

High-Performance WP Build

Hello child theme and Elementor tuned for Core Web Vitals using the App Starter layout and page-level JSON-LD.

Core Metrics

| Metric | Target |
|---------------------------------|--------------|
| Largest Contentful Paint (LCP) | $\leq 2.5s$ |
| Cumulative Layout Shift (CLS) | ≤ 0.05 |
| Interaction to Next Paint (INP) | $\leq 200ms$ |

Problem

Heavy multipurpose themes and plugin bloat degraded Core Web Vitals and produced inconsistent layouts. Render-blocking CSS/JS and unreserved media dimensions hurt LCP and CLS.

Architecture & Approach

Hello Elementor child theme with minimal DOM depth; App Starter layout for unified spacing and CTA hierarchy; system-ui fonts; responsive srcset images with explicit dimensions; inline critical CSS; lazy iframes with sandboxing; GA4 event tracking on CTAs.

Results

Achieved mobile LCP $\leq 2.5s$, CLS ≤ 0.05 , and INP $\leq 200ms$. Reduced JS payload and eliminated blocking CSS where possible. Page-level JSON-LD (WebPage + BreadcrumbList) improved SEO clarity and breadcrumb eligibility.

Stack & Tools

WordPress • Hello Child Theme • Elementor Pro • Cloudflare (Brotli + Cache) • GA4 • Lighthouse • WebPageTest • VS Code.

Summary

This case establishes a repeatable pattern for high-performance WordPress builds: a lightweight theme foundation, disciplined layout standards, and measurable Core Web Vitals results-ready to scale across future portfolio entries.