

Hosting Speed Audit Checklist

A print-friendly worksheet for diagnosing hosting speed, TTFB, caching, CDN and infrastructure bottlenecks.

Use this checklist when diagnosing a slow site or benchmarking your hosting environment before and after a change. Record measurements in Group 1 before working through the remaining groups. The findings across all five groups together give you a complete picture of where the performance constraints are and what to address first.

Audit Details

Website: _____	Domain: _____
Hosting provider: _____	Server location: _____
Audit date: _____	Reviewed by: _____

Quick Performance Snapshot

Baseline TTFB: _____	LCP: _____
INP: _____	CLS: _____
Primary bottleneck: _____	Priority fix: _____
Before measurement date: _____	After measurement date: _____

Group 1: Baseline Measurements

<input type="checkbox"/> TTFB measured using Google PageSpeed Insights and result recorded (note whether field data or lab data is shown)
<input type="checkbox"/> TTFB field data reviewed in PageSpeed Insights under "Discover what your real users are experiencing" section if available for this URL
<input type="checkbox"/> TTFB classified against Google's rough guidance: good (800ms or less), needs improvement (800ms to 1,800ms), poor (above 1,800ms)
<input type="checkbox"/> TTFB measured from a second geographic location using WebPageTest.org to isolate server processing from network latency
<input type="checkbox"/> Google Search Console Core Web Vitals report reviewed: LCP, INP and CLS status for key URLs noted (Poor / Needs Improvement / Good)

- LCP classified: good (under 2.5 seconds), needs improvement (2.5 to 4 seconds), poor (above 4 seconds)
- INP classified: good (under 200ms), needs improvement (200ms to 500ms), poor (above 500ms)
- All baseline measurements recorded with date for future comparison

Notes for this group

Group 2: Server Hardware and Protocol

- Storage type confirmed: NVMe SSD, SATA SSD or HDD (check hosting plan specs page or ask support directly)
- PHP version confirmed in hosting control panel: PHP 8.3 or 8.4 recommended where compatible; avoid unsupported PHP 7.x versions
- HTTP version confirmed: open browser dev tools > Network tab > Protocol column for HTML document request; h2 = HTTP/2; h3 = HTTP/3
- HTTP/2 confirmed as baseline; HTTP/3 with QUIC noted if available
- Web server software confirmed: LiteSpeed, NGINX or Apache (check hosting dashboard or ask support)
- Available RAM and CPU cores confirmed for VPS or dedicated plans; shared plan resource caps reviewed
- Brotli compression confirmed active: check response headers in dev tools for Content-Encoding: br on text assets (more efficient than gzip)

Notes for this group

Group 3: Caching Layers

- Full-page caching confirmed active: server-level (Varnish, NGINX FastCGI, LiteSpeed Cache) or plugin-level
- TTFB measured on a cached page request to confirm caching is functional; cached requests near the server or CDN edge should be substantially faster than uncached requests
- OPcache confirmed active: check hosting dashboard or PHP configuration section
- OPcache hit rate checked if accessible: above 95% is a useful target; consistently low hit rates may indicate memory allocation is too low
- Object caching confirmed: Redis or Memcached available and connected
- Redis confirmed as the object caching backend if WooCommerce or membership functionality is present (preferred over Memcached for dynamic transactional content)
- Browser caching confirmed: Cache-Control headers present on static assets; check via response headers in dev tools Network tab
- Any caching layer that is absent or misconfigured noted with priority level for remediation

Notes for this group

Group 4: Server Location and CDN

- Server location confirmed from hosting dashboard or IP geolocation tool
- Primary audience location confirmed from Google Analytics > Reports > Demographics > Overview (last 30 days)
- Geographic match assessed: server and primary audience on same continent; significant mismatch noted as contributing latency factor
- CDN active status confirmed: response headers checked for CF-Cache-Status or X-Cache on static assets in browser dev tools
- CDN cache hit confirmed for static assets: CF-Cache-Status: HIT or X-Cache: Hit visible on repeat requests
- CDN edge coverage reviewed against primary audience geography: provider has points of presence in audience regions
- Image format delivery confirmed: WebP or AVIF being served to compatible browsers where available (check image response headers in dev tools for Content-Type: image/webp or image/avif)
- Image compression confirmed active: large uncompressed images flagged in PageSpeed Insights Opportunities section
- CDN caching scope confirmed: authenticated pages and cart flows are not being cached incorrectly

Notes for this group

Group 5: Audit Results and Next Steps

- Primary bottleneck identified: server hardware, caching configuration, geographic latency, CDN gaps or application layer
- Triage priority confirmed: server-layer fixes scheduled first; CDN improvements second; application-layer optimizations third
- Caching gaps remediated or scheduled: full-page caching, OPcache, Redis in priority order
- PHP version upgrade scheduled if currently on 7.x or 8.2 and staging environment confirmed for testing
- Server region migration assessed if geographic mismatch is significant and CDN is not sufficient to close the gap
- Hosting plan upgrade assessed if current plan cannot support required caching layers or resource levels
- Post-remediation TTFB and Core Web Vitals measured and compared against Group 1 baseline
- Results documented: findings, changes made, before and after measurements recorded

Notes for this group

Disclaimer

This checklist is for general informational and organizational purposes only. It is not technical or professional advice. It should not replace a personalized plan or guidance from a licensed or qualified professional, and it must be adapted to the user's specific situation. Hosting configurations, caching layer availability, storage specifications, performance thresholds, control panel interfaces, testing tools and provider requirements vary and can change over time. Always verify specifications directly with your hosting provider and use multiple measurement tools before drawing conclusions or making infrastructure changes. Web Hosting Services makes no guarantees regarding outcomes based on use of this checklist in any format. If this checklist is reprinted or republished online, please credit Web Hosting Services at webhostingservices.co.

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