There are two ways to compress textual content.

Method 1: modify the httpd.conf file of a server by adding the following lines: SetOutputFilter DEFLATE

AddOutputFilterByType DEFLATE text/html text/css text/plain text/xml application/x-javascript application/javascript application/x-httpd-php

Those two lines set DEFLATE as the output filter, and add the following content types to the DEFLATE: text/html text/css text/plain text/xml application/x-javascript application/javascript application/x-httpd-php. After apply this change, all sites on this server will use this configuration.

Method 2: modify .htaccess file for a particular site by adding the following lines: SetOutputFilter DEFLATE

AddOutputFilterByType DEFLATE text/html text/css text/plain text/xml application/x-javascript application/javascript application/x-httpd-php

Those two lines do the same thing as they do in method 1, but the configuration will only affect the particular site that the .htaccess belongs to, not all sites hosted on this server.