defined in the CSS)**
- ✓ **Preemptive image sizing**
- ✓ **Automatic WebP Conversion**
Using NitroPack
- ✓ **Adaptive Image Sizing**
- ✓ **HTML, CSS and JS minification & compression**
- ✓ **Critical CSS, DNS prefetching, preloading ... and more**
- ✓ **Additional monthly cost \$35**

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