

10 Excellent Web Performance Optimization Blogs

By Jacob Gube

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Web performance is an important factor to consider when developing sites because user experience and usability are strongly tied to the speed of page loads.

The blogs discussed in this article are great sources of news, tips and tutorials on the subject of building fast sites.

At the end of this article, there's a download link for an OPML file containing all the RSS feeds of the blogs covered in this article in case you'd like to add them to your feed reader.

1. High Scalability

High Scalability

Building bigger, faster, more reliable websites.

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AppLovin: Marketing To Mobile Consumers Worldwide By Processing 30 Billion Requests A Day

MONDAY, MARCH 9, 2015 AT 9:58AM

This is a guest post from AppLovin's VP of engineering, Basil Shikin, on the infrastructure of its mobile marketing platform. Major brands like Uber, Disney, Yelp and Hotels.com use AppLovin's mobile marketing platform. It processes 30 billion requests a day and 60 terabytes of data a day.



AppLovin's marketing platform provides marketing automation and analytics for brands who want to reach their consumers on mobile. The platform enables brands to use real-time data signals to make effective marketing decisions across one billion mobile consumers worldwide.

Core Stats

- 30 Billion ad requests per day
- 300,000 ad requests per second, peaking at 500,000 ad requests per second
- 5ms average response latency
- 3 Million events per second

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Scale out with Bare-Metal Cloud from Intermap

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14,000,000 WRITES / SECOND

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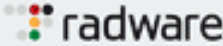
AppLovin: Marketing to Mobile Consumers Worldwide by Processing 30 Billion Requests a Day

The Architecture of Algolia's Distributed Search Network


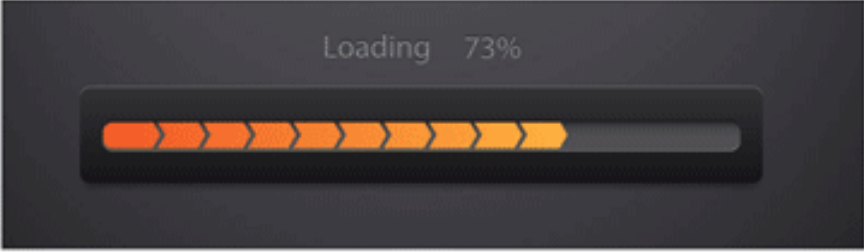
High Scalability publishes articles about the techniques and technologies involved in producing high-performance sites. Check out the case studies of [YouTube](#), [Google](#), [PlentyOfFish](#) and other high-traffic websites to discover insights and strategies for building resilient sites.

[RSS feed](#)

2. Web Performance Today



Web Performance Today




The Case for Auto-Preloading: The Anatomy of a Battle-Tested WPO Treatment

MARCH 9, 2015 BY KENT ALSTAD IN CONTENT DELIVERY, END-TO-END OPTIMIZATION NO COMMENT ♥ 1

The only constant is change. My career has featured many changes – my positions change, the seasons change, and technologies...

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This blog by Tammy Everts and Kent Alstad covers web performance news, tips and information. The articles in this blog are easy to read and information-packed.

[RSS feed](#)

3. High Performance Web Sites

SERIOUS CONFUSION with Resource Timing

Request Timeout

[do u metviti?](#)

Onload in Onload

[Resource Timing practical tips](#)

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Posts

Comments

November 25, 2014 1:20 pm | 13 Comments

Resource Timing is a great way to measure how quickly resources download. Unfortunately, almost everyone I've spoken with does this using the `"duration"` attribute and are not aware that "duration" includes blocking time. As a result, "duration" time values are (much) greater than the actual download time, giving developers unexpected results. This issue is especially bad for cross-origin resources where "duration" is the only metric available. In this post I describe the problem and a proposed solution.

The [Resource Timing specification](#) defines APIs for gathering timing metrics for each resource in a web page. It's currently available in Chrome, Chrome for Android, IE 10-11, and Opera. You can gather a list of [PerformanceEntry](#) objects using `getEntries()`, `getEntriesByType()`, and `getEntriesByName()`. A `PerformanceEntry` has these properties:

- **name** - the URL
- **entryType** - typically "resource"
- **startTime** - time that the resource started getting processed (in milliseconds relative to page navigation)
- **duration** - total time to process the resource (in milliseconds)

The properties above are available for all resources – both same-origin and cross-origin. However, same-origin resources have additional properties available as defined by the [PerformanceResourceTiming](#) interface. They're self-explanatory and occur pretty much in this chronological order:

- redirectStart
- redirectEnd
- fetchStart
- domainLookupStart
- domainLookupEnd
- connectStart
- connectEnd
- secureConnectionStart
- requestStart
- responseStart
- responseEnd

Steve Souders, considered by many as a leader and pioneer in the front-end web performance field, runs a personal blog called High Performance Web Sites where he regularly writes about HTML, CSS, JavaScript and web-page-resource performance. For those seeking a gentle introduction to the field of front-end performance optimization, a must-read on Steve Souders's blog is the [14 Rules for Faster-Loading Web Sites](#).

RSS feed

4. About:Performance

About:Performance
Application Performance, Scalability and Architecture

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How to Analyze Problems in Multi-Threaded Applications

March 10, 2015 | by [Andreas Grabner](#) | [Leave a Comment](#)

As part of my Share Your PurePath and Performance Clinic initiatives I get to see lots of interesting problems out there. This time I picked two examples that just came in this week from Balasz and Daniel. Both wanted my opinion why their ... [More >](#)

Tagged With: Best Practice, Database, Performance, Thread

Learning from Today's DevOps Leaders

March 6, 2015 | by [Martin Stumpe](#) | [Leave a Comment](#)

Google, Amazon, Netflix, Facebook, Etsy and Microsoft have adopted DevOps principles. So have The Gap, Nordstrom, the World Bank and GM. And just about every tech start-up has it in their DNA. These organizations know that their revenue, ... [More >](#)

Tagged With: APM, apm tools, application health monitoring, application performance, application performance management, continuous delivery software, Continuous Integration, DevOps, devops apm

How to Automate Enterprise Application Monitoring with Ansible

March 4, 2015 | by [Martin Stumpe](#) | [2 Comments](#)

In my last Article, Ten DevOps Tools We Claimed the

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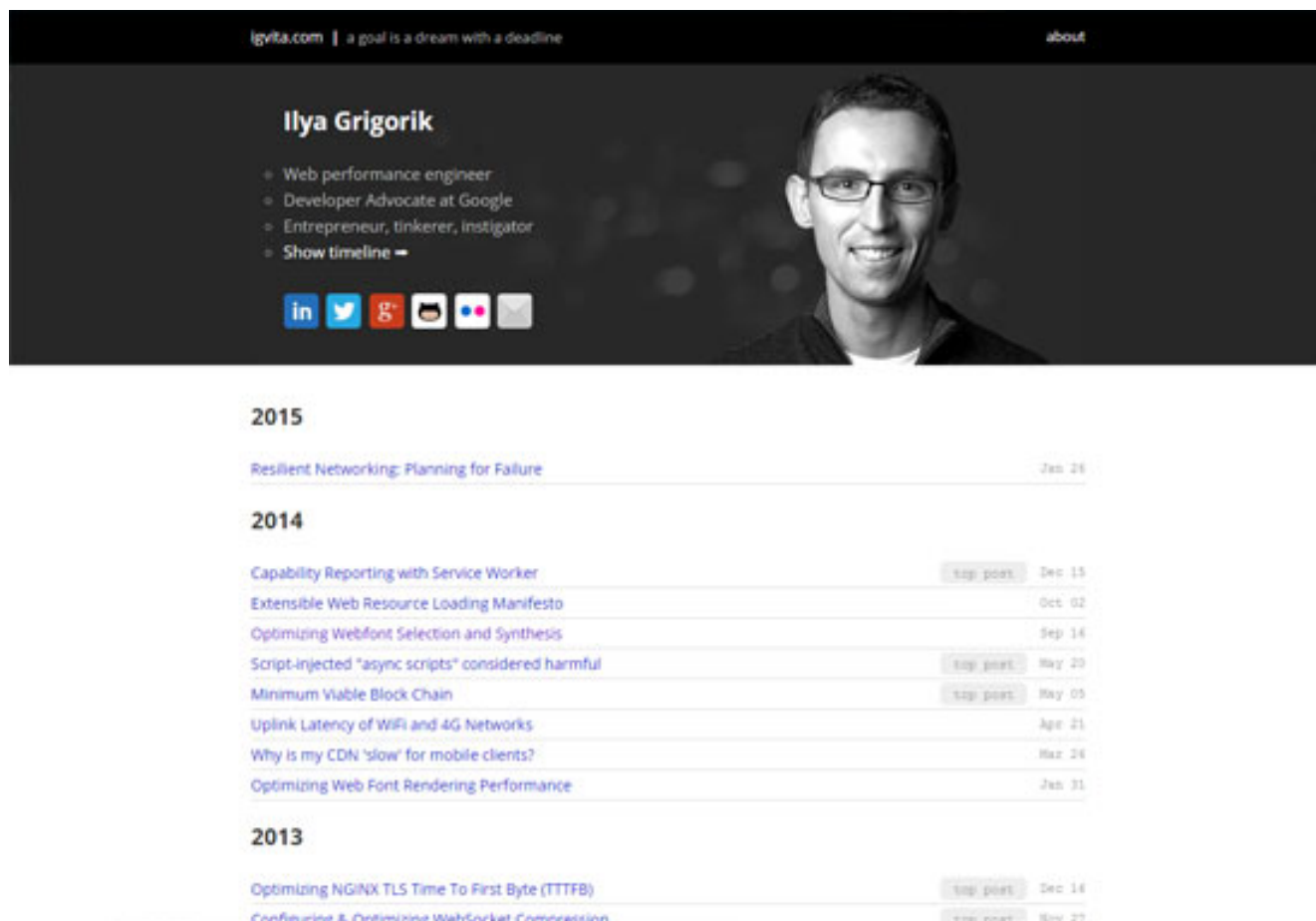
Compare Your Site to the Industry's Best

[FREE PERFORMANCE TEST >](#)

The company blog of Dynatrace has a large variety of web-performance-related content. Their blog shares tips and best practices for creating and maintaining high-performing sites and apps. Their piece on [performance metrics other than response times](#) is very enlightening.

[RSS feed](#)

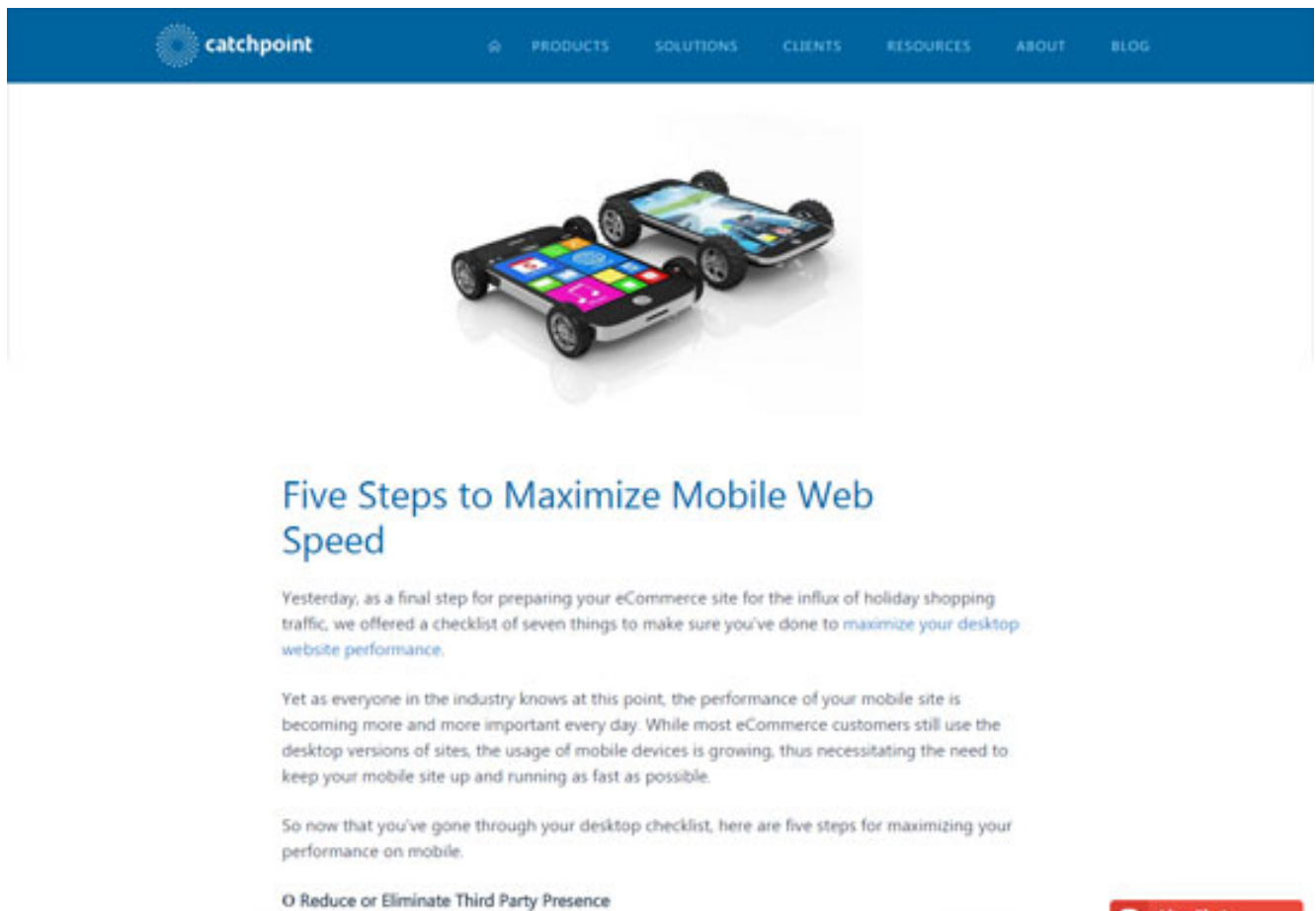
5. Ilya Grigorik's Blog



The personal blog of web performance engineer Ilya Grigorik has a ton of posts on network performance. Other topics such as front-end performance are also covered on this blog. Ilya Grigorik's post on choosing [web fonts for optimal performance](#) is a great read, and provides excellent insights on how browsers render web fonts.

[RSS feed](#)

6. Catchpoint's Blog



Catchpoint, a performance monitoring service, has a company blog that publishes articles on a wide array of topics related to web performance optimization, from articles about [improving mobile web performance](#) to putting your [website on a weight loss program](#).

[RSS feed](#)

7. Zoompf Web Performance Blog

Zoompf Web Performance Blog



Zoompf's web performance blog covers industry news and best practices for making websites fast. This is a blog where you can learn things such how to [implement HTTP/2](#) or how to perform a [mobile performance audit](#).

[RSS feed](#)

8. [HttpWatch Blog](#)

HttpWatch Blog



HttpWatch has an excellent company blog where they post news, articles and tips regarding web performance optimization. Be sure to check out their [performance comparison of HTTP vs. SPDY and HTTP/2](#).

[RSS feed](#)

9. Speed Tweak of the Week


Speed Tweak of the Week



Speed Tweak of the Week is a weekly online publication that offers news, tips and tutorials, mostly focused on front-end web performance optimization. This publication has been at it since 2003.

[RSS feed](#)

10. Planet Performance



2014 2013 2012 2011 2010 2009

31st
Dec 2014

Hardware Accelerated CSS: The Nice vs The Naughty

by [Ariya Hidayat](#)

Everyone is fascinated with the smooth animation at 60 frames/second. It is hardly a surprise that one of the most prevalent performance advices to web developers is to use hardware accelerated CSS. In some extreme cases, it is not uncommon to imply that forcing it via `translate3d` will automatically boost your application performance (hint: it [...])

31st
Dec 2014

Web Beacon Speedup for Improved User Experience

by [Chiranjeevi Jaladi](#)

Web Beacons have been used by site developers to understand the behavior of customers. These Beacons are used, among other things, to count the users who visit a web page, track scrolling within the page, or count clicks on a particular ad/video etc. The Problem: Sometimes these beacons can either take too long or too [...]

30th
Dec 2014

Leverage Browser Storage For a Faster Web

by [Chris Love](#)

One of the cardinal rules for web performance is to reduce HTTP requests. The common interpretation of reducing HTTP requests limits the focus to bundling and minifying scripts, creating

Stoyan Stefanov's blog, Planet Performance, has a rich collection of posts about web performance. Don't miss the [Performance Calendar](#) archives, an annual collection of web performance optimization articles.

[RSS feed](#)

Get a Daily Dose of Web Performance Optimization Articles

Grab the OPML file below if you would like to import these blog feeds into your RSS reader.

[DOWNLOAD OPML FILE](#)

Also, check out my [wpo-links](#) repository on GitHub to find more web performance optimization links.

Related Content

- [13 Reasons Why You Should Pay Attention to Mobile Web Performance](#)
- [10 Tips for Optimizing Your Website's Speed](#)

- [Why Website Speed is Important](#)

About the Author



Jacob Gube is the founder of Six Revisions. He's a front-end developer. Connect with him on [Twitter](#) and [Facebook](#).

This was published on **Mar 11, 2015**

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5 Comments

Teelah Mar 11 2015

This is so great! Thank you for sharing, these are really great sites. I'm all about anything UI related so anything that can help be improve personally and professionally.

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allen wu Mar 12 2015

This is so great! Thank you for sharing

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Diego Mar 13 2015

Very interesting. I'll look these sites.

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brian piercy Mar 13 2015

Wow... first-time reader of this site. This is a gem of a resource. Big ups.

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Cathy Mayhue Mar 14 2015

Hi Jacob, nice bunch of websites, seeming to cover every aspect of website improvement to make them faster and more SEO friendly. It would be fun to go through all of them.

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