

Church Website Speed Checklist

A free checklist from ChurchCreation.com

Test it first

PageSpeed Insights	pagespeed.web.dev — test the MOBILE score, not desktop
Search Console	Core Web Vitals report = real-visitor (field) data that affects ranking
Targets	LCP ≤ 2.5s · INP ≤ 200ms · CLS ≤ 0.10 (INP replaced FID in 2024)

FIX IN THIS ORDER

- ☐ Compress + resize images to WebP/AVIF (hero under ~300KB)
- ☐ Lazy-load below-the-fold images (never the hero)
- ☐ Set width/height on every image (stops layout shift)
- ☐ Replace the carousel / video hero with one static image
- ☐ Trim plugins, widgets & extra fonts
- ☐ Add a CDN + caching

BY PLATFORM

- ☐ WordPress: caching + image plugin (ShortPixel/Imagify) + Cloudflare
- ☐ Squarespace: compress images BEFORE upload; fewer blocks
- ☐ Wix: optimize images first; fewer App Market apps
- ☐ Tithe.ly & builders: right-size images — that's 90% of your control

HEAVY EMBEDS

- ☐ Lazy-load / facade the YouTube sermon player (~14KB vs ~500KB)
- ☐ Use a static map image or lazy-load Google Maps