

# Site Speed Audit

Companion worksheet to "Why Site Speed Affects AI Crawlability and Trust"

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Site speed is not about a perfect score. It is about staying fast enough that crawlers can reach your whole archive and readers do not leave before the page loads. Use this worksheet to find what is slowing your site and to record where it stands today.

## 1. Spot what slows your site

Check each one that is likely true of your site.

- Unoptimized images**  
Are photos compressed and sized to display, or uploaded at full resolution?
  - Too many active add-ons**  
Count your active add-ons. Any unused, duplicated, or long forgotten?
  - No caching**  
Is page caching turned on for your platform?
  - Slow, cheap hosting**  
Does the site load consistently, or lag during busy periods?
  - Scripts on every page**  
Chat widgets, social bars, analytics, ads: how many load site-wide?
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Issues you can see: \_\_\_\_\_ / 5. Fix the heaviest first, usually images and caching.

## 2. Run the numbers

Run your homepage and one recent post through PageSpeed Insights at [pagespeed.web.dev](https://pagespeed.web.dev) and record the scores.

Homepage mobile \_\_\_\_\_ desktop \_\_\_\_\_

Recent post mobile \_\_\_\_\_ desktop \_\_\_\_\_

A mobile score below 70 is worth addressing before you build a bigger archive on top of it.

## 3. Clean it up

List add-ons or scripts you can disable today, and confirm caching is on.

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## 4. Your commitments

Turn the findings into three concrete moves.

### This week.

Run PageSpeed Insights on your homepage and one post; record the scores above.

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### This month.

Disable unused add-ons, confirm caching, and compress any image over 200 KB on your top pages.

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### Ongoing.

Check new content in PageSpeed before publishing, and review Core Web Vitals each quarter.

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