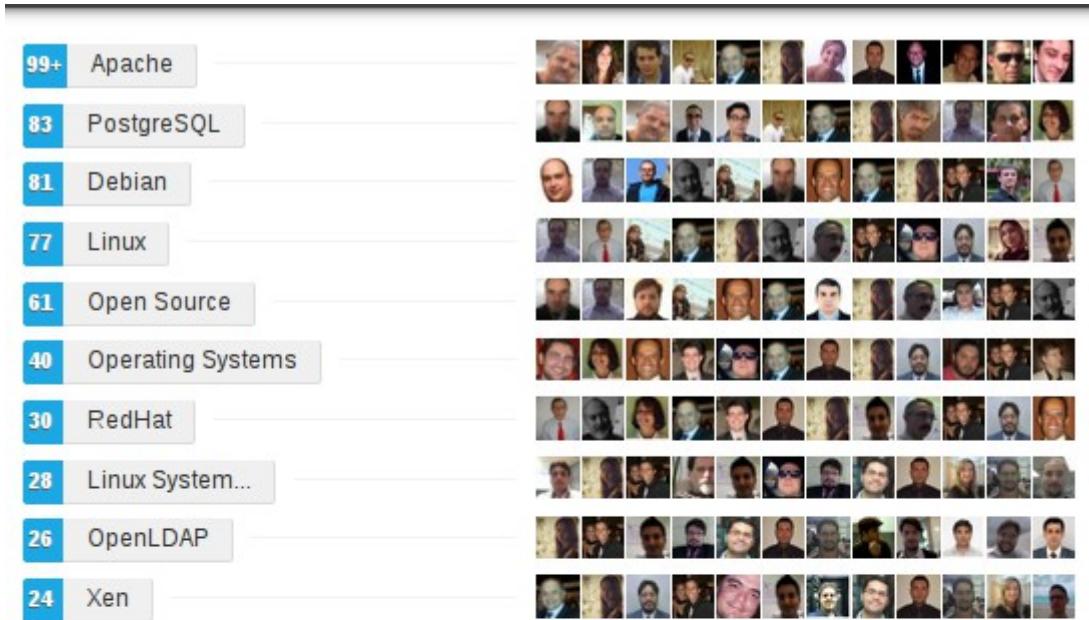


1 milhão de usuários simultâneos?

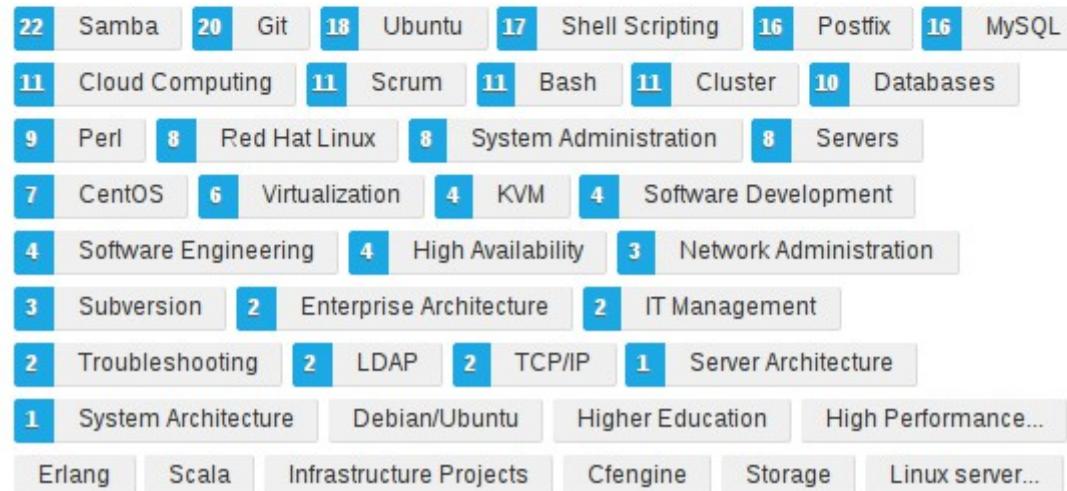


Fernando ike

BIO



Fernando also knows about...



1.000.000

1.000.000

- Tamanho médio de uma página 3 Mbytes
- São 586 Mbits/s
- 8.000.000 usuários/mês
- 131 petabytes/mês



Scotty, we need more power!

I'm givin' her all she's got captain!

A long time ago in a galaxy far,
far away....

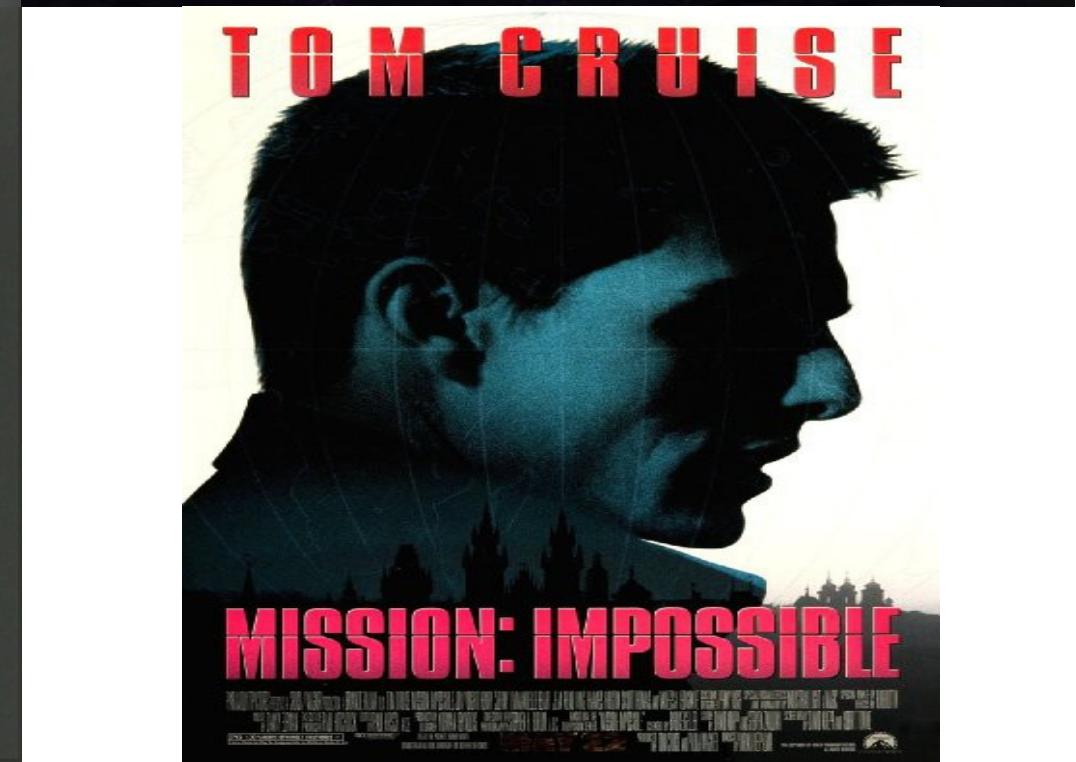
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A NEW HOPE

*It is a period of civil war.
Rebel spaceships, striking
from a hidden base, have won*

1996

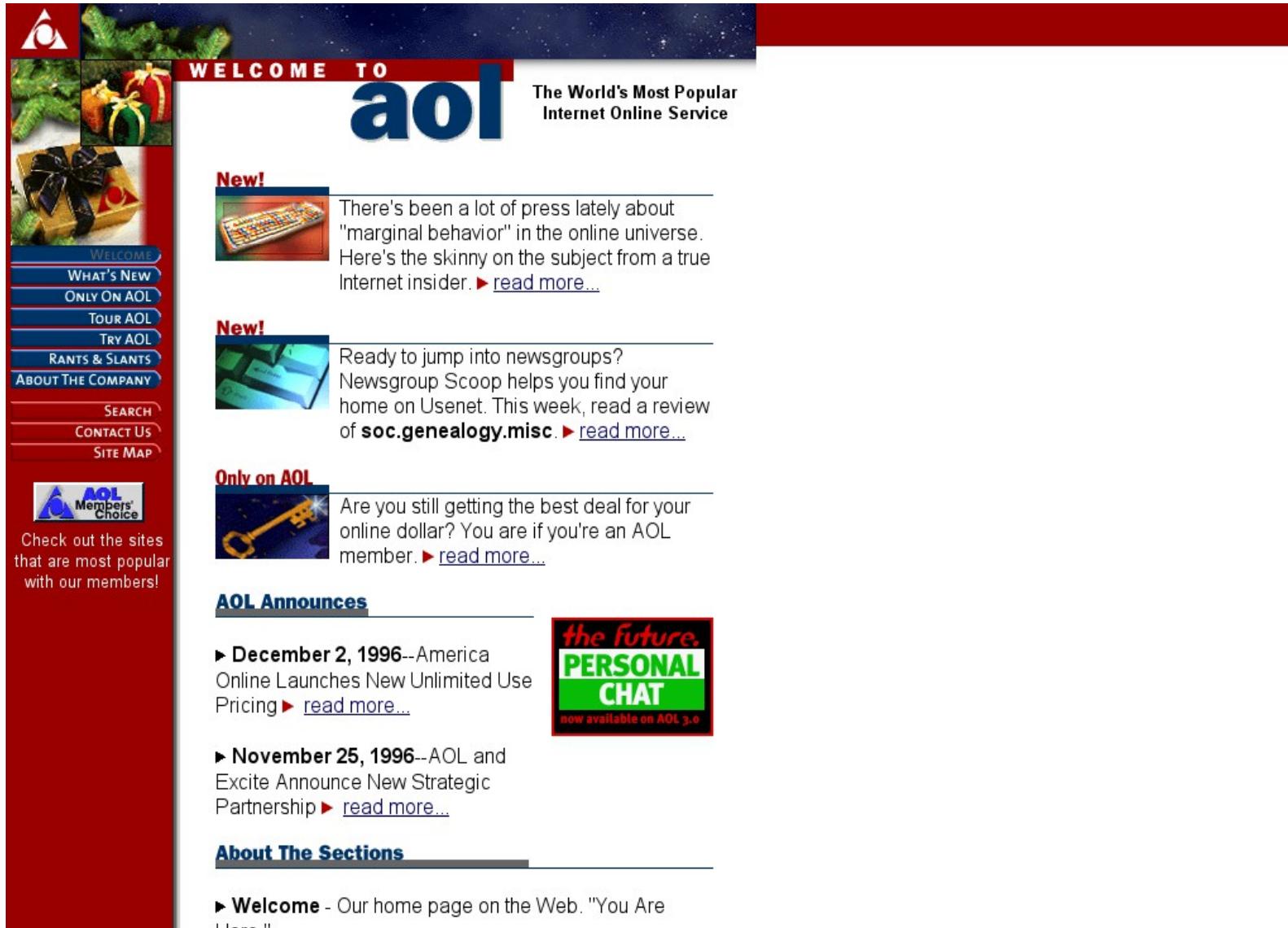


1996



- Netscape 2.0

1996



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The World's Most Popular Internet Online Service

New!  There's been a lot of press lately about "marginal behavior" in the online universe. Here's the skinny on the subject from a true Internet insider. ► [read more...](#)

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Only on AOL  Are you still getting the best deal for your online dollar? You are if you're an AOL member. ► [read more...](#)

AOL Announces

- **December 2, 1996**--America Online Launches New Unlimited Use Pricing ► [read more...](#)
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- **Welcome** - Our home page on the Web. "You Are Here."

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PERSONAL CHAT
now available on AOL 3.0

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Check out the sites that are most popular with our members!



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1996

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1996

- HTML 3.0
- Internet Explorer 3.0
- Netscape 2.02
- Usuários no Mundo: 36 milhões
- +- 100 mil sites
- CPU 200Mhz, RAM 8MB e HD 850 MB

1996

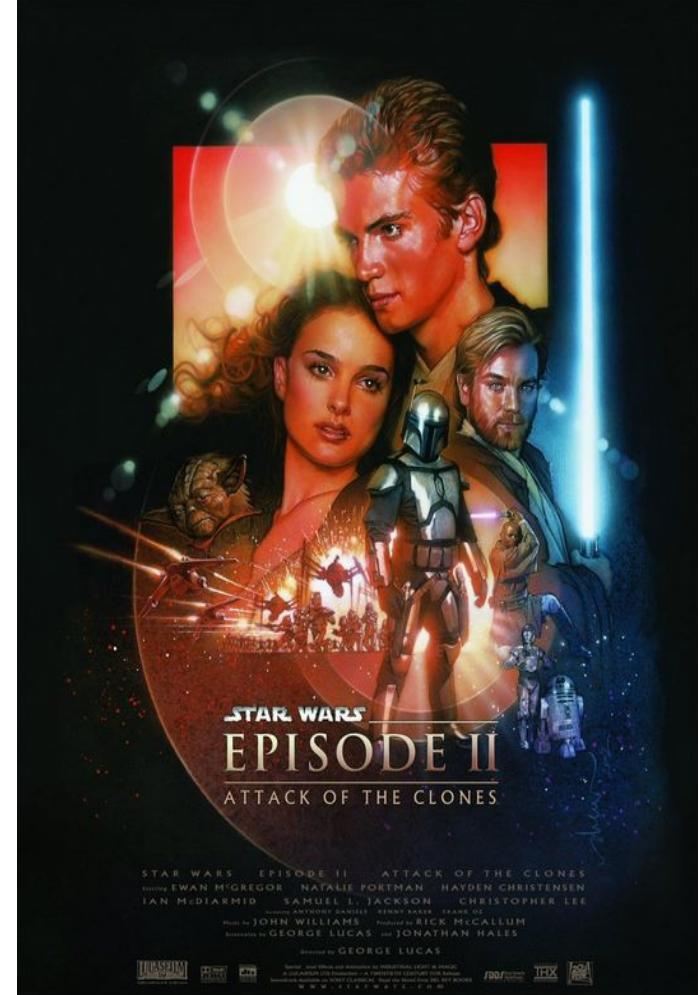
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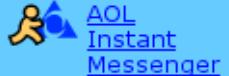
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- [Kenya denies Israel access to evidence](#)
- [Millions around globe mark World AIDS Day](#)
- [Kerry explores run at presidency in 2004](#)
- [Harry Potter' reclaims top spot at box office](#)
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By ERIC LICHTBLAU

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- [U.S. Suspects Qaeda Link to Bombing](#)
- [Survivor Saw Bombers' Race to Death](#)

Legal Group Urges States to Update Their Family Law

By ROBERT PEAR

The changes would increase alimony and property rights for many divorced women and extend such rights to many domestic partners, both heterosexual and gay.

- [How Families' Cases Could Change](#)

Administration Begins to Rewrite Decades-Old Spying Restrictions

By DAVID JOHNSTON

Boundaries separating domestic and foreign intelligence are blurring as the administration considers how to fight terrorism.

- [Graphic: The Rules on Intelligence Gathering](#)

When Parents Say No to Child Vaccinations

By DONALD G. McNEIL Jr.



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Lula promete nova Sudene vinculada à Presidência

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The New York Times
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- HTML 4.0
- Internet Explorer 6.0 (2001)
- Mozilla 1.0 / Phoenix 0.1
- Usuários no Mundo: 569 milhões
- +- 220 milhões de sites
- CPU 3Ghz, RAM 256MB e HD 60 GB

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UOL:

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- Elementos: 75 objetos

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Aaron Swartz

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Roth and Shapley win economics Nobel

The two U.S. economists researched how to match things like organ donors and patients.

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Em SP, Serra usa mensalão, e Haddad questiona se rival completará mandato

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By DAVID E. SANGER

In a blow to the White House's strategy of minimal and indirect intervention in the Syrian conflict, Washington-backed secular rebel groups are lagging behind hard-line Islamists in weapons acquisition.

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Where Everything Is Lavish Except Taxes

By ELIZABETH A. HARRIS 10:41 AM ET

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OPINION »

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If there were a campaign without polls, what would it be like?



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- Internet Explorer 10
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- Usuários no Mundo: 2,2 bilhões
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- CPU 8-Core, RAM 8GB e HD 1TB

2012

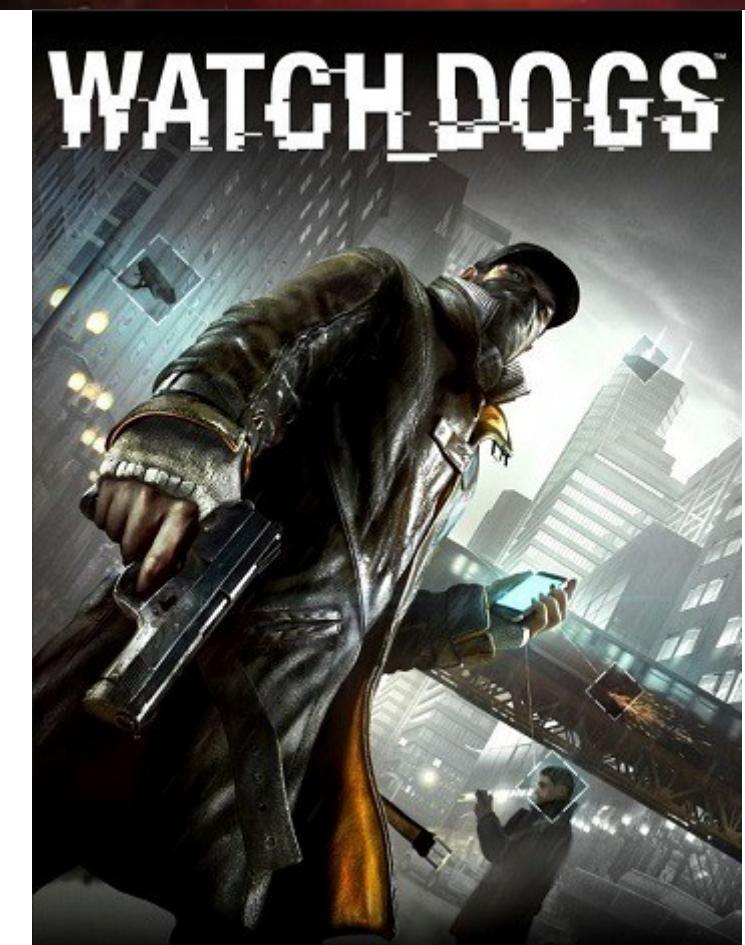
UOL:

- Página Inicial: 1,5 MB
- Elementos: 187 objetos

NYTIMES:

- Página Inicial: 2,03MB
- Elementos: 191 objetos

2014



2014

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YAHOO!

Search Web

 Megan Fox's minidress hugs every curve

The star's ensemble is the latest in a string of dazzling outfits she's worn to promote "Teenage Mutant Ninja Turtles." [Slideshow »](#)

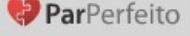
1–5 of 100

Fox's curve-hugging mini Pentagon denies airstrikes Walking bear encounter Alzheimer's, vitamin link #bt wedding dance video

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5 [Marianne Faithfull](#) 10 [Niall Horan](#)

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Dia do Solteiro
acompanhado!

Assine agora! 

Live Events on Yahoo

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2 [U.S. Senator John Walsh drops out of Montana race](#)
36 minutes ago

2014

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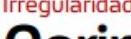
07 de Agosto de 2014 Dólar R\$ 2,296

 [UOL](#) o melhor conteúdo [BOL](#) [Faça do UOL sua página inicial](#) [UOL HOST](#) [PagSeguro](#)

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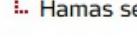
Irregularidades fiscais chegam a R\$ 94 milhões

Corinthians burlou Receita por 5 anos, nas gestões Dualib, Andrés e Gobbi


Justiça aceita denúncia do MPF contra Andrés Sanchez por retenção de impostos no clube
Andrés se defende e diz que problemas com impostos fazem parte da realidade de todos clubes

Disputa pelo Planalto
UOL, Folha, SBT e Jovem Pan fazem debate com presidenciáveis no dia 1/9

 Conflito no Oriente Médio
Cearense busca doações para retornar à Faixa de Gaza em ação humanitária


Hamas se diz "pronto para retomar ataques"

Corrida eleitoral no RJ
Após 29 anos, candidatos ao governo do Rio "resuscitam" Cions do Brizola

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2014

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Militants in Iraq Hit by Strikes, Kurds Say

U.S.-Led Effort Follows Concerns About Refugees

By HELENE COOPER and ALISSA J. RUBIN 6:12 PM ET

While Kurdish and Iraqi officials said the U.S. had bombed two towns seized by members of the Islamic State in Iraq and Syria, the Pentagon denied that U.S. forces were involved.

■ 586 Comments

RELATED COVERAGE

• A Guide to the Crisis in Iraq and Syria



Rebels Take Biggest Iraqi Dam, Stoking Panic

By ALISSA J. RUBIN and TIM ARANGO 4:42 PM ET

The dam, which controls the water supply for a large area, was captured by militants after Iraqi Kurdish forces retreated.

■ 369 Comments

The Opinion Pages

LINDA GREENHOUSE

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The willingness of courts to weigh whether the abortion right has become unduly burdened is critical for reproductive freedom.

- Editorial: Making the Gaza Cease-Fire Last
- Private Lives: Hail Mary Softball
- Op-Talk: Introducing Douthat and Bruni as 'The Moviegoers'

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- Dean Baquet on the Word 'Torture'
- Mary Pilon, What's in Your Bag?



2014

- HTML 5.0
- Internet Explorer 11
- Firefox 31+
- Chrome 36+
- Usuários no Mundo: 2,4 bilhões
- +- 9,66 bilhões de sites
- CPU 8-Core, RAM 8GB e HD 1TB

Crescimento / Home

	1996		2002		2012		2014	
	Tamanho	Objetos	Tamanho	Objetos	Tamanho	Objetos	Tamanho	Objetos
UOL	140Kb	26	210Kb	75	1,5Mb	187	1,6Mb	172
NYTimes	144Kb	18	200Kb	110	2,0Mb	191	2,7Mb	229

Quem é mais rápido?

UOL

X

Nytimes

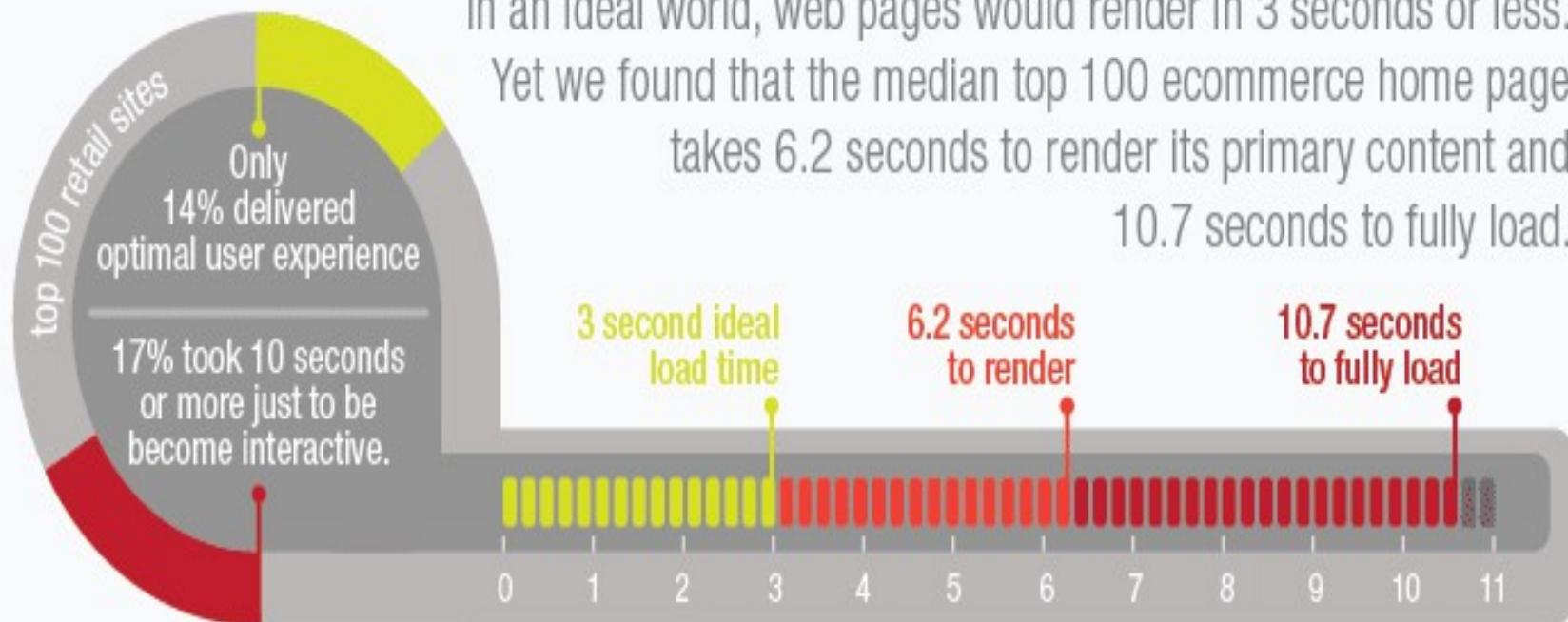
	Segundos	Onload Requests
UOL	10,362	172
NYTimes	5,18	64

**WRONG
WAY**

GO BACK

State of the Union: Ecommerce Page Speed & Web Performance

MOST RETAIL WEBSITES **ARE NOT MEETING USER EXPECTATIONS.**



Ilusão da felicidade web



0-100ms Instant perception

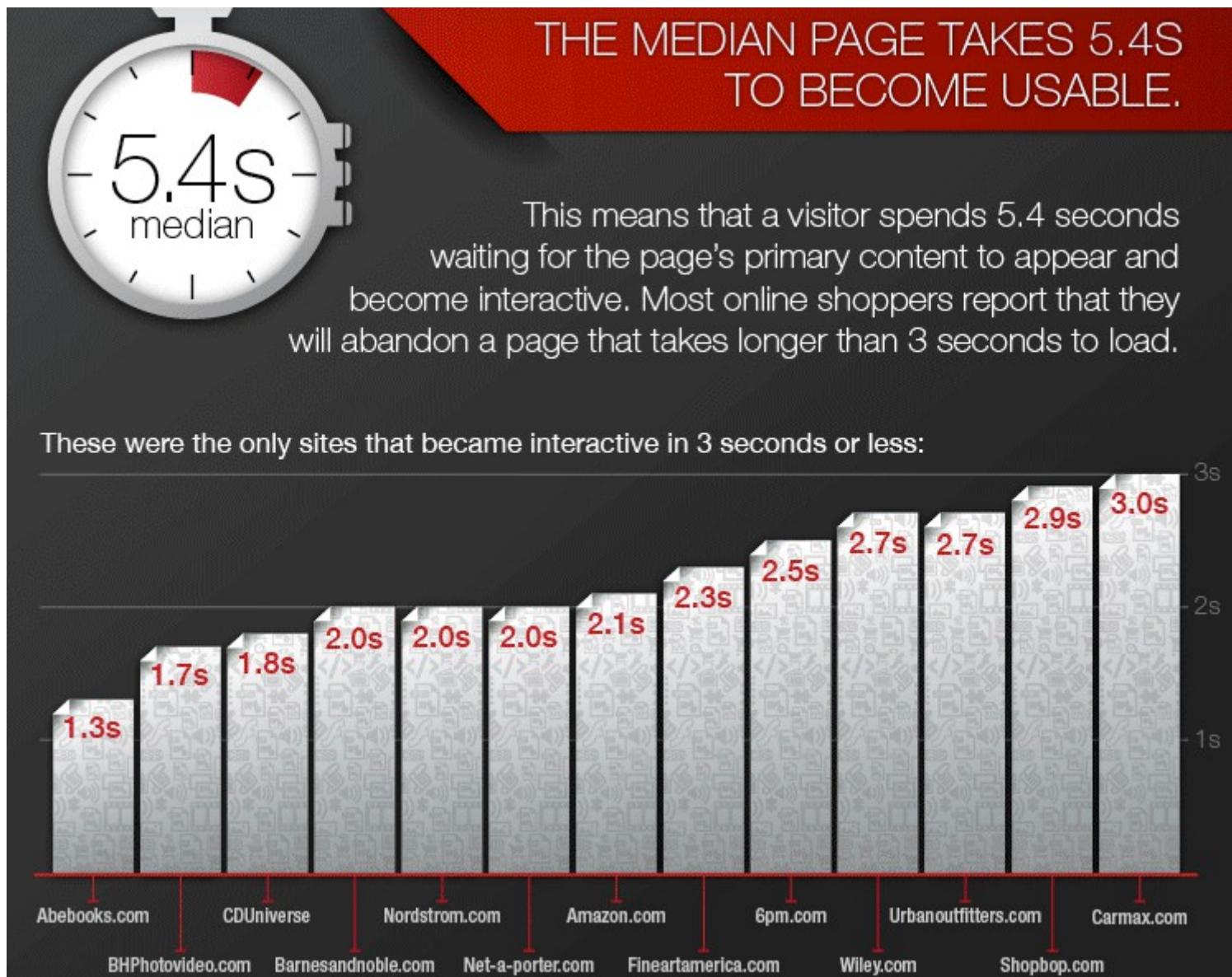
100-300ms Small perceptible delay

300-1000ms Machine is working

1000+ ms Likely mental context switch

10000+ ms Task is abandoned

State of the Union: Ecommerce Page Speed & Web Performance



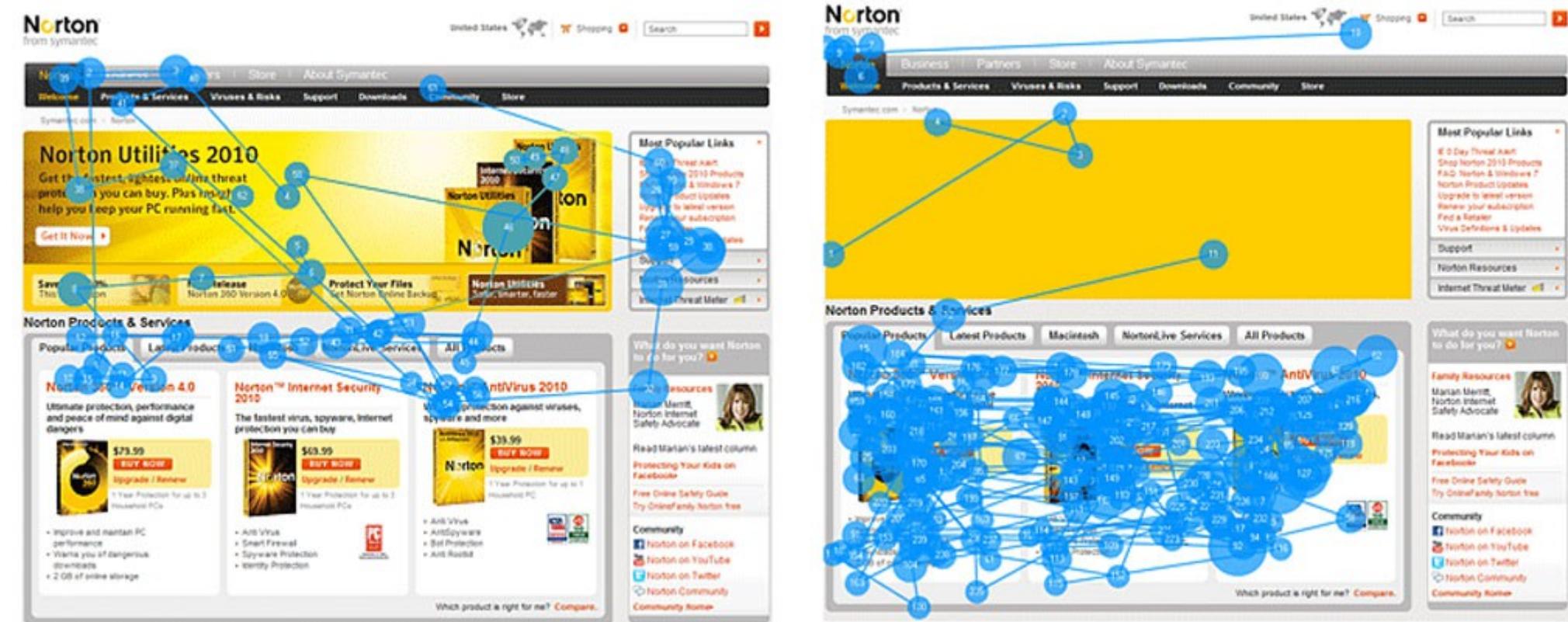
Walmart

- Cada **1 segundo** de melhoria => aumentou conversão de vendas em **2%**
- **100 ms** de melhoria => aumentou a receita em **1%**

Amazon

- Cada **1 segundo** de piora no desempenho (para o usuário) representa \$ **1.600.000.000**/ano

UX e desempenho



Fonte: web performance today

Keep-alive

HTTP/1.1 200 OK

Accept-Ranges: bytes

Connection: close

Content-Encoding: gzip

Content-Length: 17647

Content-Type: text/html

Date: Sat, 09 Aug 2014 12:40:40 GMT

ETag: "20107-10121-5000cd7484ac0"

Last-Modified: Thu, 07 Aug 2014 16:47:15 GMT

Server: Apache/2.2.22

Vary: Accept-Encoding

DNS

- Resolver um DNS para IP leva +- 120 ms à 500 ms (ou mais...)
- Navegadores tem cache DNS além do Sistema Operacional
- Evite usar redirecionamentos HTTP

DNS

- Navegadores suportam até **6** conexões simultâneas por domínio
- Navegadores suportam até **32** conexões simultâneas
- Separe o tráfego SSL em outro(s) domínio(s)

DNS

- **www.oioioi.com.br**
- **login.oioioi.com.br**
- **estatico1.oioioi.com.br**
- **estatico2.oioioi.com.br**
- **estatico3.oioioi.com.br**
- **estatico4.oioioi.com.br**
- **estatico5.oioioi.com.br**

Domínio com SSL



© Roberto Neumiller/SOS SAHEL

Domínio com SSL

- Acresce 200ms à 1s a toda conexão
- Aumento do volume total de tráfego
- Aumento do processamento de CPU

Domínio com SSL

- Aumento do uso de memória
- Aumento da complexidade de arquitetura
- Aumento do tempo total de rede

Domínio com SSL

**Nunca use SSL no
servidor(es) de aplicação**

Compactação (gzip)

- Reduz o tamanho das respostas até 70%
- Os navegadores sinalizam o suporte à compressão com um cabeçalho HTTP:

Accept-Encoding: gzip, deflate

- Os servidores web notificam o navegador cabeçalho HTTP:

Content-Encoding: gzip

- Funciona bem para arquivos base texto (html, csv, JSON, XML, etc)

**Não use em arquivos PDF, imagens,
videos, etc.**

**Não faça compactação no servidor
de aplicação**



Time to First Byte

- Boa métrica para identificar lentidão
- TTFB alto pode ser qualquer coisa: Rede, I/O, Memória, Servidor Web, Aplicação, Banco de dados, plugins, conteúdo de terceiros, etc...

Requisições HTTP

- **Diminuir a quantidade de requisições HTTP:**
 - Consolide arquivos CSS
 - Consolide arquivos de script (javascript)
 - Use CSS Sprite para imagens de fundo
 - <http://www.oioioi.com.br/1.gif> e
<http://oioioi.com.br/1.gif> são coisas diferentes
- **Cuidado com as respostas HTTP 404s**

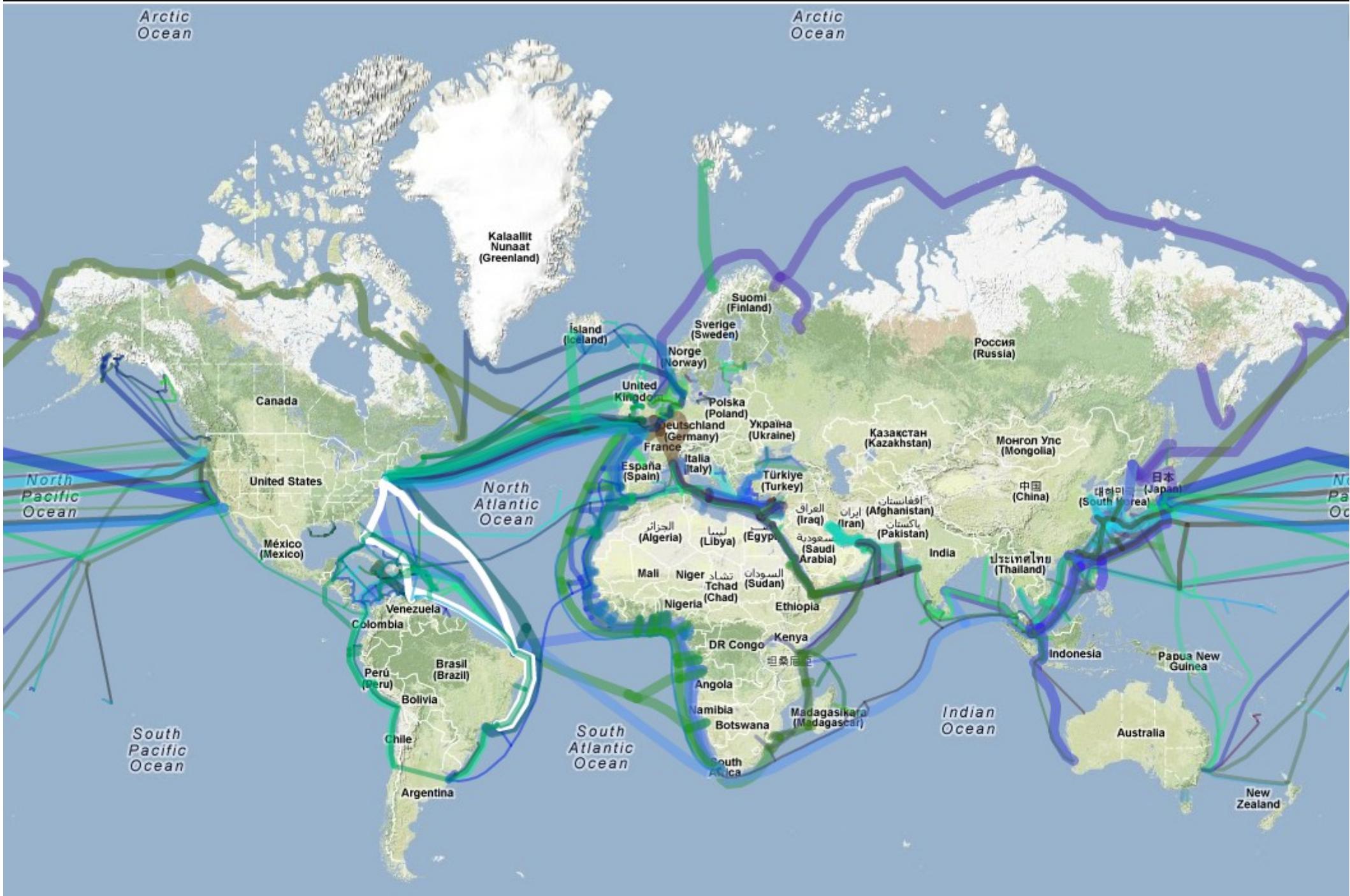
CSS e Javascript

- Remova (Minify) conteúdo considerado desnecessário:
 - Caractater vazio
 - Comentários de código
- **Coloque o javascript no fim e CSS no início da páginas html.**
- Cuidado com funções duplicadas
- Consolide **js** e **CSS**

Javascript

- Use **defer**
- Cuidado com js de 3rd party
- Quando possível, carregue javascript dinamicamente
- Carregue-os assincronamente

Greg's Cable Map



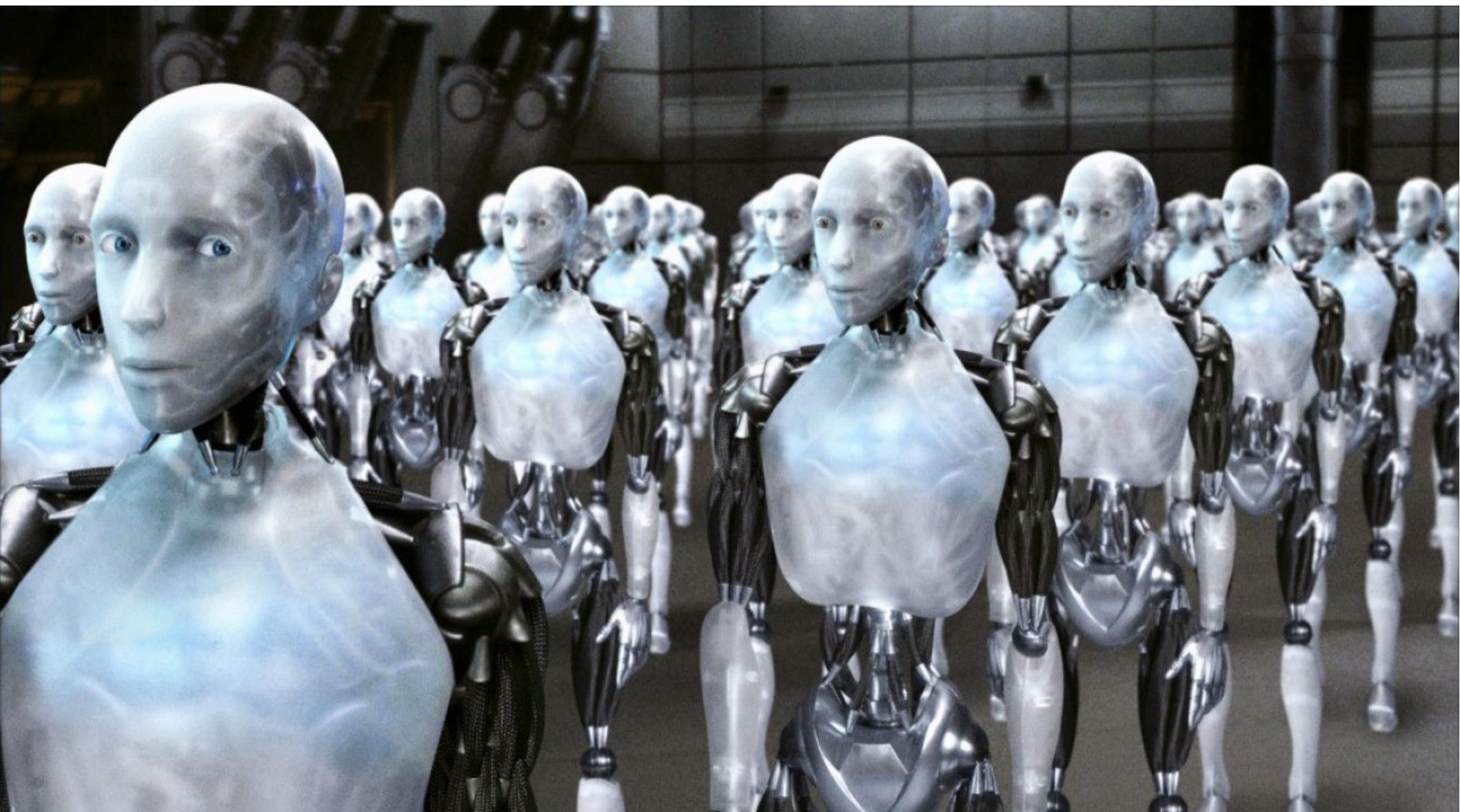
```
traceroute to www.nhk.or.jp (202.214.202.101), 30 hops max, 60 byte packets
 1  192.168.1.1 (192.168.1.1)  1.155 ms  2.432 ms *
 2  * * *
 3  * * *
 4  * * *
 5  * * *
 6  * ebt-T0-1-0-0-tcore01.spo.embratel.net.br (200.230.158.218)  332.676 ms  33
6.180 ms
 7  ebt-Bundle-P0S1113-intl03.mianap.embratel.net.br (200.230.220.62)  336.151 m
s  337.792 ms  337.771 ms
 8  ae60.edge4.Miami1.Level3.net (4.59.90.9)  336.127 ms  336.074 ms  337.614 ms
 9  ae-32-52.ebr2.Miami1.Level3.net (4.69.138.123)  335.960 ms  335.943 ms  335.
924 ms
10  ae-2-2.ebr2.Atlanta2.Level3.net (4.69.140.142)  360.353 ms  360.426 ms  360.
307 ms
11  ae-73-73.ebr3.Atlanta2.Level3.net (4.69.148.253)  360.178 ms  360.189 ms  15
7.408 ms
12  ae-2-2.ebr1.Washington1.Level3.net (4.69.132.86)  169.615 ms  163.971 ms  16
3.817 ms
13  ae-81-81.csw3.Washington1.Level3.net (4.69.134.138)  168.948 ms ae-91-91.csw
4.Washington1.Level3.net (4.69.134.142)  168.962 ms ae-61-61.csw1.Washington1.Le
vel3.net (4.69.134.130)  173.991 ms
14  ae-2-70.edge2.Washington4.Level3.net (4.69.149.80)  173.924 ms ae-1-60.edge2
.Washington4.Level3.net (4.69.149.16)  173.895 ms ae-4-90.edge2.Washington4.Leve
l3.net (4.69.149.208)  173.788 ms
15  216.98.100.233 (216.98.100.233)  213.473 ms *  224.354 ms
16  * * *
17  * * *
18  * * *
19  * * *
20  * ykh002bb10.IIJ.Net (58.138.98.162)  803.562 ms  803.235 ms
21  * * ykh002gate02a.IIJ.Net (58.138.120.130)  1906.694 ms
22  210.138.13.133 (210.138.13.133)  1902.322 ms  1906.636 ms  1906.602 ms
23  h005.n202.h214.k202 (202.214.202.5)  1906.488 ms  1906.543 ms  1906.504 ms
24  www.nhk.or.jp (202.214.202.101)  1909.315 ms  1909.473 ms  1909.529 ms
root@alderoon:~# █
```

```
fike@klatoon:/tmp/a$ ping -c1 www.uol.com.br
PING homeuol.ipv6uol.com.br (200.221.2.45) 56(84) bytes of data.
64 bytes from home.uol.com.br (200.221.2.45): icmp_seq=1 ttl=54 time=3.96 ms

--- homeuol.ipv6uol.com.br ping statistics ---
1 packets transmitted, 1 received, 0% packet loss, time 0ms
rtt min/avg/max/mdev = 3.967/3.967/3.967/0.000 ms
fike@klatoon:/tmp/a$ █
```

```
fike@klatoon:/tmp/a$ ping -c1 www.nhk.co.jp
PING nhk-grp.jp (219.94.212.228) 56(84) bytes of data.
64 bytes from 228.212.94.219.static.www263b.sakura.ne.jp (219.94.212.228): icmp_seq=1 ttl=46 time=287 ms

--- nhk-grp.jp ping statistics ---
1 packets transmitted, 1 received, 0% packet loss, time 0ms
rtt min/avg/max/mdev = 287.122/287.122/287.122/0.000 ms
fike@klatoon:/tmp/a$ █
```



Cache-Control:

- max-age=3600 - tempo em segundos de expiração
- public: os objetos em cache podem ser salvos em caches intermediários e que qualquer usuário pode consulta

HTTP/1.1 200 OK

Date: Fri, 30 Oct 1998 13:19:41 GMT

Server: Apache/1.3.3 (Unix)

Cache-Control: max-age=3600, must-revalidate

Expires: Fri, 30 Oct 1998 14:19:41 GMT

Last-Modified: Mon, 29 Jun 1998 02:28:12 GMT

ETag: "3e86-410-3596fbbc"

Content-Length: 1040

Content-Type: text/html

.
Accept-Ranges: bytes
Cache-Control: public,max-age=86400
Connection: close
Content-Language: en-US
Content-Type : image/jpeg
Date: Tue, 19 Aug 2014 21:36:06 GMT
Etag : "931082646"
Expires: Wed, 20 Aug 2014 21:36:11 GMT
Keep-Alive: timeout=5

Cache

- Conteúdo estático com longo tempo de cache
- Use múltiplos domínios para cache
- Tenha áreas comuns para manter os objetos de uso comuns
- Mude o nome do arquivo para expirar o cache
(...com.br/1.gif?v=123)
- Use o content-length no cabeçalho de resposta
- Use cache nas páginas mais acessadas

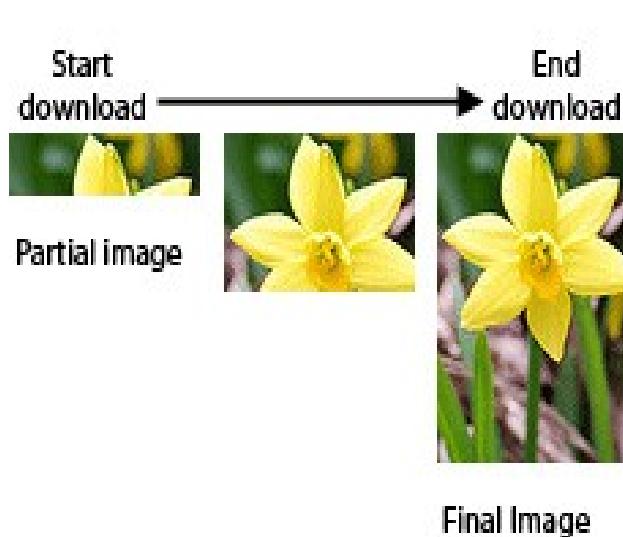
Prebrowsing

```
<link rel="dns-prefetch" href="//fernandoike.com">
```

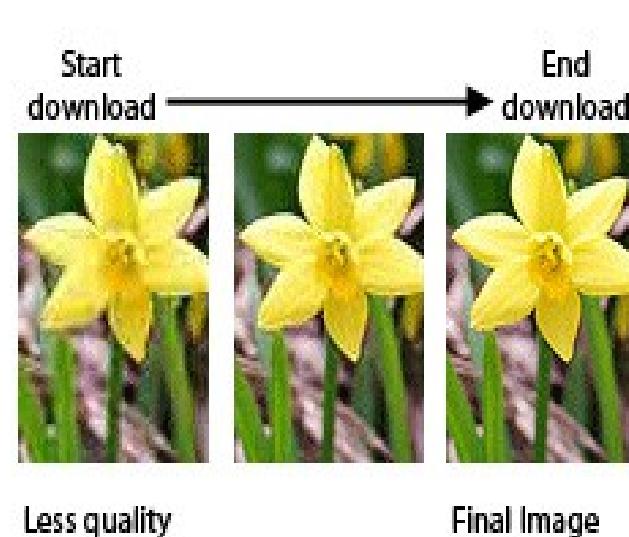
```
<link rel="prefetch" href="http://fernandoike.com/utils.js">
```

Progressive Images

Baseline



Progressive



Otimize o uso de imagens

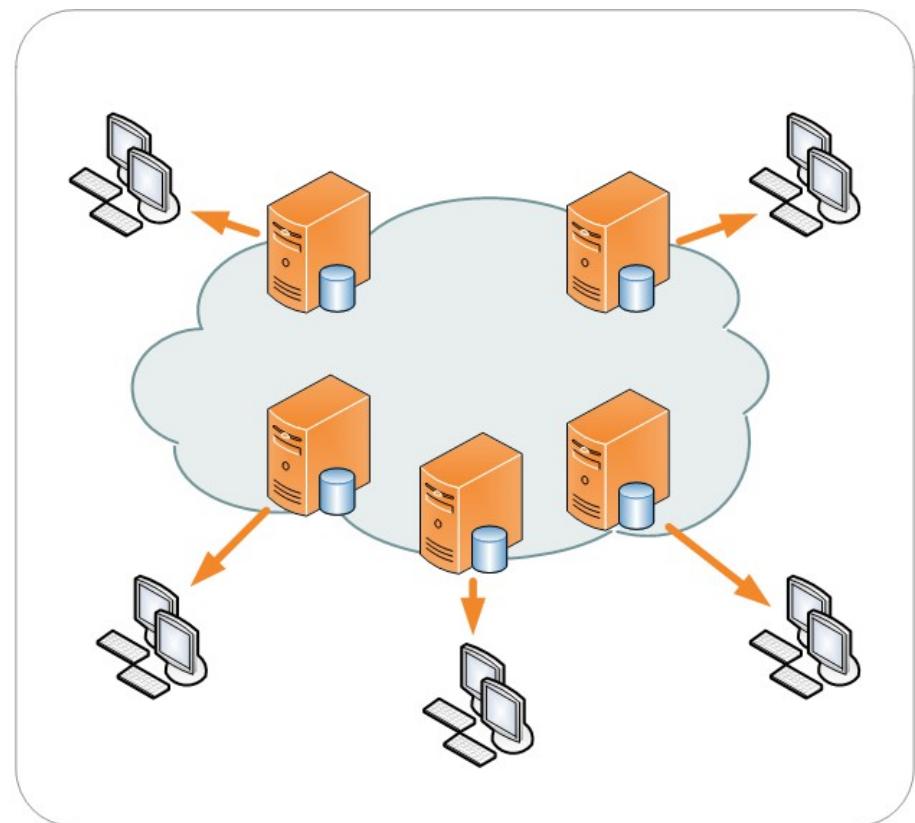
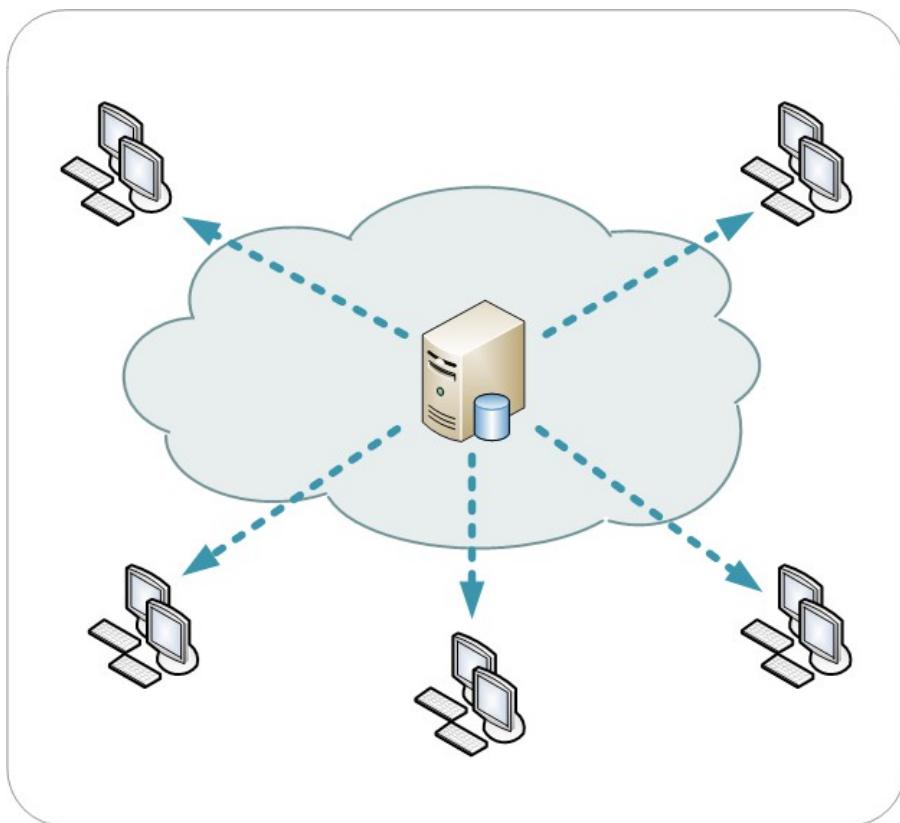
- **gif**
- **jpeg**
- **png**
- **webp**
- ...

RESPONSIVE WEB DESIGN



Desktop, netbook, tablet & mobile phone

CDN



Content Delivery Network

- Maior parte do tráfego dos usuários são de download
- CDN estão em diversas regiões
- 80% de um site é de objetos estático
- Conteúdo “mais próximo” do internauta
- Redução de custo direto na operação (rede, servidores, pessoal, etc.)

What are we going to do tonight, Brain?

the same thing
we do every
night, Pinky...



...TRY AND TAKE OVER THE WORLD!

Arquitetura

- Servidor de aplicação não é servidor de objetos estático!
- Cache, Cache, Cache...
- Pense sempre na experiência do usuário (receber mais rápido)
- Não tenha pudor, irá reescrever várias partes de código
- Use o que tiver de melhor de cada tecnologia
- Comunicação assíncrona





BATMAN
AND CATWOMAN
CATFISH AND CATCH
CATFISH AND CATCH

ellamizelle

Referências

- <http://calendar.perfplanet.com/>
- <http://blog.patrickmeenan.com/>
- <http://www.stevesouders.com/blog/>
- <http://www.webperformancetoday.com/>
- <http://httparchive.org/>
- <http://www.webpagetest.org/>

Fernando Ike

- fernando.ike at gmail.com
- <http://www.fernandoike.com>
- <http://twitter.com/fernandoike>
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