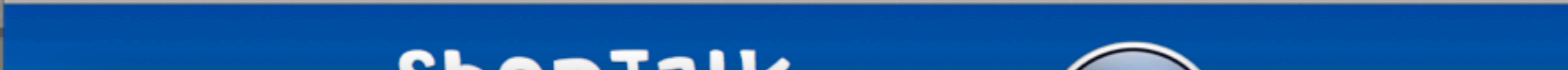


Let's do a bunch of
simple stuff to make
our websites *faster*



**CHRIS
COYIER**

@chriscoyier



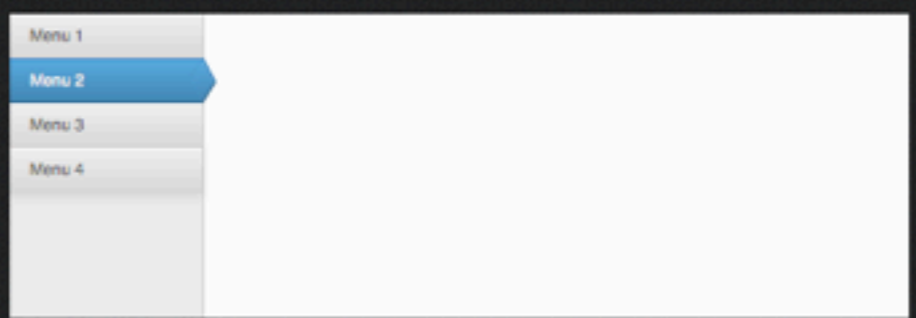
MAKING WEBSITES

CODEPEN New Pen

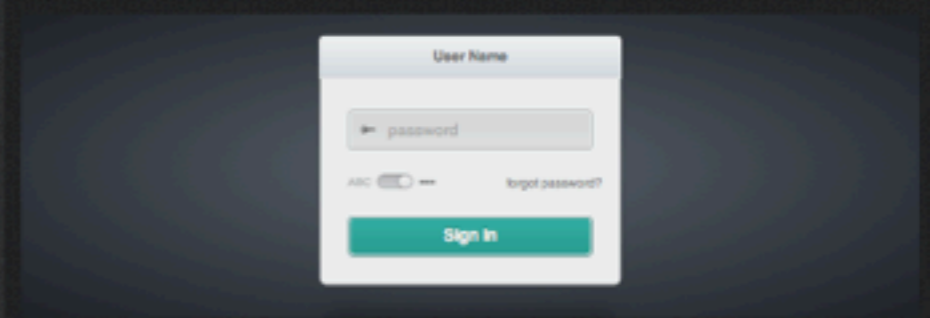
Editor's Picks Popular Recent

Search...

- 1 2 3 4 5 6 7 8 9 ... 13 →



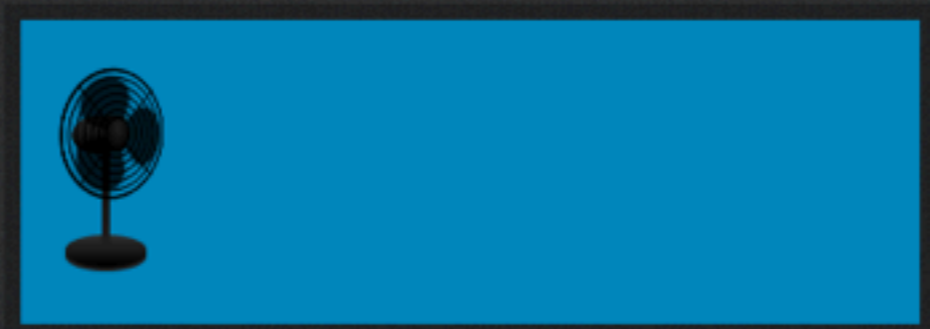
Pierre Baron 65 views 3 hearts



Nate Cohen 178 views 3 hearts



Aleksandar Gosevski 96 views 3 hearts



Phillip Zastrow 129 views 4 hearts

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simple stuff to make
our websites *faster*

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



PAUL IRISH

Google

groventures
meet us
on the
edge!
groventures.co.nz

the spirit
of the

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**

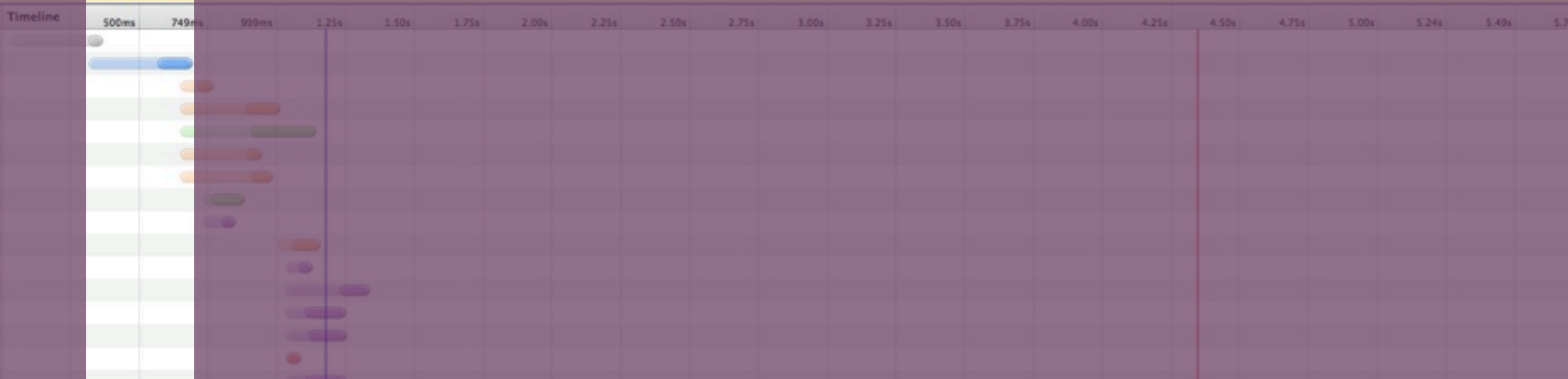
THE PERFORMANCE GOLDEN RULE

80/20

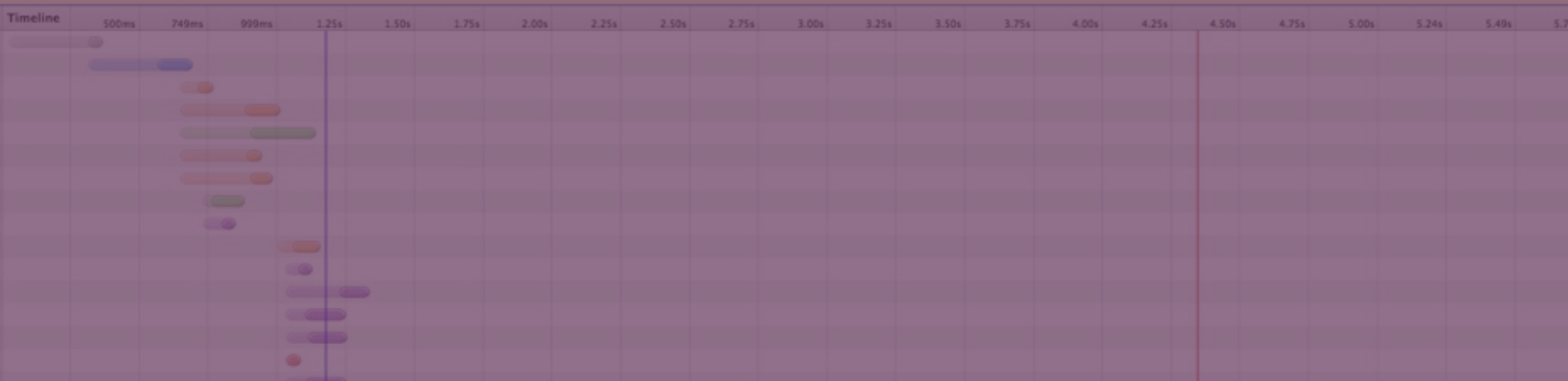
THE PERFORMANCE GOLDEN RULE

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

“20%”



“80%”



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

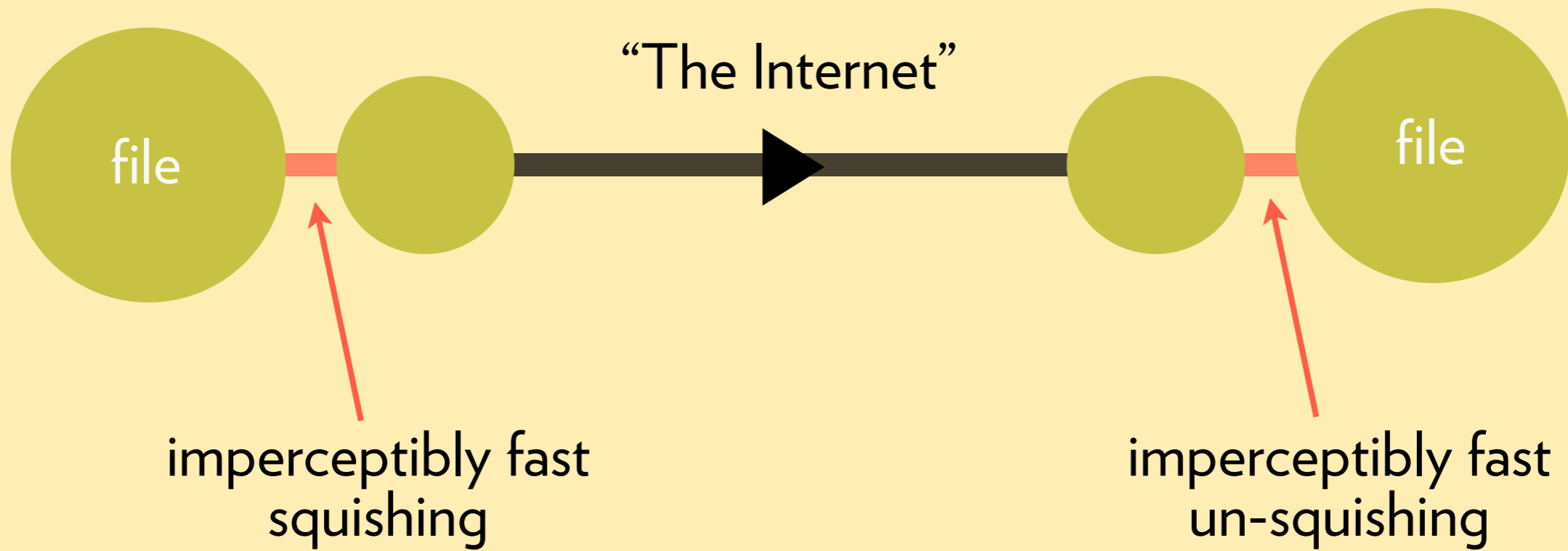
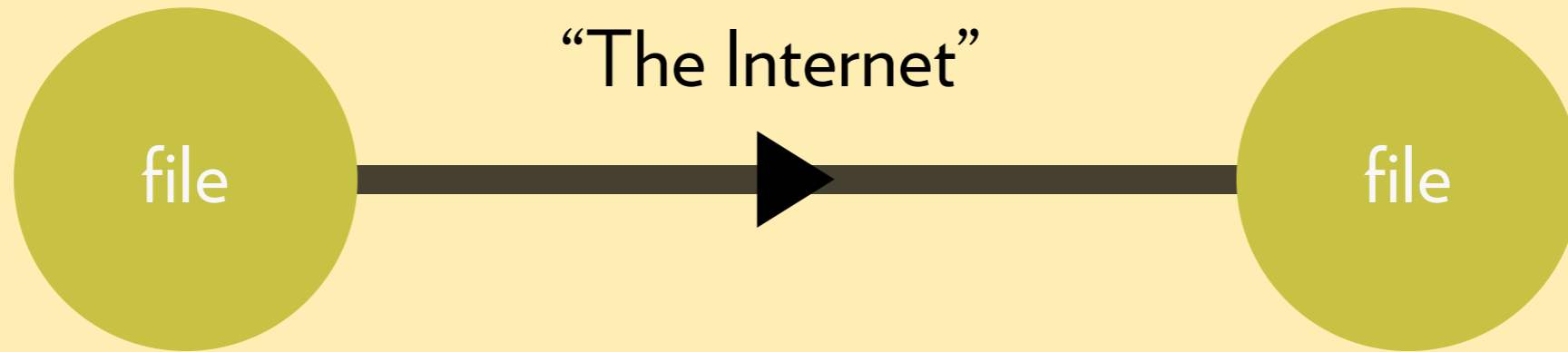
4

Combine CSS and JS!
three, two, or one per page

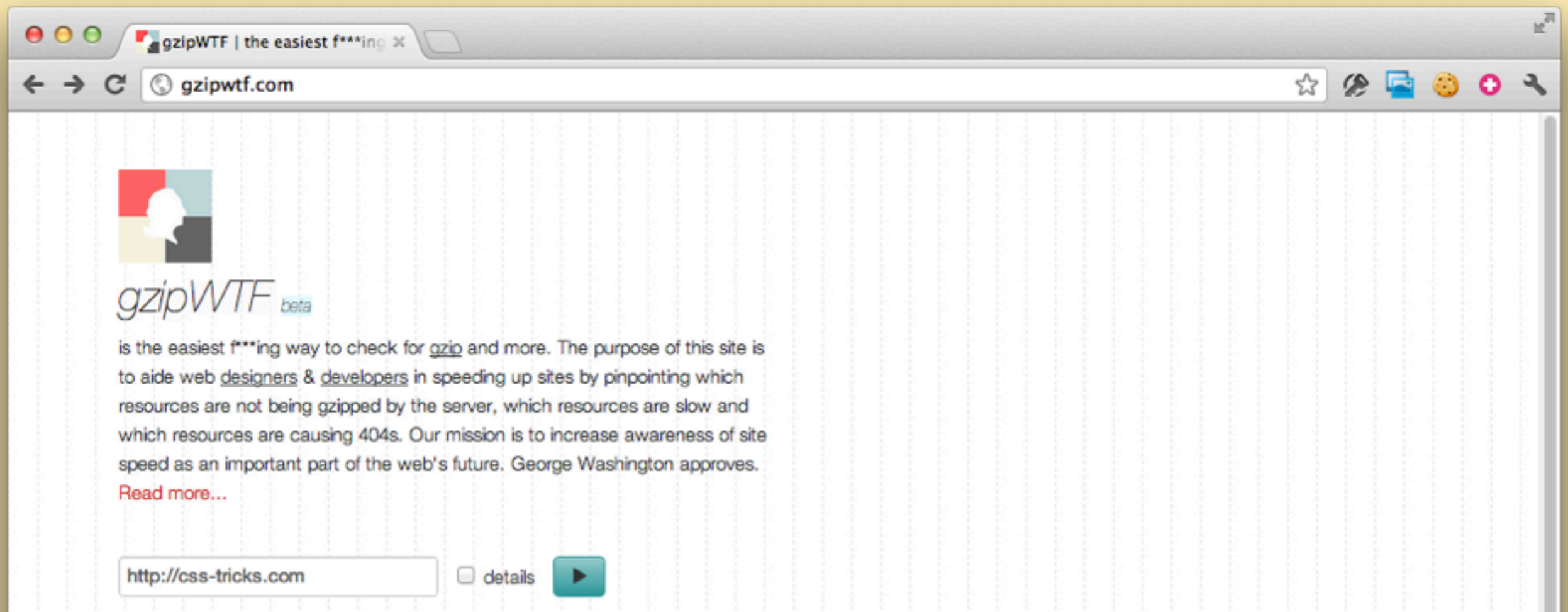
1 TURN ON HTTP
COMPRESSION

SERVER

BROWSER




gzipwtf.com



The screenshot shows a browser window with the address bar displaying "gzipwtf.com". The page content includes a logo for "gzipWTF beta" and a paragraph of text explaining the site's purpose: "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." Below the text is a "Read more..." link. At the bottom, there is a search input field containing "http://css-tricks.com", a "details" checkbox, and a play button icon.

gzipWTF | the easiest f***ing x


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...](#)

details 

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Clone in Mac ZIP HTTP Git Read-Only <https://github.com/h5bp/html5-boilerplate.git> Read-Only access

branch: master Files Commits Branches 5 Tags 17 Downloads

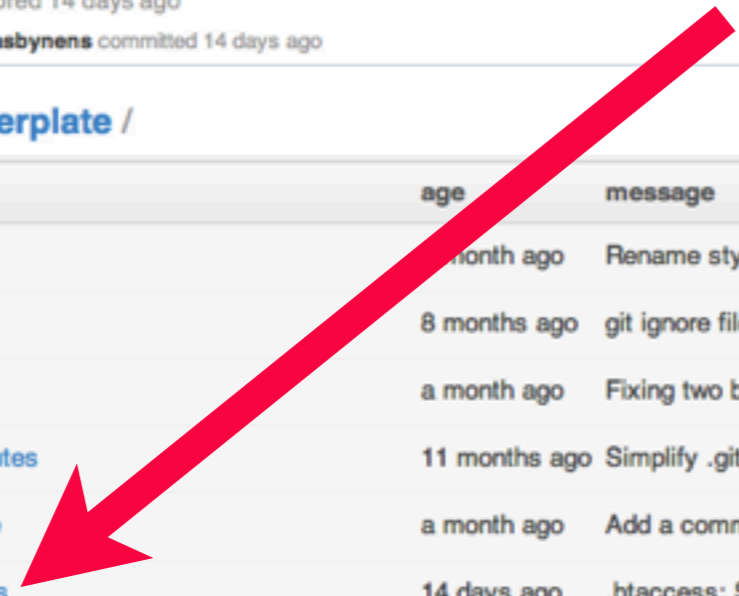
Latest commit to the master branch

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

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

html5-boilerplate /

name	age	message	history
css	1 month ago	Rename style.css to main.css [necolas]	
img	8 months ago	git ignore files do not need to ignore ignoring themselves [AD7six]	
js	a month ago	Fixing two bugs introduced in the multiline reformat [nchaves]	
.gitattributes	11 months ago	Simplify .gitattributes. Thanks, @jeffbymes! See https://github.com/... [mathiasbynens]	
.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]	
404.html	a month ago	Formatting and consistency improvements [necolas]	
apple-touch-icon-114x114-precomposed.png	4 months ago	Further optimize the new touch icons [mathiasbynens]	
apple-touch-icon-144x144-precomposed.png	4 months ago	Further optimize the new touch icons [mathiasbynens]	
apple-touch-icon-57x57-precomposed.png	4 months ago	Redesigned touch icons and favicon [richardcornish]	
apple-touch-icon-72x72-precomposed.png	4 months ago	Redesigned touch icons and favicon [richardcornish]	
apple-touch-icon-precomposed.png	4 months ago	Redesigned touch icons and favicon [richardcornish]	




```
150 #<FilesMatch "\.combined\.js$">
151 # Options +Includes
152 # AddOutputFilterByType INCLUDES application/javascript application/json
153 # SetOutputFilter INCLUDES
154 #</FilesMatch>
155 #<FilesMatch "\.combined\.css$">
156 # Options +Includes
157 # AddOutputFilterByType INCLUDES text/css
158 # SetOutputFilter INCLUDES
159 #</FilesMatch>
160
161
162 # -----
163 # Gzip compression
164 # -----
165
166 <IfModule mod_deflate.c>
167
168 # Force deflate for mangled headers developer.yahoo.com/blogs/ydn/posts/2010/12/pushing-beyond-gzipping/
169 <IfModule mod_setenvif.c>
170   <IfModule mod_headers.c>
171     SetEnvIfNoCase ^(Accept-EncodXng|X-cept-Encoding|X{15}|~{15}|-{15})$ ^((gzip|deflate)\s*,?\s*)+|[X~-]{4,13}$ HAVE_Accept
172     RequestHeader append Accept-Encoding "gzip,deflate" env=HAVE_Accept-Encoding
173   </IfModule>
174 </IfModule>
175
176 # HTML, TXT, CSS, JavaScript, JSON, XML, HTC:
177 <IfModule filter_module>
178   FilterDeclare COMPRESS
179   FilterProvider COMPRESS DEFLATE resp=Content-Type $text/html
180   FilterProvider COMPRESS DEFLATE resp=Content-Type $text/css
181   FilterProvider COMPRESS DEFLATE resp=Content-Type $text/plain
182   FilterProvider COMPRESS DEFLATE resp=Content-Type $text/xml
183   FilterProvider COMPRESS DEFLATE resp=Content-Type $text/x-component
184   FilterProvider COMPRESS DEFLATE resp=Content-Type $application/javascript
185   FilterProvider COMPRESS DEFLATE resp=Content-Type $application/json
186   FilterProvider COMPRESS DEFLATE resp=Content-Type $application/xml
187   FilterProvider COMPRESS DEFLATE resp=Content-Type $application/xhtml+xml
188   FilterProvider COMPRESS DEFLATE resp=Content-Type $application/rss+xml
189   FilterProvider COMPRESS DEFLATE resp=Content-Type $application/atom+xml
190   FilterProvider COMPRESS DEFLATE resp=Content-Type $application/vnd.ms-fontobject
191   FilterProvider COMPRESS DEFLATE resp=Content-Type $image/svg+xml
192   FilterProvider COMPRESS DEFLATE resp=Content-Type $image/x-icon
193   FilterProvider COMPRESS DEFLATE resp=Content-Type $application/x-font-ttf
194   FilterProvider COMPRESS DEFLATE resp=Content-Type $font/opentype
195   FilterChain COMPRESS
196   FilterProtocol COMPRESS DEFLATE change=yes;byteranges=no
197 </IfModule>
198
199 <IfModule !mod_filter.c>
200 # Legacy versions of Apache
201 AddOutputFilterByType DEFLATE text/html text/plain text/css application/json
202 AddOutputFilterByType DEFLATE application/javascript
203 AddOutputFilterByType DEFLATE text/xml application/xml text/x-component
204 AddOutputFilterByType DEFLATE application/xhtml+xml application/rss+xml application/atom+xml
205 AddOutputFilterByType DEFLATE image/x-icon image/svg+xml application/vnd.ms-fontobject application/x-font-ttf font/opent
206 </IfModule>
207
```


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

```

1 # -----
2 # Gzip compression
3 # -----
4
5 <IfModule mod_deflate.c>
6
7 # Force deflate for mangled headers developer.yahoo.
8 # com/blogs/ydn/posts/2010/12/pushing-beyond-gzipping/
9 <IfModule mod_setenvif.c>
10   <IfModule mod_headers.c>
11     SetEnvIfNoCase ^(\Accept-EncodXng|X-cept-Encoding|X{15}|~{15}|-{15})$ ^((
12     gzip|deflate)\s*,?\s*)+|[X~-]{4,13}$ HAVE_Accept-Encoding
13     RequestHeader append Accept-Encoding "gzip,deflate" env=HAVE_Accept-Encoding
14   </IfModule>
15 </IfModule>
16
17 # HTML, TXT, CSS, JavaScript, JSON, XML, HTC:
18 <IfModule filter_module>
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32   FilterProvider COMPRESS DEFLATE resp=Content-Type $image/svg+xml
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44 AddOutputFilterByType DEFLATE text/xml application/xml text/x-component
45 AddOutputFilterByType DEFLATE application/xhtml+xml application/rss+xml
46 AddOutputFilterByType DEFLATE application/atom+xml
47 AddOutputFilterByType DEFLATE image/x-icon image/svg+xml application/vnd.ms-
48 fontobject application/x-font-ttf font/opentype
49 </IfModule>

```


2

**CACHE
STUFF**

BROWSER CACHE



Hey, you're going to need these files.

I already got a couple of those right here.



SERVER CACHE

dynamic bit

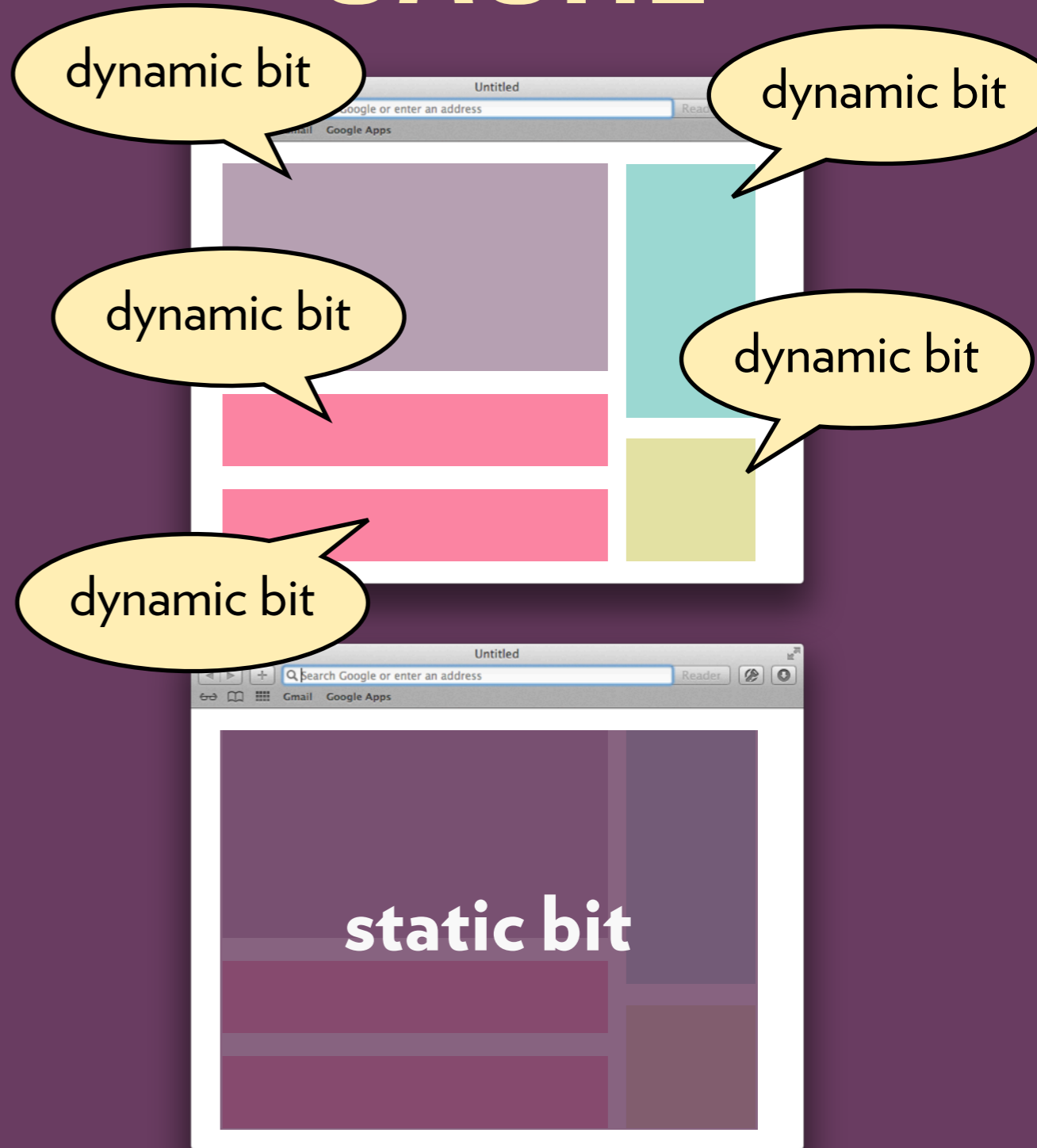
dynamic bit

dynamic bit

dynamic bit

dynamic bit

static bit



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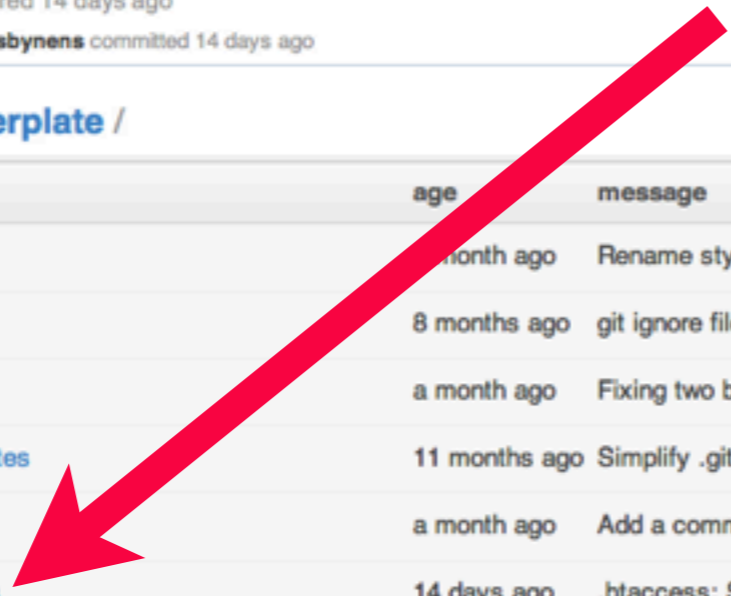
alrra authored 14 days ago

mathiasbynens committed 14 days ago

commit 83f4f28186

html5-boilerplate /

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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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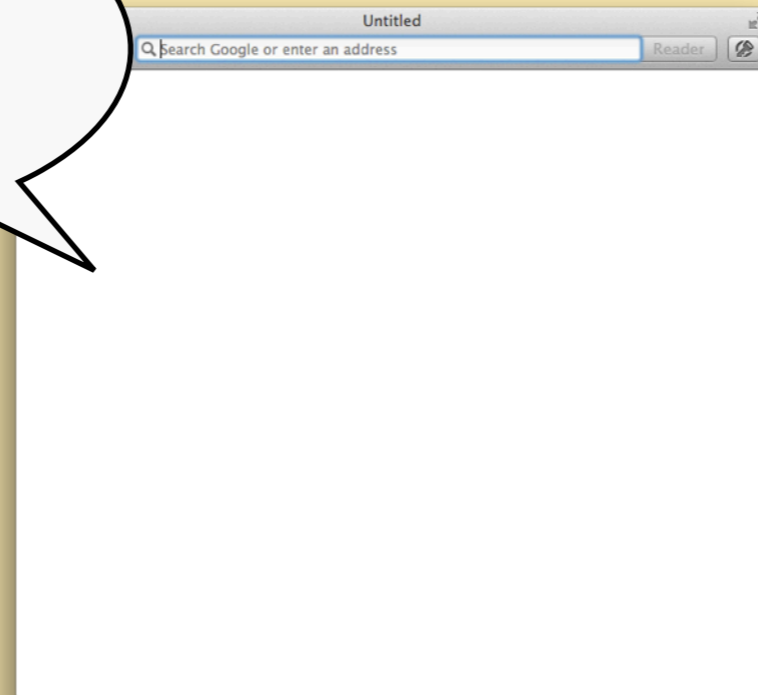


```
211 # -----
212 # Expires headers (for better cache control)
213 # -----
214
215 # These are pretty far-future expires headers.
216 # They assume you control versioning with filename-based cache busting
217 # Additionally, consider that outdated proxies may miscache
218 # www.stevesouders.com/blog/2008/08/23/revving-filenames-dont-use-querystring/
219
220 # If you don't use filenames to version, lower the CSS and JS to something like
221 # "access plus 1 week" or so.
222
223 <IfModule mod_expires.c>
224     ExpiresActive on
225
226 # Perhaps better to whitelist expires rules? Perhaps.
227 ExpiresDefault          "access plus 1 month"
228
229 # cache.appcache needs re-requests in FF 3.6 (thanks Remy ~Introducing HTML5)
230 ExpiresByType text/cache-manifest "access plus 0 seconds"
231
232 # Your document html
233 ExpiresByType text/html          "access plus 0 seconds"
234
235 # Data
236 ExpiresByType text/xml           "access plus 0 seconds"
237 ExpiresByType application/xml    "access plus 0 seconds"
238 ExpiresByType application/json   "access plus 0 seconds"
239
240 # Feed
241 ExpiresByType application/rss+xml "access plus 1 hour"
242 ExpiresByType application/atom+xml "access plus 1 hour"
243
244 # Favicon (cannot be renamed)
245 ExpiresByType image/x-icon       "access plus 1 week"
246
247 # Media: images, video, audio
248 ExpiresByType image/gif          "access plus 1 month"
249 ExpiresByType image/png         "access plus 1 month"
250 ExpiresByType image/jpeg        "access plus 1 month"
251 ExpiresByType video/ogg         "access plus 1 month"
252 ExpiresByType audio/ogg         "access plus 1 month"
253 ExpiresByType video/mp4         "access plus 1 month"
254 ExpiresByType video/webm        "access plus 1 month"
255
256 # HTC files (css3pie)
257 ExpiresByType text/x-component   "access plus 1 month"
258
```


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.*

It's up to you to break cache.

style.v1.css

style.v2.css

style.v3.css

style.v4.css

...

3

LOSSLESSLY

OPTIMIZE

IMAGES



Interactive: March 9-13
Film: March 9-17
Music: March 13-18

Search...

- Conference News
- Music
- Film
- Interactive
- Trade Shows
- Attend
- Schedule
- SXsocial



Americana Fans Happy with No Depression Showcase

Photo of Amanda Shires courtesy of Joshua Black Wilkins.

SXSW Announcements

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](#).

View confirmed 2012 Interactive [Keynotes](#).

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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 off 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





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CodeKit

Files Log

PROJECTS

- Tinkerbox
- CSS-Tricks-9
- Demo Site
- SXSW News sxs...

FRAMEWORKS

All Files Styles Scripts Pages Images

21 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	
/sxs.edu_2012-bubble.png	

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

ImageOptim — make website x
imageoptim.com

ImageOptim

Contact ImageAlpha

File	Size	Savings
icon.png	39589	33.1%
picture.jpeg	74744	22.4%

Drag'n'drop image files onto the table above

Again

ImageOptim optimizes images — so they take up less disk space and load faster — by finding best compression parameters and by removing unnecessary comments and [color profiles](#). It handles PNG, JPEG and GIF animations.

Download

Version 1.4.0
Mac OS X 10.6-10.7

Leopard (10.5) version

Beta build 1.4.1a4

Changelog

Bugs

Source code

Available in:
English, French, German, Italian, Dutch, Danish, Norwegian, Russian, Spanish, Portuguese and Polish.

Help translate it!

How to use it

Simply drag'n'drop images or folders into the window! You can also drop files on ImageOptim's Dock icon or launch it from shell scripts with: `open -a ImageOptim.app *.png`.

If you install [this system service](#) you can run ImageOptim from Finder's context menu.

More about PNG

My article "[PNG that works](#)" explains why ImageOptim removes gamma information and how to get even smaller PNG files with transparency that works in ancient versions of IE.

BenHollis.net

Help Blog Contact

PNGGauntlet

Smash PNGs for faster sites

Download for Windows

Learn More | Mac and Linux Requires .NET 4.0

PNGGauntlet

File Tools Help

Output Directory Overwrite Original Files

Cancel Optimize Add Images Remove Images Clear Images

Filename	Original Size	New Size	% Original Size	Progress
logo32.png	12.44 KB	12.42 KB	100%	<div style="width: 100%;"></div>
notrans.png	4.02 KB	3.76 KB	94%	<div style="width: 94%;"></div>
out.png	1.49 KB	1.15 KB	77%	<div style="width: 77%;"></div>
out2.png	0.56 KB	0.53 KB	95%	<div style="width: 95%;"></div>
out3.png	1.18 KB			<div style="width: 20%;"></div>
out4.png	758.18 KB			<div style="width: 0%;"></div>

Compressing with PNGOUT...

- Combines [PNGOUT](#), [OptiPNG](#), and [DeflOpt](#) to create the smallest PNGs
- No image quality is lost — only file size
- Converts JPG, GIF, TIFF, and BMP files to PNG

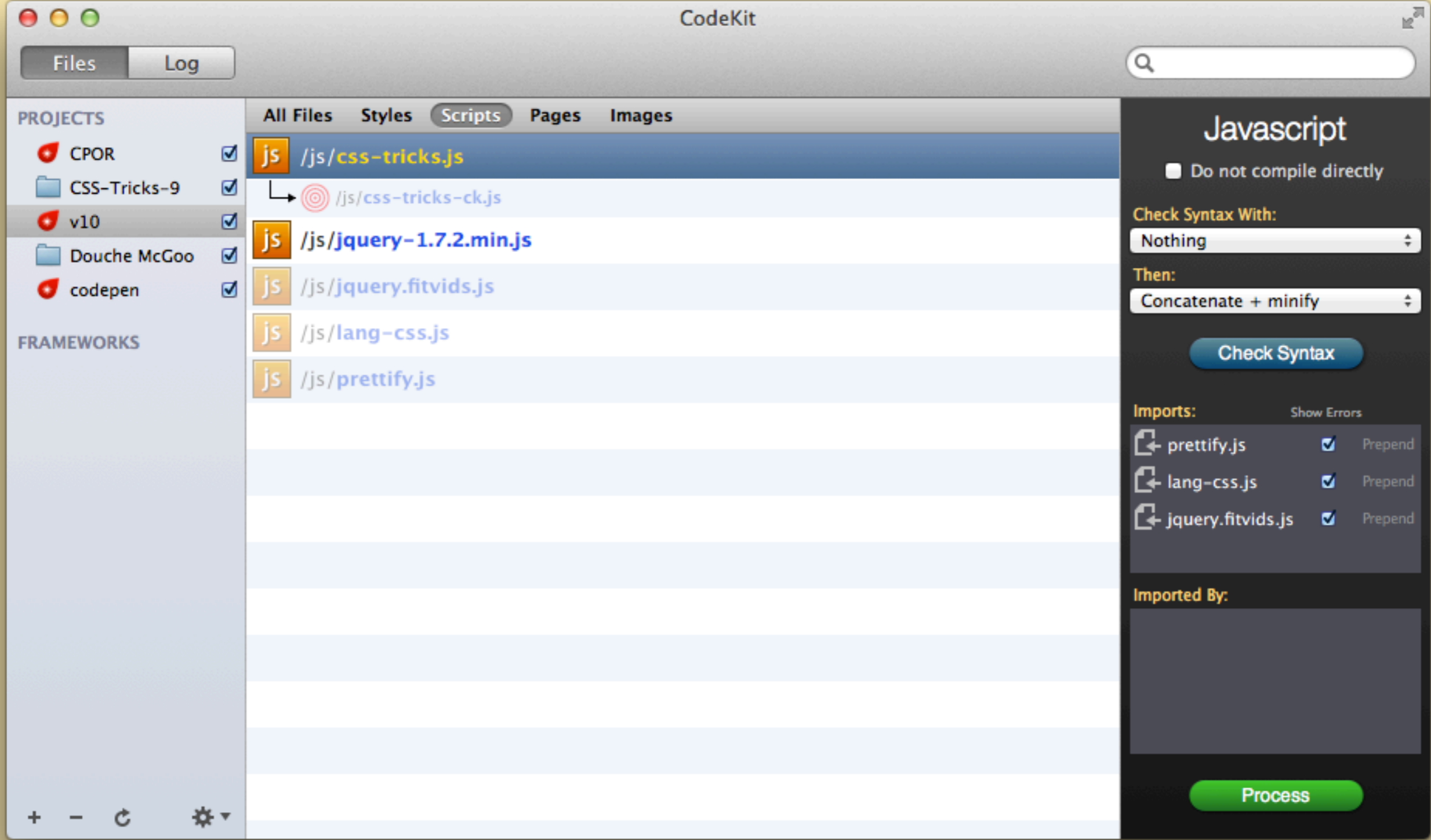
4

COMBINE
CSS AND JS

& Compress



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



PROJECTS

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

FRAMEWORKS

All Files Styles Scripts Pages Images

- js** /js/css-tricks.js
- ↳ /js/css-tricks-ck.js
- js** /js/jquery-1.7.2.min.js
- js** /js/jquery.fitvids.js
- js** /js/lang-css.js
- 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:

Empty area for imported files

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

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Small Reader Movies Printliminator +Pinboard Read Later deCSS3 CodePen

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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