Technical Specifications

WordPress Website Performance Optimization Project

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How this document works:

- You are invited to take on one, two, or all three sections — depending on your agency's expertise.
- Each section is fully self-contained with its own scope, timeline, and budget.
- Any workstream you do not cover will be assigned to a separate contractor.
- All three workstreams can run in parallel and independently of each other.
- Timelines in each section are independent — they are not cumulative.
- Client will coordinate deployment windows between contractors to avoid conflicts.
- Budget is fixed-price per section. Change requests outside the defined scope are negotiated separately.

Section	USD	GBP	EUR
Web Development	$13,400	GBP 10,000	EUR 11,600
Web Design & UX	$20,100	GBP 15,000	EUR 17,300
SEO Optimization	$13,400	GBP 10,000	EUR 11,600

Exchange rates as of March 30, 2026. All amounts are approximate and may vary slightly at the time of invoicing.

1. General Information

Project:

Performance optimization of a WordPress website.

Objectives:

- Reducing website server response time
- Speeding up image loading and media delivery
- Improving overall performance scores and user experience

Key pages definition:

An agreed list of 5-10 representative pages (home, key category, key post/product, contact page) will be provided by the client at project start. All performance KPIs apply to this agreed list only.

Client responsibilities before project start:

- Provide a full backup of website database and files (wp-uploads)
- Provide staging environment access if available — staging is strongly preferred; if no staging exists, discuss alternative approach with client before work begins
- Confirm and provide the agreed list of key pages for baseline measurements
- Confirm CDN subscription costs are covered by client — contractor performs setup only
- Confirm GA4 property will be owned by client account — contractor granted admin access during project
- Cover license/subscription fees for any paid plugins required (e.g. WP Rocket, WP Offload Media) — contractor may propose free alternatives if preferred

Out of Scope (all workstreams):

- Development of new website functionality or features
- Copywriting or creation of new content
- Migration to a different hosting provider or CMS
- Ongoing monthly retainer services (unless separately agreed)
- Fixing pre-existing bugs unrelated to the defined scope
- Multisite configuration — if the website is already a Multisite installation, contractor must flag any scope implications before work begins

2. Task 1: Configuring WordPress Caching

2.1. Goal

Implement multi-level caching to reduce server response time and speed up page loading.

2.2. Caching Requirements

2.2.1. Page Caching

- Install and configure a caching plugin (WP Rocket, W3 Total Cache, or similar)
- Configure caching for static HTML pages
- Set cache lifetime: 4 hours for the home page, 8 hours for internal pages
- Implement automatic cache clearing when content is updated

2.2.2. Object Caching

- Configure object caching via Redis or Memcached
- Install and configure the appropriate plugin (Redis Object Cache, etc.)

• Configure database query caching
• Set TTL for objects: 2 hours

2.2.3. Browser Caching

Configure Cache-Control headers for static resources:

- CSS/JS files: 1 year
- Images: 6 months
- Fonts: 1 year

• Implement filename-hash versioning for cache invalidation (e.g. style.a1b2c3.css). Document the cache-busting process in the handoff.

2.2.4. Minification and Concatenation

• Enable minification of HTML, CSS, and JavaScript
• Configure concatenation of CSS and JS files only where it measurably improves performance
• Implement deferred loading of JavaScript (defer/async)

2.3. Server Integration

• Configure Nginx/Apache to support caching
• Implement gzip compression for text resources
• Configure ETag headers — ensure ETag generation is consistent with CDN caching rules

2.4. Caching for Authorized Users

• Logged-in users (any role): serve cached pages with bypass for dynamic pages
• Pages excluded from cache: /cart, /checkout, /my-account, /wp-admin, and pages with personalized content
• Administrator role: always bypass cache

Full list of excluded URLs and roles must be documented in the handoff.

2.5. Acceptance Criteria

All metrics measured using Google Lighthouse (mobile, 4G throttling, median of 5 runs) from a European or US test location, against the agreed list of key pages. Baseline measurements must be recorded before work begins.

+ TTFB improvement of at least 30% vs recorded baseline
+ Google PageSpeed Insights score of at least 90/100 on key pages
+ Cache cleared correctly when content is updated
+ Caching correctly bypasses excluded pages and user roles

3. Task 2: Implement Image Loading via CDN

3.1. Goal

Integrate a CDN for hosting and delivering images, reducing load on the main server and speeding up media file delivery.

3.2. Requirements for CDN Integration

3.2.1. Selecting and Configuring a CDN Provider

• Select a CDN provider (Cloudflare, BunnyCDN, CloudFront, or similar)
• Configure the CDN zone for the website domain
• Configure SSL certificate for the CDN — contractor is responsible for setup and validity. CDN subscription costs are covered by the client.

3.2.2. Integration with WordPress

- Install and configure a CDN plugin (WP Offload Media, CDN Enabler, or similar)
- Configure automatic uploading of new images to CDN
- Implement synchronization of existing media files
- Ensure WebP format support with fallback for unsupported browsers

3.2.3. Image Optimization

Configure automatic image optimization on upload:

  - Lossless compression using modern formats (WebP with JPEG/PNG fallback)
  - Resize to maximum width of 1920px
  - Maximum file size after optimization: hero/cover images 500 KB, content images 300 KB, thumbnails 100 KB
  - Automatic thumbnail/preview generation

- Implement lazy loading for images — use WordPress native lazy loading (loading='lazy') unless a plugin override is explicitly required; avoid double lazy loading
- Configure adaptive images for different device breakpoints

3.2.4. Content Delivery Configuration

Configure image caching policy in CDN:

  - TTL for images: 1 month (takes priority over browser cache headers for CDN-delivered images)
  - Cache-Control headers aligned with origin server policy
  - HTTP/2 support

- Implement hotlinking protection — whitelist of allowed domains to be confirmed with client
- Configure watermarking only if explicitly requested by client in writing

3.3. Migration of Existing Images

- Perform a dry-run migration on staging environment before production
- Create a script to migrate existing media files to CDN
- Ensure redirection of old URLs to CDN addresses
- Preserve the structure of the WordPress media library
- Ensure media files served via CDN do not get indexed under the CDN domain — rewrite image URLs in content to CDN addresses while keeping canonical tags pointing to the main domain; configure CDN headers (X-Robots-Tag: noindex) for media if needed
- Run a broken link check after migration and provide results report
- Document steps to revert changes if migration fails, before production work begins

3.4. Acceptance Criteria

LCP improvement measured as median LCP for image-heavy key pages via WebPageTest, compared against the pre-project baseline.

+ All new images automatically uploaded to CDN
+ All existing images migrated to CDN
+ Image URLs in content replaced with CDN addresses
+ Median LCP for image-heavy key pages improved by at least 30% vs baseline
+ HTTPS supported for all resources — no mixed content
+ No broken image links after migration (verified by link checker report)

4. Technical Requirements

4.1. Compatibility

- WordPress version 6.0 or higher (current latest recommended)
- PHP 8.0 minimum — PHP 8.1 or 8.2 strongly recommended
- Contractor must verify compatibility with client's active plugins and theme before implementation

4.2. Security

- Restrict direct access to original source files via CDN access rules
- Secure data transfer to CDN (HTTPS only, no mixed content)
- CDN SSL certificate: contractor responsible for setup and confirming validity

4.3. Monitoring and Analytics

- Google Analytics 4: property owned by client account; contractor granted admin access during project
- Uptime monitoring configured with alerts sent to client-designated contact
- Caching and CDN error logging enabled and accessible to client

4.4. Deployment Process

- All work should be completed and tested on staging before production deployment where possible
- Production deployment scheduled during low-traffic window (agreed with client in advance)
- Contractor must document steps to revert changes if something goes wrong in production
- Post-deployment regression testing required: performance, functionality, broken links

5. Implementation Stages

Stage 1: Preparation

- Analysis of current server and WordPress configuration
- Verify PHP and WordPress version compatibility; flag any upgrade requirements before proceeding
- Record baseline measurements: TTFB, Lighthouse scores, LCP for key pages
- Procurement and setup of required tools and plugins
- Note: full website backup must be completed by client before this stage begins

Stage 2: Caching Configuration

- Installation and configuration of caching plugins
- Server-level caching configuration (Nginx/Apache)
- Caching rules for authorized users and excluded pages
- Performance testing on staging

Stage 3: CDN Integration

- CDN account and zone setup (including SSL)
- WordPress plugin integration
- Dry-run image migration on staging, then production migration
- Broken link check and URL replacement verification

Stage 4: Testing, Sign-off and Documentation

- End-to-end performance testing (Lighthouse, WebPageTest) vs baseline
- Regression testing: functionality, links, forms
- Client sign-off: Lighthouse screenshots (before/after), performance summary, CDN migration confirmation, broken-link report
- Documentation of all configurations and administrator instructions

6. Documentation Deliverables

Upon completion, the contractor must provide:

- Technical documentation of all settings and configurations
- Administrator guide for ongoing site management
- Recommendations for future maintenance and support
- Acceptance package: Lighthouse screenshots and raw JSON reports (before/after, all runs), WebPageTest HAR/JSON files, performance results CSV, CDN migration confirmation, broken-link checker results.

7. Budget and Timeline — Web Development

Timeline: 30 business days

Budget: up to $13,400

Section	USD	GBP	EUR
Web Development	$13,400	GBP 10,000	EUR 11,600

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8. Web Design & UX Optimization

Intended for web design agencies or UX/UI studios. Self-contained scope with its own timeline and budget. Can run in parallel with other workstreams.

8.1. Goal

Update the visual interface of the website, improve user experience and increase conversion rate while maintaining high page load speed.

8.2. Scope of Work

8.2.1. Design Audit

- Analysis of the current structure of website pages
- Analysis of user behavior and navigation patterns
- Identification of visual and UX problems
- Competitive benchmarking against 3-5 comparable websites

8.2.2. UI Concept and Design System

- Development of a unified visual style for the website
- Creation of a design system: color palette, typography, buttons, interface elements
- Standardization of all reusable interface components
- Delivery of design files in Figma (or equivalent)

8.2.3. Redesign and Front-End Implementation of Key Pages

Full redesign and front-end implementation (scope covers both UI design and frontend development):

- Home page
- Category / archive pages
- Individual post / product pages
- Contact and conversion pages

8.2.4. UX and Interaction Optimization

- Improvement of content block structure and visual hierarchy
- Optimization of CTA buttons and interactive elements
- Redesign of contact forms and input fields
- Simplification of site navigation

8.2.5. Responsive Design

- Full mobile optimization (320px - 768px breakpoints)
- Tablet adaptation (768px - 1024px)
- Cross-browser testing: iOS Safari, Android Chrome, desktop Chrome / Firefox / Safari

8.2.6. Performance-Oriented Design

- Use SVG for all interface icons and decorative elements
- Eliminate heavy CSS animations that negatively affect Cumulative Layout Shift (CLS)
- Optimize all graphic assets: compression, correct dimensions, modern formats
- Avoid render-blocking design resources

8.3. Acceptance Criteria

Performance metrics: Google Lighthouse (mobile, 4G throttling, median of 5 runs). Behavioral metrics measured against pre-project baseline in GA4 over a comparable traffic period.

KPI Metric	Target
Google PageSpeed Score (mobile)	Score >= 85 / 100
Cumulative Layout Shift (CLS)	< 0.1
Largest Contentful Paint (LCP)	< 2.5 seconds
Bounce rate improvement target	>= 10% vs. baseline (dependent on traffic and content)
Average session duration	Increase >= 15% vs. baseline
Mobile usability (Google Search Console)	Zero critical errors
Cross-device rendering	Visually consistent across 5 tested devices
Core Web Vitals final validation	After all workstreams complete

8.4. Deliverables

- Figma design files for all redesigned pages (desktop + mobile)
- Implemented HTML/CSS/JS integrated into WordPress theme
- Design system documentation
- Cross-device and cross-browser test report
- Lighthouse screenshots before and after implementation

8.5. Sign-Off

Client acceptance requires: Figma file handoff, live implementation on staging or agreed test environment, Lighthouse report (mobile), cross-device test report. Bugs identified within 14 days of production launch are covered under this scope.

8.6. Timeline and Budget

Timeline: 45 business days

Budget: up to $20,100

Section	USD	GBP	EUR
Web Design & UX	$20,100	GBP 15,000	EUR 17,300

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9. SEO Optimization

Intended for SEO agencies or digital marketing studios. Self-contained scope with its own timeline and budget. Can run in parallel with other workstreams.

9.1. Goal

Improve website visibility in organic search, optimize technical and on-page structure, and establish a measurable baseline for ongoing SEO growth.

9.2. Scope of Work

9.2.1. SEO Audit

- Full technical SEO audit of the current website
- Identification of indexation errors and crawl issues
- Analysis of current keyword rankings and organic traffic — baseline date recorded at audit
- Review of backlink profile

9.2.2. Technical SEO

- Creation or optimization of robots.txt (review existing file and update as needed)
- Creation and submission of XML sitemap to search engines
- Resolution of all indexation errors identified in audit
- Verification and correction of canonical tags
- Implementation of structured data markup (Schema.org) for key page types
- Elimination of duplicate content — technical fixes by contractor; content-level fixes (merging pages, rewriting text) are the responsibility of the client's content team

9.2.3. On-Page SEO

- Optimization of meta titles and meta descriptions for all key pages
- Correct implementation of heading hierarchy (H1-H6)
- Content structure optimization for featured snippets and semantic relevance
- Keyword mapping: assign target keywords to individual pages

9.2.4. Site Structure and Internal Linking

- Development of a logical and crawlable site architecture
- Optimization of URL slugs for all key pages
- Internal linking strategy implementation
- Breadcrumb navigation setup

9.2.5. Image SEO

- Addition of descriptive alt attributes to all images
- Optimization of image file names using target keywords
- Ensure correct indexing of media files where applicable

9.2.6. Core Web Vitals

Core Web Vitals are a direct Google ranking factor. Must be validated after all workstreams are complete:

- LCP (Largest Contentful Paint): < 2.5 s
- CLS (Cumulative Layout Shift): < 0.1
- INP (Interaction to Next Paint): < 200 ms

Final Core Web Vitals validation is the responsibility of the SEO contractor, confirmed in Google Search Console after all workstreams are complete.

9.2.7. Analytics and Search Console Setup

- Google Search Console: full property setup, sitemap submission, error resolution. Property owned by client — contractor granted admin access during project.
- Google Analytics 4: event tracking, conversion goals, organic channel configuration. GA4 property owned by client account.
- Setup of a monthly SEO reporting dashboard

9.3. Acceptance Criteria

Key pages = agreed list of 5-10 pages defined at project start. Keyword baseline recorded at audit date. Position and traffic targets are directional goals, not contractual guarantees — results depend on search competition, content quality, and Google's algorithm.

KPI Metric	Target
Indexation errors (Google Search Console)	Reduced to 0 critical errors
Core Web Vitals (all three metrics)	All green in Google Search Console
Key pages indexed	100% of agreed key pages confirmed indexed
Organic impressions growth	Expected within 30-90 days post-launch
Average position — target keywords	Goal: >= 5 positions vs. baseline (non-contractual; subject to algorithm)
Pages with optimized meta tags	100% of agreed key pages
Pages with valid Schema markup	All agreed key page types
Google Analytics 4	Configured with conversion tracking

9.4. Deliverables

- Full SEO audit report (PDF)
- Keyword mapping document
- Technical SEO fix log with before/after confirmation screenshots
- Configured Google Search Console and Google Analytics 4
- Monthly SEO reporting template

9.5. Sign-Off

Client acceptance requires: SEO audit report, GSC showing 0 critical errors, GA4 active with conversion tracking. Core Web Vitals field validation in GSC uses real-user data (CrUX) which updates with a delay — immediate sign-off may use lab data (Lighthouse/WebPageTest). Final GSC field validation to be confirmed 30-90 days after production deployment. Issues identified within 14 days of handoff are covered under this scope.

9.6. Timeline and Budget

Timeline: 60 business days

This timeline covers all SEO work and technical fixes. Organic ranking improvements typically follow within 3-6 months after implementation — this is industry standard and is not within the contractor's control.

Budget: up to $13,400

Section	USD	GBP	EUR
SEO Optimization	$13,400	GBP 10,000	EUR 11,600

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Cross-Workstream Overlap Reference

Shared deliverables requiring coordination between contractors. A shared technical coordinator is strongly recommended when multiple agencies work in parallel.

Deliverable	Development (1-7)	Design (8)	SEO (9)
Image optimization	CDN / WebP	SVG / formats	Alt tags / filenames
Core Web Vitals	TTFB / cache	CLS / LCP design	GSC validation (lead)
Mobile performance	Caching rules	Responsive UI	Mobile usability
Page structure	-	Visual hierarchy	H1-H6 / Schema
Analytics	Error logging	-	GA4 / GSC (lead)
Staging / deploy	Lead	Coords with Dev	Coords with Dev

When multiple agencies work in parallel, designate one technical coordinator to manage staging access, deployment windows, and Core Web Vitals sign-off across all teams.