

Non-Developer Guide

CMS Hub Site Performance Optimisation

by fthemes.net



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Non-Developer Guide to CMS Hub Website Performance Optimisation

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What all you'll learn?

Search Engines (Google) have driven this trend behind minimizing the code behind a website to such an extent that the page loads faster and works perfectly on mobile devices.

HubSpot CMS

As you've chosen HubSpot CMS to manage the back-end of your website, this QuickBook will share all the quick DIY tricks to speed up your website.

This QuickBook will focus on performance optimisations methods which non-developers can easily follow. So, you don't have to be too nerdy in order to pull this off.

Why performance matters so much?

Performance based ranking system of Google is not new. It has been around for past five years. All Google wants is to websites to load faster and to work perfectly on mobile devices.

I'll point out the top benefits of having a faster and responsive website.

#1 Improved user experience: Internet users are always in hurry and they prefer doing business with websites which works perfectly on their mobile devices and are faster to load. So, the first benefit is that your website will deliver better UX.

#2 Improved SERP ranking: Google awards faster and responsive webpages by moving them to a better ranking position. Performance and responsiveness are not the only ranking factor but they are among the top one. So, the second benefit is that your webpages will rank on top positions for those competitive keywords.

#3 Repeat visits: Improved UX and top SERP ranking will both help your webpage to be remembered easily by the visitors/users. It will clearly benefit your business's branding efforts.

These three reasons are enough for any business owner to work upon performance part of their website. Let's begin!

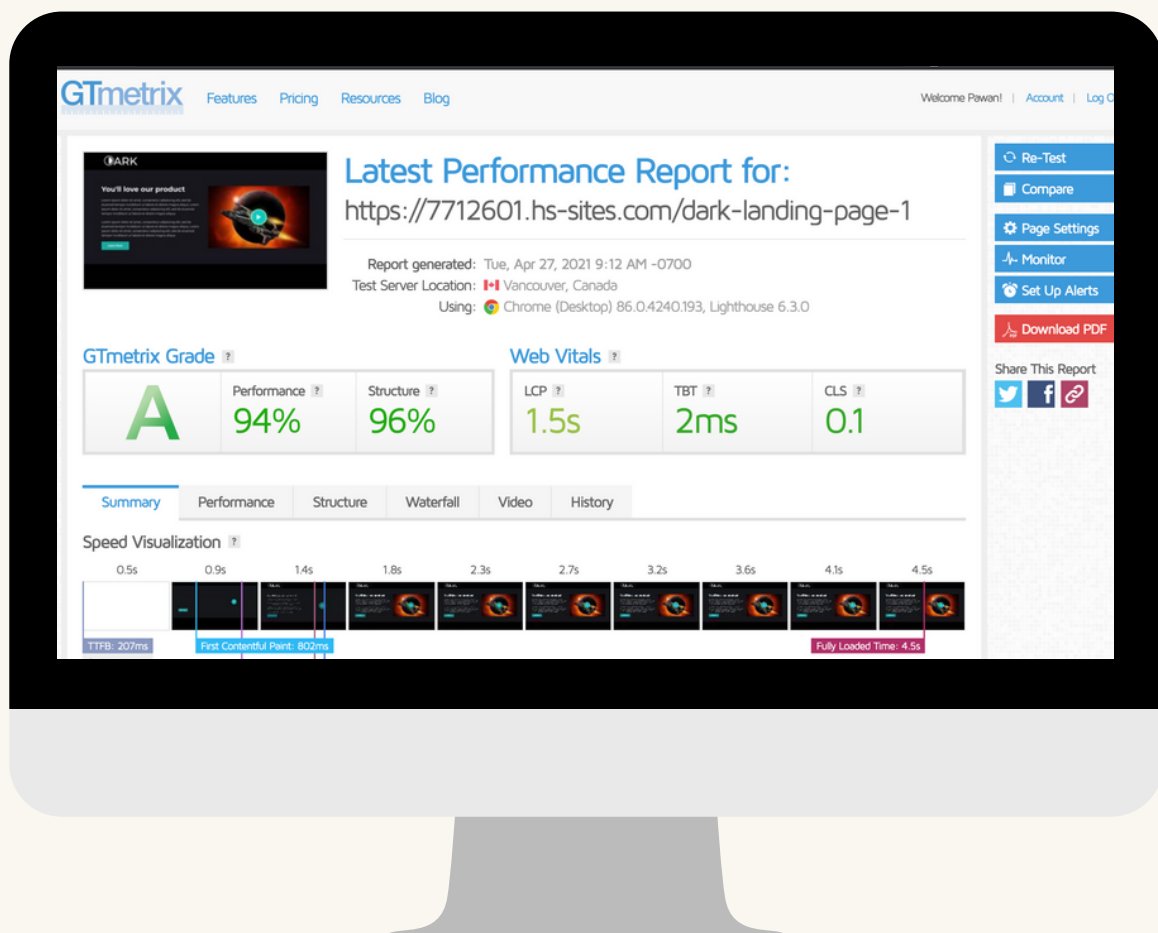


Run GTMetric Test

Run GTMetrix Test

Out of all the available tools to measure performance of a webpage, we prefer GTMetrix simply because of the amount of data it shares.

Step 1: Visit GTMetrix tool and put in your webpage to start the test. We usually start with homepage but you can repeat the process with all (or at least, important ones) other pages of your website.

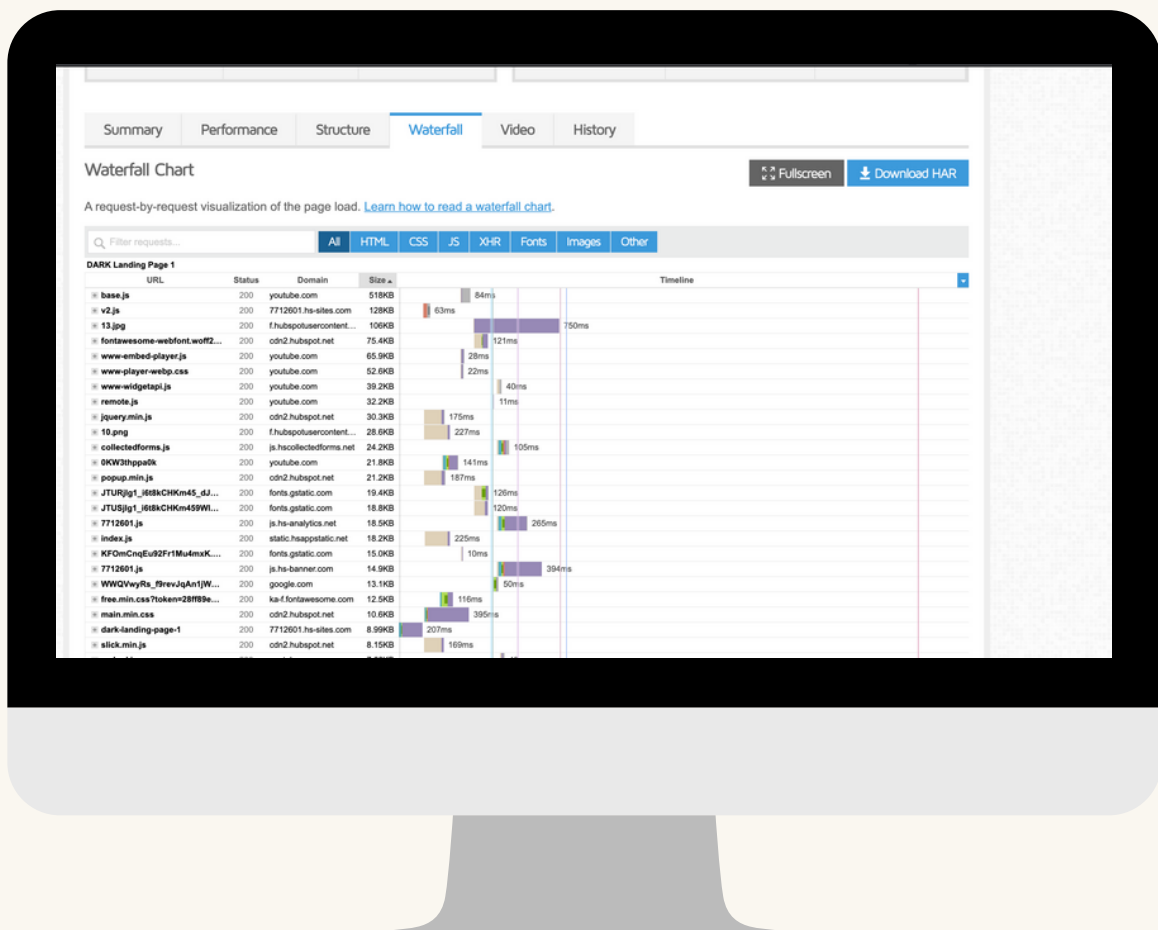


Run GTMetrix Test

Step 2: Now click on the Waterfall tab and click on the Size column twice to re-arrange the page elements. This is where you'll see each element with its size.

This is where you need to look for each heavy size element which can be optimised without affecting the functionality of the webpage.

Once you've identified and worked on those heavy elements which needs optimisation, your webpage will load faster and GTMetrix will award your webpage with a better score.





Optimise Images

Optimise Images

In 90% of the cases, images are the primary cause for the poor performance but don't worry, they are easy to fix and doesn't require a developer.

Image dimensions: Luckily, there is a fix pattern for you to follow which is mentioned below.

Image Size	Max Width
Full-screen image	1920 pixels
Half-screen image	700-800 pixels
Small size image	300 pixels

How to resize dimension of an image?



In Windows, you can simply open the image in Paint and click on the Resize icon. Then click on Pixels radio button and now simply type in the Width as per the table above in the Horizontal section. Click Ok button to finish this task.



In Mac, open the image in Preview tool, then click on Pencil icon. Now click on Adjust icon and enter the width as per the table above and click Ok button. Press Command + S to save.

Optimise Images

Once the dimensions part is over. The second step involves image format.

Image formats: Luckily, there is a fix pattern here as well which you can simply follow as per the table below.

Image Purpose	Best Format
Transparent image	.png
General image	.webp/.jpeg

Unless you need the transparency effect, we recommend uploading all the images in .webp/jpeg format only.

How to change format of an image?



In Windows, you can simply open the image in Paint and click on the File menu and then select Save As option. Now from the **Save as type** column, select the JPEG option and click on Save button.



In Mac, open the image in Preview tool, then click on File menu and then on Export option. Now select JPEG from the **Format** column and then hit the Save button to finish the export task.

Optimise Images

This is the third and final step which involves compression. By reducing the dimension and choosing the .jpeg format, you've already reduced the image file size to a great extent. But, you can still go extra mile and compress the size further using a lossless compression technique.

Lossless compression will reduce the file size further without reducing the image quality.

The process of compression is fairly simple. Luckily, there is a built-in compression mechanism for all the images within HubSpot CMS.

Still, I'll recommend you to learn this simple technique. You can also follow it even in the case of HubSpot CMS.

How to compress an image?

Step 1: Open the TinyPNG/TinyJPG website.

Step 2: Drag and drop the image you wish to compress in the mentioned area and wait for the magic to happen automatically.

Step 3: Once compression is over, you'll have option to save the compressed image on your system.

Now this is the final version of image file, you should be uploading and using on your webpage for maximum performance score.



Lazy Load Images

Lazy Load Images

It's a smart technique of loading images on user's scroll rather than loading the complete set of images on a webpage in one go.

Once Lazy Load is enabled, the browser loads up images used in the first fold only. It then loads rest of the images in different folds when user starts scrolling.

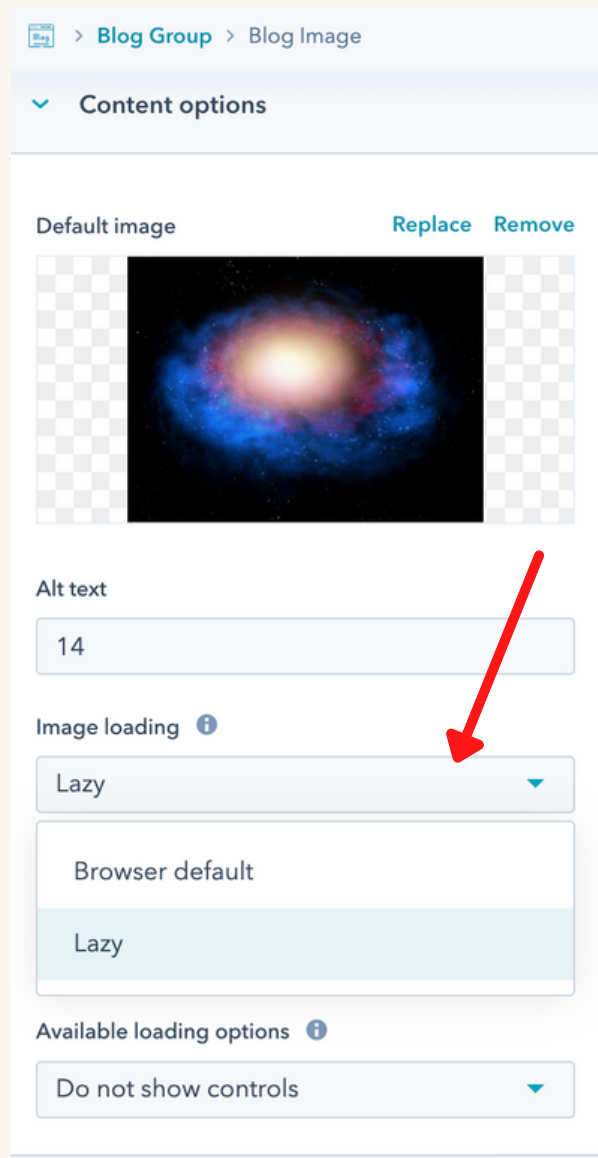


Benefit of using Lazy Load on Images

- 1 One clear benefit is that the initial page loads faster, thus, improving user experience and performance score.
- 2 Second benefit is that you didn't do anything crazy to make this performance tweak and it isn't going to cost you anything.
- 3 Implementing Lazy Load is not that hard so you don't have to call a developer to configure it in your HubSpot CMS powered website.

Enable Lazy Load in CMS Hub Website

This is where a premium HubSpot theme plays a vital role. Our DARK Business and K2 Multipurpose premium themes have Lazy Load feature pre-built for images, ensuring our clients score maximum in performance tests.



Enable Lazy Load in CMS Hub Website

For other themes, you've to follow the process added below. Do note that it's important to have a developer around, just in case you push the wrong buttons.

How to Enable Lazy Load in HubSpot Module

- 1** All pages are built using Modules in HubSpot. Under the Marketing tab, click on Design Tools available under Files and Templates option.
- 2** Clone the theme you're using as you'll not be able to edit the marketplace purchased theme. Now open the theme folder and open the Modules folder.
- 3** Over here, select the module having images. In the right pane, select the field which is having an image and open it. Under the image file, you'll see an option to choose **Lazy** option from **Image Loading** option.
- 4** Hit the Publish changes button and use this cloned theme to create new webpages to enable this Lazy Load effect on the webpages. You've to do these step with all the modules having images.

4

**Use
HubSpot
Videos**

Use HubSpot Videos

You can easily embed YouTube videos in a webpage or from any other hosting platform of your choice. But to get maximum performance score, it's important for you to upload videos to HubSpot platform and embed the same on your webpages.

Embedding YouTube videos will slow down the page as on every page load, the necessary files to play that video is being fetched and loaded on your webpage via third-party server.

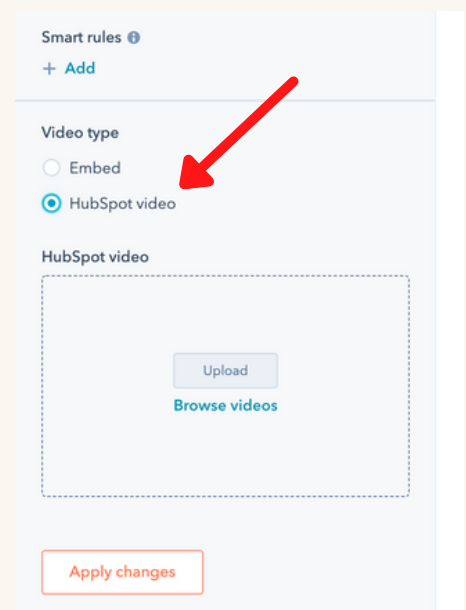
It increases the page size and also increases the number of requests. Both can affect the performance badly!

Solution: Use HubSpot Videos

Luckily the solution in case of HubSpot CMS is very simple. Both CMS Hub Professional and Enterprise plan comes with up to video hosting feature.

You can simply upload videos to the Files section and then use them on any page.

You can learn all about it [over here](#).





**Avoid
Too Many
Redirects**

Avoid Too Many Redirects

Setting up redirections is easy but you need to avoid unnecessary redirects.

This is because every redirect action puts additional load on the web browser as it has to try rendering the page and also make HTTP request-response round trips.

Unless it's too important for you to put a redirection, we would recommend for you to avoid them.

You also need to avoid putting multiple redirection chain.





**Keep
Pages
Short**

Keep Pages Short

No one likes to read a long website page. Also, every single website or landing page should focus on a single product/service and must have a single Call to Action.

A shorter and to-the-point page not only saves visitor's time but it also has lesser elements to render. Thus, its performance is always going to be better than a longer webpage.

Unless you're writing a long blogpost, an ideal webpage (product page or landing page) shouldn't be stretched beyond 5-7 folds.

Keeping the pages shorter will also force your copywriter to quickly convey the product/service features.





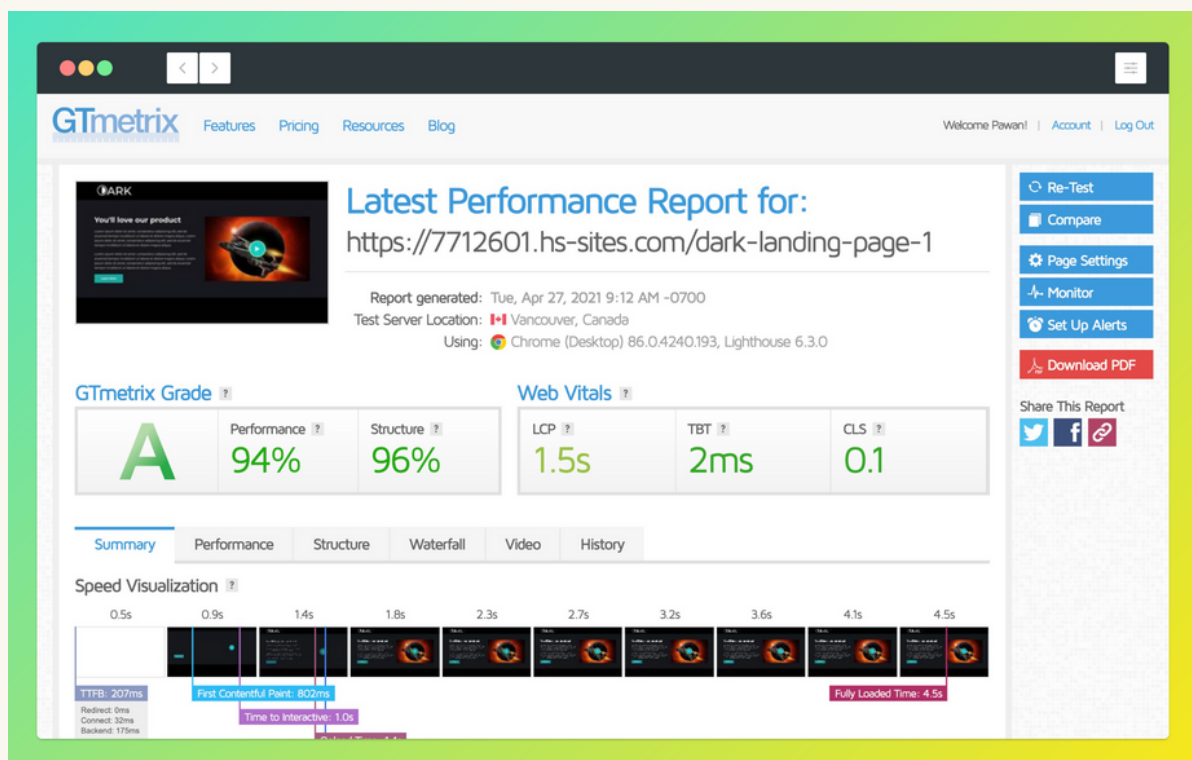
Why Use Premium Themes

Why Use Premium Themes

There are many elements which needs proper care while developing the base of a website. In our case, that base is a HubSpot theme.

You've been already used our DARK free theme which I'm sure have given you a glimpse of our work.

To get the complete set of features and functionalities, we recommend **upgrading to our HubSpot approved premium theme**. Here is a performance test of the landing page designed using our premium HubSpot theme.





Our Premium Themes

Our HubSpot Theme Reviews

"I absolutely loved working with these theme. Most of it was straight forward and easy to use and allowed me to produce a website close to near how I visioned it too."

Bez Black | bez.media

"Dark theme is a great modern theme with most of the essential building blocks needed for a landing page. The developers are also extremely responsive and helpful with questions and troubleshooting."

Jessica Flor | rize.education

"I installed the free theme as a test. We were all so impressed that we upgraded to DARK Business Paid Theme for our new website. I found the theme really easy to use thanks to the templates and modules that were included. The support I received was also more than I could have expected. An easy 10/10."

Shelley Bougnague | cloudficient.com



K2 Multipurpose HubSpot Theme

K2 Multipurpose theme is designed with Mobile-First approach. The performance is top-notch and it's designed to fit all industry.

- 40+ Readymade templates/pages
- 45+ Readymade drag-n-drop modules
- Customisable via Theme Settings
- Lazy Load Images
- Google Fonts integration

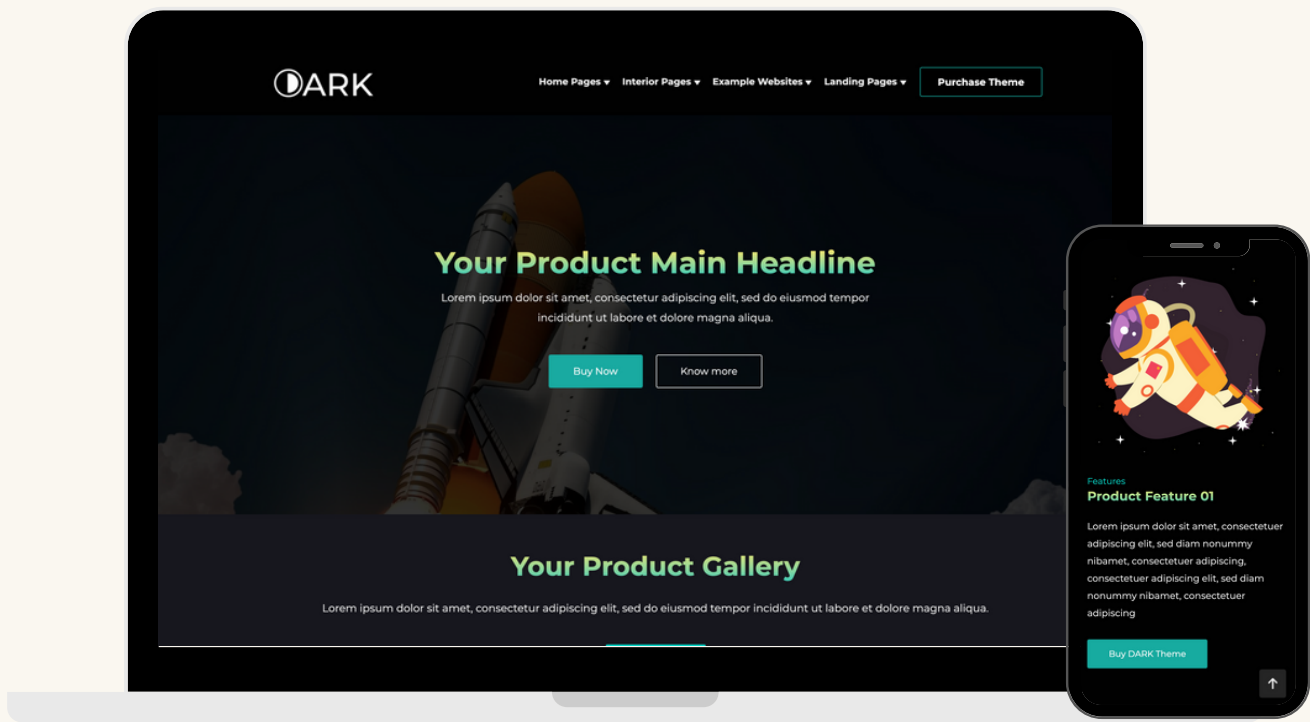


[Buy Theme](#)

DARK Business HubSpot Theme

Save up to \$10k with DARK Business theme. No custom website development or coding required. The theme is optimised for performance and is completely responsive.

- 40+ Readymade templates/pages
- 45+ Readymade drag-n-drop modules
- Customisable via Theme Settings
- Lazy Load Images
- Google Fonts integration



[Buy Theme](#)

Get in Touch

We will be happy to answer all your questions related to HubSpot CMS.

We also offer following services,

- Managed HubSpot CMS
- HubSpot CMS Migration
- Custom HubSpot CMS Development

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