

Website Optimization: 10 Tips in 30 Minutes

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Can You Hear Me?



Can You See The Screen?



Why Website Performance Matters?

- 57% Abandon a site after waiting **3 seconds** for a page to load.
- 80% of the people will **NOT** return
- Almost half will tell others about their **negative experience**.
- Amazon: 1% Revenue **increase** for every 100MS of improvement



10 Optimization Tips in 30 Minutes



Speed Up Your Website!

1) Optimize Your Images

- Right size for the job
- JPG, PNG, GIF – Choose your extension wisely
- Keep images static
- Don't Use HTML Scaling

2) Optimize HTML

- Standards Compliant
- Remove whitespace
- Simple structures
- Browser Compatibility
- Mobile Compatibility

```
<h1><a href="index.html" title="">What's News</a></h1>
<div id="mast">
  <div class="mast-item">
    <a href="" title=""></a>
    <h2><a href="" title="">Oops, he said it again! </a></h2>
    <p><a href="" title="">Controversial columnist lorem ipsum dolor sit a
  </div>
  <div class="mast-item">
    <a href="" title=""></a>
    <h2><a href="" title="">Mobile Revolution</a></h2>
    <p><a href="" title="">Controversial columnist lorem ipsum dolor sit a
  </div>
  <div class="mast-item">
    <ul class="mast-list">
      <li class="photo"><a href="" title="">Yesterday's astonishing ew
      <li class="comment"><a href="" title="">30 days to save our curr
      <li class="comment"><a href="" title="">Answering the climate qu
    </ul>
  </div>
</div>
<div id="nav-hold">
  <ul id="primary-nav">
    <li><a href="index.html" title="" class="on">Home</a></li>
    <li><a href="politics.html" title="">Politics</a></li>
    <li><a href="us.html" title="">U.S.</a></li>
```

3) Reduce Requests

- Image Sprites
- Combine CSS files
- Combine JavaScript files
- Browser Caching



4) Use Text Instead of Images

- Use CSS and HTML
- Avoid Images for Headers
- Text is always better for SEO
- Text will always render faster
- Balance good design with great performance

5) Minify Scripts & CSS

- Remove Whitespace
- Reduce Duplicate Entries
- Remove Unused Code
- Compress JavaScript

Resources:

www.cleancss.com

www.cssoptimizer.com

www.jscompress.com

yui.github.io/yuicompressor

Quick Review

- Use the right image for the job
- Clean HTML is important
- Consolidate your requests
- Plain HTML Text is always better than images
- Minify CSS and JavaScript

6) Use a Content Delivery Network

- High Availability
- High Performance
- Static Content
- Media Downloads



7) Cache Your Output

- Minimize Server Processing
- Server Caching for Dynamic Content
- Browser Caching for Static Resources
- Cache Ajax Requests

8) Avoid Bad Requests

- Check for 404 Errors
- Avoid Redirects on Resources
- Monitor Server Errors



9) Enable Gzip Compression

- Compresses Content
- Requires webserver configuration
- Does not require extra processing on client
- Reduces the overall size of the page request.



10) Choose Infrastructure Wisely

- You get what you pay for
- Test the network
- For Business, avoid shared hosting
- Ask for performance data



Bonus: Tools to Help Measure Performance

- Google PageSpeed
<https://developers.google.com/speed/pagespeed/>
- Yahoo YSlow
<http://developer.yahoo.com/yslow/>
- Pingdom
<http://www.pingdom.com/>
- Web Developer Checklist
<http://webdevchecklist.com/>

Questions?

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