



## Speed Wins for SEO & UX on WordPress

Eastcoast Research (ECR) improved SEO and UX by optimizing site speed with NitroPack. Faster pages led to higher search visibility, more clicks, longer sessions, and reduced bounce rates —driving higher-quality engagement.

Speed Optimizations

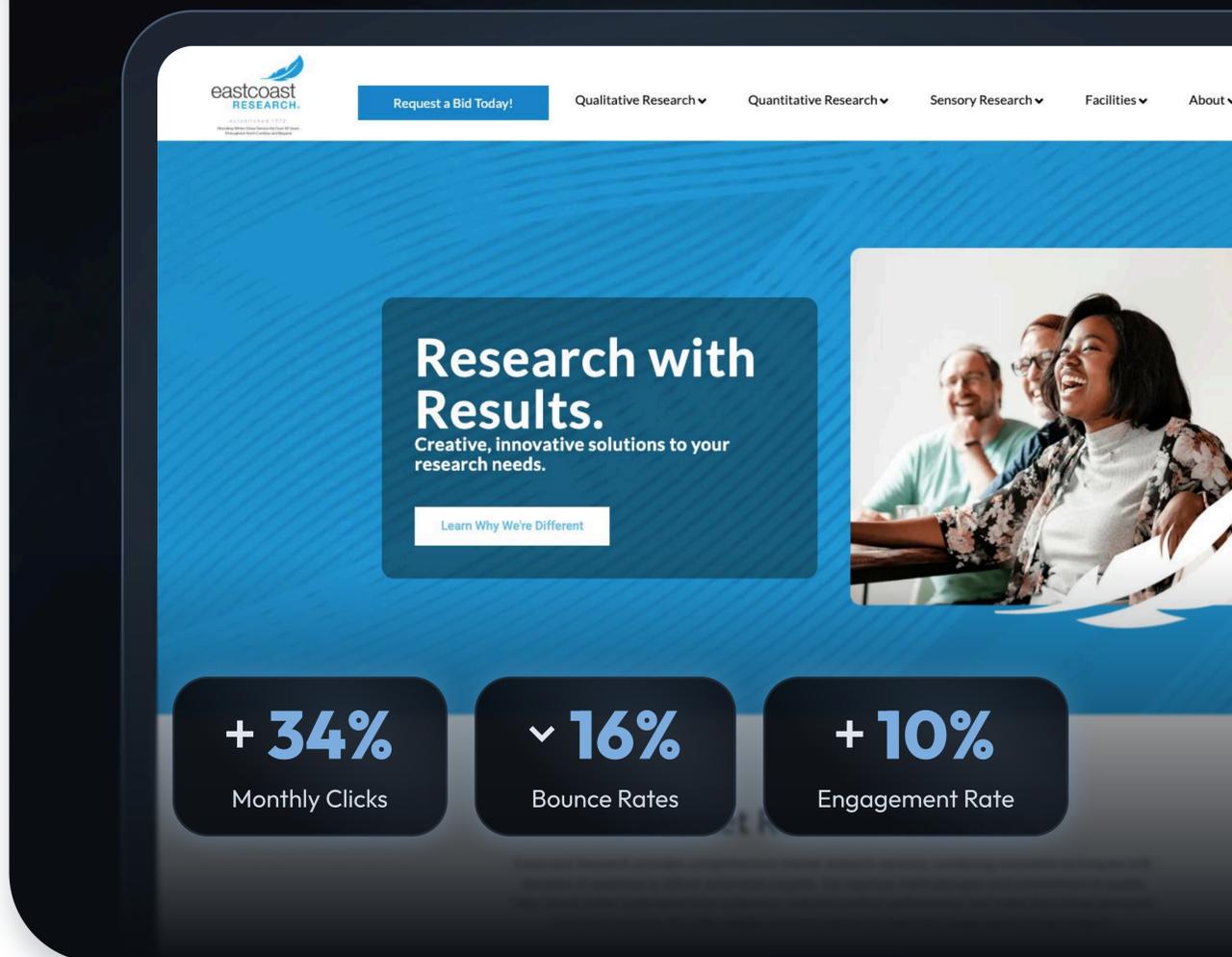
SEO

UX

“NitroPack empowers our developers to achieve top-tier performance through finely tuneable settings and smart defaults. Its compatibility with most WordPress themes and plugins eliminates bottlenecks, and their support team is fast and reliable. The result? A lightning-fast site that’s stable, scalable, and built to exceed performance expectations.”

**Omari Wright**

Web Development Manager, seoplus+



### The Challenge

ECR’s WordPress site faced performance issues that slowed down page loads, especially on mobile. Visitors had to wait too long before meaningful content appeared, which increased bounce rates and limited engagement. This not only made it harder for users to explore the site but also weakened the effectiveness of their SEO and marketing efforts. The challenge was to boost page responsiveness and visibility without undergoing a full redesign or risking disruption to analytics and third-party integrations.

### The Approach

In January 2025, seoplus+ implemented NitroPack, an all-in-one performance optimization platform designed to dramatically improve website speed, user experience, and Core Web Vitals. The focus was on reducing upfront load times and deferring non-critical elements so that core content appeared faster and pages felt smoother. The implementation targeted key templates while ensuring analytics and integrations remained intact. This pragmatic approach improved performance without the costs and risks of a full rebuild, aligning user experience improvements with stronger search performance.

### The Results

The optimization produced significant results. From January to July 2025, average monthly clicks grew 34% and impressions soared 122%. Bounce rates fell 16% for direct traffic and 5% for organic search. Session quality improved with Direct sessions up 36% in duration and Organic sessions up 30%. Engagement rates also increased, with a 3.5% lift for direct and over 10% for organic traffic. These outcomes show faster, more stable pages not only improved visibility but also encouraged deeper exploration and higher-quality user sessions.