From: Adrian Cristian

Top 10 FREE Tools to Speed Up Your Website for 'Mobile First' Indexing

Hey there!

Have you noticed how everywhere you go, you see people on their mobiles phones and tablets checking their messages and email, surfing the web, and even better - buying all sorts of stuff? **It's constant.**

Mobile is king and continues to rise in market share. Google is already taking steps to keep up with the ever-growing transition to mobile by deploying a new approach to how it indexes web pages.

They call it, "**Mobile-First" indexing**. It's how Google makes sure it's getting the bests mobile content for people searching across the entire web.

That's why your website must be the fastest and best optimized across all devices, but especially mobile, within its niche - or risk seeing a major hit to search engine rankings, traffic, and ultimately business.

As you might now, we are testing a **tool capable of seamless website transitions to Mobile First indexing**. The results are impressive! It has the potential of making you some serious cash if you use it on the right clients.

But more on that later...

What is "mobile-first indexing"?

Mobile-first indexing is exactly what it sounds like. It just means that the mobile version of your website becomes the starting point for what Google includes in their index, and the baseline for how they determine rankings.

If you monitor crawlbot traffic to your site, you may see an increase in traffic from Smartphone Googlebot, and the cached versions of pages will usually be the mobile version of the page.

It's called "mobile-first" because it's not a mobile-only index: for instance, if a site doesn't have a mobile-friendly version, the desktop site can still be included in the index.

But the lack of a mobile-friendly experience could impact negatively on the rankings of that site, and a site with a better mobile experience would potentially receive a rankings boost even for searchers on a desktop.

Free Tools that Will Make Your Website Faster

Over the years, we started working with a series of tools & plugins that optimized the loading speed of our websites. These will complement the functionality of MobiFirst wonderfully. You can **test out the software here.**

Without further ado, here's our **inner circle collection of free tools** that will make your website faster & improve your Mobile-First indexing metrics:

1. W3 Total Cache
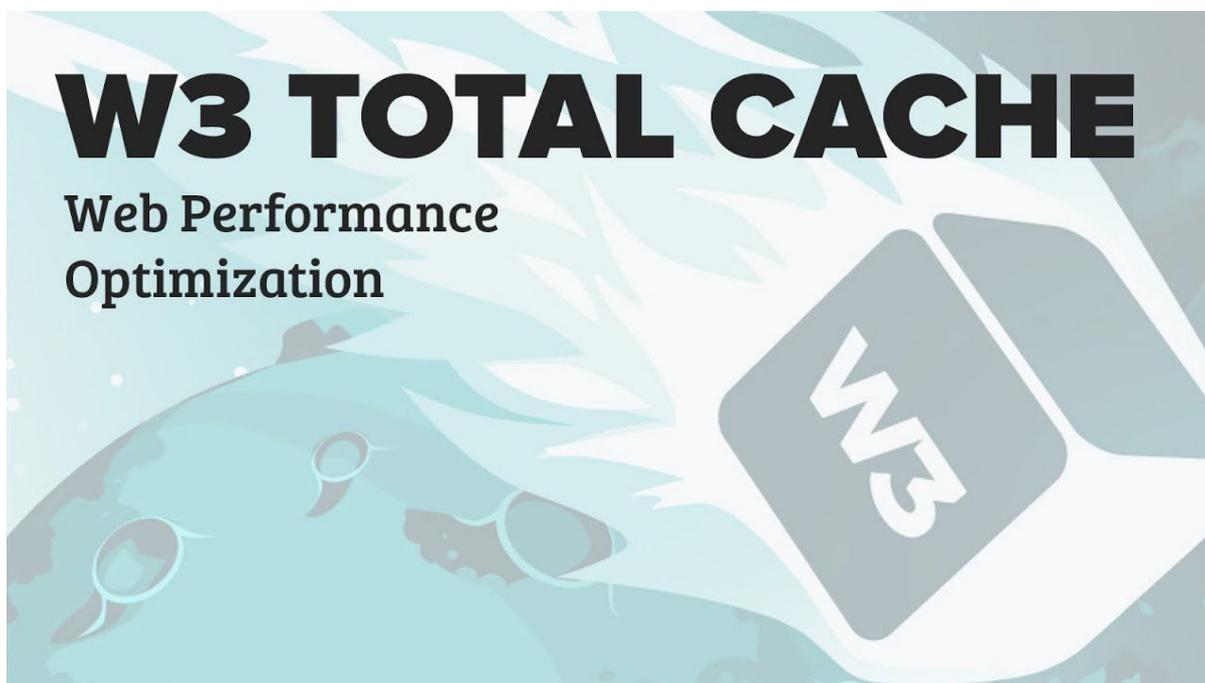
Description: The **W3 Total Cache plugin** is one of the most popular caching plugins, and also one of the highest rated.

But, the reality is that because there are so many options, it's not the easiest to setup. And if you don't know what you're doing, you could break something. That's why I recommend this plugin to advanced users.

It includes all the features you will need to properly set up WordPress cache. This includes page cache, object cache, gzip compression, limited minification support, CDN support and more.

Download Link: https://wordpress.org/plugins/w3-total-cache/

2. WP Fastest Cache

Description: WP Fastest Cache It's the highest rated free cache plugin and is super easy to configure. It comes with a great set of features, balanced with ease of use.

WP Fastest Cache is a performance plugin with a focus on caching. It comes with a great set of features like: easy setup, CDN integration, 1-click to clear cache and/or minified CSS etc.

You can also Set expiration times for all posts/pages or certain URL strings and Set posts/pages to exclude (some like admin area excluded by default)

Just install, activate and run through the settings. Then hit save and you're ready to go.

Download Link: https://www.wpfastestcache.com/

3. WP Super Minify
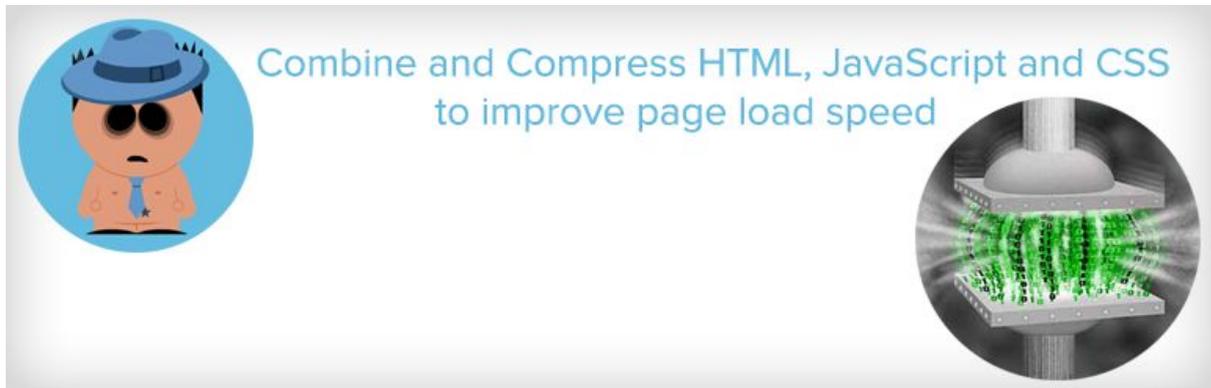
Description: The idea of **minifying** is to combine JS, HTML and CSS files so that they can be compressed and served to visitors in a way that reduces website loading times.

The three-step process for installing this plugin include downloading the plugin, uploading it to the directory and activating it through the plugins menu.

WP Super Minify won't increase Google page speed as much as some of the more technical plugins, however, many users can expect an increase of 2-4 percent.

WP Super Minify gives you the option to disable compression of JavaScript and/or CSS just in case there are any conflicts.
Extremely straight forward and easy to use.

Download Link: https://wordpress.org/plugins/wp-super-minify/
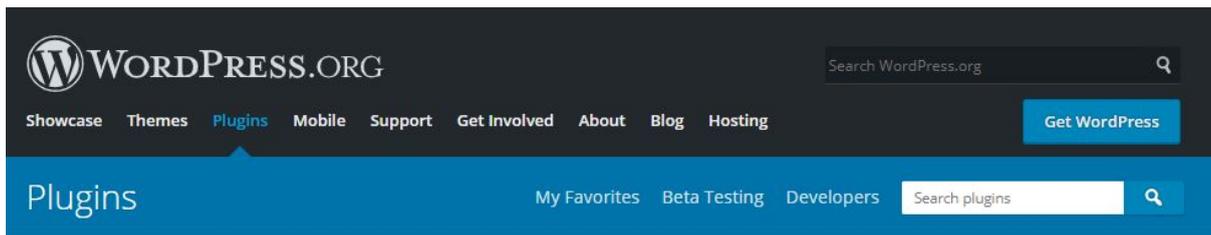
4. WP Super Cache

Description: WP Super Cache is one of the most widely used caching plugins available for WordPress. It is free and comes highly recommended by many of the **top WordPress hosting companies.**
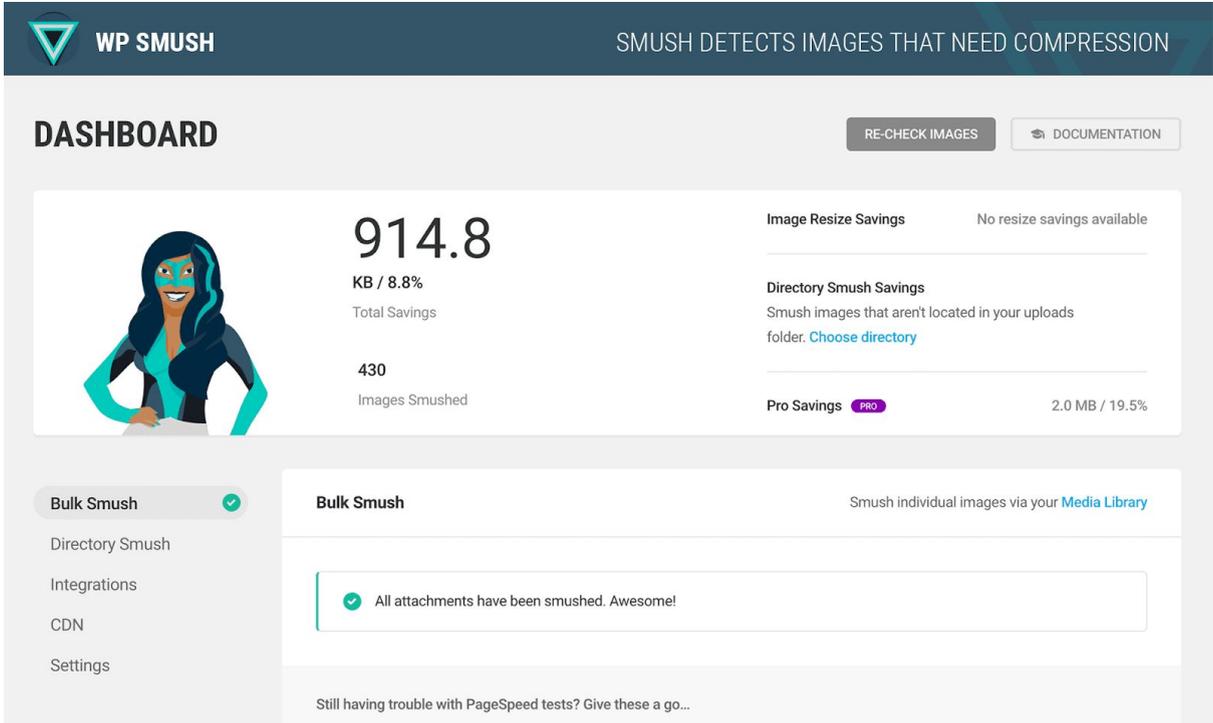
It generates **html** files that are served directly by Apache without processing comparatively heavy PHP scripts. When it is installed, **html** files are generated and they are served without ever invoking a single line of PHP.

By using this plugin you will speed up your WordPress blog significantly.

WP Super Cache plugin includes all recommended caching features that you will need to speed up your website. This includes gzip compression, page cache, cache pre-loading, CDN support, advanced cache preload, and more.

Download Link: https://wordpress.org/plugins/wp-super-cache/

5. WP Smush.it

Description: WP Smush is an award-winning, image compression plugin.

The **Smush.it plugin** works by stripping away all metadata from JPEGs, as well as removing unused colors from indexed images. The result: smaller file size, quicker load time, and no noticeable loss of image quality.

WP Smush it supports all common image formats including JPEG, GIF, and PNG, is also removes unused colors from images and compresses any image in your directory.

Download link: https://wordpress.org/plugins/wp-smushit/
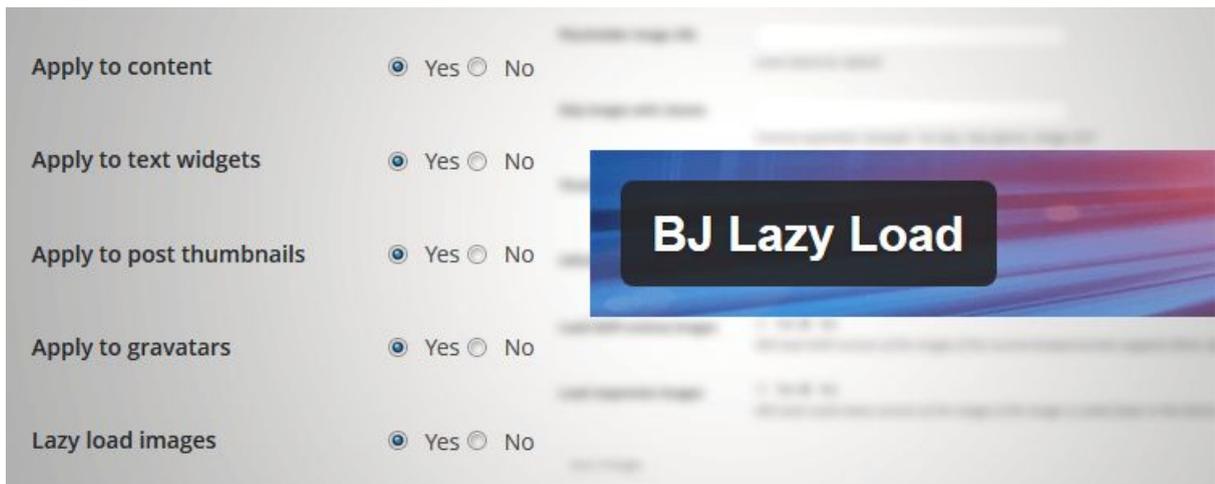
6. BJ Lazy Load

Description: The **BJ Lazy Load plugin** improves your website's load speed by using what is known as **lazy loading.**

When your website uses lazy loading, it prioritizes all the content your users will see first. Instead of loading each image to begin, the plugin makes use of placeholders. The images are only loaded as they are about to become visible in a user's browser.

Rather than loading content that the viewer is not ready to access, BJ Lazy Load delays loading it until the user is ready.

As the viewer scrolls along, content iframes are replaced with placeholders so that the page loads bit by bit, rather than all at once. The visitor won't notice this, and that's exactly the point.

The idea of 'lazy loading' is that specific elements are only loaded when they are needed.

Download link: https://sl.wordpress.org/plugins/bj-lazy-load/

7. WP-Optimize

Description: WP-Optimize allows you to clean up and optimize your database to make it run better. You can also remove all those post revisions and comments automatically to ensure your database is running neat, fast, and efficient.

The plugin makes it easy to remove those excess post revisions you simply don't need anymore.

It also allows you to quickly remove any spam comments queued up, which can be cumbersome to remove manually. Another great feature is that it simplifies the process of actually deleting unwanted content, rather than just storing it as trash.

If you want to know how effective this plugin could be, it can tell you your current database size and indicate how much space optimization can save.

Once enabled, you can define a schedule which will automatically clean-up your database by removing all unnecessary data like spam comments, trashed content, etc. It also shows database statistics and potential savings and more.

Download link: https://wordpress.org/plugins/wp-optimize/

8. Cachify

Description: Cachify features several different types of caching and works with WordPress multisite installations. It's rated 4.7 out of 5 stars and has over 20,000 active installs.

Cachify optimizes your page loads by caching posts, pages and custom post types as static content.

You can choose between caching via database, on the web server's hard drive (HDD), or—thanks to APC (Alternative PHP Cache)—directly in the web server's system cache. Whenever a page or post is loaded, it can be pulled directly from the cache.

Download link: https://wordpress.org/plugins/cachify/
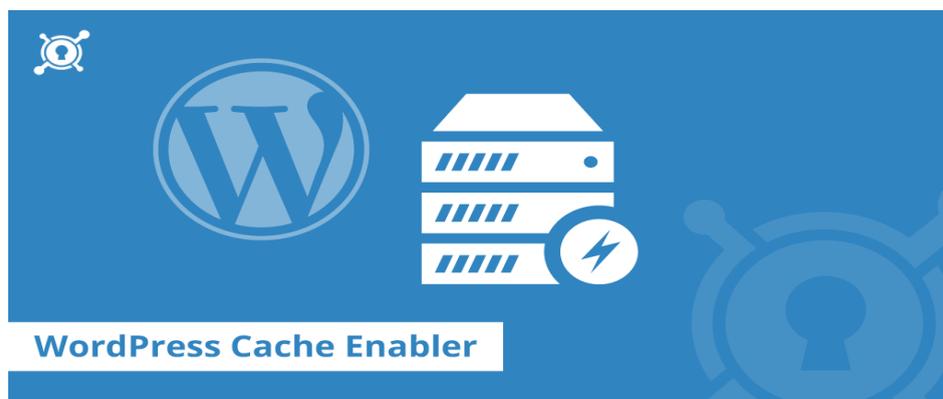
9. Cache Enabler

Description: Cache Enabler it's a lightweight caching plugin that you can setup in minutes. It comes with the option to set cache expiry time, minification setup and a few other options.

This plugin requires minimal setup time and allows you to easily take advantage of the benefits that come from using WordPress caching. The WordPress Cache Enabler has the ability to create 2 cached files.

One is plain HTML and the other version is gzipped (gzip level 9). These static files are then used to deliver content faster to your users without any database lookups or gzipping as the files are already pre-compressed.

This WordPress cache engine will improve the performance of your website. It's efficient and easy to use.

Download link: https://wordpress.org/plugins/cache-enabler/

10. Hyper Cache

Description: Hyper Cache is a cache plugin specifically written to get the maximum speed for your WordPress blog.

It has separate caches for desktop and mobile users, and an extra feature that allows it to cache efficiently even on sites with very active user commenting and discussion participation – something which is known to

trip up other caching plugins. It scores 4.5 out of 5 stars and there are over 50,000 active installs according to the WordPress Plugin Directory stats.

It works on any WordPress blog and **does not require complex configuration.**

Download link: https://wordpress.org/plugins/hyper-cache/

Stay Tuned

That's it for now.

Don't forget to take advantage of my **Free invitation to the MobileFirst**. Play with it as much as you can. Practice makes perfect:

>> https://x360bonus.com/MobiFirst

Make sure you're not missing out on any future free materials that we are going to release. We are working on some absolute gems at the moment, and I'll hate to see you miss them.

To ensure that doesn't happen, go to your email account and drag any of our emails from **Updates / Promotions** to **Primary**. Then, click **Yes** to ensure that you make our future emails as visible as possible.