



The Ultimate Guide to Speeding up your Website

Loading... Please Wait





Google incorporates site speed in search rankings.

So, if your website loads slowly you might be penalized and won't rank well.

A slow website is guaranteed to lose your customers.



10 things you can do today to spring clean your website.





#1. Use responsive web design

- getskeleton.com
- foundation.zurb.com
- getbootstrap.com



#2. Analyze your website

- tools.pingdom.com/fpt/
- gtmetrix.com



#3. Compress your website pages using GZip

- Your web server will deliver compressed files over the Internet whenever someone goes to your homepage.
- Which is easier to throw with the hand – a tennis ball or a soccer ball?
- betterexplained.com/articles/how-to-optimize-your-site-with-gzip-compression/



#4. Use image sprites

- Reduce web server requests.
- Instead of loading each image using an `img` tag, group all images in an image file (so you only need to load one image file) and then call each image using CSS.
- Use Sprite Cow - <http://www.spritecow.com/>



#5. Optimize images

- smushit.com/ysmush.it
- imageoptim.com (Mac)
- compresspng.com
- jpegmini.com



#6. Remove unused CSS

A cleanup is always good when you are done designing your site. Less code the better.



#7. Define width & height for all images

This helps save time since the browser doesn't have to do the work of calculating the dimensions.



#8. Minify all javascript files

- Compress your javascript files to remove any white space (which takes up some file space).
- webmaster-source.com/minimus/ (Mac)



#9. Defer parsing of Javascript

Place all Javascript calls in the footer of your webpage and not on the header.



#10. No social plug-ins on the homepage

- Twitter, Facebook etc. buttons come with their own baggage and we really didn't think it was worth having them on the front page.
- If either of these API's become slow (or go down) it would impact the way your page would load.



Life is short. Work smart. Have fun.

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