

Best Practices for Speeding Up Your Website



CONTENT

- Make fewer HTTP Requests
- Avoid Redirects
- Minify HTML
- Prioritize Visible Content
- Make AJAX Cacheable
- Reduce the Number of DOM Elements
- Minimize the Number of iframes
- Reduce DNS Lookups
- Avoid 404s

COOKIE

- Reduce Cookie Size
- Use Cookie-Free Domains for Components
- Reduce Server Response Time

CSS

- Eliminate Render-Blocking CSS in Above the Fold Content

- Avoid CSS Expressions Choose over @import
- Make CSS External
- Minify CSS
- Avoid Filters

SERVER

- Use a Content Delivery Network (CON)
- Add Expires or Cache-Control Header
- Enable Compression
- Configure ETags

JAVASCRIPT

- Eliminate render-blocking JavaScript in above the fold content
- Make JavaScript External
- Minify JavaScript
- Remove Duplicate Scripts
- Minimize DOM Access
- Develop Smart Event Handlers

IMAGES

- Optimize Images
- Optimize CSS Sprites
- Do not Scale Images in HTML
- Serve Images in Next-Gen Formats
- Make favicon.ico Small and Cacheable

MOBILE

- Keep Components Under 25 KB
- Pack Components into a Multipart Document