The first change I made was moving the CSS to the head, because this makes the page appear to be loading faster. This is because putting stylesheets in the head allows the page to render progressively. This means, essentially, if the user is on a slower connection or the site simply has a lot of information to load, the user is stuck viewing a blank white page instead of seeing the page put up what it has so far. The second change I made was moving the JavaScript to the bottom of the page. The problem with scripts is that they do not allow parallel downloads. While a script is downloading the browser won't start any other downloads, even on different hostnames if it is at the top of the page. The third change I made was using the CSS background feature instead of downloading an image. This cut the time it took to load the page pretty much in half, so in this case in particular loading the color from CSS required much less bandwidth than downloading the image. The final change I made ended up making a huge impact. A function was already written to fill in 5,000 list elements of the HTML, so there was no need to have all 5,000 listed in the HTML. All I did was delete all of the list elements except one and left it empty so the function could fill the list elements for me. Less characters means less load time, and it brought the average page load time from 62 seconds to 14 seconds, a huge difference. Lastly, I also made the HTML itself much easier to read for a third party with the correct use of whitespace. The final results were the page load time averaging over 250 ms to less than 15 ms.