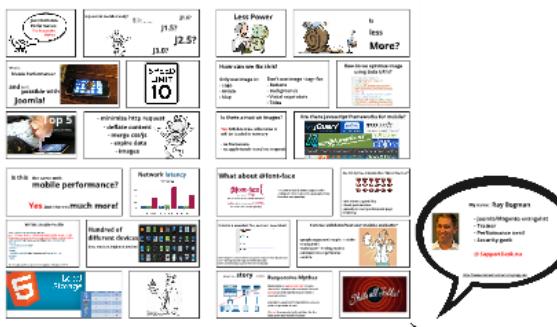


## Joomla Mobile Performance: The Mythes Responsive

2013

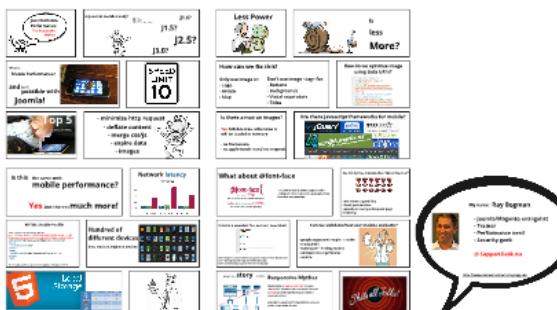


2014



## Joomla Mobile Performance: The Mythes Responsive

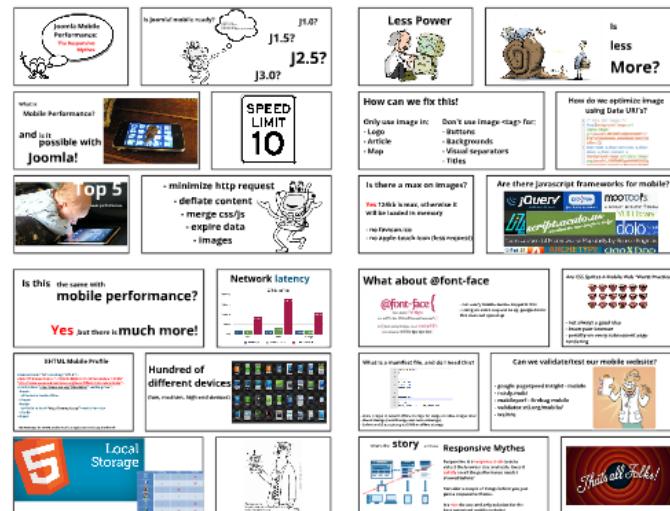
2013



2014



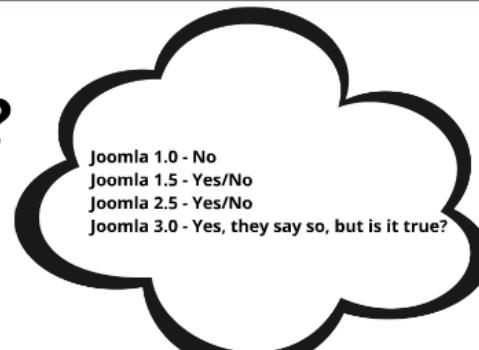
# 2013



# Joomla Mobile Performance: **The Responsive Mythes**



**Is Joomla! mobile ready?**



**J1.0?**

**J1.5?**

**J2.5?**

**J3.0?**



**Joomla 1.0 - No**

**Joomla 1.5 - Yes/No**

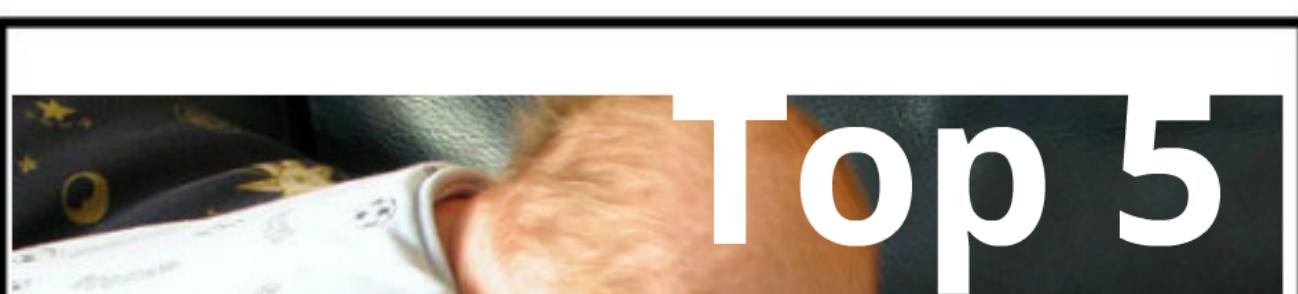
**Joomla 2.5 - Yes/No**

**Joomla 3.0 - Yes, they say so, but is it true?**



What is  
**Mobile Performance?**

and is it  
possible with  
**Joomla!**



- minim  
defi -

# Top 5

basic performance



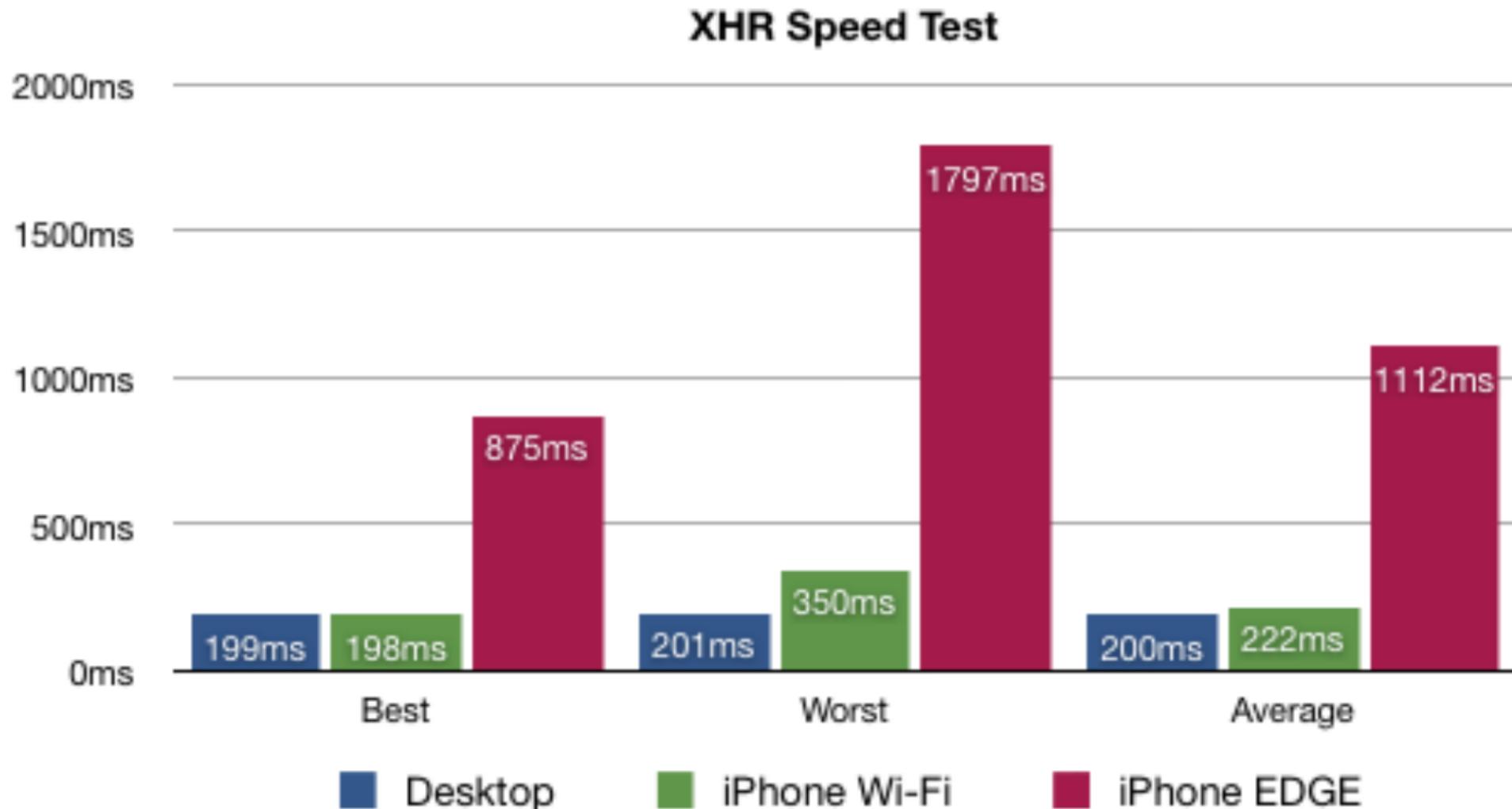


- minimize http request
  - deflate content
    - merge css/js
    - expire data
    - images



Network latency

# Network latency



# How do we optimize image using Data URI's?

```
1 /* Data URI images */
2 #top{background-image:url
(data:image/
gif;base64,R0lGODlhAQACAAIAAP///
01NTSH5BAAAAAAALAAAAAABAAIAAAICDA
oA0w==)}
3 #nav-home a,#nav-services a,#nav-
about a,#nav-contact a
{background-image:url(data:image/
png;base64,iVBORw0KGgoAAAANSUhEUg
AAAIIYAAAALCAYAAAAD1n1MVAACYDFEWHD
```

```
1 /* Data URI images */
2 #top{background-image:url
3 (data:image/
4 gif;base64,R0lGODlhAQACAAIAAP///
5 01NTSH5BAAAAAAAALAAAAAAABAAIAAAICDA
6 oA0w==)}
7 #nav-home a,#nav-services a,#nav-
8 about a,#nav-contact a
9 {background-image:url(data:image/
10 png;base64,iVBORw0KGgoAAAANSUhEUg
11 AAAIIVYAAAALCAYAAAAD1n7M/AAAACYDFWHD
```

# What about @font-face

```
@font-face{  
    font-family: Fertigo;  
}
```

```
src: url("Fertigo_PRO.otf") format("opentype"); }
```

```
h1 { font-family: Fertigo; color: #204A87;  
text-shadow: #AAA 2px 2px 0px}
```

- not every mobile device supports this
- Using an extra request to eg. google-fonts: this does not speed up

What is a manifest file, and do I need this?

```
1 CACHE MANIFEST  
2 #version 1  
3  
4 CACHE:
```

Can we va

- not always a good idea
- know your browser
- penalty on every subsequent page rendering

## Can we validate/test our mobile website?

- google pagespeed insight - mobile
- ready.mobi
- mobileperf - firebug mobile
- validator.w3.org/mobile/
- weinre



## Mythes

- store images in base64 offline storage for usage as inline images later
- Client Storage (localStorage and sessionStorage)
- Safari on iOS accepts up to 5 MB in offline storage

- validator.w3.org/m
- weinre

what's the **story** on these

## Responsive Mythes

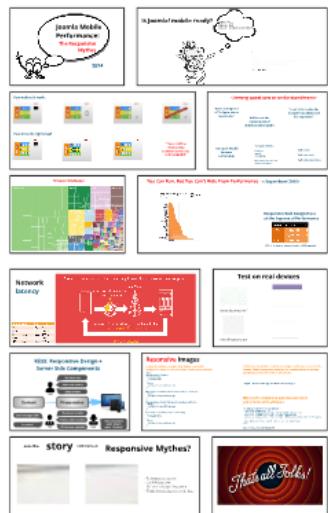


Responsive is a **very nice trick** to auto detect the browser size and scale. Does it **satisfy** on all the performance needs I showed before?

Consider a couple of things before you just pick a responsive theme.

It's **not** the one and only solution for the best optimized mobile website!

# 2014

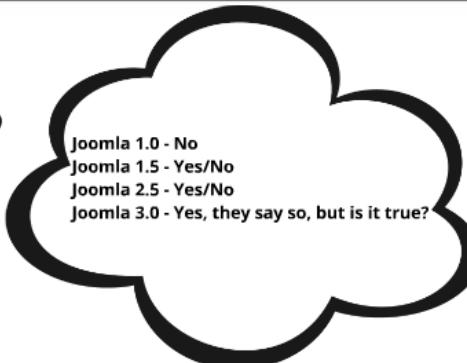


# Joomla Mobile Performance: **The Responsive Mythes**



2014

# Is Joomla! mobile ready?



## Joomla 3.0

The following information below is from the [Joomla! 3 Introduction site](#).

### Mobile Ready

Joomla! takes a big leap into the mobile space with a total overhaul of both its frontend design and administrator interface. With the adoption of the Bootstrap framework, Joomla! has become the first major CMS to be mobile ready in both the visitors and administrator areas. Now every website can have mobile friendly content for visitors and mobile friendly tools for administrators.

- Fully Responsive Site Template
- Fully Responsive Admin UI
- Fully Responsive Core Output

</wrong questions or understanding>



"User don't give a s\*\*t if your site is responsive."

RWD is not the

"Look ma!, I resize the browser's windows and it's responsive"

## Joomla 3.0

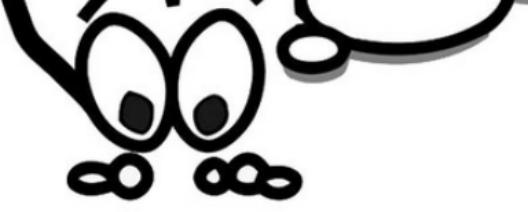
---

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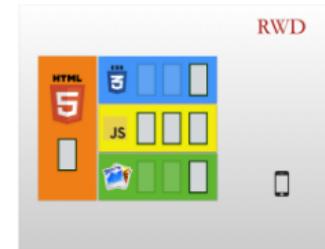
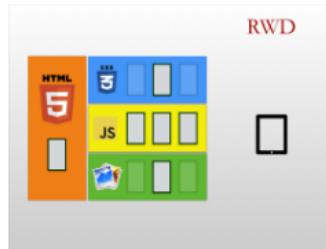
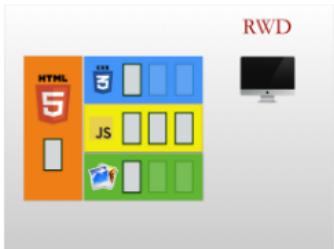
- Fully Responsive Site Template
- Fully Responsive Admin UI
- Fully Responsive Core Output



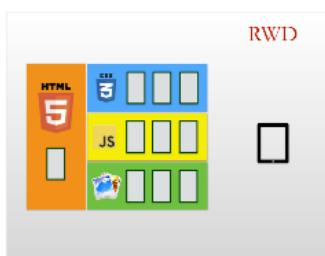
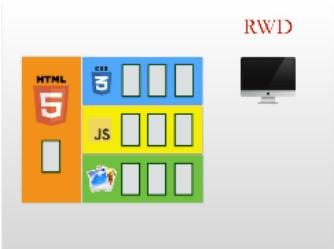
2014



## How it should work:



## How it works right now!



"There's still no relationship between screen size and bandwidth"

## Browser landscape



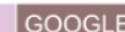
SAMSUNG



SEMC



LGE



GOOGLE

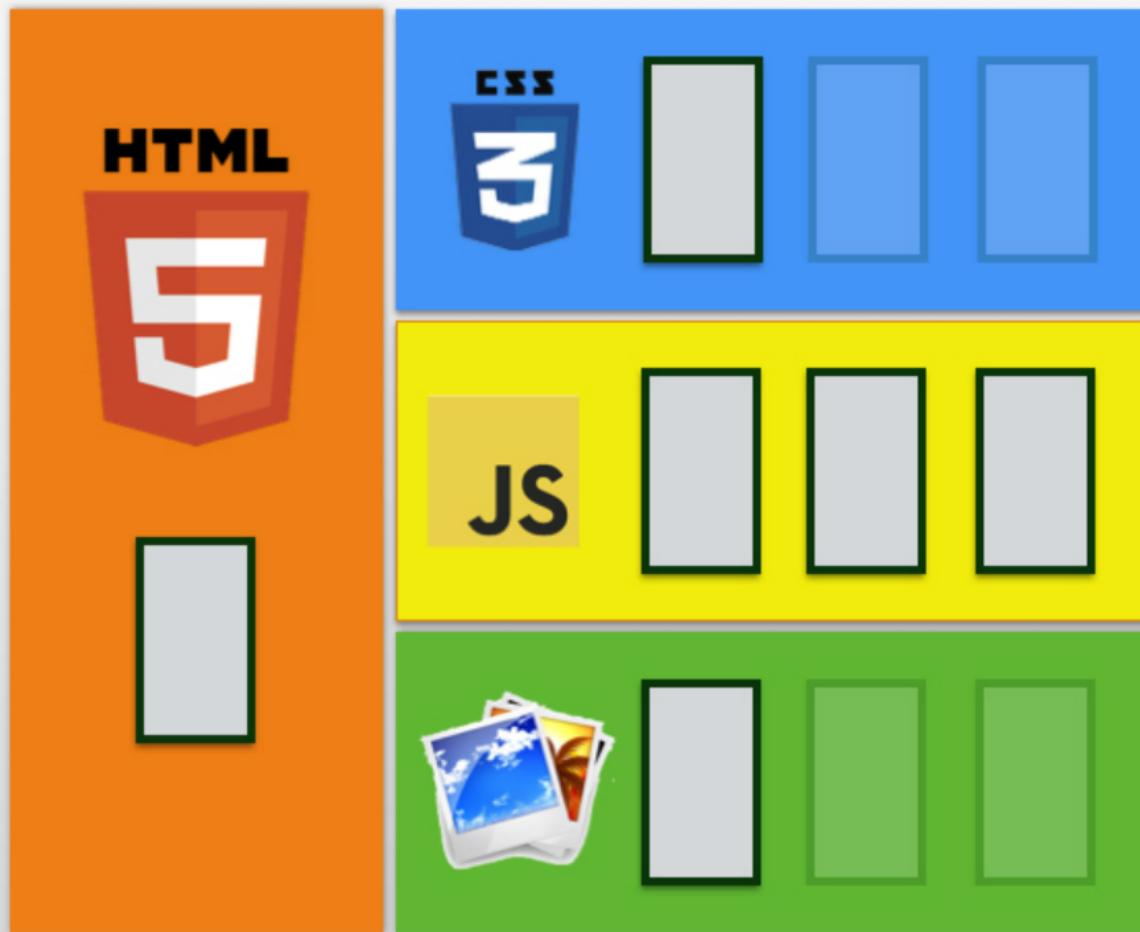
## You Can Run, But You Can't Hide

Keynote 3-screen Web Performance  
Super Bowl 2014 Advertisers

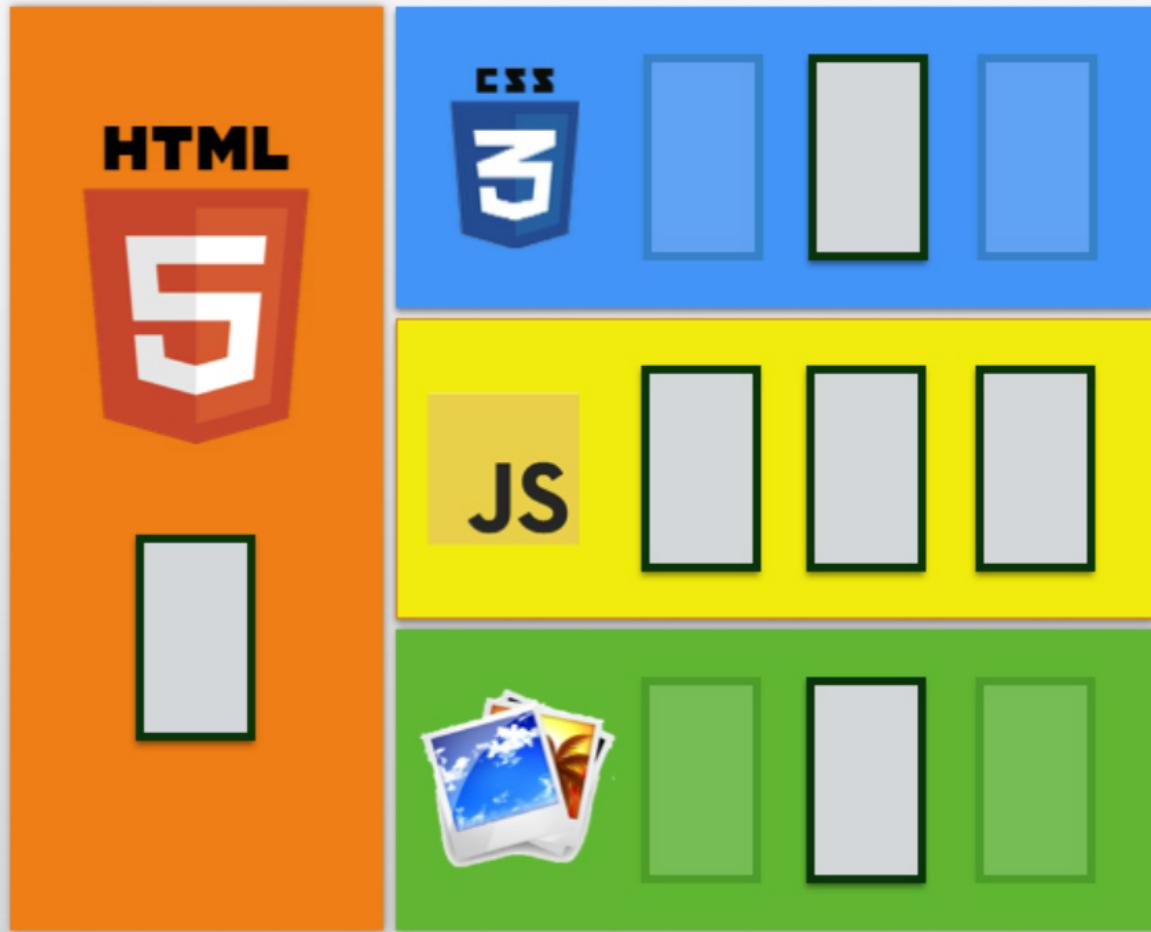
Measurement period: 12:00pm – 1pm PST, 2/2/2014  
Screens: Desktop (internal Explorer 9 browser), iPad 2 (high-speed connection), iPhone 5 (no carrier)



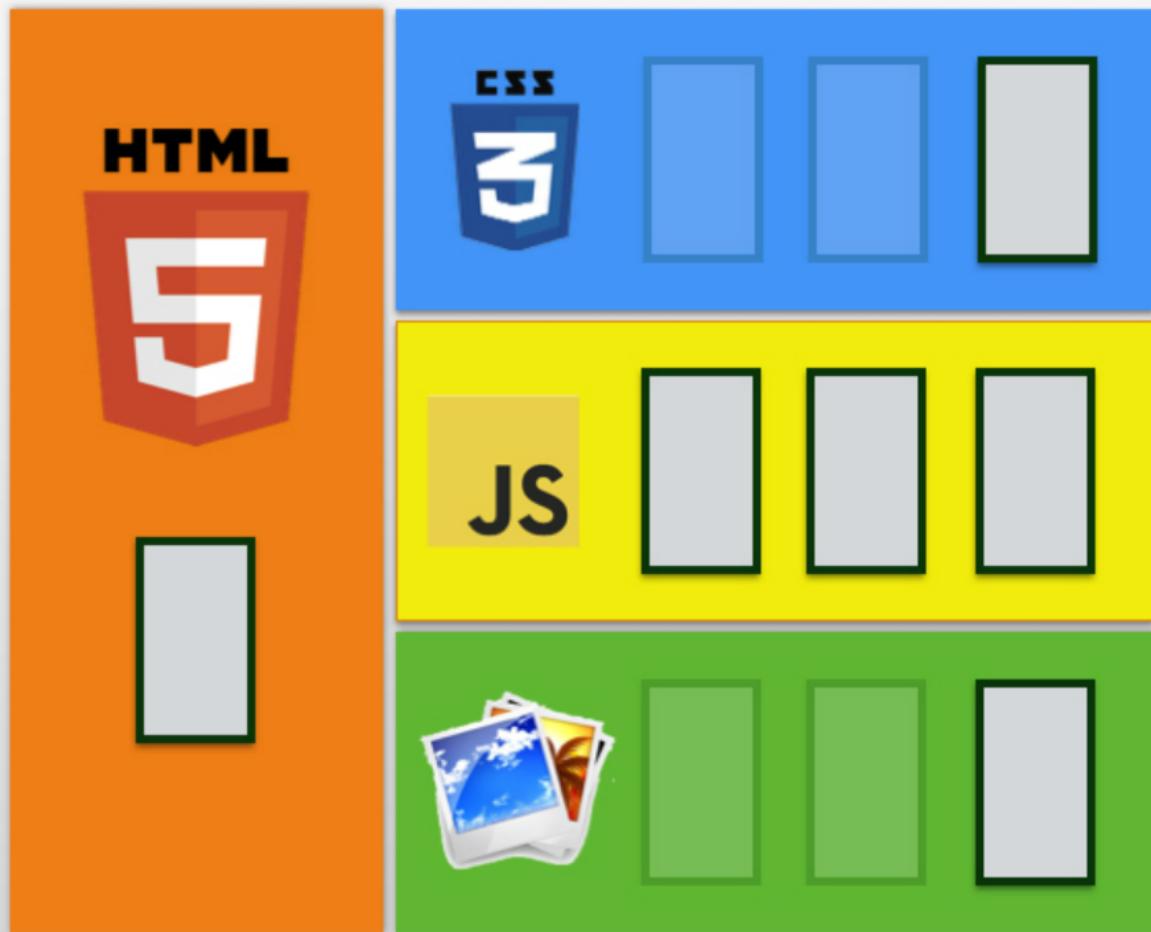
# RWD



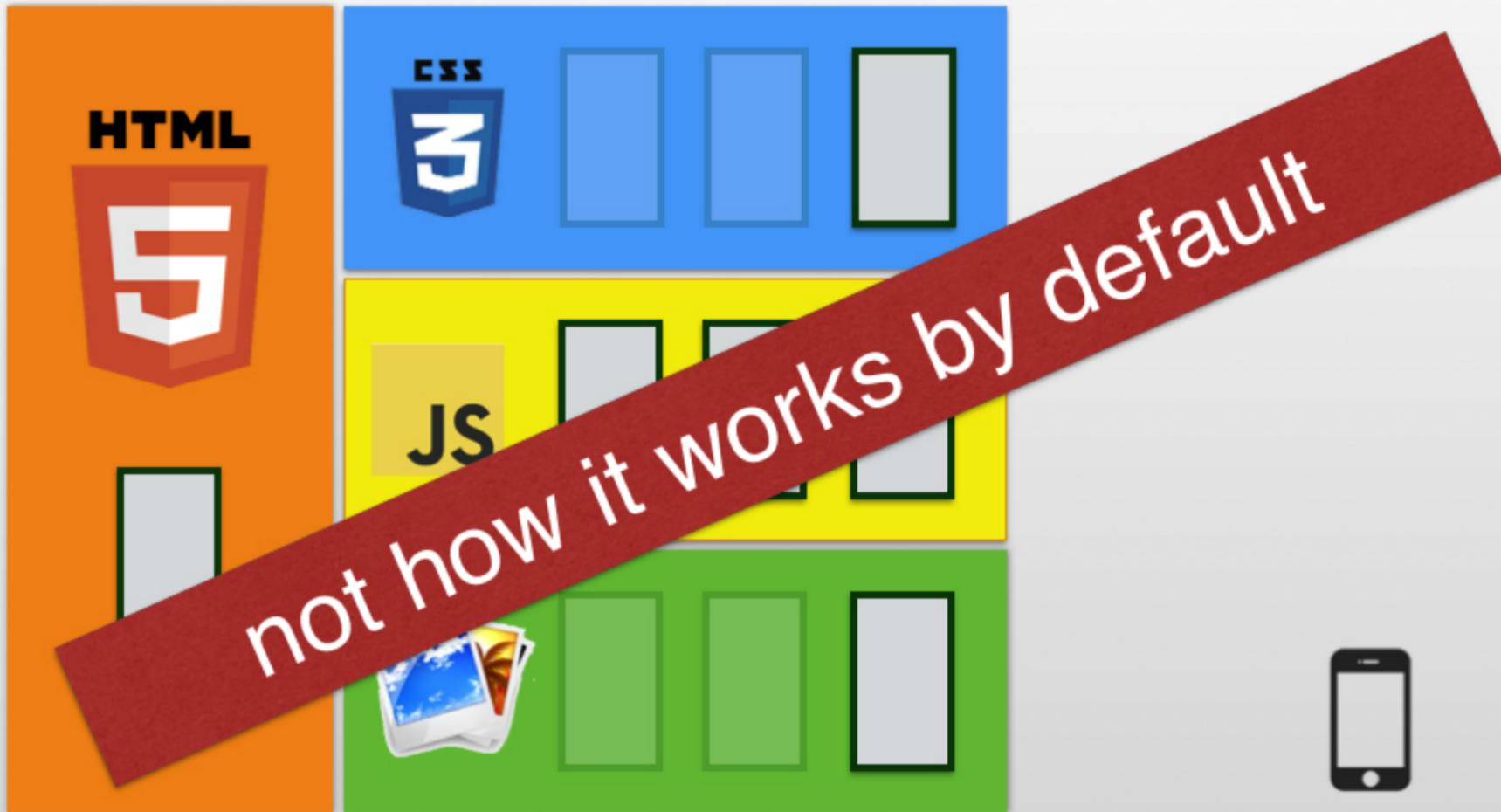
# RWD



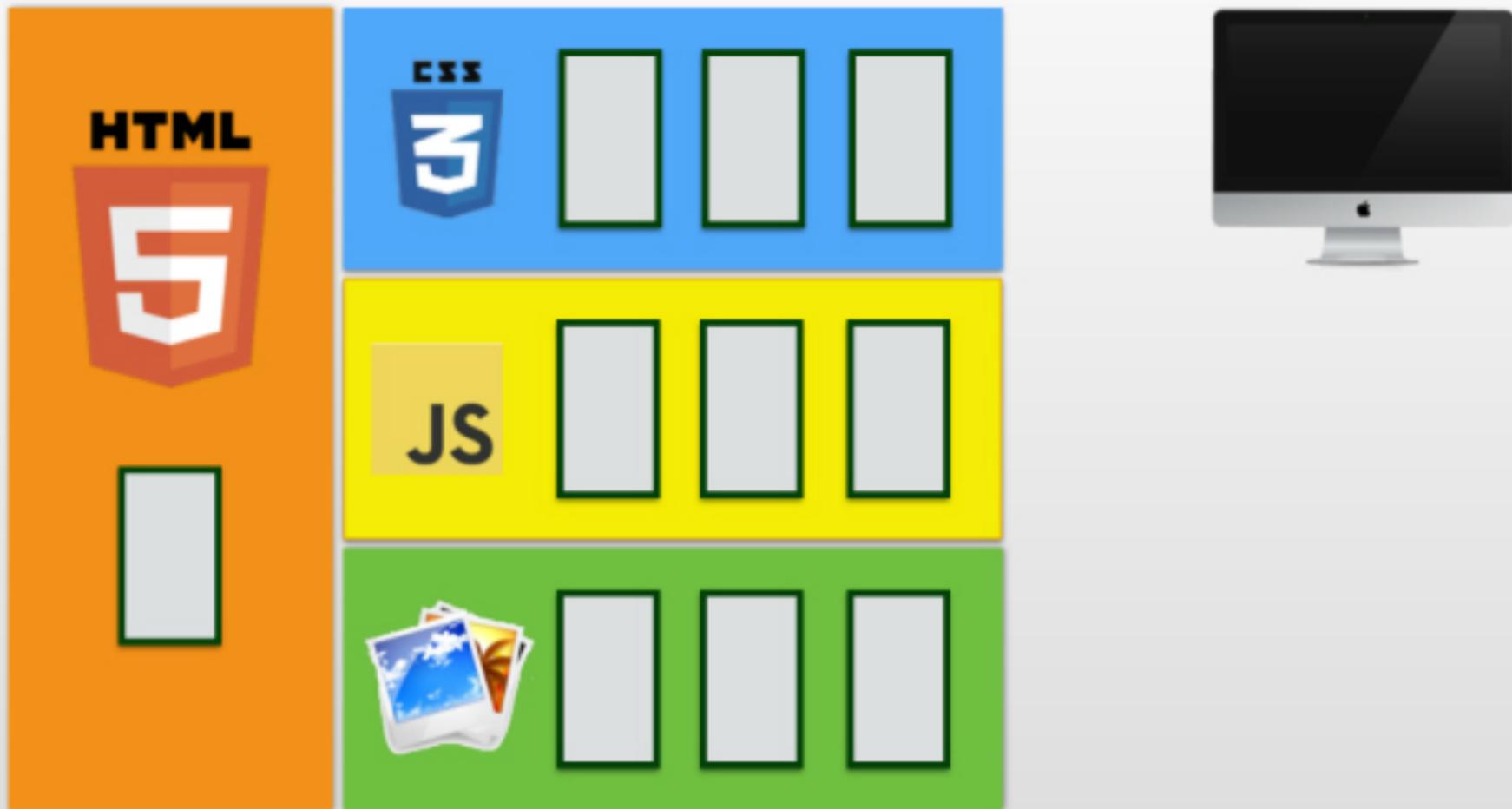
# RWD



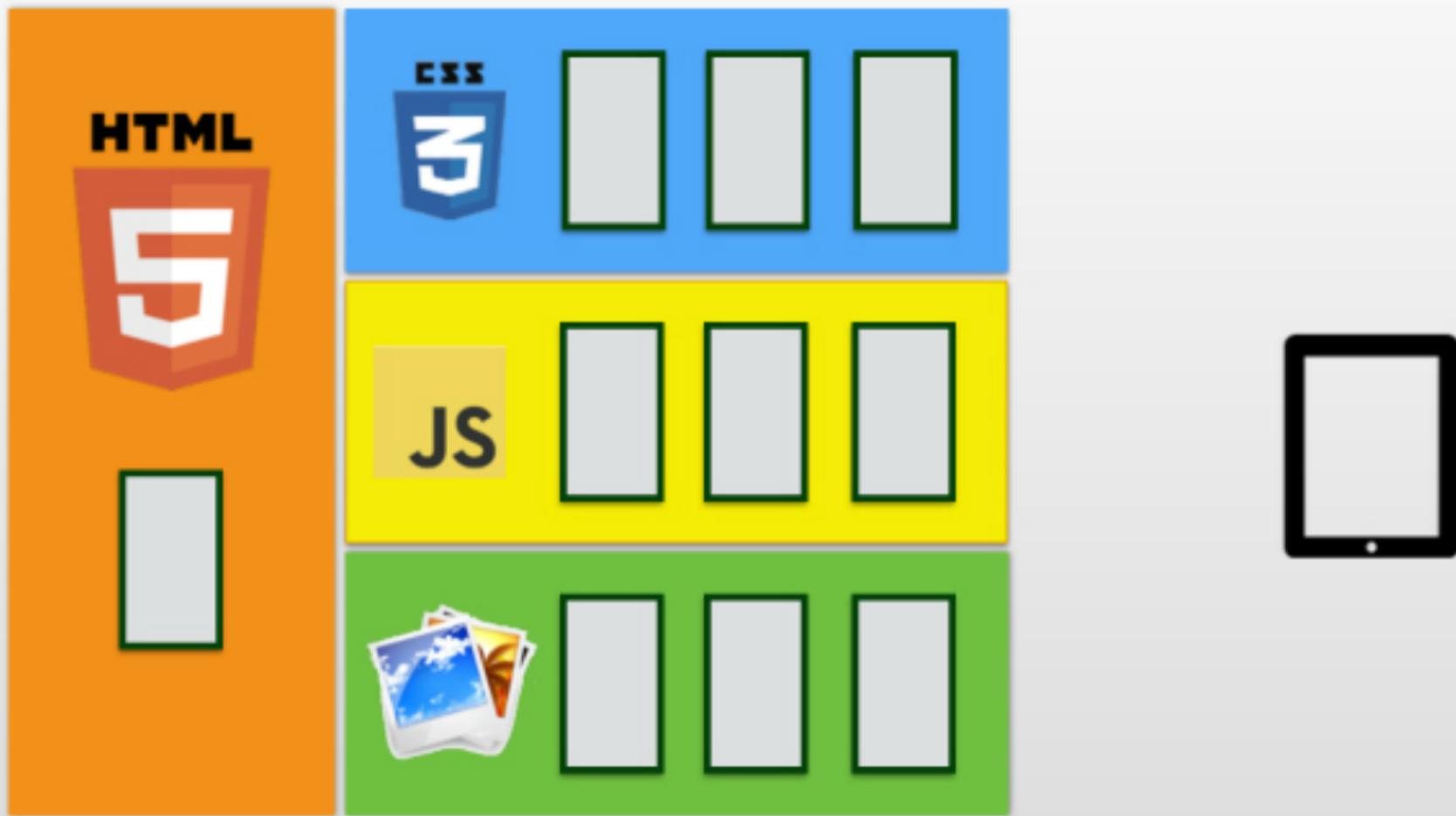
# RWD



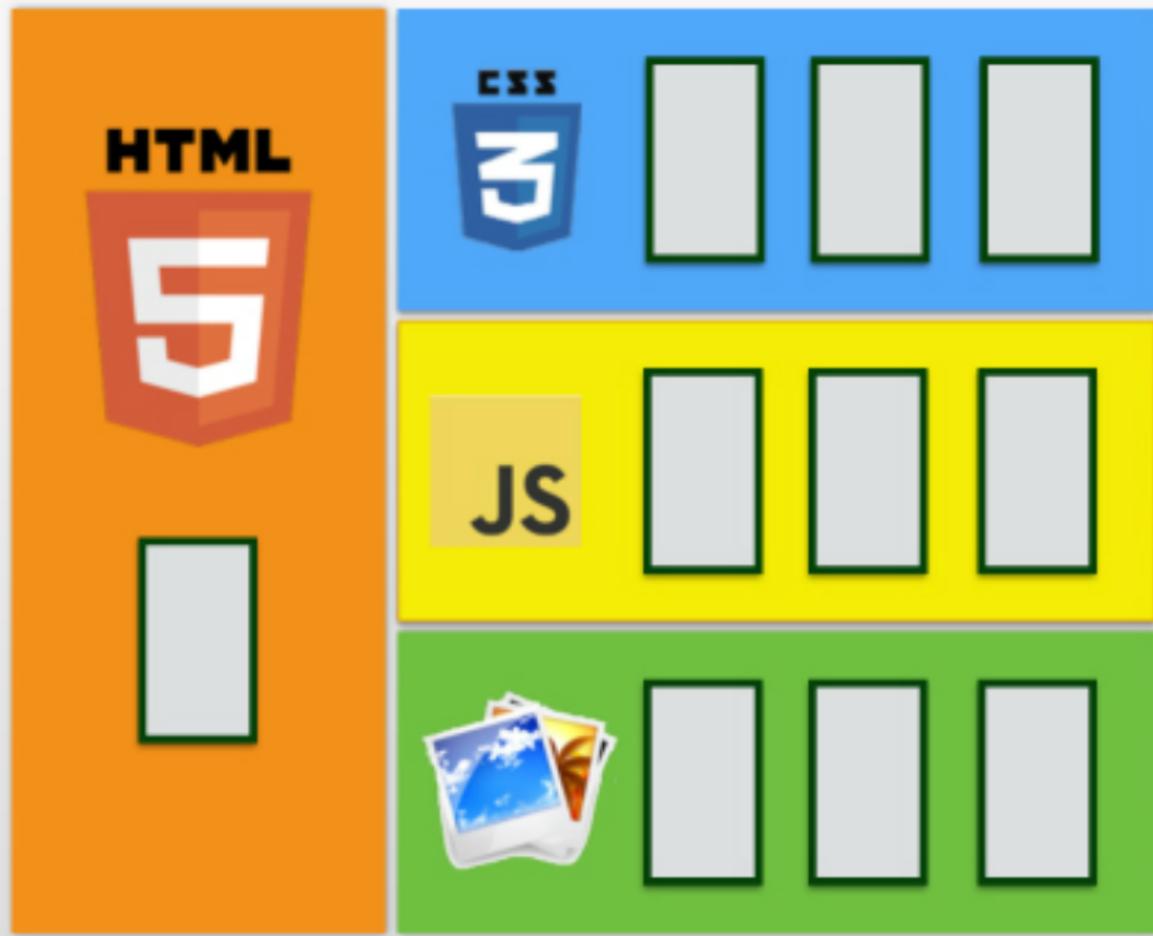
# RWD



# RWD



# RWD



**"There's still no  
relationship  
between screen size  
and bandwidth"**

## </wrong questions or understandment>

"User don't give a s\*\*t if your site is responsive."

RWD is not the replacement of understanding mobile

"Look ma!, I resize the browser's windows and it's responsive"

Your goal should be more conversions

Your goal should be:

Usability  
Speed  
Accesibility

RWD is a tool

RWD is not a goal

Best Experience on each device and context

RWD is not a silver bullet

**"User don't give a  
s\*\*t if your site is  
responsive."**

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**Accessibility**

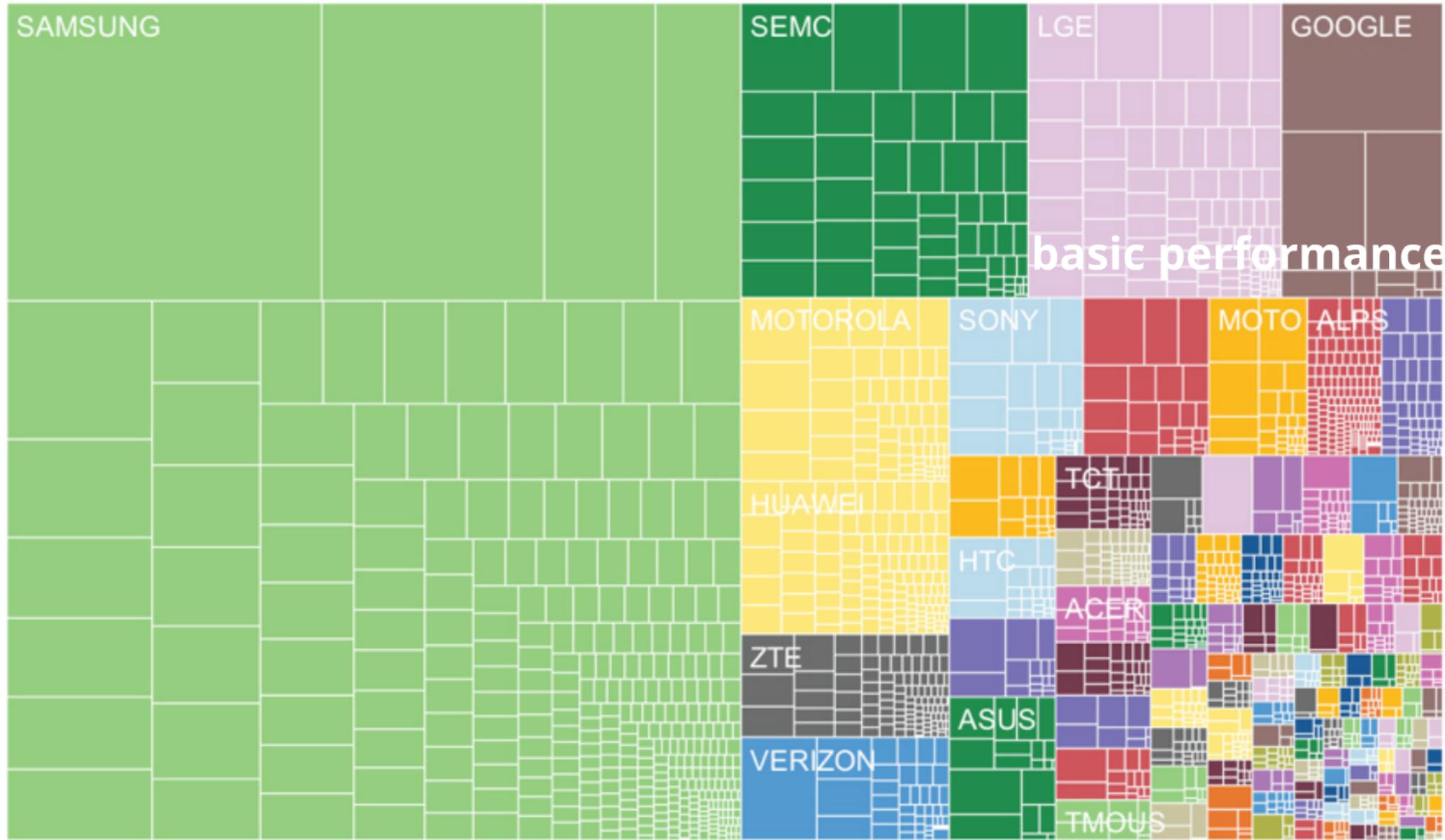
**Best Experience on each  
device and context**

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**RWD is not a goal**

**RWD is not a silver bullet**

# Browser landscape



"There's still no relationship between screen size and bandwidth"

Your goal should be more conversions

Your goal should be:

Usability  
Speed  
Accessibility

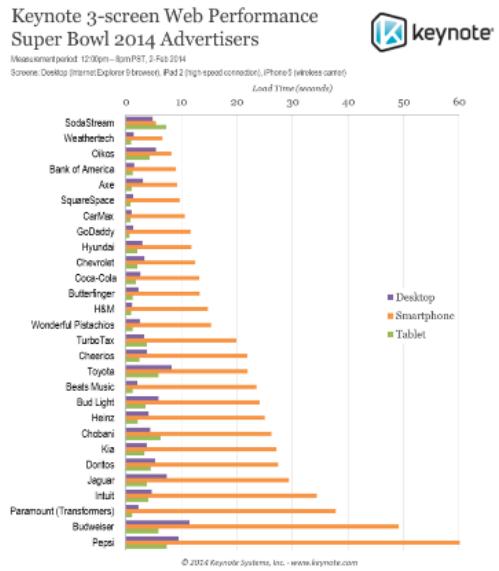
RWD is a tool

RWD is not a goal

Best Experience on each device and context

RWD is not a silver bullet

## You Can Run, But You Can't Hide From Performance </Super Bowl 2013>



Responsive Web Design Rises at the Expense of Performance

Site Type	Bytes (avg)	Sites
Mobile	882,369	12
none	1,681,507	2
RWD	3,288,855	14

50% of the sites we monitored used the RWD approach.

f their radios to conserve power.

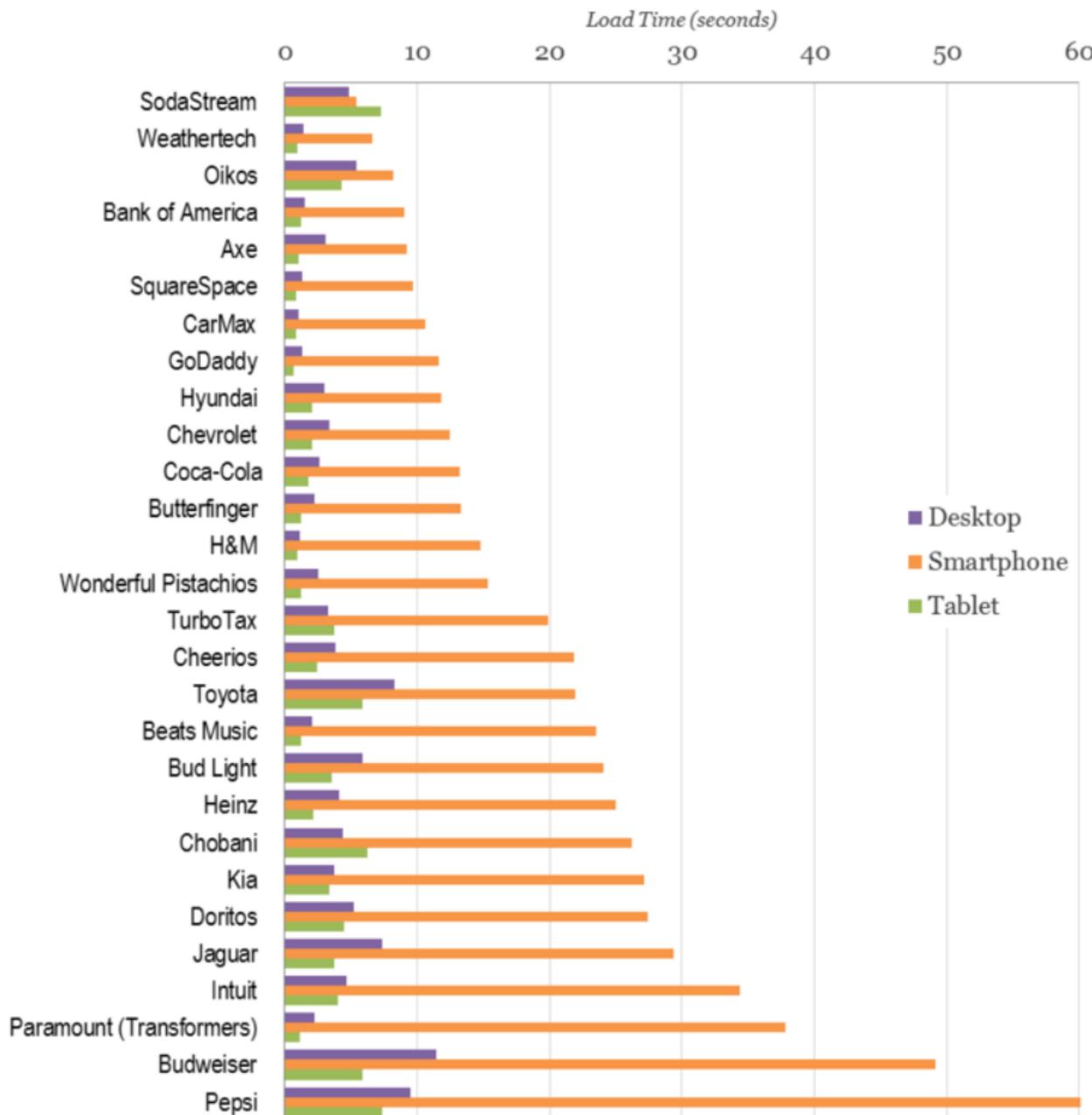
Test on real devices

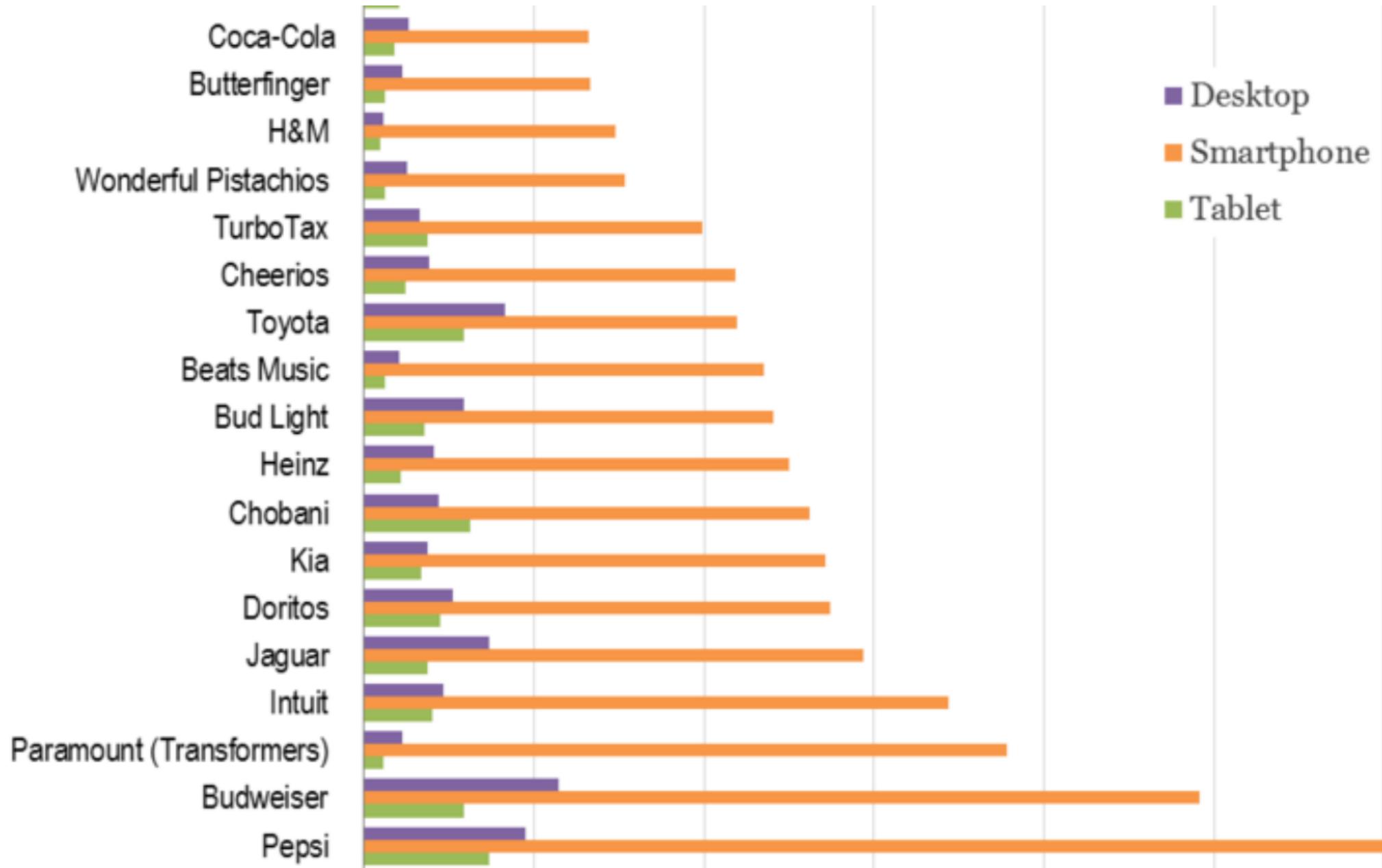
# Keynote 3-screen Web Performance Super Bowl 2014 Advertisers



Measurement period: 12:00pm – 8pm PST, 2-Feb 2014

Screens: Desktop (Internet Explorer 9 browser), iPad 2 (high-speed connection), iPhone 5 (wireless carrier)



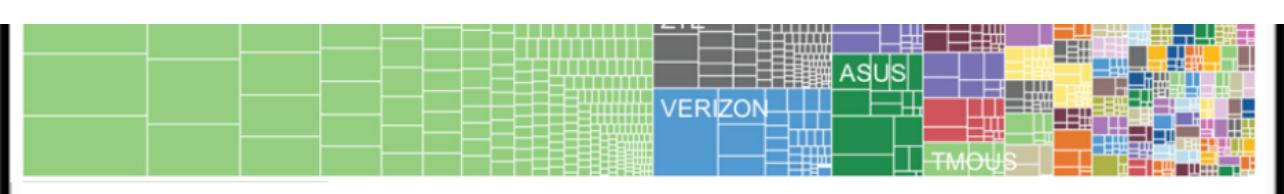


© 2014 Keynote Systems, Inc. - [www.keynote.com](http://www.keynote.com)

# Responsive Web Design Rises at the Expense of Performance

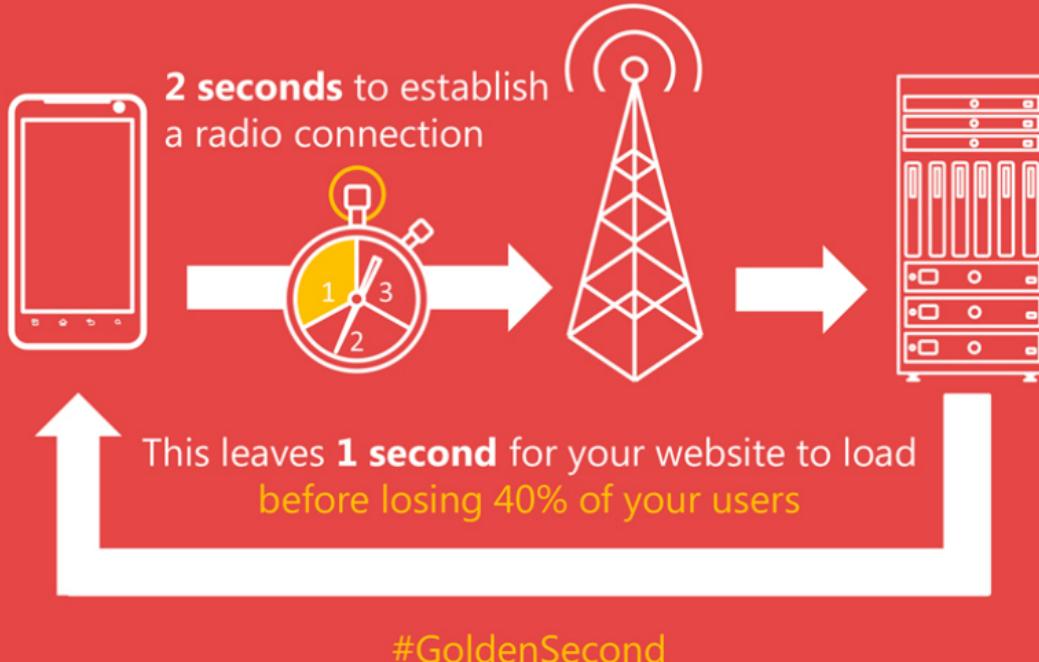
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# Network latency

Mobile devices have little batteries. They turn off their radios to conserve power.



Network	Generation	Expected Latency
LTE	4G	40 - 50ms
HSPA+	3.75G	100 - 200ms
HSPA	3.5G	150 - 200ms
EDGE	2.75G	600 - 750ms
GPRS	2.5G	600 - 750ms

## RESS: Responsive Design + Server Side Components

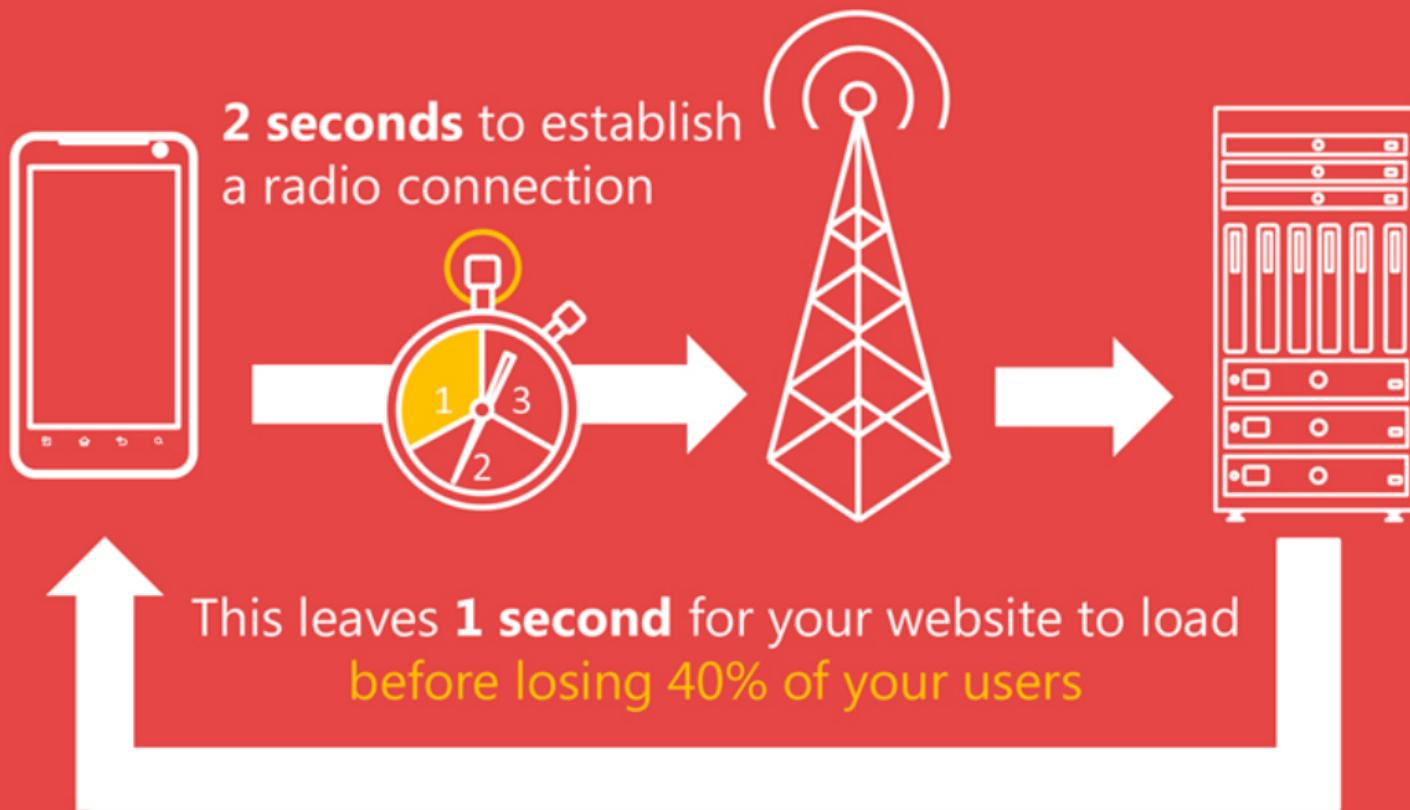
No black-box

## Resonive Images

responsive-images technique that assigns a particular background image to a div according to media-queries

```
<style>
@media (max-width:390px) {
  #image-container {
    max-width: 109px;
```

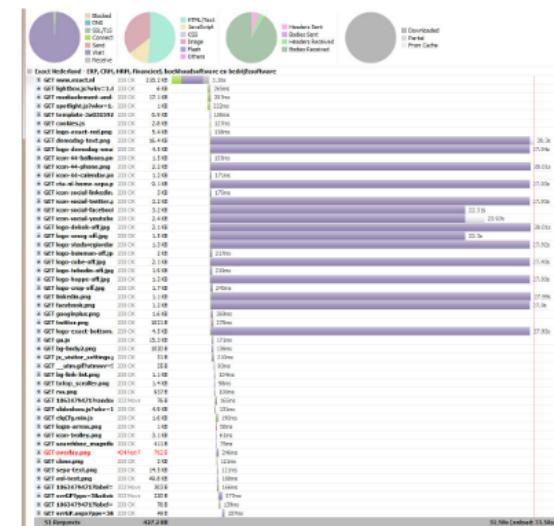
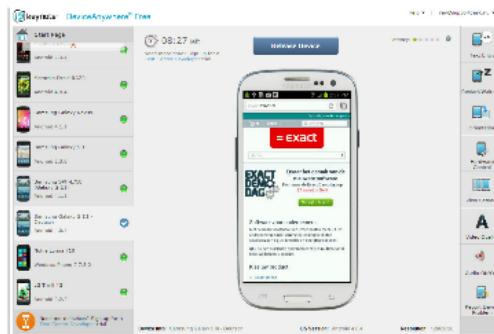
Mobile devices have little batteries. They turn off their radios to conserve power.



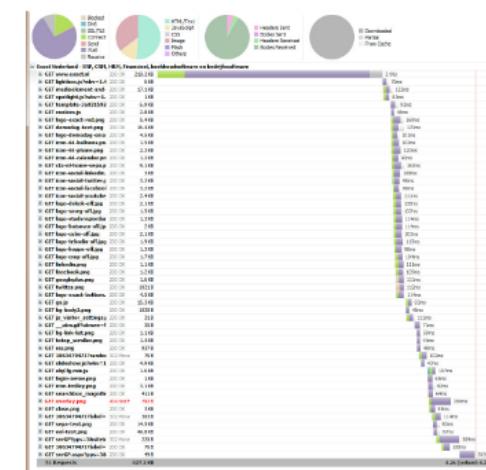
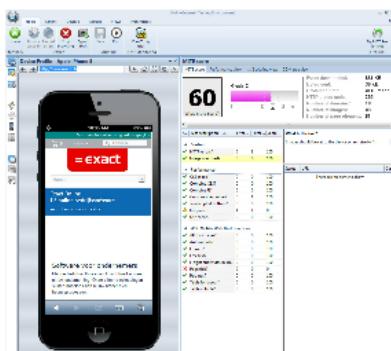
#GoldenSecond

Network	Generation	Expected Latency
LTE	4G	40 - 50ms
HSPA+	3.75G	100 - 200ms
HSPA	3.5G	150 - 200ms
EDGE	2.75G	600 - 750ms
GPRS	2.5G	600 - 750ms

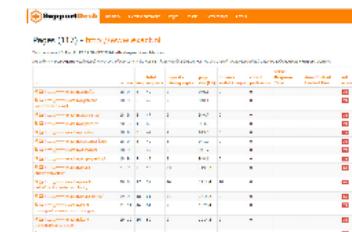
# Test on real devices



dafree.keynote.com/



mite.keynote.com



	Start Page	
	Motorola Droid	
	Android 2.3.4	
	Motorola Droid RAZR	
	Android 4.0.4	
	Samsung Galaxy Nexus	
	Android 4.1.1	
	Samsung Galaxy S II	
	Android 2.3.6	
	Samsung SPH-L710 (Galaxy S III)	
	Android 4.1.1	
	Samsung Galaxy S III - Deutsch	
	Android 4.0.4	
	Nokia Lumia 710	
	Windows Phone 7 7.5.0	
	LG Thrill 4G	
	Android 2.2.2	
	Need more devices? Sign up for a Test Center Developer trial	

08:27 left

Need more time? Sign up for a [Test Center Developer trial](#)

**Release Device**

Latency:



**Device Info:** Samsung Galaxy S III - Deutsch

**OS Version:** Android 4.0.4

**Resolution** 1280x720



Text Entry



Restart/Wake Up



Orientation



Hardware Control



View Screens



Video Quality



Audio ON/OFF



Report Device Problem

Mobile Internet Testing Environment

Home Scripts Devices Results Views Preferences

Start page Session Scripting 24 x 7 Monitoring

Try MITE Pro for free Free Trial

**Device Profile - Apple iPhone 5**

http://www.exact.nl/

10:35 AM 85%

Om u als bezoeker zo goed mogelijk v...  
Login zoek...  
=exact  
Home  
Exact Online Dé online bedrijfsssoftware  
Kom ook ondermaken in de cloud

Software voor ondernemers  
Met de bedrijfssoftware van Exact haalt u meer uit uw onderneming. Onze slimme oplossingen sluiten naadloos aan bij uw branche en bedrijfsprocessen.

**MITE score**

MITE score Performance view Scripting view DOM tree view

**Grade C**  
60  
[What is this score?](#)

Bytes downloaded: 661 KB  
Bytes sent: 36 KB  
Download time: 4148 msec  
HTTP status code: 200  
Number of domains: 10  
Number of images: 43  
Number of page elements: 81

S... Test description Error ... Total ... Score

**Content**

- ✓ HTTP errors? 0 1 100
- ✓ Image oversized? 0 0 100

**Performance**

- ✓ CSS at top? 0 0 100
- ✓ Combine CSS? 0 0 100
- ✓ Combine JS? 0 0 100
- ✓ Compress resources? 0 1 100
- ✓ JavaScript at bottom? 0 0 100
- ⚠ Keep alive? 1 1 0
- ✓ Use cache? 0 0 100

**W3C Mobile Web Best Practices**

- ✓ Alt for images? 0 0 100
- ✓ Auto refresh? 0 0 100
- ✓ Frames? 0 0 100
- ✓ Free text? 0 0 100
- ✓ Height and width in im... 0 0 100
- ✗ Page title? 0 0 0
- ✓ Pop ups? 0 0 100
- ✓ Table for layout? 0 0 100
- ✓ Table in table? 0 0 100

What is this test?  
Images should be set to the device screen size to fit.

Status URL Conte.  
There are no items to show.

[!\[\]\(23e15c7e69d8442e07280bb41ac250da\_img.jpg\) Requests](#) Page Summary

## ▼ Overview

Title [Exact Nederlandse rijkssoftware](#) >

Elapsed Time 42.656 s

Network Round Trips 52

Downloaded Data 456875 bytes

Uploaded Data 24203 bytes

Compression Savings 758435 bytes

DNS Lookups 13

TCP Connects 35

## ▼ Page Events

| Render Start 3.497 s

| HTTP Load 42.656 s

| Page Load 42.693 s

[Requests](#) Page Summary

## ▼ Overview

Title [Exact Nederlandse rijkssoftware](#)

Elapsed Time 31.574 s

Network Round Trips 51

Downloaded Data 454396 bytes

Uploaded Data 23510 bytes

Compression Savings 758596 bytes

DNS Lookups 13

TCP Connects 35

## ▼ Page Events

| Render Start 3.866 s

| HTTP Load 31.574 s

| Page Load 31.578 s

[!\[\]\(ac836f91b6d03d08dc92fcc6fe5f183d\_img.jpg\) Requests](#) Page Summary

## ▼ Overview

Title [Exact Nederlandse rijkssoftware](#) >

Elapsed Time 4.198 s

Network Round Trips 51

Downloaded Data 454274 bytes

Uploaded Data 23498 bytes

Compression Savings 758615 bytes

DNS Lookups 13

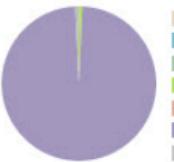
TCP Connects 34

## ▼ Page Events

| Render Start 3.599 s

| HTTP Load 4.198 s

| Page Load 4.203 s



Blocked  
DNS  
SSL/TLS  
Connect  
Send  
Wait  
Receive



HTML/Text  
JavaScript  
CSS  
Image  
Flash  
Others



Headers Sent  
Bodies Sent  
Headers Received  
Bodies Received



Downloaded  
Partial  
From Cache

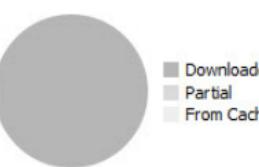
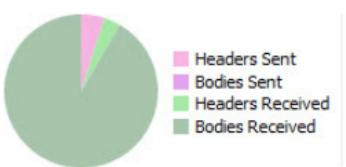
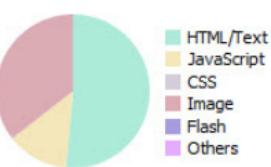
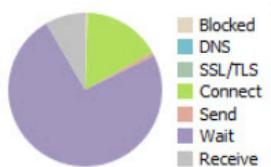
#### Exact Nederland - ERP, CRM, HRM, Financieel, boekhoudsoftware en bedrijfssoftware

⊕ GET www.exact.nl	200 OK	218.2 KB		3.26s
⊕ GET lightbox.js?wkv=1.4	200 OK	6 KB		265ms
⊕ GET mediaelement-and-	200 OK	17.1 KB		297ms
⊕ GET spotlight.js?wkv=1.	200 OK	1 KB		222ms
⊕ GET template-3a031592	200 OK	6.9 KB		106ms
⊕ GET cookies.js	200 OK	2.8 KB		127ms
⊕ GET logo-exact-red.png	200 OK	5.4 KB		138ms
⊕ GET demodag-text.png	200 OK	16.4 KB		28.3s
⊕ GET logo-demodag-smal	200 OK	4.5 KB		27.94s
⊕ GET icon-44-balloons.pn	200 OK	1.5 KB		155ms
⊕ GET icon-44-phone.png	200 OK	2.2 KB		28.01s
⊕ GET icon-44-calendar.pn	200 OK	1.2 KB		171ms
⊕ GET cta-nl-home-sepa.p	200 OK	9.1 KB		27.93s
⊕ GET icon-social-linkedin.	200 OK	3 KB		175ms
⊕ GET icon-social-twitter.p	200 OK	3.2 KB		27.93s
⊕ GET icon-social-facebool	200 OK	3.2 KB		22.31s
⊕ GET icon-social-youtube	200 OK	2.4 KB		23.97s
⊕ GET logo-dekok-off.jpg	200 OK	2.1 KB		28.01s
⊕ GET logo-smeg-off.jpg	200 OK	1.5 KB		22.3s
⊕ GET logo-stadsregiodar	200 OK	1.3 KB		27.92s
⊕ GET logo-buisman-off.jp	200 OK	2 KB		217ms
⊕ GET logo-cube-off.jpg	200 OK	2.1 KB		27.93s
⊕ GET logo-tebodin-off.jpg	200 OK	1.9 KB		219ms
⊕ GET logo-hoppe-off.jpg	200 OK	1.3 KB		27.93s
⊕ GET logo-crop-off.jpg	200 OK	1.7 KB		245ms
⊕ GET linkedin.png	200 OK	1.1 KB		27.99s
⊕ GET facebook.png	200 OK	1.2 KB		27.9s
⊕ GET googleplus.png	200 OK	1.6 KB		269ms
⊕ GET twitter.png	200 OK	1021 B		275ms
⊕ GET logo-exact-bottom.	200 OK	4.5 KB		27.93s
⊕ GET ga.js	200 OK	15.3 KB		171ms
⊕ GET bg-body2.png	200 OK	1020 B		136ms
⊕ GET js_visitor_settings.j	200 OK	31 B		210ms
⊕ GET __utm.gif?utmwv=1	200 OK	35 B		83ms
⊕ GET bg-link-list.png	200 OK	1.1 KB		104ms
⊕ GET totop_scroller.png	200 OK	1.4 KB		98ms
⊕ GET rss.png	200 OK	937 B		100ms
⊕ GET 1063479471?randor	302 Move	76 B		165ms
⊕ GET slideshow.js?wkv=1	200 OK	4.9 KB		131ms
⊕ GET elqCfg.min.js	200 OK	1.6 KB		190ms
⊕ GET login-arrow.png	200 OK	1 KB		58ms
⊕ GET icon-trolley.png	200 OK	3.1 KB		61ms
⊕ GET searchbox_magnifie	200 OK	411 B		75ms
⊕ GET overlay.png	404 Not F	792 B		246ms
⊕ GET close.png	200 OK	3 KB		121ms
⊕ GET sepa-text.png	200 OK	14.5 KB		121ms
⊕ GET eol-text.png	200 OK	49.8 KB		188ms
⊕ GET 1063479471?label=	302 Move	303 B		166ms
⊕ GET svrGP?pps=3&siteic	302 Move	220 B		377ms
⊕ GET 1063479471?label=	200 OK	76 B		139ms
⊕ GET svrGP.aspx?pps=3&	200 OK	49 B		187ms

51 Requests

427.2 KB

31.58s (onload: 31.58s)



Exact Nederland - ERP, CRM, HRM, Financieel, boekhoudsoftware en bedrijfssoftware

The screenshot shows the Network tab of a browser's developer tools. It lists 51 requests, each with a method, URL, status code, and file size. The requests are color-coded by domain. A vertical timeline bar on the right indicates the duration of each request. The total load time is 4.2s (onload: 4.21s).

Request	Method	Status	Size	Duration
GET www.exact.nl	200 OK	218.2 KB	2.98s	
GET lightbox.js?wkv=1.4	200 OK	6 KB	79ms	
GET mediaelement-and-	200 OK	17.1 KB	122ms	
GET spotlight.js?wkv=1.	200 OK	1 KB	83ms	
GET template-3a031592	200 OK	6.9 KB	92ms	
GET cookies.js	200 OK	2.8 KB	46ms	
GET logo-exact-red.png	200 OK	5.4 KB	160ms	
GET demodag-text.png	200 OK	16.4 KB	170ms	
GET logo-demodag-smal	200 OK	4.5 KB	101ms	
GET icon-44-balloons.pn	200 OK	1.5 KB	102ms	
GET icon-44-phone.png	200 OK	2.2 KB	120ms	
GET icon-44-calendar.pn	200 OK	1.2 KB	90ms	
GET cta-nl-home-sepa.p	200 OK	9.1 KB	163ms	
GET icon-social-linkedin.	200 OK	3 KB	108ms	
GET icon-social-twitter.p	200 OK	3.2 KB	98ms	
GET icon-social-facebook	200 OK	3.2 KB	98ms	
GET icon-social-youtube	200 OK	2.4 KB	111ms	
GET logo-dekok-off.jpg	200 OK	2.1 KB	108ms	
GET logo-smeg-off.jpg	200 OK	1.5 KB	107ms	
GET logo-stadsregiordar	200 OK	1.3 KB	114ms	
GET logo-buisman-off.jp	200 OK	2 KB	114ms	
GET logo-cube-off.jpg	200 OK	2.1 KB	103ms	
GET logo-tebodin-off.jpg	200 OK	1.9 KB	115ms	
GET logo-hoppe-off.jpg	200 OK	1.3 KB	98ms	
GET logo-crop-off.jpg	200 OK	1.7 KB	104ms	
GET linkedin.png	200 OK	1.1 KB	111ms	
GET facebook.png	200 OK	1.2 KB	109ms	
GET googleplus.png	200 OK	1.6 KB	111ms	
GET twitter.png	200 OK	1021 B	112ms	
GET logo-exact-bottom.	200 OK	4.5 KB	114ms	
GET ga.js	200 OK	15.3 KB	83ms	
GET bg-body2.png	200 OK	1020 B	46ms	
GET js_visitor_settings.j	200 OK	31 B	111ms	
GET __utm.gif?utmwv=1	200 OK	35 B	71ms	
GET bg-link-list.png	200 OK	1.1 KB	50ms	
GET totop_scroller.png	200 OK	1.4 KB	44ms	
GET rss.png	200 OK	937 B	48ms	
GET 1063479471?random	302 Move	76 B	102ms	
GET slideshow.js?wkv=1	200 OK	4.9 KB	47ms	
GET elqCfg.min.js	200 OK	1.6 KB	107ms	
GET login-arrow.png	200 OK	1 KB	65ms	
GET icon-trolley.png	200 OK	3.1 KB	82ms	
GET searchbox_magnific	200 OK	411 B	64ms	
GET overlay.png	404 Not F	792 B	299ms	
GET close.png	200 OK	3 KB	85ms	
GET 1063479471?label=	302 Move	303 B	114ms	
GET sepa-text.png	200 OK	14.5 KB	80ms	
GET eol-text.png	200 OK	49.8 KB	87ms	
GET svrGP?pps=3&siteid	302 Move	220 B	309ms	
GET 1063479471?label=	200 OK	76 B	108ms	
GET svrGP.aspx?pps=3&	200 OK	49 B	202ms	

# Pages (117) - <http://www.exact.nl>

Test performed Fri Mar 21 12:37:39 CET 2014 with sitespeed.io-mobile rules.

IP: unknown User-Agent: Mozilla/5.0 (iPhone; CPU iPhone OS 6\_0 like Mac OS X) AppleWebKit/536.26 (KHTML, like Gecko) Version/6.0 Mobile/10A5376e Safari/8536.25 Viewport: 320x444

url	js	css	img	total requests	requests missing expire	page size (kb)	browser scaled images	critical path score	server Response Time	dom Content Loaded Time	rule score
http://www.exact.nl/aangifte	18	9	8	49	2	976.1	0	0			73
http://www.exact.nl/algemene-voorwaarden-exact	18	9	6	47	2	940.1	0	0			74
http://www.exact.nl/app-center	18	9	6	47	2	940.7	0	0			73
http://www.exact.nl/appcenter	20	12	11	60	2	994.8	0	0			72
http://www.exact.nl/cookies	18	9	6	47	2	945.8	0	0			74
http://www.exact.nl/customer-login	18	9	8	49	3	941.2	0	0			72
http://www.exact.nl/disclaimer	18	9	6	47	2	941.7	0	0			73
http://www.exact.nl/employee-login	18	9	7	48	2	940.1	0	0			73
http://www.exact.nl/exact-online/nieuwsbrief	21	9	5	43	34	1193.2	0	0			67
http://www.exact.nl/exact-online/producten/accountancy	20	9	17	57	46	2412.4	10	0			63
http://www.exact.nl/exact-online/	19	9	18	61	51	1715.2	0	0			66
http://www.exact.nl/klant-trainingen/cursussen-en-trainingen	21	11	16	61	2	1025.4	0	0			72
http://www.exact.nl/klant-trainingen/exact-globe	19	10	16	59	2	1014.2	0	0			72
http://www.exact.nl/klant-trainingen/exact-synergy-enterprise	21	11	16	61	2	1029.2	0	0			73



Summary   Detailed summary   Pages   Assets   Screenshots   Errors

## Pages (117) - <http://www.exact.nl>

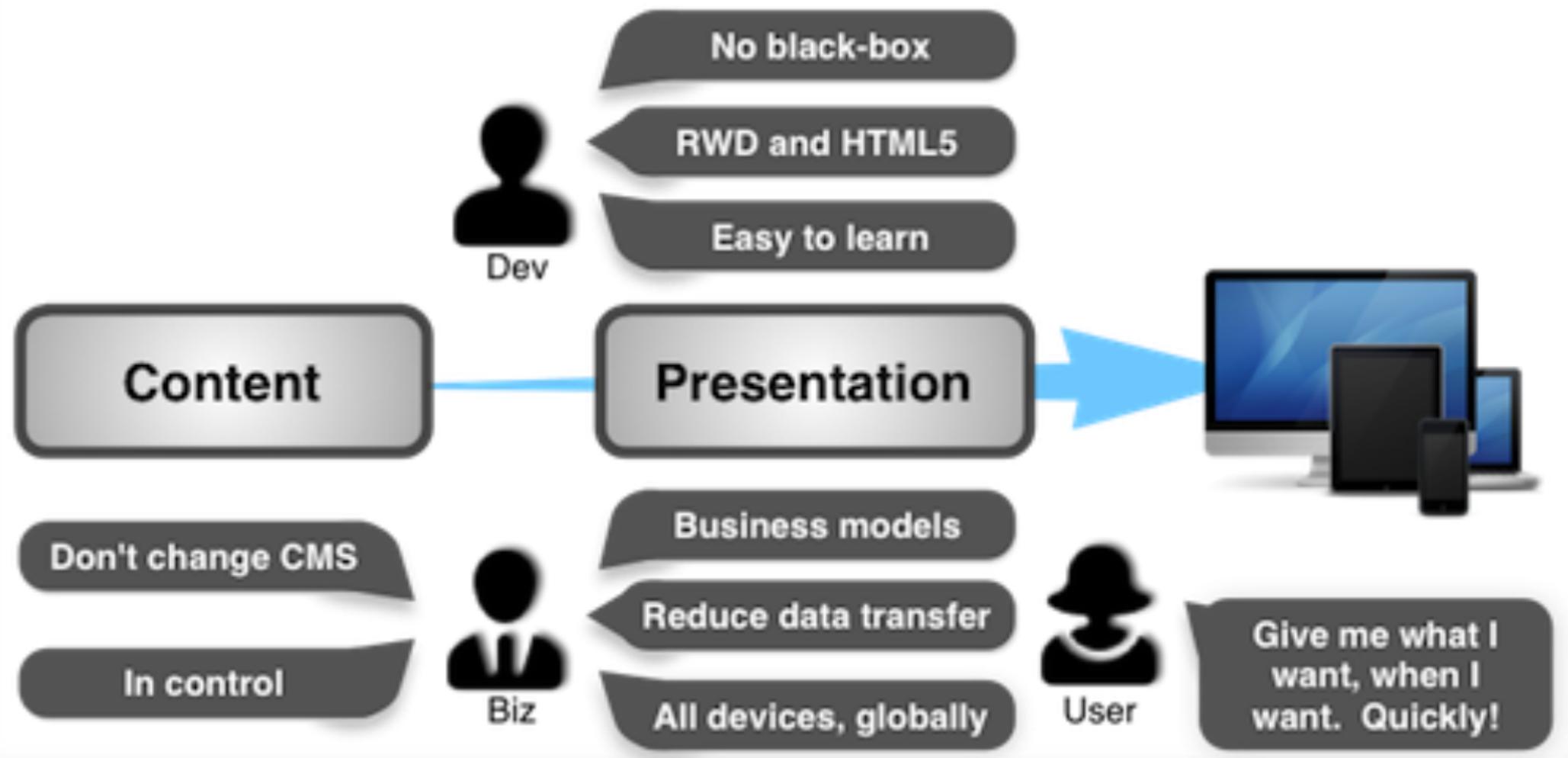
Test performed Fri Mar 21 12:37:39 CET 2014 with sitespeed.io-mobile rules.

IP: unknown User-Agent: Mozilla/5.0 (iPhone; CPU iPhone OS 6\_0 like Mac OS X) AppleWebKit/536.26 (KHTML, like Gecko) Version/6.0 Mobile/10A5376e Safari/8536.25 Viewport: 320x444

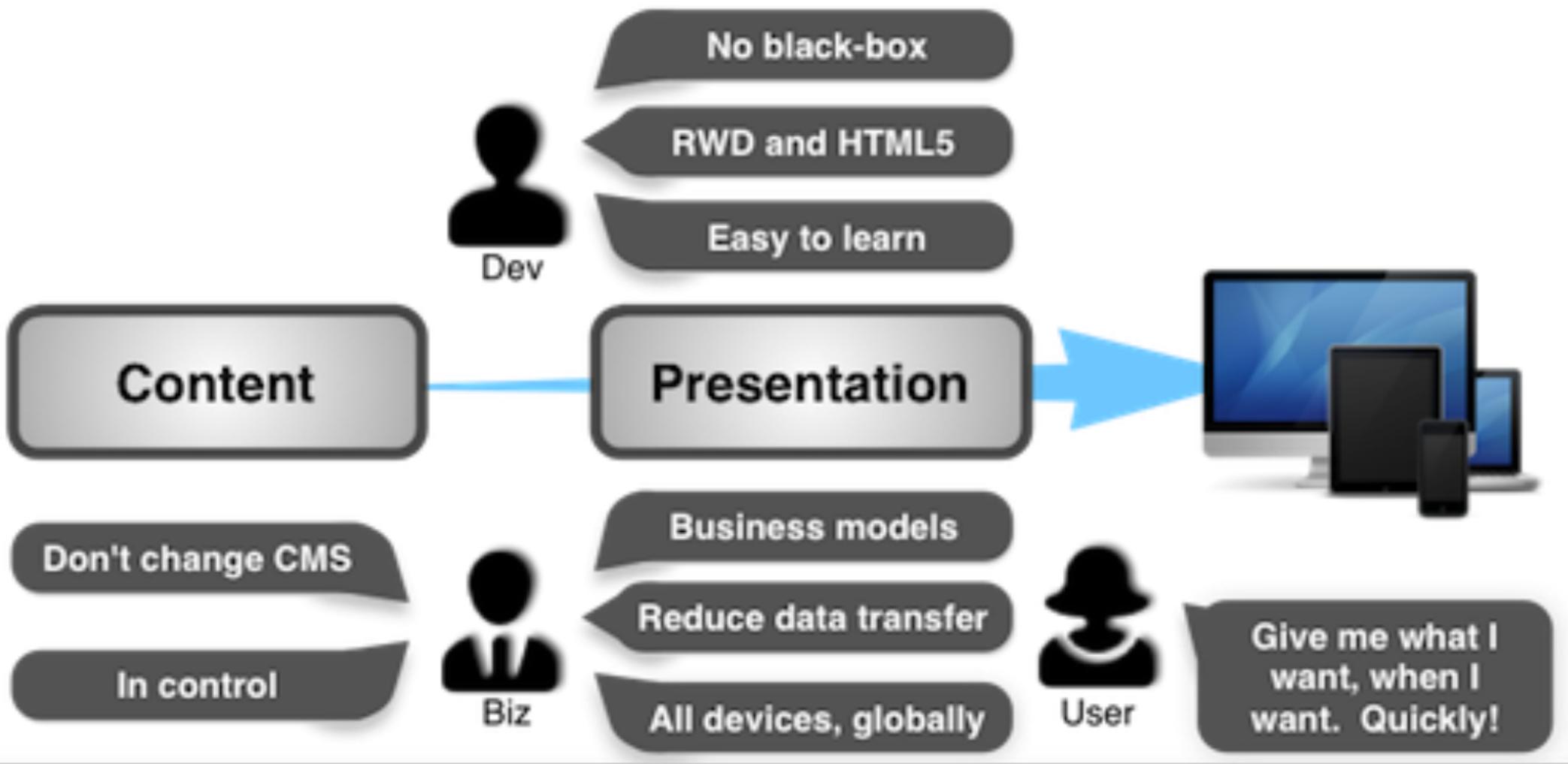
url	js	css	img	total requests	requests missing expire	page size (kb)	browser scaled images	critical path score	server Response Time	dom Content Loaded Time	rule score
<a href="http://www.exact.nl/aangifte">http://www.exact.nl/aangifte</a>	18	9	8	49	2	976.1	0	0			73
<a href="http://www.exact.nl/algemene-voorwaarden-exact">http://www.exact.nl/algemene-voorwaarden-exact</a>	18	9	6	47	2	940.1	0	0			74
<a href="http://www.exact.nl/app-center">http://www.exact.nl/app-center</a>	18	9	6	47	2	940.7	0	0			73
<a href="http://www.exact.nl/appcenter">http://www.exact.nl/appcenter</a>	20	12	11	60	2	994.8	0	0			72
<a href="http://www.exact.nl/cookies">http://www.exact.nl/cookies</a>	18	9	6	47	2	945.8	0	0			74
<a href="http://www.exact.nl/customer-login">http://www.exact.nl/customer-login</a>	18	9	8	49	3	941.2	0	0			72
<a href="http://www.exact.nl/disclaimer">http://www.exact.nl/disclaimer</a>	18	9	6	47	2	941.7	0	0			73
<a href="http://www.exact.nl/employee-login">http://www.exact.nl/employee-login</a>	18	9	7	48	2	940.1	0	0			73
<a href="http://www.exact.nl/exact-online/nieuwsbrief">http://www.exact.nl/exact-online/nieuwsbrief</a>	21	9	5	43	34	1193.2	0	0			67
<a href="http://www.exact.nl/exact-">http://www.exact.nl/exact-</a>	20	9	17	57	46	2412.4	10	0			63

url	js	css	img	total requests	requests missing expire	page size (kb)	browser scaled images	critical path score	server Response Time	dom Content Loaded Time	rule score
🔍🖼️ http://www.exact.nl/aangifte	18	9	8	49	2	976.1	0	0			73
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🔍🖼️ http://www.exact.nl/cookies	18	9	6	47	2	945.8	0	0			74
🔍🖼️ http://www.exact.nl/customer-login	18	9	8	49	3	941.2	0	0			72
🔍🖼️ http://www.exact.nl/disclaimer	18	9	6	47	2	941.7	0	0			73
🔍🖼️ http://www.exact.nl/employee-login	18	9	7	48	2	940.1	0	0			73
🔍🖼️ http://www.exact.nl/exact-online/nieuwsbrief	21	9	5	43	34	1193.2	0	0			67
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🔍🖼️ http://www.exact.nl/klant-trainingen/exact-globe	19	10	16	59	2	1014.2	0	0			72
🔍🖼️ http://www.exact.nl/klant-trainingen/exact-synergy-enterprise	21	11	16	61	2	1029.2	0	0			73

# RESS: Responsive Design + Server Side Components



# RESS: Responsive Design + Server Side Components



bsite to load  
users

ive Mythes?

mite.keynote.com

## Responsive Images

responsive-images technique that assigns a particular background image to a div according to media-query matches

```
<style>
@media (max-width:390px) {
  #image-container {
    max-width: 109px;
  }
  .image {
    background-image: url(image1.jpg);
  }
}
@media (max-width:390px) and (-webkit-min-device-pixel-ratio:1.5) {
  .image {
    background-image: url(image2.jpg);
  }
}
@media (max-width:390px) and (-webkit-min-device-pixel-ratio:2) {
  .image {
    background-image: url(image3.jpg);
  }
}
@media (min-width:391px) and (max-width:500px) {
  #image-container {
    max-width: 121px;
  }
  .image {
    background-image: url(image4.jpg);
  }
}
```

A different data-fullsrc responsive-images technique is used on the Boston Globe's responsive website. It's a combination of markup, JavaScript and a server-side redirect rule:

```

```

Microsoft's responsive website uses Scott Jehl's Picturefill technique:

```
<div data-picture data-alt="Alternate text here">
<div data-src="image1.png"></div>
<div data-src="image2.png" data-media="(min-device-pixel-ratio: 2.0)"></div>
<div data-src="image3.png" data-media="(max-width: 539px)"></div>
<div data-src="image4.png" data-media="(max-width: 539px) and (min-device-pixel-ratio: 2.0)"></div>

<noscript></noscript>
</div>
```

<https://github.com/scottjehl/picturefill>



**responsive-images technique that assigns a particular background image to a div according to media-query matches**

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  .image {
    background-image: url(image3.jpg);
  }
}
@media (min-width:391px) and (max-width:500px) {
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    max-width: 121px;
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  <div data-src="image4.png" data-media="(max-width: 539px) and (min-device-pixel-ratio: 2.0)"></div>

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```

<https://github.com/scottjehl/picturefill>

Don't change CMS

In control



Business models

Reduce data transfer

All devices, globally



Give me what I  
want, when I  
want. Quickly!

```
background-image: url(image3.jpg);  
}  
}  
@media (min-width:391px) and (max-width:500px) {  
#image-container {  
max-width: 121px;  
}  
.image {  
background-image: url(image4.jpg);  
}  
}
```

so is the **story** still truth on

# Responsive Mythes?

RWD is a great tool

if you know when and how to use it



Don't use it just  
because it's cool



- Performance is priority
- Use RWD as a tool
- Hack the technique if necessary
- Think about adding server-side logic

# RWD is a great tool

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- Use RWD as a tool
- Hack the technique if necessary
- Think about adding server-side logic



*That's all Folks!*

**My name: Ray Bogman**

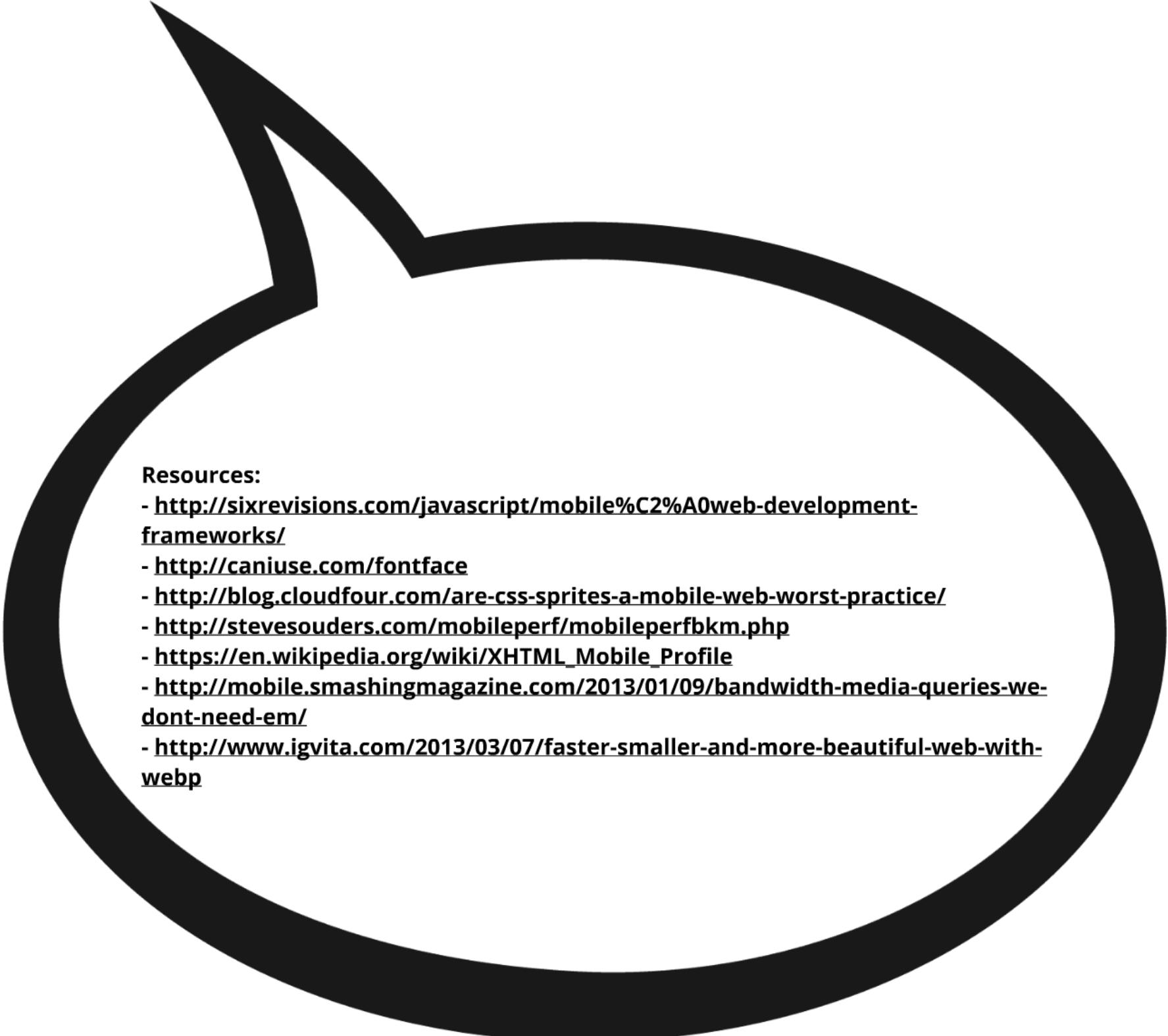


- Joomla/Magento evangelist
- Trainer
- Performance nerd
- Security geek
- Mobile freak

**@ SupportDesk.nu**

<http://www.linkedin.com/in/raybogman>

<http://www.twitter.com/raybogman>



### Resources:

- <http://sixrevisions.com/javascript/mobile%C2%A0web-development-frameworks/>
- <http://caniuse.com/fontface>
- <http://blog.cloudfour.com/are-css-sprites-a-mobile-web-worst-practice/>
- <http://stevesouders.com/mobileperf/mobileperf.php>
- [https://en.wikipedia.org/wiki/XHTML\\_Mobile\\_Profile](https://en.wikipedia.org/wiki/XHTML_Mobile_Profile)
- <http://mobile.smashingmagazine.com/2013/01/09/bandwidth-media-queries-we-dont-need-em/>
- <http://www.igvita.com/2013/03/07/faster-smaller-and-more-beautiful-web-with-webp>