### Ensuring Your Server-side App Performs

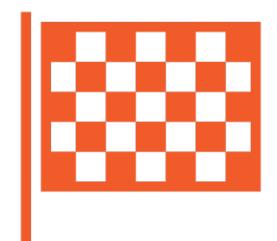


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#### Next.js Performance Wins out of the Box



Code splitting by default

Prefetching pages async

ETags automatically generated

Optimized for React Babel config

Async script tag loading by default

Server-side rendering just works

#### Performances Improvements Coming Up



Better image handling



Cache React pages inside our Node server



Setup CDN for Code Split JavaScript and images



Implement placeholder images while waiting for data to download



# Are there downsides to server-side rendering?



#### Downsides of Server-side Rendering



Every page landing causes a complex Node invocation



High volume sites typically have high page repetition



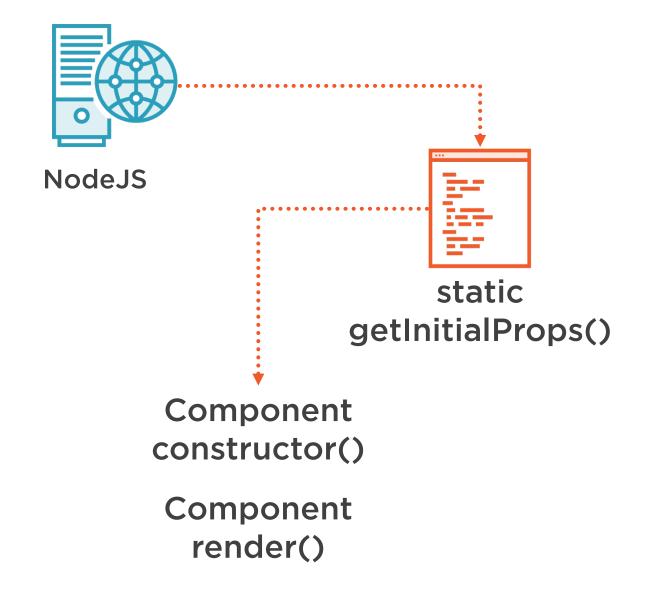
High volumes sites must implement caching schemes



# CDN: Content Delivery Network



#### First Page Load from Node Server





## Single Responsibility Principle

"Gather together the things that change for the same reasons. Separate those things that change for different reasons."

**Martin Fowler** 



#### Takeaways



Some great tips on web performance
Same principles as always

Next.js makes implementations easy

