

# Website Performance

by Le Roux Bodenstein



# About Me

**Why you should care**

# Scope of this talk

**A bit about the backend**

```
2. leroux@lapdog: ~ (bash)
leroux@lapdog:~$ curl -I http://thing.io/
HTTP/1.1 301 Moved Permanently
Server: nginx
Date: Wed, 02 Sep 2015 14:00:54 GMT
Content-Type: text/html
Content-Length: 178
Connection: keep-alive
Location: https://thing.io/

leroux@lapdog:~$ █
```

```
2. leroux@lapdog: ~ (bash)
leroux@lapdog:~$ curl -I https://thing.io/
HTTP/1.1 200 OK
Server: nginx
Date: Wed, 02 Sep 2015 14:01:06 GMT
Content-Type: text/html; charset=utf-8
Content-Length: 2827
Connection: keep-alive
Vary: Accept-Encoding
x-amz-id-2: fgec0lbCWHgHjHV5k8UYMINHH8crubeEhu6FzC3y/J70V6vzsv1QlnZGuf7Xn037
x-amz-request-id: D26A064083A9212D
Expires: Thu, 01 Jan 1970 00:00:00 GMT
Cache-Control: must-revalidate, private
Last-Modified: Mon, 02 Feb 2015 10:32:31 GMT
ETag: "f30c8acfaa011b818a10ed965579cd58"
Accept-Ranges: bytes

leroux@lapdog:~$ █
```

```
2. leroux@lapdog: ~ (bash)
leroux@lapdog:~$ time curl -I https://thing.io/
HTTP/1.1 200 OK
Server: nginx
Date: Wed, 02 Sep 2015 14:01:18 GMT
Content-Type: text/html; charset=utf-8
Content-Length: 2827
Connection: keep-alive
Vary: Accept-Encoding
x-amz-id-2: cRw3UbjABn+zeVdA7wQytkLpI7F1upx+XLzdeIIDE7NdaD1XNUx05jKrxelhzYv
x-amz-request-id: A7019D8AD736824E
Expires: Thu, 01 Jan 1970 00:00:00 GMT
Cache-Control: must-revalidate, private
Last-Modified: Mon, 02 Feb 2015 10:32:31 GMT
ETag: "f30c8acfaa011b818a10ed965579cd58"
Accept-Ranges: bytes

real    0m1.742s
user    0m0.040s
sys     0m0.013s
leroux@lapdog:~$
```



**Always measure first!**

Thing

Le Roux

https://thing.io

☆ f? 📺 ☰

thing.

SIGN IN

We're updating our site –  
with a bunch of new things.

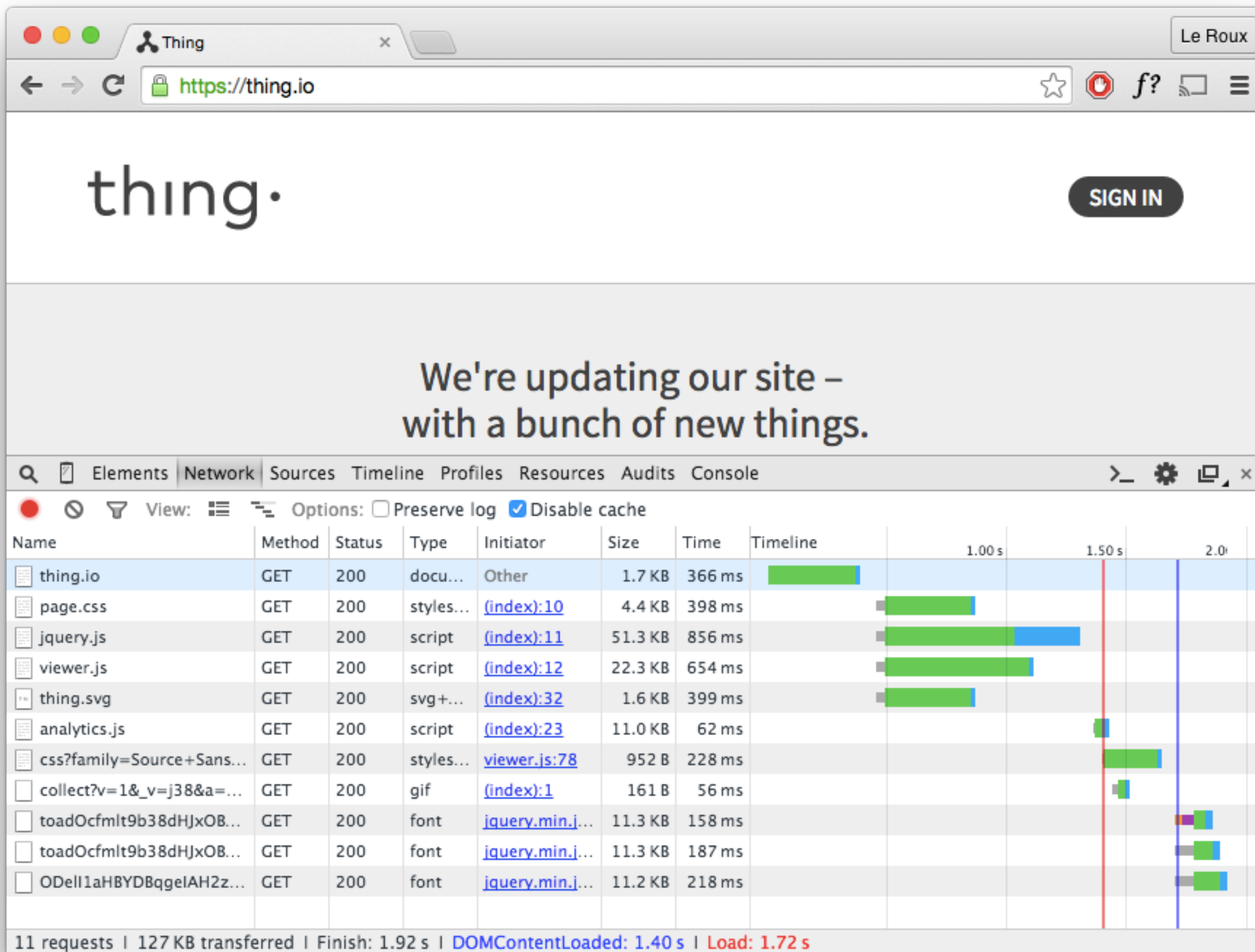
🔍 📄 Elements Network Sources Timeline Profiles Resources Audits Console

> ⚙️ 🖨️ ✕

🔴 🚫 🔍 View: 📄 📄 Options: ☐ Preserve log ☐ Disable cache

Name	Method	Status	Type	Initiator	Size	Time	Timeline
thing.io	GET	304	docu...	Other	388 B	293 ms	
page.css	GET	304	styles...	(index):10	420 B	291 ms	
jquery.js	GET	304	script	(index):11	207 B	276 ms	
viewer.js	GET	304	script	(index):12	206 B	299 ms	
thing.svg	GET	304	svg+...	(index):32	379 B	318 ms	
analytics.js	GET	304	script	(index):23	36 B	35 ms	
css?family=Source+Sans...	GET	200	styles...	viewer.js:78	750 B	212 ms	
collect?v=1&_v=j38&a=...	GET	200	gif	(index):1	73 B	54 ms	
toadOcfmlt9b38dHjxOB...	GET	304	font	jquery.min.j...	38 B	38 ms	
toadOcfmlt9b38dHjxOB...	GET	304	font	jquery.min.j...	31 B	46 ms	
ODell1aHBYDBqgelAH2z...	GET	304	font	jquery.min.j...	25 B	51 ms	
favicon_default.png	GET	200	png	Other	1.1 KB	277 ms	

12 requests | 3.6 KB transferred | Finish: 1.36 s | DOMContentLoaded: 783 ms | Load: 1.08 s



**Use webpack. Seriously.**

**Good URL design**

**Optimise your assets**

# Progressive Enhancement

**Question Everything**



## My links:

<http://thing.io/>

<http://withtank.com/>

<http://thisarmy.com/>

[http://twitter.com/\\_leroux](http://twitter.com/_leroux)

<http://github.com/lerouxb>

<http://github.com/thisarmy>

<http://codepen.io/lerouxb>

## Performance Links:

<http://www.fastcompany.com/1825005/how-one-second-could-cost-amazon-16-billion-sales>

<https://blog.kissmetrics.com/loading-time/>

<http://www.websiteoptimization.com/speed/tweak/psychology-web-performance/>

<http://www.webperformancetoday.com/2012/02/28/4-awesome-slides-showing-how-page-speed-correlates-to-business-metrics-at-walmart-com/>

<https://moz.com/blog/how-to-improve-your-conversion-rates-with-a-faster-website>