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| 1. | Web fonts were used. |
| 2. | Optimized images with help /www.iloveimg.com. |
| 3. | Optimized and compressed CSS; |
| 4. | Optimized and compressed HTML; |
| 5. | DOM-elements used instead of pictures (where possible). |
| 6. | Sprites used. |
| 7. | Added gzip compression. |