Let's do a bunch of *simple stuff* to make our websites *faster*

CHRIS COYIER

@chriscoyier

CSS-Tricks

css-tricks.com

Reader

MAKING WEBSITES

ShopTalk: A Web Design and Development Podcast with Chris Coyier and Dave Rupert

shoptalkshow.com

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codepen.io

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education. We
started on thi
we'd love to h

Bugs? Fe

Menu 1
Menu 2
Menu 3
Menu 4

Pierre Baron 65 3

User Name
password
forgot password?
Sign In

Nate Cohen 178 3

Some task 1
Some task 2
Some task 3

Aleksandar Gosevski 96 3

Job
Find your
developmen

Philip Zastrow 129 4

Let's do a bunch of *simple stuff* to make our websites *faster*

Let's do a bunch of *simple stuff* to make our websites *faster*

PAUL IRISH

Google

LOW EFFORT **BIG IMPACT**

1

"Have a good to awesome affect on performance."

2

"A single person can do without coordinating with anyone else."

3

"Don't require complex or mature processes."

4

"Require minimal or no ongoing maintenance efforts."

STEVE SOUDERS

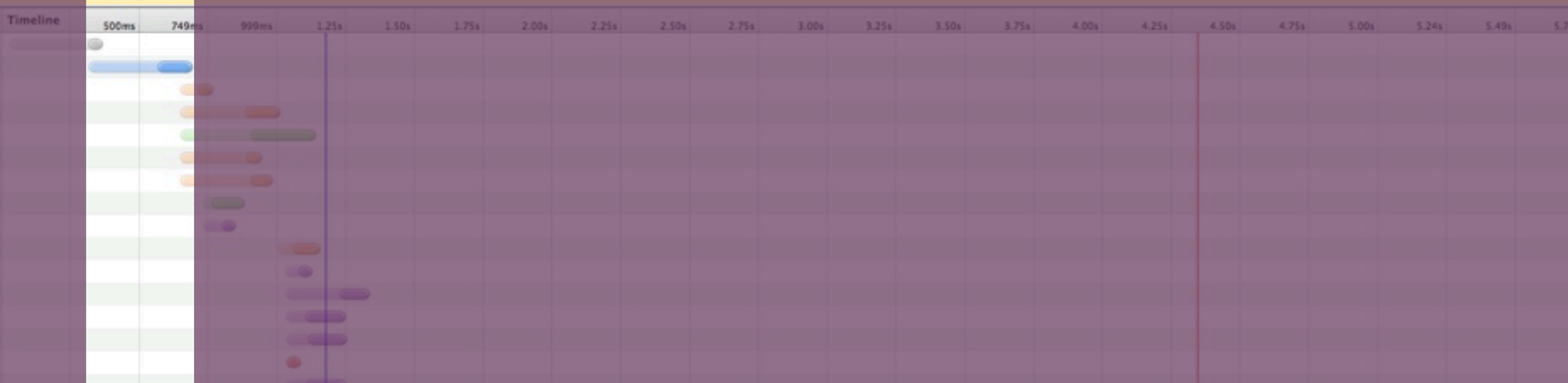
THE PERFORMANCE **GOLDEN RULE**

80 20

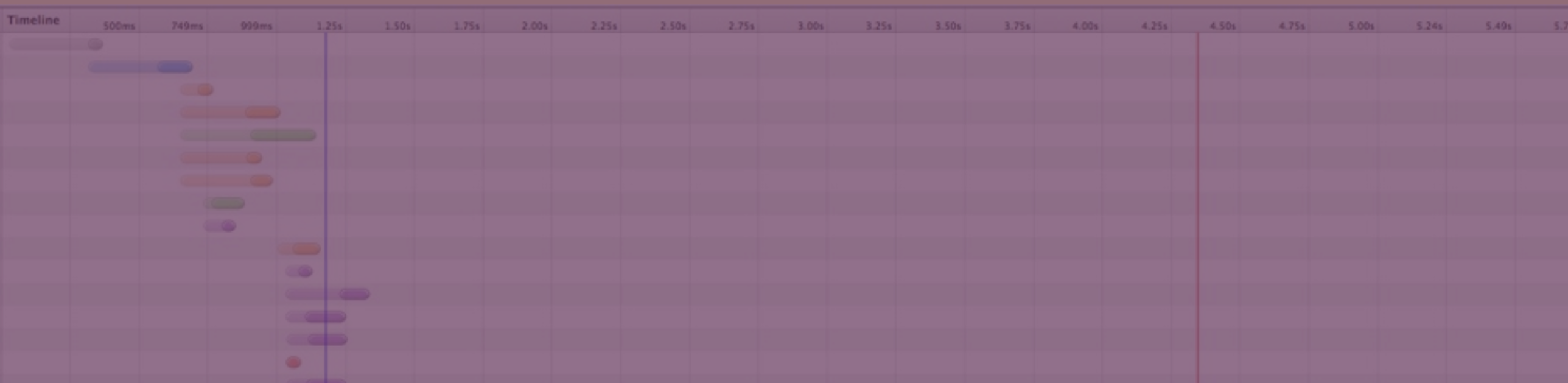
THE PERFORMANCE **GOLDEN RULE**

*On average, **80%** of the end-user response time is spent on the **front end**.*

“20%”


Timeline
500ms
749ms
999ms
1.25s
1.50s
1.75s
2.00s
2.25s
2.50s
2.75s
3.00s
3.25s
3.50s
3.75s
4.00s
4.25s
4.50s
4.75s
5.00s
5.24s
5.49s

“80%”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3.00s
3.25s
3.50s
3.75s
4.00s
4.25s
4.50s
4.75s
5.00s
5.24s
5.49s

117 Requests

7.81 MB

4.59s Total*

0.16s Back End

4.43s Front End

3% / 97%

* on Madison broadband

24%/76% Top 10

8%/92% 10 ~10,000

16%/84% Startups

13%/87% Top 50,000

1

"Have a good to awesome affect on performance."

2

"A single person can do without coordinating with anyone else."

3

"Don't require complex or mature processes."

4

"Require minimal or no ongoing maintenance efforts."

5

Focus more on the front end.

THE PLAN

1

Turn on HTTP Compression!

i.e. (GZip)

2

Cache stuff!

server and client side

3

Losslessly optimize images!

and sprite if you can

4

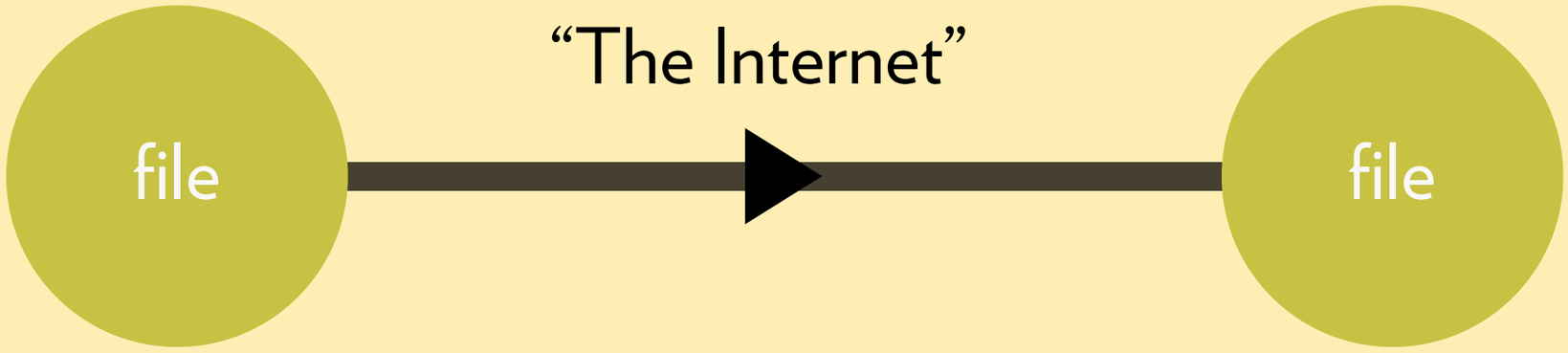
Combine CSS and JS!

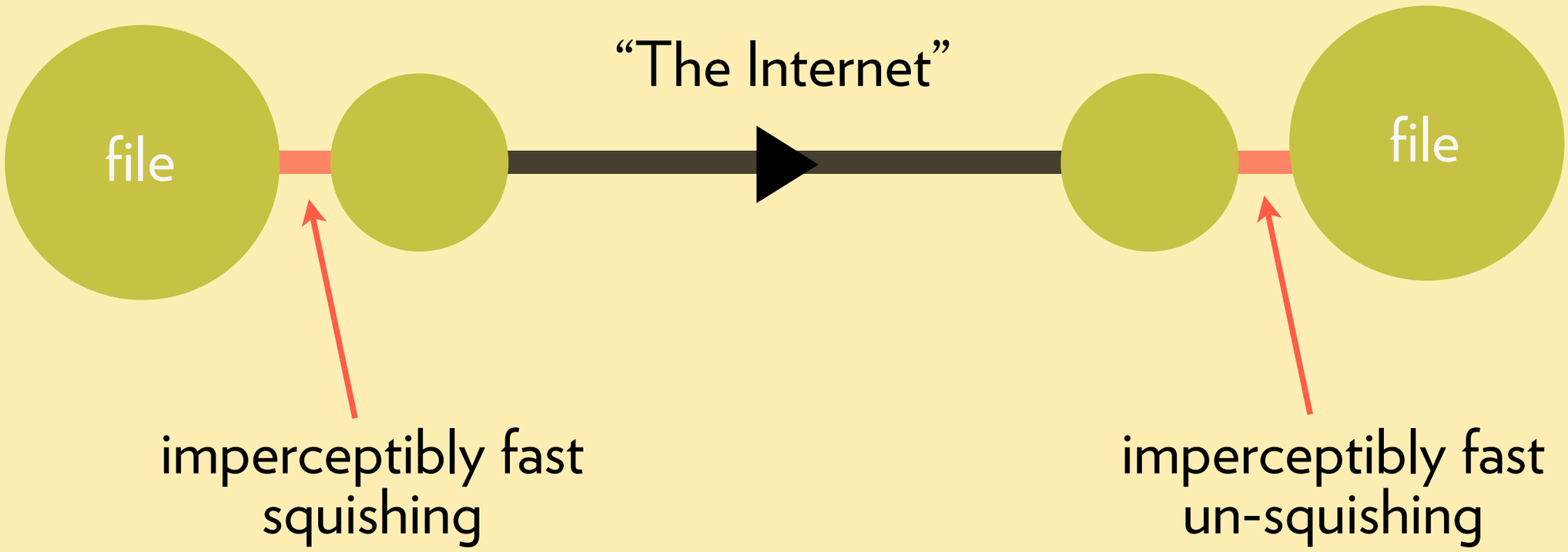
three, two, or one per page

1 TURN ON HTTP COMPRESSION

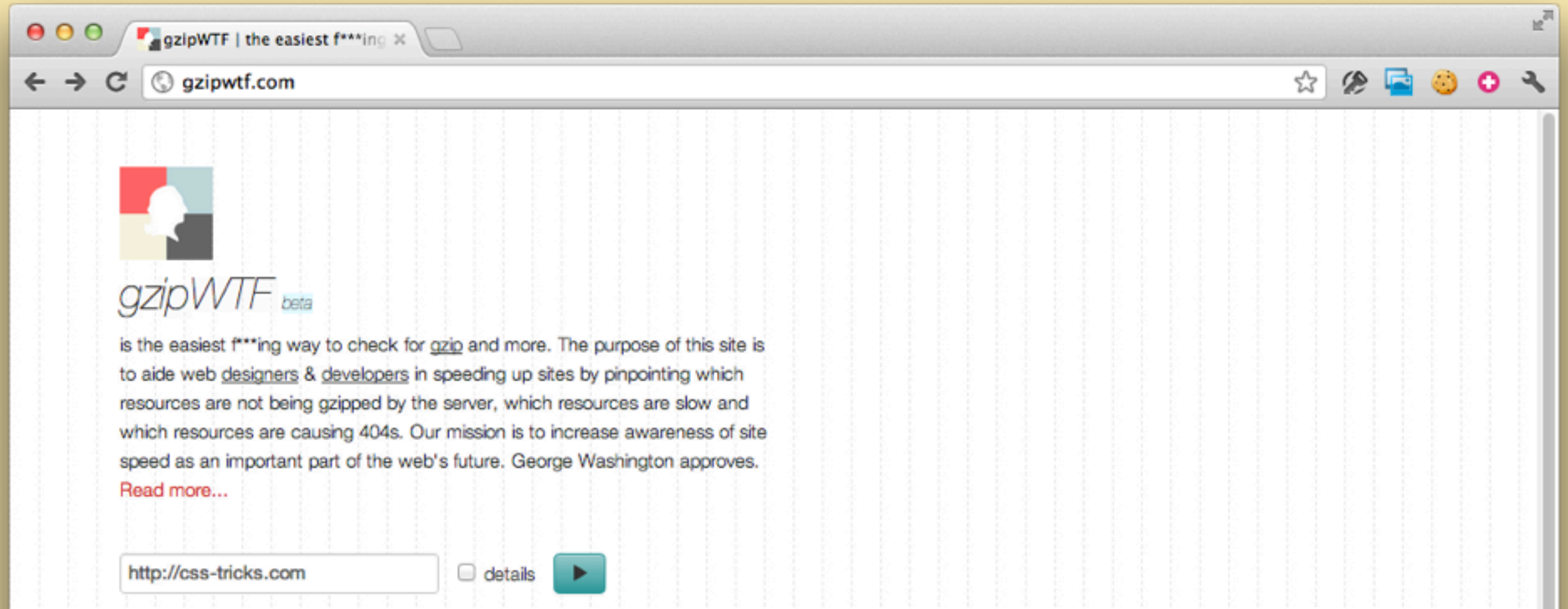
SERVER

BROWSER

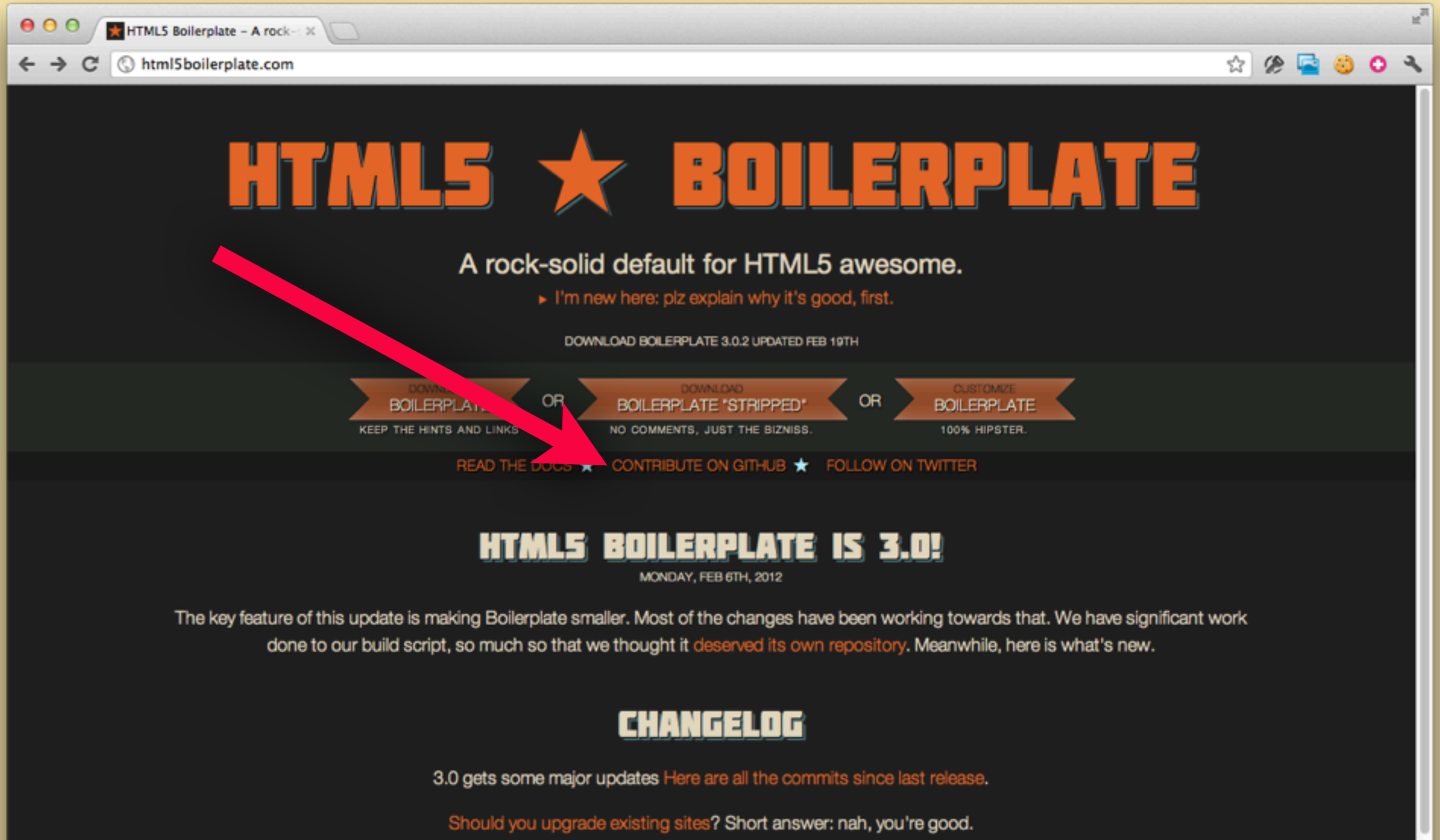




gzipwtf.com


gzipWTF | the easiest f***ing
gzipwtf.com
gzipWTF beta
is the easiest f***ing way to check for gzip and more. The purpose of this site is to aide web designers & developers in speeding up sites by pinpointing which resources are not being gzipped by the server, which resources are slow and which resources are causing 404s. Our mission is to increase awareness of site speed as an important part of the web's future. George Washington approves.
Read more...
http://css-tricks.com
details

html5boilerplate.com



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Latest commit to the master branch

.htaccess: Serve WebVTT files as `text/vtt` with UTF-8 encoding

alrra authored 14 days ago commit 83f4f28186
mathiasbynens committed 14 days ago

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css	month ago	Rename style.css to main.css [necolas]	
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.gitignore	a month ago	Add a comment and link to more .gitignore info [drublic]	
.htaccess	14 days ago	.htaccess: Serve WebVTT files as `text/vtt` with UTF-8 encoding [alrra]	
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apple-touch-icon-precomposed.png	4 months ago	Redesigned touch icons and favicon [richardcornish]	

```
#<FilesMatch "\.combined\.js$">
#  Options +Includes
#  AddOutputFilterByType INCLUDES application/javascript application/json
#  SetOutputFilter INCLUDES
#</FilesMatch>
#<FilesMatch "\.combined\.css$">
#  Options +Includes
#  AddOutputFilterByType INCLUDES text/css
#  SetOutputFilter INCLUDES
#</FilesMatch>


# ----------------------------------------------------------------------
# Gzip compression
# ----------------------------------------------------------------------

<IfModule mod_deflate.c>

  # Force deflate for mangled headers developer.yahoo.com/blogs/ydn/posts/2010/12/pushing-beyond-gzipping/
  <IfModule mod_setenvif.c>
    <IfModule mod_headers.c>
      SetEnvIfNoCase ^(Accept-EncodXng|X-cept-Encoding|X{15}|~{15}|-{15})$ ^((gzip|deflate)\s*,?\s*)+|[X~-]{4,13}$ HAVE_Acce
      RequestHeader append Accept-Encoding "gzip,deflate" env=HAVE_Accept-Encoding
    </IfModule>
  </IfModule>

  # HTML, TXT, CSS, JavaScript, JSON, XML, HTC:
  <IfModule filter_module>
    FilterDeclare   COMPRESS
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $text/html
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $text/css
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $text/plain
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $text/xml
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $text/x-component
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $application/javascript
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $application/json
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $application/xml
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $application/xhtml+xml
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $application/rss+xml
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $application/atom+xml
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $application/vnd.ms-fontobject
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $image/svg+xml
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $image/x-icon
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $application/x-font-ttf
    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $font/opentype
    FilterChain     COMPRESS
    FilterProtocol  COMPRESS  DEFLATE change=yes;byteranges=no
  </IfModule>

  <IfModule !mod_filter.c>
    # Legacy versions of Apache
    AddOutputFilterByType DEFLATE text/html text/plain text/css application/json
    AddOutputFilterByType DEFLATE application/javascript
    AddOutputFilterByType DEFLATE text/xml application/xml text/x-component
    AddOutputFilterByType DEFLATE application/xhtml+xml application/rss+xml application/atom+xml
    AddOutputFilterByType DEFLATE image/x-icon image/svg+xml application/vnd.ms-fontobject application/x-font-ttf font/opent
  </IfModule>
```

.htaccess — CPOR

FOLDERS

- CPOR
  - .sass-cache
  - app
  - config
  - db
  - doc
  - lib
  - log
  - node
  - public
  - script
  - spec
  - test
  - tmp
  - vendor
  - .gitignore
  - .htaccess
  - Capfile
  - config.rb
  - config.ru
  - countlines.rb
  - Gemfile
  - Gemfile.lock
  - Procfile
  - Procfile.production
  - Rakefile
  - README.rdoc

.htaccess

```
# ----------------------------------------------------------------------
# Gzip compression
# ----------------------------------------------------------------------

<IfModule mod_deflate.c>

  # Force deflate for mangled headers developer.yahoo.
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  <IfModule mod_setenvif.c>
    <IfModule mod_headers.c>
      SetEnvIfNoCase ^(Accept-EncodXng|X-cept-Encoding|X{15}|~{15}|-{15})$ ^((
      gzip|deflate)\s*,?\s*)+|[X~-]{4,13}$ HAVE_Accept-Encoding
      RequestHeader append Accept-Encoding "gzip,deflate" env=HAVE_Accept-Encoding
    </IfModule>
  </IfModule>

  # HTML, TXT, CSS, JavaScript, JSON, XML, HTC:
  <IfModule filter_module>
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    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $application/atom+xml
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    FilterProvider  COMPRESS  DEFLATE resp=Content-Type $font/opentype
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    AddOutputFilterByType DEFLATE text/xml application/xml text/x-component
    AddOutputFilterByType DEFLATE application/xhtml+xml application/rss+xml
    application/atom+xml
    AddOutputFilterByType DEFLATE image/x-icon image/svg+xml application/vnd.ms-
    fontobject application/x-font-ttf font/opentype
  </IfModule>

```
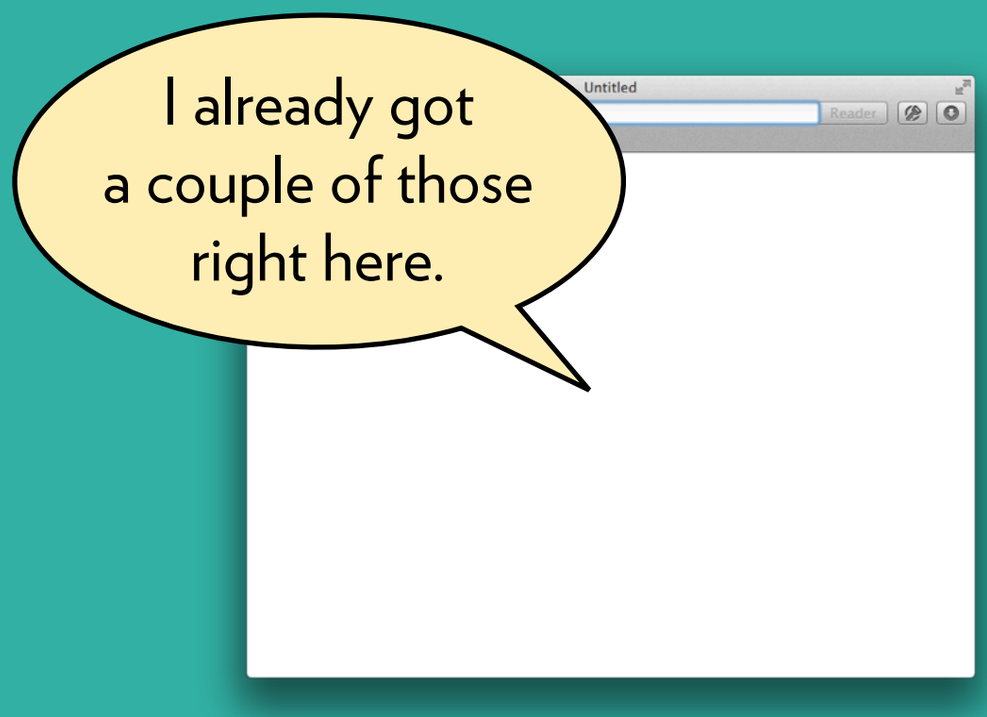
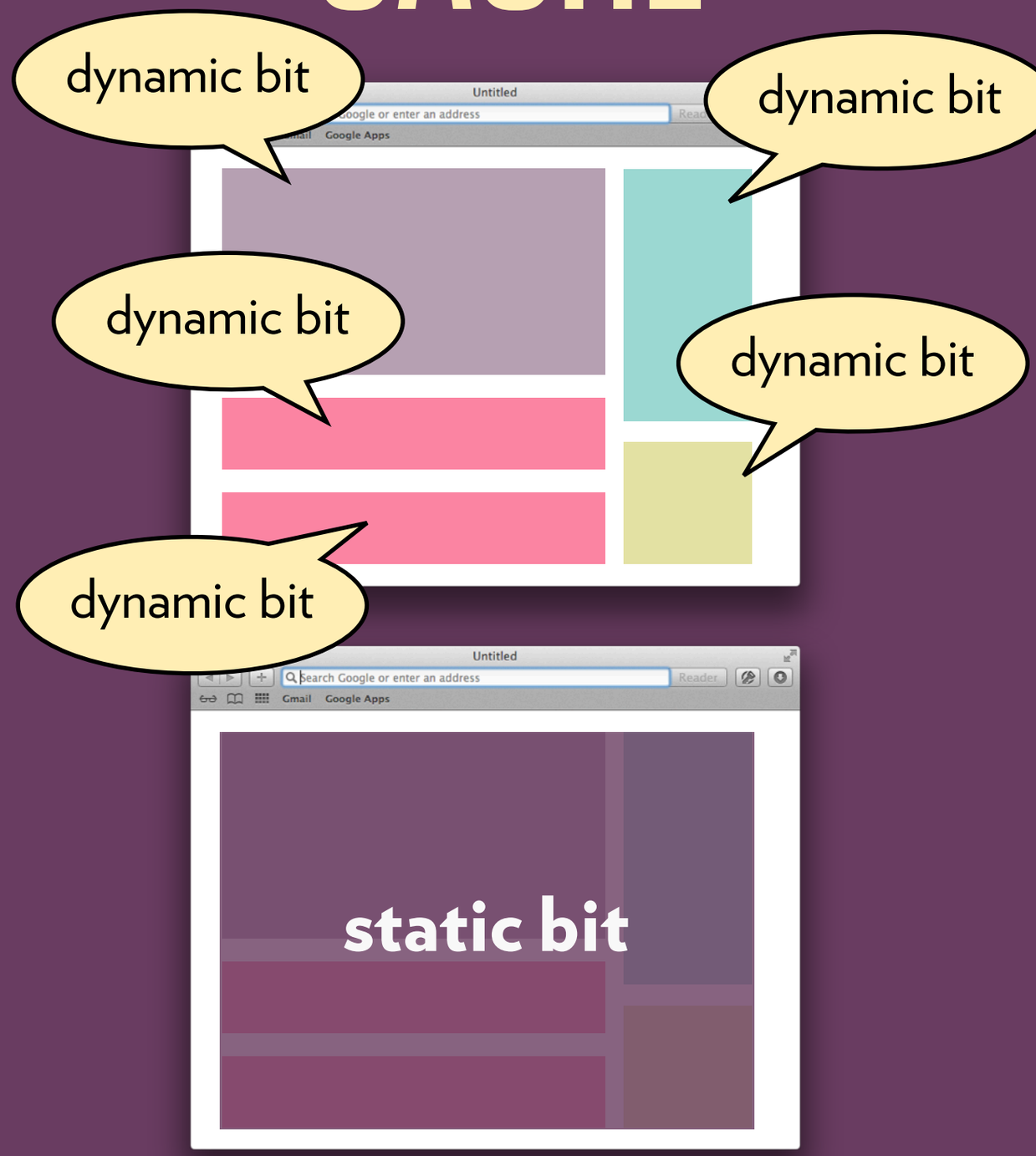

2 CACHE STUFF

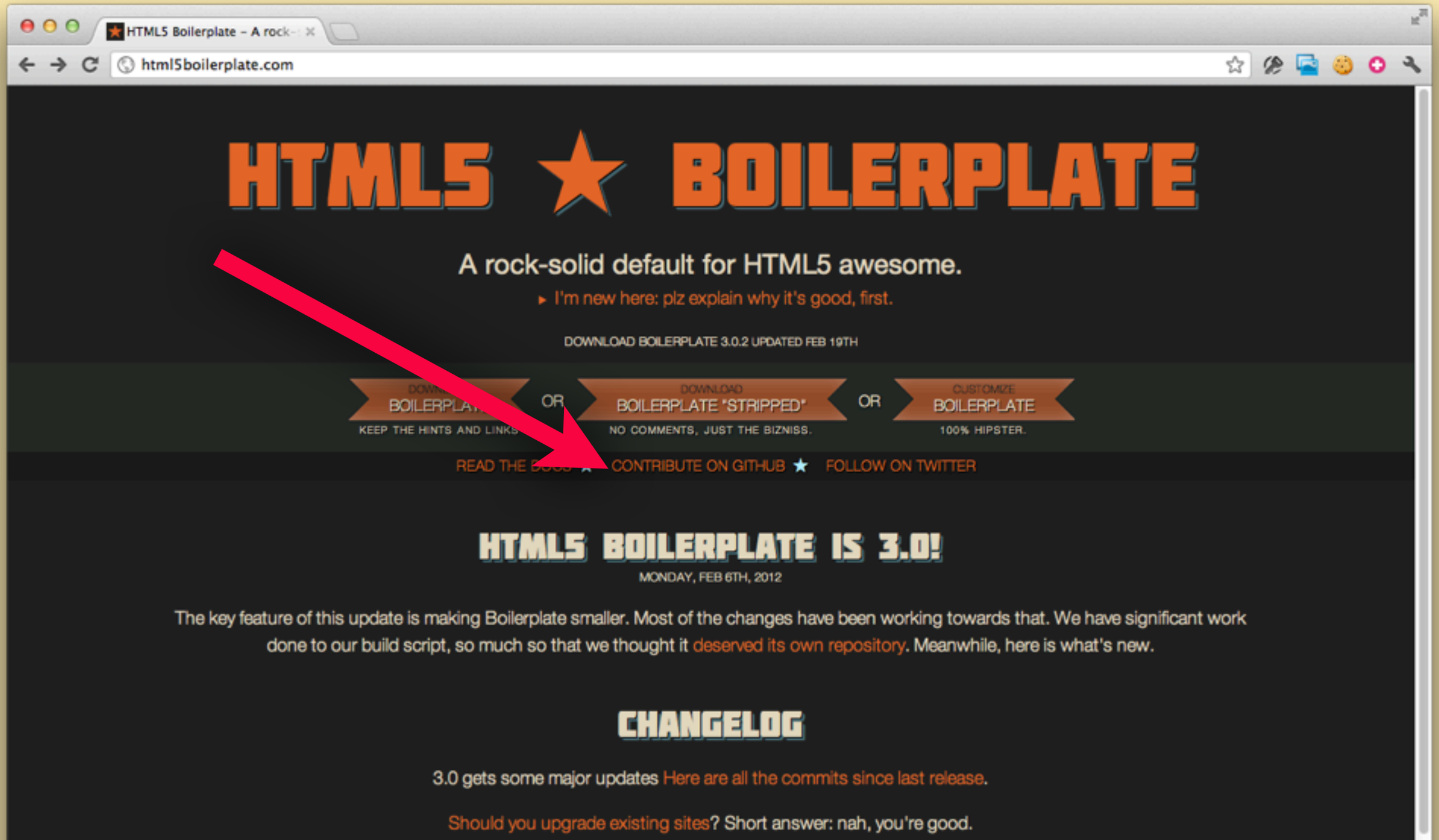
BROWSER CACHE



SERVER CACHE



html5boilerplate.com



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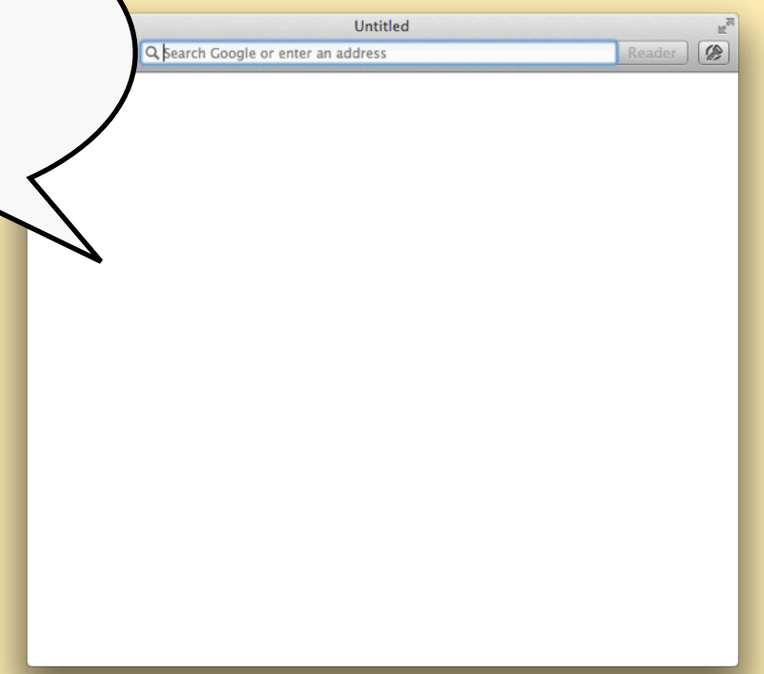
apple-touch-icon-precomposed.png	4 months ago	Redesigned touch icons and favicon [richardcornish]	

```
# ----------------------------------------------------------------------
# Expires headers (for better cache control)
# ----------------------------------------------------------------------

# These are pretty far-future expires headers.
# They assume you control versioning with filename-based cache busting
# Additionally, consider that outdated proxies may miscache
#   www.stevesouders.com/blog/2008/08/23/revving-filenames-dont-use-querystring/

# If you don't use filenames to version, lower the CSS  and JS to something like
#   "access plus 1 week" or so.

<IfModule mod_expires.c>
  ExpiresActive on

# Perhaps better to whitelist expires rules? Perhaps.
  ExpiresDefault                          "access plus 1 month"

# cache.appcache needs re-requests in FF 3.6 (thanks Remy ~Introducing HTML5)
  ExpiresByType text/cache-manifest       "access plus 0 seconds"

# Your document html
  ExpiresByType text/html                 "access plus 0 seconds"

# Data
  ExpiresByType text/xml                  "access plus 0 seconds"
  ExpiresByType application/xml           "access plus 0 seconds"
  ExpiresByType application/json          "access plus 0 seconds"

# Feed
  ExpiresByType application/rss+xml       "access plus 1 hour"
  ExpiresByType application/atom+xml      "access plus 1 hour"

# Favicon (cannot be renamed)
  ExpiresByType image/x-icon              "access plus 1 week"

# Media: images, video, audio
  ExpiresByType image/gif                 "access plus 1 month"
  ExpiresByType image/png                 "access plus 1 month"
  ExpiresByType image/jpeg                "access plus 1 month"
  ExpiresByType video/ogg                 "access plus 1 month"
  ExpiresByType audio/ogg                 "access plus 1 month"
  ExpiresByType video/mp4                 "access plus 1 month"
  ExpiresByType video/webm                "access plus 1 month"

# HTC files  (css3pie)
  ExpiresByType text/x-component          "access plus 1 month"
```

YO BROWSER,
you can hold on to a bunch of these files.
You might need them later.

Sweet.



The fastest HTTP request is the one not made.

http://www.stevesouders.com/blog/2012/03/22/cache-them-if-you-can/

It's up to you to break cache.

style.v1.css

style.v2.css

style.v3.css

style.v4.css

...

http://derek.io/blog/2009/auto-versioning-javascript-and-css-files/

3 LOSSLESSLY OPTIMIZE IMAGES

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Americana Fans Happy with No Depression Showcase

Photo of Amanda Shires courtesy of Joshua Black Wilkins.

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SXSW 2012 is open for business!

There is still time to register, SXSW begins March 9!

Browse through the announced music, bands, panelists, and films on our schedule.

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SXSW News

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Americana Fans Happy with No Depression Showcase

Posted by kevin on February 17, 2012 Music Festival

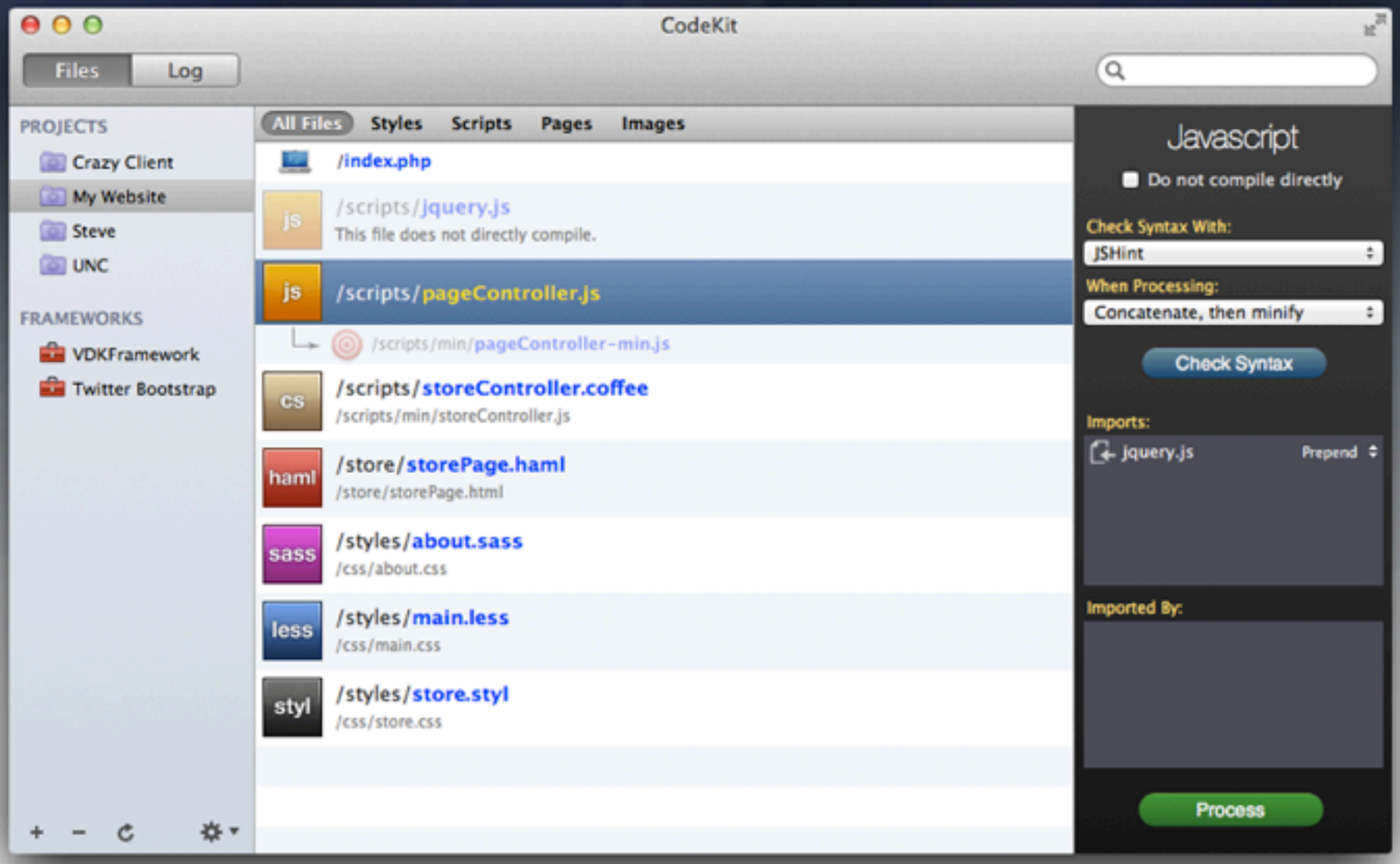
Among the hundreds of SXSW showcases announced this week, the No Depression lineup includes some of the brightest lights in Americana, kicking of at 8pm on Wednesday 3/14 at the Continental Club with The Trishas, a quartet of women who have quickly risen to headliner status here in Austin and whose

1.7MB of IMAGES

CodeKit — THE Mac App For

incident57.com/codekit/

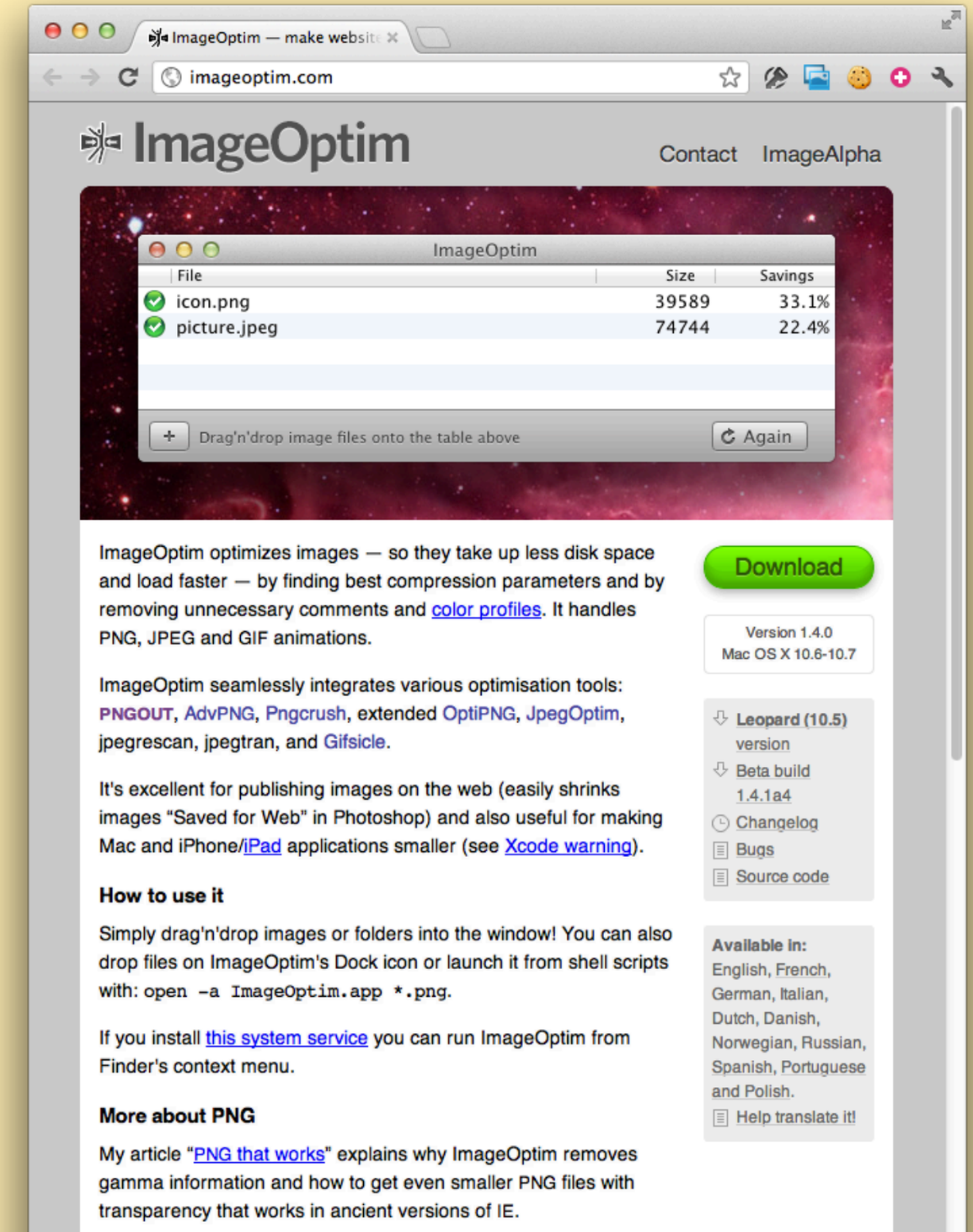
CodeKit



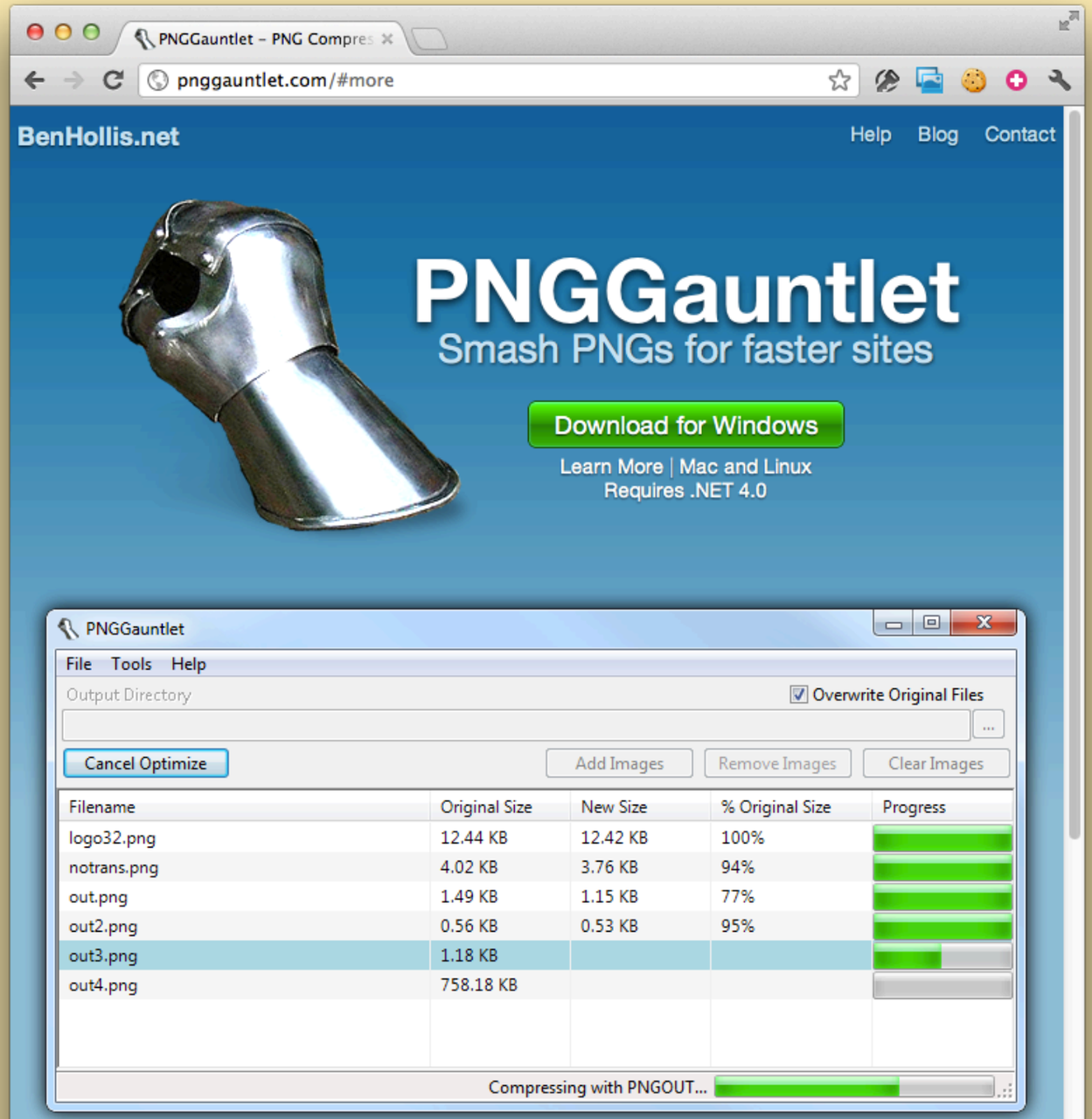
It's like steroids for web developers.

CodeKit
Files
Log
PROJECTS
Tinkerbox
CSS-Tricks-9
Demo Site
SXSW News sxs...
FRAMEWORKS
All Files
Styles
Scripts
Pages
Images
/amandahero.com_.jpg
/carrie.jpg
/check-big.png
/comedy1_12_bug_0.jpg
/extracted_director.jpg
/film_seq_12_bug.jpg
/fitztantrums2_daystage_front_0.jpg
/go_screen.jpg
/logo.png
/music_hotels_yes_gold_no_0.j
/plat_sponsor_bar_1-30.png
/reg_today_general_180x120.
/startup_village_12_bug.jpg
/startupvillagelogo_blog.png
/style_x_12_bug.jpg
/stylexbrooke_sat2011_007.jpg
/sx_schedules_12_bug.jpg
21 Images
Initial Size: 1.7 MB
Current Size: 1 MB
Reduction: 39.494 %
The values above are totals for all 21 selected files

OS X
imageoptim.com



Windows
pnggauntlet.com



4 COMBINE CSS AND JS

& Compress

http://css-tricks.com/one-two-three/

CodeKit

Files | Log

PROJECTS

- CPOR
- CSS-Tricks-9
- v10
- Douche McGoo
- codepen

FRAMEWORKS

All Files | Styles | Scripts | Pages | Images

- /js/css-tricks.js
  - /js/css-tricks-ck.js
- /js/jquery-1.7.2.min.js
- /js/jquery.fitvids.js
- /js/lang-css.js
- /js/prettify.js

Javascript

Do not compile directly

Check Syntax With: Nothing

Then: Concatenate + minify

Check Syntax

Imports: Show Errors

- prettify.js — Prepend
- lang-css.js — Prepend
- jquery.fitvids.js — Prepend

Imported By:

Process

Why did you use jQuery?

rabble rabble rabble.

- 31K minified and gzipped
- On the world's fastest CDN
- Probably cached

Why did you use jQuery?

rabble rabble rabble.

George P Johnson Experience

www.gpj.com

Gmail | Reader | Movies | Printliminator | +Pinboard | Read Later | deCSS3 | CodePen

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experience marketing
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AMERICAS
PROMO: GPJ #1 Ranked Experiential Agency
20 Jun 12 Promo Magazine's closely watched annual ranking puts GPJ...

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marketing, design and technology

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information, offices and locations

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Follow Us
TMD Blog

INNOVATE
MOTIVATE
ACTIVATE

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- Most Popular
- Branded Environments
- Entertainment Marketing
- Event Marketing
- Media & Content
- Online & Digital Experiences
- Client (SELECT)
- Location (SELECT)

ACHIEVING TRUE ENGAGEMENT
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TWEETFEED

@GeorgePJohnson ▸ - P&G's Glenn Williams views London 2012 Games as "the first digital Olympics": http://t.co/yJ4fKfiU ▸
@georgepjohnson ▸
just a moment ago ▸

@GeorgePJohnson ▸ - Hard to believe that SXSW 2013 Panel Picker is already open: http://t.co/mEHaxTZS ▸ Seems like we just got back @georgepjohnson ▸
just a moment ago ▸

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GROUP

PINKY SWEAR

I PROMISE TO...

1

Turn on HTTP Compression!

i.e. (GZip)

2

Cache stuff!

server and client side

3

Losslessly optimize images!

and sprite if you can

4

Combine CSS and JS!

three, two, or one per page

THANKS

@chriscoyier