

# Site Performance Optimization

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information of this presentation is gathered by  
Ray Bogman and the internet

# WHY SPO?

# Google loves fast websites

SPO is the little brother of SEO



## Webmaster Central Blog

Official news on crawling and indexing sites for the Google index



### Using site speed in web search ranking

Friday, April 09, 2010 at 11:00 AM

Webmaster Level: All

You may have heard that here at Google we're obsessed with speed, in [our products](#) and [on the web](#). As part of that effort, today we're including a new signal in our search ranking algorithms: site speed. Site speed reflects how quickly a website responds to web requests.

Speeding up websites is important — not just to site owners, but to all Internet users. Faster sites create happy users and we've seen in our [internal studies](#) that when a site responds slowly, visitors spend less time there. But faster sites don't just improve user experience; recent data shows that improving site speed also [reduces operating costs](#). Like us, our users place a lot of value in speed — that's why we've decided to take site speed into account in our search rankings. We use a variety of sources to determine the speed of a site relative to other sites.

If you are a site owner, webmaster or a web author, here are some free tools that you can use to evaluate the speed of your site:

- [Page Speed](#), an open source Firefox/Firebug add-on that evaluates the performance of web pages and gives suggestions for improvement.
- [YSlow](#), a free tool from Yahoo! that suggests ways to improve website speed.
- [WebPagetest](#) shows a waterfall view of your pages' load performance plus an optimization checklist.
- In [Webmaster Tools](#), Labs > Site Performance shows the speed of your website as experienced by users around the world as in the chart below. We've also blogged about [site performance](#).

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83904 readers  
BY FEEDBURNER

Google Translate

Select Language

[Gadgets powered by Google](#)

#### Useful links

[Google Webmaster Central](#)

[Webmaster Help Center](#)

[Google Webmaster Tools](#)

[Webmaster Central on](#)



# No more next, next, next, finish

You have to work for a faster website!

Best Practices for Speeding Up Your Web Site

1P

+

http://developer.yahoo.com/performance/rules.html

Google

Yahoo! | My Yahoo! | Mail

Welcome, guest | Sign In

YAHOO! DEVELOPER NETWORK

Search

MY PROJECTS

SERVICES & TOOLS

RESOURCES

SUPPORT

YDN

Performance

Best Practices (Rules)

# Best Practices for Speeding Up Your Web Site

The Exceptional Performance team has identified a number of best practices for making web pages fast. The list includes 35 best practices divided into 7 categories.

Filter by category: [Content](#) | [Server](#) | [Cookie](#) | [CSS](#) | [JavaScript](#) | [Images](#) | [Mobile](#) | [All](#)

## Minimize HTTP Requests

tag: content

80% of the end-user response time is spent on the front-end. Most of this time is tied up in downloading all the components in the page: images, stylesheets, scripts, Flash, etc. Reducing the number of components in turn reduces the number of HTTP requests required to render the page. This is the key to faster pages.

One way to reduce the number of components in the page is to simplify the page's design. But is there a way to build pages with richer content while also achieving fast response times? Here are some techniques for reducing the number of HTTP requests, while still supporting rich page designs.

**Combined files** are a way to reduce the number of HTTP requests by combining all scripts into a single script, and similarly combining all CSS into a single stylesheet. Combining files is more challenging when the scripts and stylesheets vary from page to page, but making this part of your release process improves response times.

**CSS Sprites** are the preferred method for reducing the number of image requests. Combine your background images into a single image and use the CSS `background-image` and `background-position` properties to display the desired image segment.

**Image maps** combine multiple images into a single image. The overall size is about the same, but reducing the number of HTTP requests speeds up the page. Image maps only work if the images are contiguous in the page.

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YSlow 2.0 early preview in China

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Wed, 21 Apr 2010

Re: Sprites - High Contrast Mode Optimization

Wed, 21 Apr 2010

Re: Smush.it Inaccessible from YSlow

Wed, 21 Apr 2010

YIREO

To measure is to know

Welcome to the Frontpage

http://www.tweetosties.nl/

Welcome to the Frontpage

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With a library of hundreds of free [Extensions](#), you can add what you need as your site grows. Don't wait, look through the [Joomla! Extensions](#) library today.

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Console HTML CSS Script DOM Net CSS Usage Page Speed Page Speed Activity SenSEO YSlow

Grade Components Statistics Tools Rulesets YSlow(V2) Edit Printable View Help

**Grade D** Overall performance score 66 Ruleset applied: YSlow(V2) URL: http://www.tweetosties.nl/

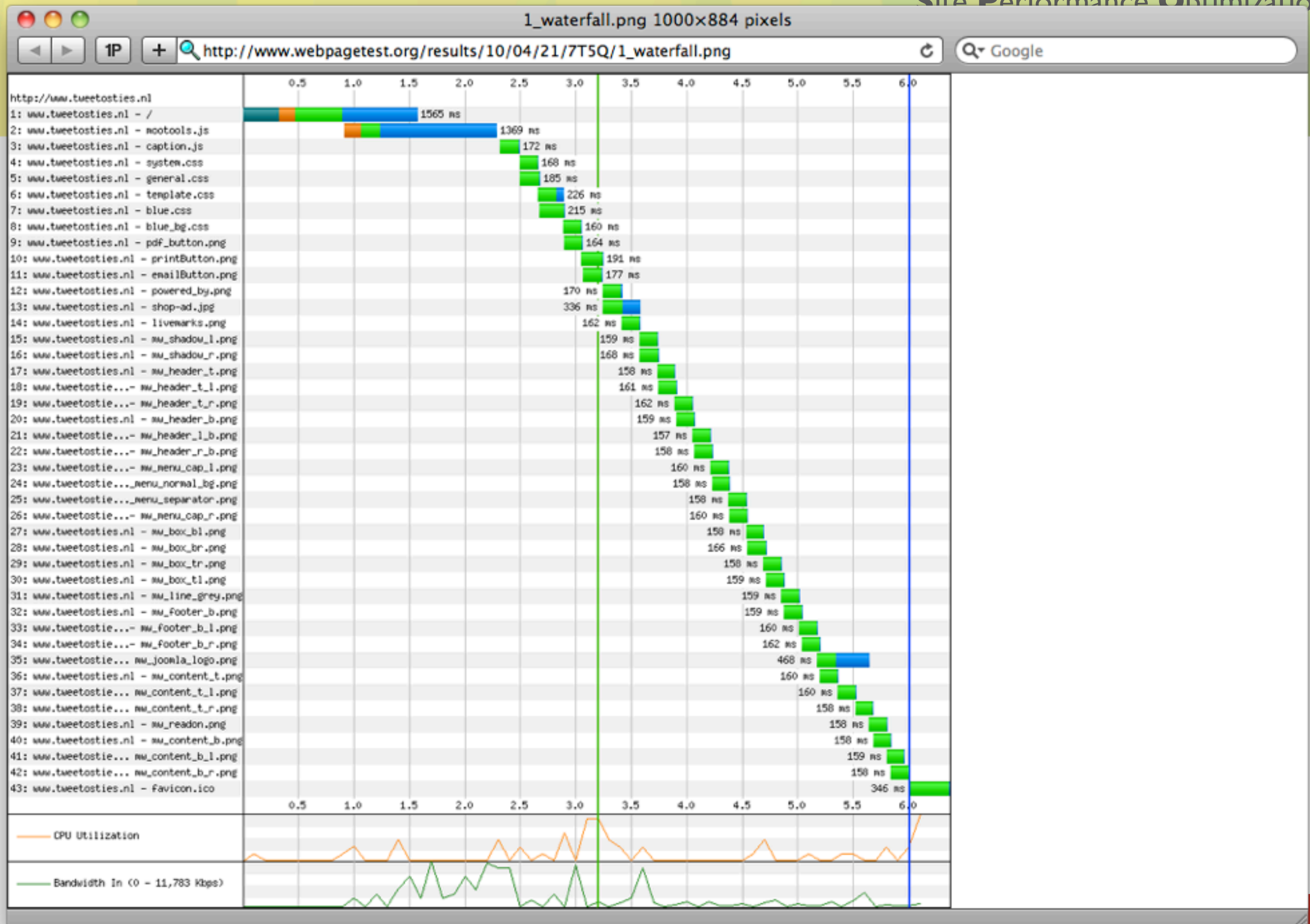
ALL (22) FILTER BY: [CONTENT \(6\)](#) | [COOKIE \(2\)](#) | [CSS \(6\)](#) | [IMAGES \(2\)](#) | [JAVASCRIPT \(4\)](#) | [SERVER \(5\)](#)

<b>F</b> Make fewer HTTP requests	<b>Grade F on Make fewer HTTP requests</b> <p>This page has 5 external stylesheets. Try combining them into one. This page has 28 external background images. Try combining them with CSS sprites.</p> <hr/> <p>Decreasing the number of components on a page reduces the number of HTTP requests required to render the page, resulting in faster page loads. Some ways to reduce the number of components include: combine files, combine multiple scripts into one script, combine multiple CSS files into one style sheet, and use CSS Sprites and image maps.</p> <p><a href="#">»Read More</a></p> <p>Copyright © 2009 Yahoo! Inc. All rights reserved.</p>
<b>F</b> Use a Content Delivery Network (CDN)	
<b>F</b> Add Expires headers	
<b>F</b> Compress components with gzip	
<b>A</b> Put CSS at top	
<b>A</b> Put JavaScript at bottom	
<b>A</b> Avoid CSS expressions	
<b>n/a</b> Make JavaScript and CSS external	
<b>A</b> Reduce DNS lookups	
<b>A</b> Minify JavaScript and CSS	

PageRank Alexa SenSEO D 161.8K ShowIP 90 / 100 Flow: 82% Links: 1/65 Visits: n/a

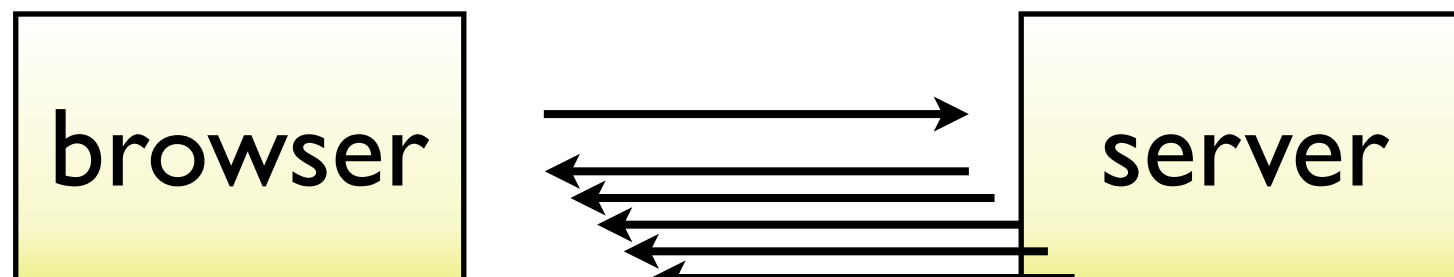
Know your enemies







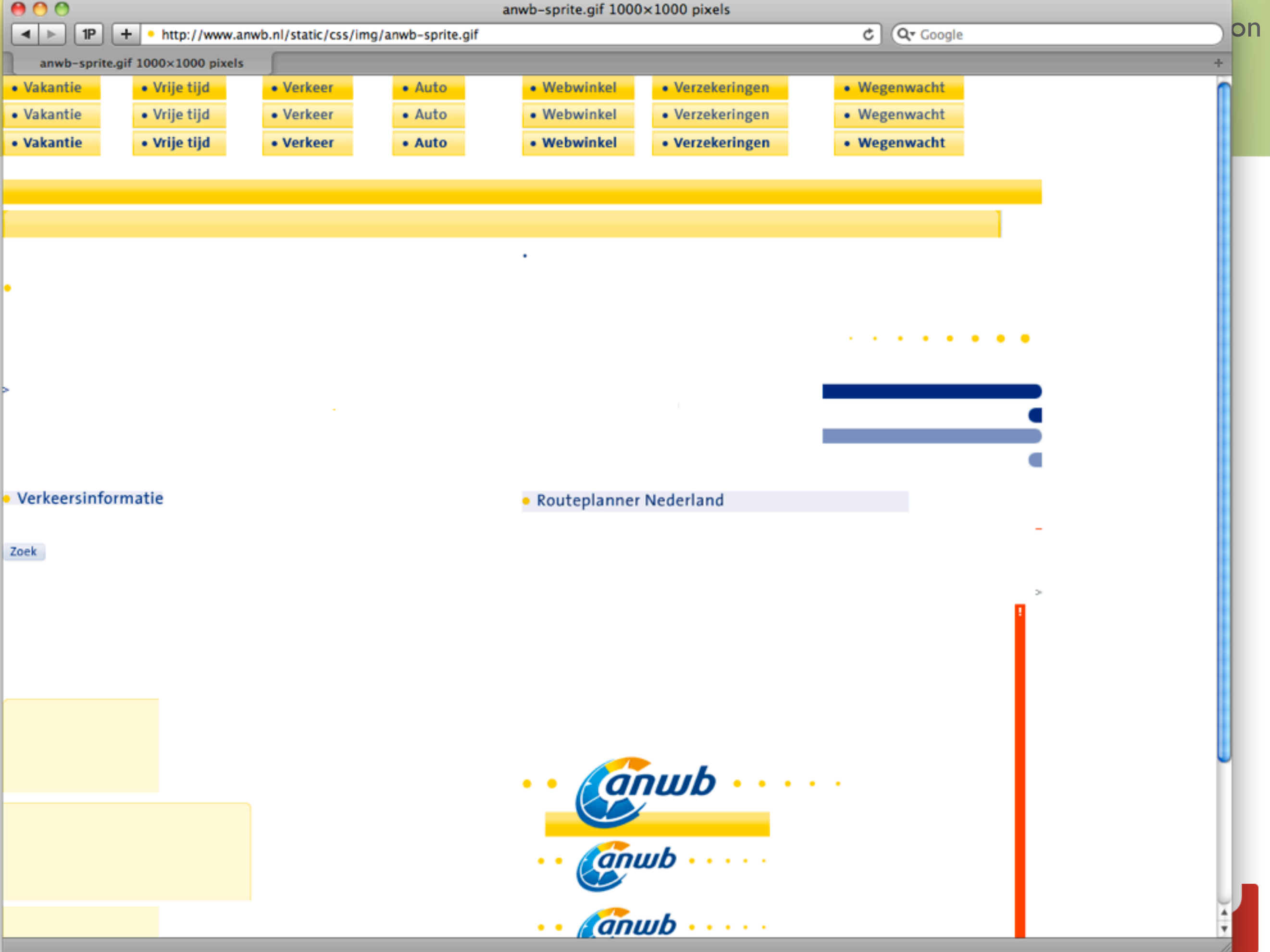
# Reducer HTTP requests



- use LESS ...
- combine images with SPRITE
- combine JS and CSS files

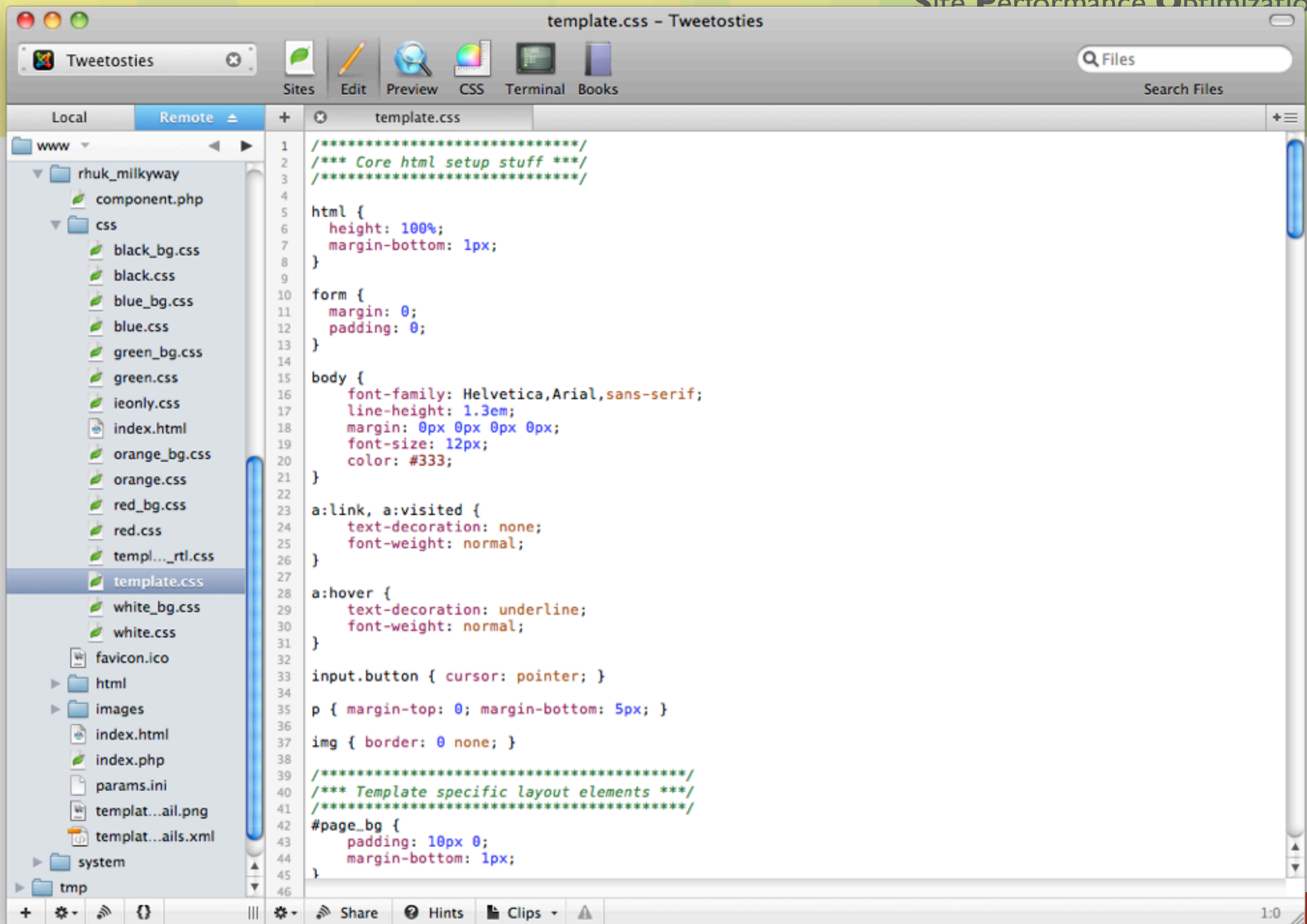


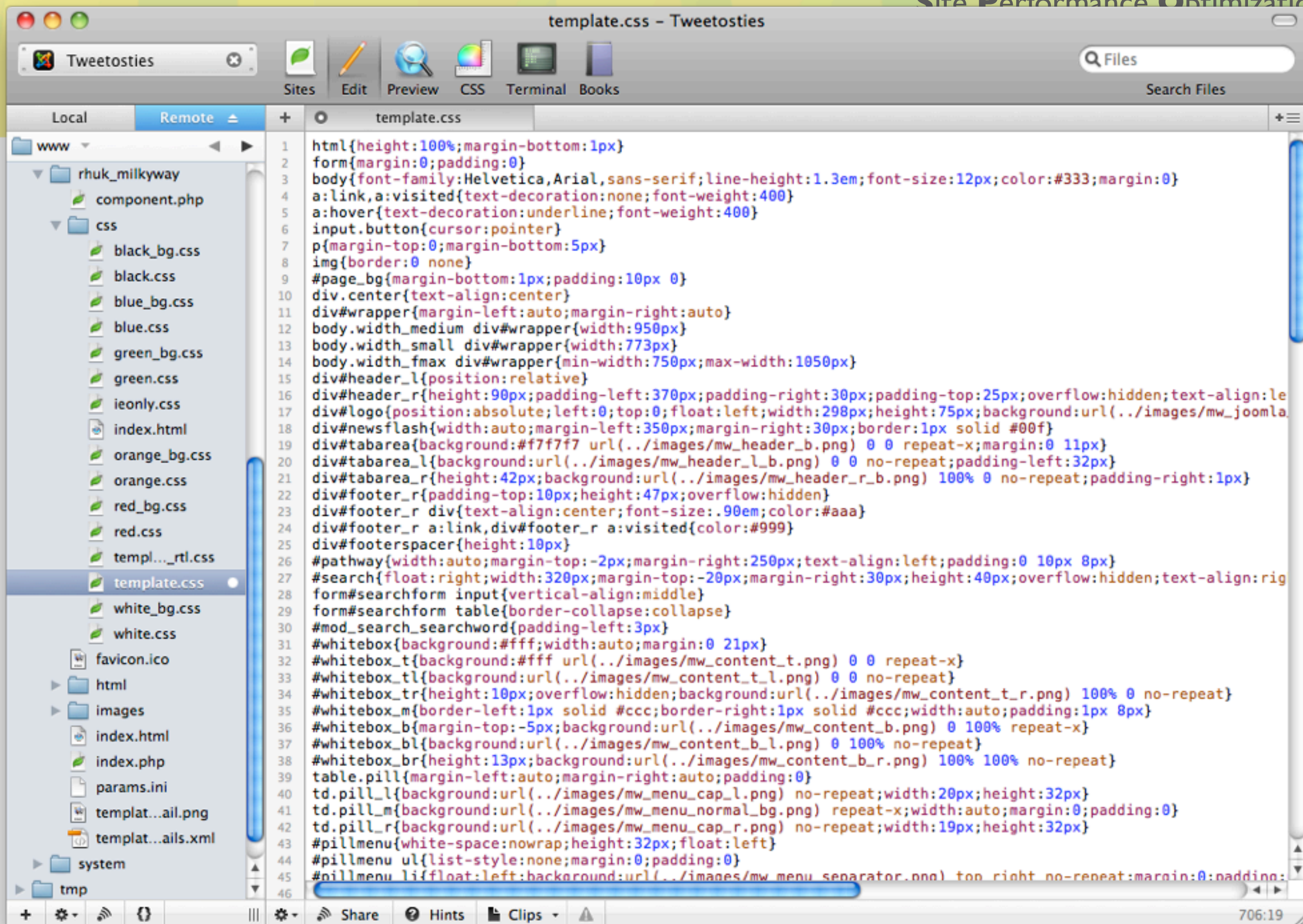




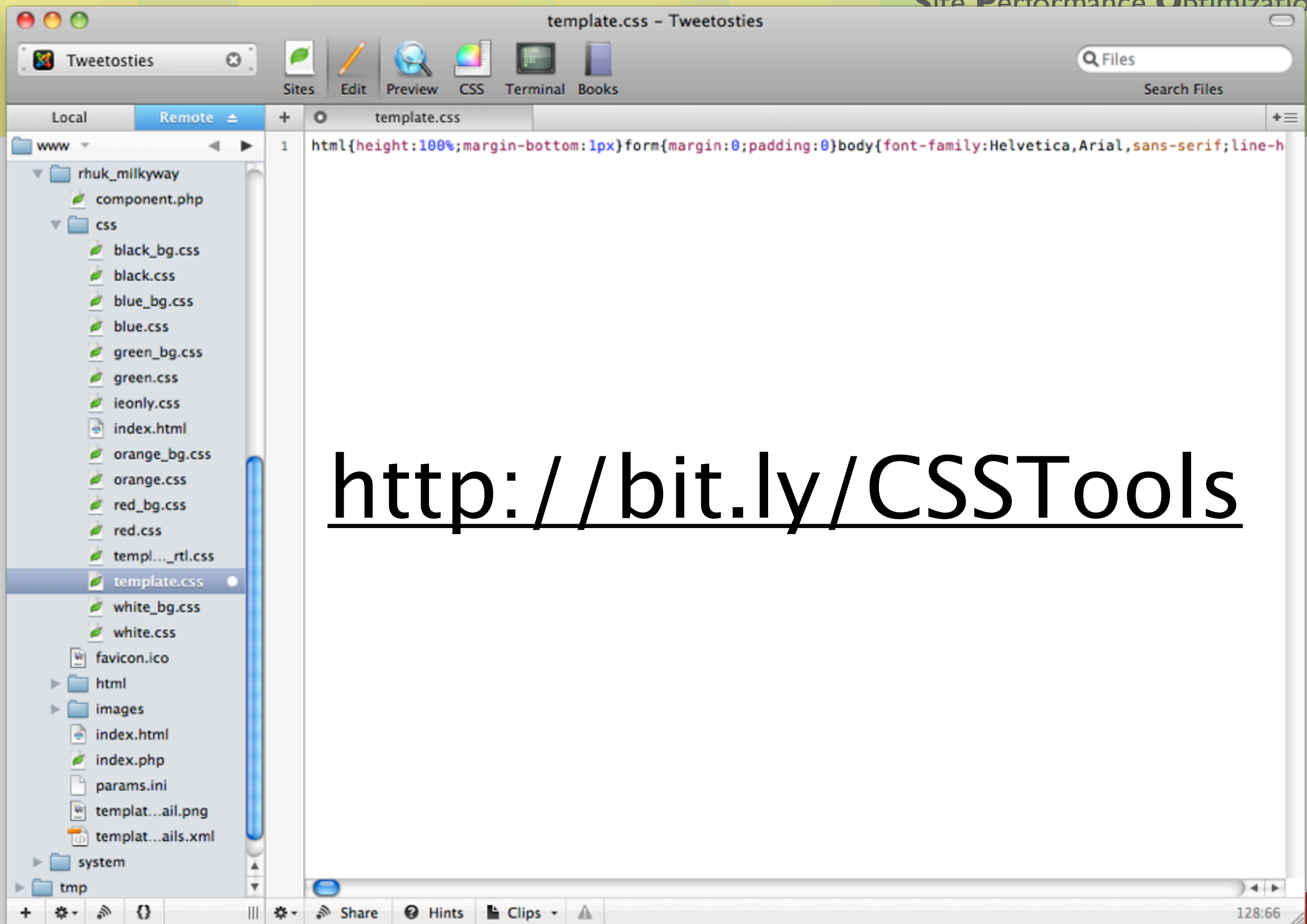
# Compress and combine











```

Source of: http://www.tweetosties.nl/

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en-gb" lang="en-gb" >
<head>
  <meta http-equiv="content-type" content="text/html; charset=utf-8" />
  <meta name="robots" content="index, follow" />
  <meta name="keywords" content="joomla, Joomla" />
  <meta name="description" content="Joomla! - the dynamic portal engine and content management system" />
  <meta name="generator" content="Joomla! 1.5 - Open Source Content Management" />
  <title>Welcome to the Frontpage</title>
  <link href="/index.php?format=feed&type=rss" rel="alternate" type="application/rss+xml" title="RSS 2.0" />
  <link href="/index.php?format=feed&type=atom" rel="alternate" type="application/atom+xml" title="Atom 1.0" />
  <link href="/templates/rhuk_milkyway/favicon.ico" rel="shortcut icon" type="image/x-icon" />
  <script type="text/javascript" src="/media/system/js/mootools.js"></script>
  <script type="text/javascript" src="/media/system/js/caption.js"></script>

  <link rel="stylesheet" href="/templates/system/css/system.css" type="text/css" />
  <link rel="stylesheet" href="/templates/system/css/general.css" type="text/css" />
  <link rel="stylesheet" href="/templates/rhuk_milkyway/css/template.css" type="text/css" />
  <link rel="stylesheet" href="/templates/rhuk_milkyway/css/blue.css" type="text/css" />
  <link rel="stylesheet" href="/templates/rhuk_milkyway/css/blue_bg.css" type="text/css" />
  <!--[if lte IE 6]>
  <link href="/templates/rhuk_milkyway/css/ieonly.css" rel="stylesheet" type="text/css" />
  <![endif]-->

</head>
<body id="page_bg" class="color_blue bg_blue width_fmax">
<a name="up" id="up"></a>
<div class="center" align="center">
  <div id="wrapper">
    <div id="wrapper_r">
      <div id="header">
        <div id="header_l">
          <div id="header_r">
            <div id="logo"></div>

<table class="contentpaneopen">
  <tr>
    <td valign="top" ><p>With a library of hundreds of free <a href="http://extensions.joomla.org" title="The Joomla

  </tr>
  <tr>
    <td valign="top" >

  </td>

</tr>

```

Joomla! 1.5 Business - Administration

http://www.tweetosties.nl/administrator/index.php?option=com\_ Google

Joomla! 1.5 Business - Adminis... Welcome to the Frontpage +

# Joomla! Joomla! 1.5 Business

Version 1.5.15

Site Menus Content Components Extensions Tools Help Preview 0 1 Logout

## Plugin: [Edit]

Save Apply Close Help

### Details

Name:	System - ScriptMerge
Enabled:	<input type="radio"/> No <input checked="" type="radio"/> Yes
Type:	system
Plugin File:	scriptmerge.php
Access Level:	Public Registered Special
Order:	0 (System - ScriptMerge)
Description:	

### Parameters

#### Plugin Parameters

Compress CSS	<input type="radio"/> No <input checked="" type="radio"/> Yes
Compress JS	<input type="radio"/> No <input checked="" type="radio"/> Yes

Joomla! is Free Software released under the [GNU/GPL License](#).

Done PageRank Alexa 0:2 SenSEO YSlow 80.247.161.68 60 / 100 Flow: 71% Links: 0/7 Visits: n/a



Source of: <http://www.tweetosties.nl/>

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en-gb" lang="en-gb" >
<head>
<script src="http://www.tweetosties.nl/cache/plg_scriptmerge/aaff03c81def2e41da05aa2b66eal60e.js" type="text/javascript" /></script>
<link rel="stylesheet" href="http://www.tweetosties.nl/cache/plg_scriptmerge/43dclc2fe0b2388058c71b88cc956072.css" type="text/css" />
<meta http-equiv="content-type" content="text/html; charset=utf-8" />
<meta name="robots" content="index, follow" />
<meta name="keywords" content="joomla, Joomla" />
<meta name="description" content="Joomla! - the dynamic portal engine and content management system" />
<meta name="generator" content="Joomla! 1.5 - Open Source Content Management" />
<title>Welcome to the Frontpage</title>
<link href="/index.php?format=feed&type=rss" rel="alternate" type="application/rss+xml" title="RSS 2.0" />
<link href="/index.php?format=feed&type=atom" rel="alternate" type="application/atom+xml" title="Atom 1.0" />
<link href="/templates/rhuk_milkyway/favicon.ico" rel="shortcut icon" type="image/x-icon" />

<!--[if lte IE 6]>
<link href="/templates/rhuk_milkyway/css/ieonly.css" rel="stylesheet" type="text/css" />
<![endif]-->

</head>
<body id="page_bg" class="color_blue bg_blue width_fmax">
<a name="up" id="up"></a>
<div class="center" align="center">
<div id="wrapper">
<div id="header">
<div id="header_l">
<div id="header_r">
<div id="logo"></div>

<table class="contentpaneopen">
<tr>
<td valign="top"><p>Joomla! makes it easy to launch a Web site of any kind. Whether you want a brochure site or

</tr>
<tr>
<td valign="top">

</td>
</tr>
</table>

</div>
</div>
</div>

```

# <http://bit.ly/ScriptMerge>

Welcome to the Frontpage

http://www.tweetosties.nl/

Welcome to the Frontpage

**Joomla!**  
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With a library of hundreds of free [Extensions](#), you can add what you need as your site grows. Don't wait, look through the [Joomla! Extensions](#) library today.

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Home

Console HTML CSS Script DOM Net CSS Usage Page Speed Page Speed Activity SenSEO YSlow

Grade Components Statistics Tools Rulesets YSlow(V2) Edit Printable View Help

**Grade D** Overall performance score 66 Ruleset applied: YSlow(V2) URL: http://www.tweetosties.nl/

ALL (22) FILTER BY: [CONTENT \(6\)](#) | [COOKIE \(2\)](#) | [CSS \(6\)](#) | [IMAGES \(2\)](#) | [JAVASCRIPT \(4\)](#) | [SERVER \(5\)](#)

F	Make fewer HTTP requests
F	Use a Content Delivery Network (CDN)
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F	Compress components with gzip
A	Put CSS at top
A	Put JavaScript at bottom
A	Avoid CSS expressions
n/a	Make JavaScript and CSS external
A	Reduce DNS lookups
A	Minify JavaScript and CSS

### Grade F on Make fewer HTTP requests

This page has 5 external stylesheets. Try combining them into one.  
This page has 28 external background images. Try combining them with CSS sprites.

Decreasing the number of components on a page reduces the number of HTTP requests required to render the page, resulting in faster page loads. Some ways to reduce the number of components include: combine files, combine multiple scripts into one script, combine multiple CSS files into one style sheet, and use CSS Sprites and image maps.

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PageRank Alexa SenSEO D 161.8K ShowIP 90 / 100 Flow: 82% Links: 1/65 Visits: n/a

Welcome to the Frontpage

http://www.tweetosties.nl/

Joomla! 1.5 Business - Adminis... Welcome to the Frontpage Welcome to the Frontpage

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Yesterday all servers in the U.S. went out on strike in a bid to get more RAM and better CPUs. A spokes person said that the need for better RAM was due to some fool increasing the front-side bus speed. In future, buses will be told to slow down in residential motherboards.

About Joomla! Features News The Community

Home search...

Console HTML CSS Script DOM Net CSS Usage Page Speed Page Speed Activity SenSEO YSlow

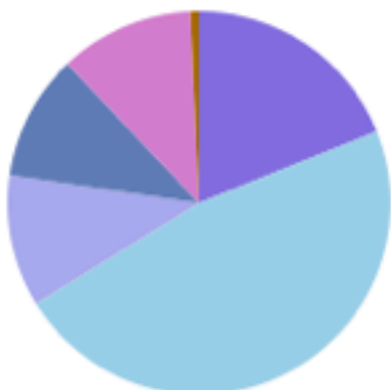
Grade Components Statistics Tools Rulesets YSlow(V2) Edit Printable View Help

### Statistics

The page has a total of **43** HTTP requests and a total weight of **161.8K** bytes with empty cache

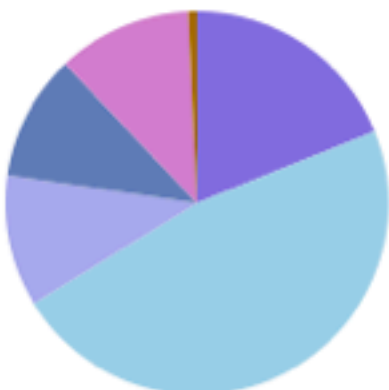
#### WEIGHT GRAPHS

Empty Cache



1 HTML/Text	30.6K
2 JavaScript File	76.5K
5 Stylesheet File	17.9K
28 CSS Image	17.1K
6 Image	18.3K
1 Favicon	1.1K

Primed Cache



1 HTML/Text	30.6K
2 JavaScript File	76.5K
5 Stylesheet File	17.9K
28 CSS Image	17.1K
6 Image	18.3K
1 Favicon	1.1K

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D... PageRank Alexa 0:2 SenSEO D 161.8K 0.745s 80.247.161.68 90 / 100 Flow: 84% Links: 1/63 Visits: n/a



Welcome to the Frontpage

http://www.tweetosties.nl/

Joomla! 1.5 Business - Adminis... Welcome to the Frontpage Welcome to the Frontpage

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The one thing about a Web site, it always changes! Joomla! makes it easy to add Articles, content, images, videos, and more. Site administrators can edit and manage content 'in-context' by clicking the 'Edit' link. Webmasters can also edit content through a graphical Control Panel that gives you complete control over your site.

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Console HTML CSS Script DOM Net CSS Usage Page Speed Page Speed Activity SenSEO YSlow

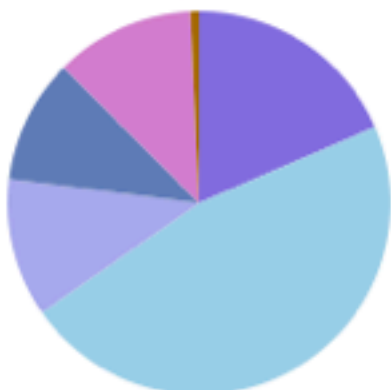
Grade Components Statistics Tools Rulesets YSlow(V2) Edit Printable View Help

## Statistics

The page has a total of **38** HTTP requests and a total weight of **163.6K** bytes with empty cache

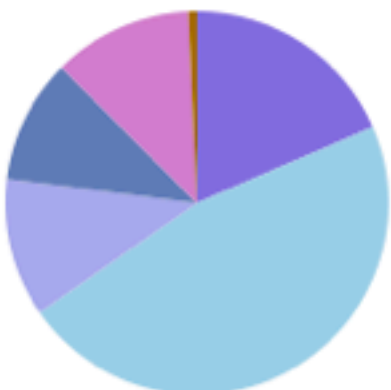
### WEIGHT GRAPHS

**Empty Cache**



HTTP Requests - 38		
Total Weight - 163.6K		
1	HTML/Text	30.2K
1	JavaScript File	76.5K
1	Stylesheet File	19.1K
28	CSS Image	17.1K
6	Image	19.2K
1	Favicon	1.1K

**Primed Cache**



HTTP Requests - 38		
Total Weight - 163.6K		
1	HTML/Text	30.2K
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1	Stylesheet File	19.1K
28	CSS Image	17.1K
6	Image	19.2K
1	Favicon	1.1K

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Done PageRank Alexa 0:2 SenSEO C 163.6K 80.247.161.68 90 / 100 Flow: 84% Links: 1/63 Visits: n/a

Welcome to the Frontpage

http://www.tweetosties.nl/

Joomla! 1.5 Business - Adminis... Welcome to the Frontpage Welcome to the Frontpage

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Home search...

Console HTML CSS Script DOM Net CSS Usage Page Speed Page Speed Activity SenSEO YSlow

Grade Components Statistics Tools Rulesets YSlow(V2) Edit Printable View Help

**Grade C** Overall performance score 72 Ruleset applied: YSlow(V2) URL: http://www.tweetosties.nl/

ALL (22) FILTER BY: CONTENT (6) COOKIE (2) CSS (6) IMAGES (2) JAVASCRIPT (4) SERVER (5)

F	Make fewer HTTP requests
F	Use a Content Delivery Network (CDN)
F	Add Expires headers
D	Compress components with gzip
A	Put CSS at top
A	Put JavaScript at bottom
A	Avoid CSS expressions
n/a	Make JavaScript and CSS external
A	Reduce DNS lookups
A	Minify JavaScript and CSS

### Grade F on Make fewer HTTP requests

This page has 28 external background images. Try combining them with CSS sprites.

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[»Read More](#)

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chrome://... PageRank Alexa 0:2 SenSEO C 163.6K 80.247.161.68 90 / 100 Flow: 84% Links: 1/63 Visits: n/a

# Gzip compression



Joomla! 1.5 Business - Administration

http://www.tweetosties.nl/administrator/index.php?option=com\_... Google

Joomla! 1.5 Business - Adminis... Welcome to the Frontpage Welcome to the Frontpage

# Joomla! Joomla! 1.5 Business

Version 1.5.15

Site Menus Content Components Extensions Tools Help Preview 0 1 Logout

## Global Configuration

Save Apply Close Help

Site System Server

### Server Settings

Path to Temp-folder: /home/tweet02/domains/tweetosties.nl/public\_html/www/tmp

GZIP Page Compression: ☐ No ☒ Yes

Error Reporting: System Default

Force SSL: None

### Database Settings

Database Type: mysql

Hostname: localhost

Username: tweet02\_www

Database: tweet02\_www

Database Prefix: jos\_ ⚠

### Locale Settings

Time Zone: (UTC 00:00) Western Europe Time, London, Lisbon, Casablanca

### FTP Settings

Enable FTP: ☒ No ☐ Yes

FTP Host: 127.0.0.1

FTP Port: 21

FTP Username: do-not-use

FTP Password: .....

FTP Root:

### Mail Settings

Mailer: PHP Mail Function

Mail from: tweet02@tweetosties.nl

From Name: Joomla! 1.5 Business

Sendmail Path: /usr/sbin/sendmail

SMTP Authentication: ☒ No ☐ Yes

SMTP Security: None

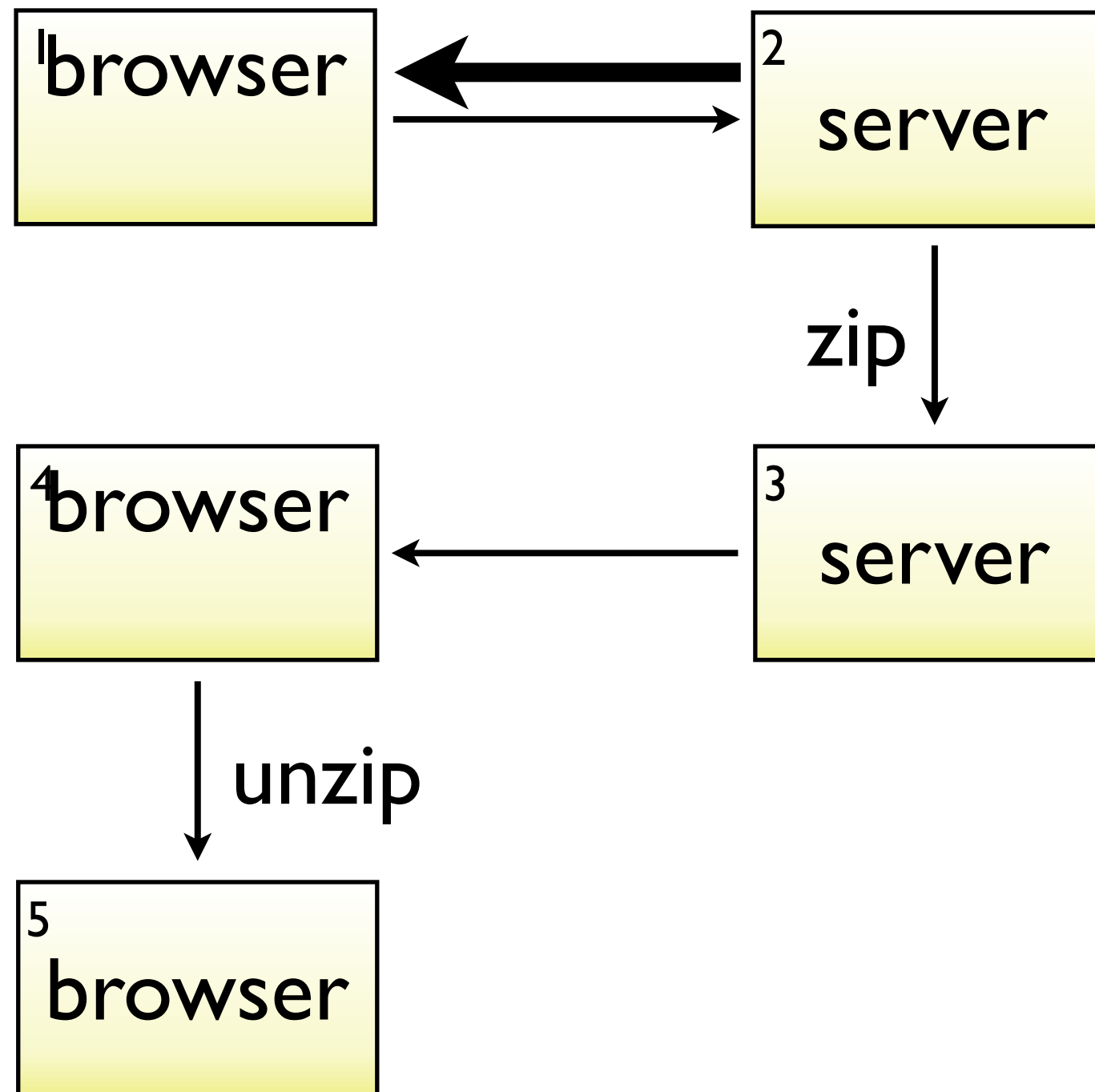
SMTP Port:

SMTP Username:

SMTP Password:

Done PageRank Alexa 0:2 SenSEO YSlow 80.247.161.68 60 / 100 Flow: 97% Links: 5/58 Visits: n/a

# Gzip - mod\_deflate



Twitter Tweetstosies

Search Files

Local Remote

rhuk\_milkyway

- component.php
- css
- favicon.ico
- html
- images
- index.html
- index.php
- params.ini
- template\_thumbnail.png
- templateDetails.xml

.htaccess

```

48 RewriteCond %{QUERY_STRING} GLOBALS(=|\\|)%[0-9A-Z]{0,2} (OR)
49 # Block out any script trying to modify a _REQUEST variable via URL
50 RewriteCond %{QUERY_STRING} _REQUEST(=|\\|)%[0-9A-Z]{0,2}
51 # Send all blocked request to homepage with 403 Forbidden error!
52 RewriteRule ^(.*)$ index.php [F,L]
53 #
54 ##### End - Rewrite rules to block out some common exploits
55
56 # Uncomment following line if your webserver's URL
57 # is not directly related to physical file paths.
58 # Update Your Joomla! Directory (just / for root)
59
60 # RewriteBase /
61 |
62 ##### Begin - adding gzip statements to files
63 <IfModule mod_deflate.c>
64     #SetOutputFilter DEFLATE
65     AddOutputFilterByType DEFLATE text/html text/plain text/xml text/css text/javascript
66     AddOutputFilterByType DEFLATE application/xml application/xhtml+xml application/rss+xml
67     AddOutputFilterByType DEFLATE application/javascript application/x-javascript
68     #AddOutputFilterByType DEFLATE application/x-httpd-php
69
70     BrowserMatch ^Mozilla/4 gzip-only-text/html
71     BrowserMatch ^Mozilla/4\\.0[678] no-gzip
72     BrowserMatch \\bMSIE[E] !no-gzip !gzip-only-text/html
73
74     SetEnvIfNoCase Request_URI \\.(?:gif|jpe?g|png)$ no-gzip dont-vary
75     SetEnvIfNoCase Request_URI \\.(?:exe|t?gz|zip|bz2|sit|rar)$ no-gzip dont-vary
76     SetEnvIfNoCase Request_URI \\.(?:pdf|doc)$ no-gzip dont-vary
77     SetEnvIfNoCase Request_URI \\.(?:avi|mov|mp3|mp4|rm)$ no-gzip dont-vary
78 </IfModule>
79 ##### End - adding gzip statements to files
80
81 ##### Begin - adding expire statements to files
82 <IfModule mod_expires.c>
83 ExpiresActive On
84 ExpiresDefault A0
85 ExpiresByType image/x-icon A2592000
86 ExpiresByType application/x-javascript A604800
87 ExpiresByType text/css A604800
88 ExpiresByType image/gif A2592000
89 ExpiresByType image/png A2592000
90 ExpiresByType image/jpeg A2592000
91 ExpiresByType text/plain A86400
92 ExpiresByType application/x-shockwave-flash A2592000
93 ExpiresByType video/x-flv A2592000
94

```

61:0



**.htaccess - Tweetosties**

Tweetosties

Sites Edit Preview CSS Terminal Books

Search Files

Local Remote

rhuk\_milkyway

- component.php
- css
- favicon.ico
- html
- images
- index.html
- index.php
- params.ini
- template\_thumbnail.png
- templateDetails.xml

**.htaccess**

```

48 RewriteCond %{QUERY_STRING} GLOBALS(=|\\|\\%[0-9A-Z]{0,2}) (OR)
49 # Block out any script trying to modify a _REQUEST variable via URL
50 RewriteCond %{QUERY_STRING} _REQUEST(=|\\|\\%[0-9A-Z]{0,2})
51 # Send all blocked request to homepage with 403 Forbidden error!
52 RewriteRule ^(.*)$ index.php [F,L]
53 #
54 ##### End - Rewrite rules to block out some common exploits
55
56 # Uncomment following line if your webserver's URL
57 # is not directly related to physical file paths.
58 # Update Your Joomla! Directory (just / for root)
59
60 # RewriteBase /
61
62 ##### Begin - adding gzip statements to files
63 <IfModule mod_deflate.c>
64     #SetOutputFilter DEFLATE
65     AddOutputFilterByType DEFLATE text/html text/plain text/xml text/css text/javascript
66     AddOutputFilterByType DEFLATE application/xml application/xhtml+xml application/rss+xml
67     AddOutputFilterByType DEFLATE application/javascript application/x-javascript
68     #AddOutputFilterByType DEFLATE application/x-httpd-php
69
70     BrowserMatch ^Mozilla/4 gzip-only-text/html
71     BrowserMatch ^Mozilla/4\\.0[678] no-gzip
72     BrowserMatch \\bMSIE[E] !no-gzip !gzip-only-text/html
73
74     SetEnvIfNoCase Request_URI \\.(?:gif|jpe?g|png)$ no-gzip dont-vary
75     SetEnvIfNoCase Request_URI \\.(?:exe|t?gz|zip|bz2|sit|rar)$ no-gzip dont-vary
76     SetEnvIfNoCase Request_URI \\.(?:pdf|doc)$ no-gzip dont-vary
77     SetEnvIfNoCase Request_URI \\.(?:avi|mov|mp3|mp4|rm)$ no-gzip dont-vary
78 </IfModule>
79 ##### End - adding gzip statements to files
80
81 ##### Begin - adding expire statements to files
82 <IfModule mod_expires.c>
83 ExpiresActive On
84 ExpiresDefault A0
85 ExpiresByType image/x-icon A2592000
86 ExpiresByType application/x-javascript A604800
87 ExpiresByType text/css A604800
88 ExpiresByType image/gif A2592000
89 ExpiresByType image/png A2592000
90 ExpiresByType image/jpeg A2592000
91 ExpiresByType text/plain A86400
92 ExpiresByType application/x-shockwave-flash A2592000
93 ExpiresByType video/x-flv A2592000
94

```

62:0 (928)

The screenshot shows a web editor interface with a sidebar on the left displaying a file tree for 'rhuk\_milkyway'. The main area shows the content of the '.htaccess' file. The file contains various directives for blocking scripts, enabling gzip compression, and setting expiration times for different file types.

```


48 RewriteCond %{QUERY_STRING} GLOBALS(=|\\|)%[0-9A-Z]{0,2} (OR)
49 # Block out any script trying to modify a _REQUEST variable via URL
50 RewriteCond %{QUERY_STRING} _REQUEST(=|\\|)%[0-9A-Z]{0,2}
51 # Send all blocked request to homepage with 403 Forbidden error!
52 RewriteRule ^(.*)$ index.php [F,L]
53 #
54 ##### End - Rewrite rules to block out some common exploits
55
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66     AddOutputFilterByType DEFLATE application/xml application/xhtml+xml application/rss+xml
67     AddOutputFilterByType DEFLATE application/javascript application/x-javascript
68     #AddOutputFilterByType DEFLATE application/x-httpd-php
69
70     BrowserMatch ^Mozilla/4 gzip-only-text/html
71     BrowserMatch ^Mozilla/4\\.0[678] no-gzip
72     BrowserMatch \\bMSIE[E] !no-gzip !gzip-only-text/html
73
74     SetEnvIfNoCase Request_URI \\.(?:gif|jpe?g|png)$ no-gzip dont-vary
75     SetEnvIfNoCase Request_URI \\.(?:exe|t?gz|zip|bz2|sit|rar)$ no-gzip dont-vary
76     SetEnvIfNoCase Request_URI \\.(?:pdf|doc)$ no-gzip dont-vary
77     SetEnvIfNoCase Request_URI \\.(?:avi|mov|mp3|mp4|rm)$ no-gzip dont-vary
78 </IfModule>
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89 ExpiresByType image/png A2592000
90 ExpiresByType image/jpeg A2592000
91 ExpiresByType text/plain A86400
92 ExpiresByType application/x-shockwave-flash A2592000
93 ExpiresByType video/x-flv A2592000
94

```



WhatsMyIP.org HTTP Compression Test

1P + [http://www.whatsmyip.org/http\\_compression/](http://www.whatsmyip.org/http_compression/) RSS Google



# HTTP Compression Test

**Recommended Download**  
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[Uniblue.com/PCSpeed](http://Uniblue.com/PCSpeed)

**Compression Tester**  
Search Thousands of Catalogs for Compression Tester  
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**Web Page Content Compression Verification**

This tool checks your server to see if it is sending out compressed data. It will work with any form of compression: mod\_gzip, mod\_deflate, or gzip compression through any server-side language, like PHP. Only textual data is compressed: HTML, CSS, JavaScript etc. Images are already compressed and are not gzip'ed through a web server. This tool only checks the exact document you enter. To check CSS or JavaScript files, enter the address of that file.

A common misconception is that compressing web pages on the fly will slow down a web server. This is not the case. It does take a little CPU to do the compression, but the result is that your web server is handling significantly less data, which reduces the total CPU load on the server.




Check [this](#) out for an easy way to use PHP to gzip compress your pages


Enter Address To Test

Test

Browser gzip Compatibility

WhatsMyIP.org HTTP Compression Test

1P +  http://www.whatsmyip.org/http\_compression/   Google



HTTP Compression Test

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Home / HTTP Compression

**Web Page Content Compression Verification**

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Check [this](#)  out for an easy way to use PHP to gzip compress your pages

 **http://www.tweetosties.nl is gzipped**

**Networking Tools**  
More Info About You  
Port Scanners  
Traceroute  
HTTP Compression  
Ping  
Whois & DNS  
Website Ranking  
IP Location  
HTTP Headers

**Text Related Tools**  
HTML Characters

# Optimize Images


YIREO.COM



Welcome to the Frontpage

http://www.tweetosties.nl/

Joomla! 1.5 Business - Adminis... Welcome to the Frontpage Welcome to the Frontpage

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Console HTML CSS Script DOM Net CSS Usage Page Speed Page Speed Activity SenSEO YSlow

Grade Components Statistics Tools Rulesets YSlow(V2) Edit Printable View Help

## Tools

Click on the tool name to launch the tool.

- [JSLint](#) - Run JSLint on all JavaScript code in this document
- [All JS](#) - Show all JavaScript code in this document
- [All JS Beautified](#) - Show all JavaScript code in this document in an easy to read format
- [All JS Minified](#) - Show all JavaScript code in this document in a minified (no comments or white space) format
- [All CSS](#) - Show all CSS code in this document
- [YUI CSS Compressor](#) - Show all CSS code in the document in a minified format
- [All Smush.it™](#) - Run Smush.it™ on all image components in this document
- [Printable View](#) - Show a printable view of grades, component lists, and statistics

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Done PageRank Alexa 0:2 SenSEO C 163.6K 80.247.161.68 90 / 100 Flow: 82% Links: 1/65 Visits: n/a

Yahoo! Smush.it™

http://www.smushit.com/ysmush.it/

Google

Joomla! 1.5 Business - Admi... Welcome to the Frontpage Welcome to the Frontpage Yahoo! Smush.it™

# YAHOO! DEVELOPER NETWORK

Yahoo! YSlow

## Smush.it™

HOME UPLOADER URL **RESULTS**

Smushed **22.90%** or **8.15 KB** from the size of your image(s).  
How did we do it? See the table below for more details.

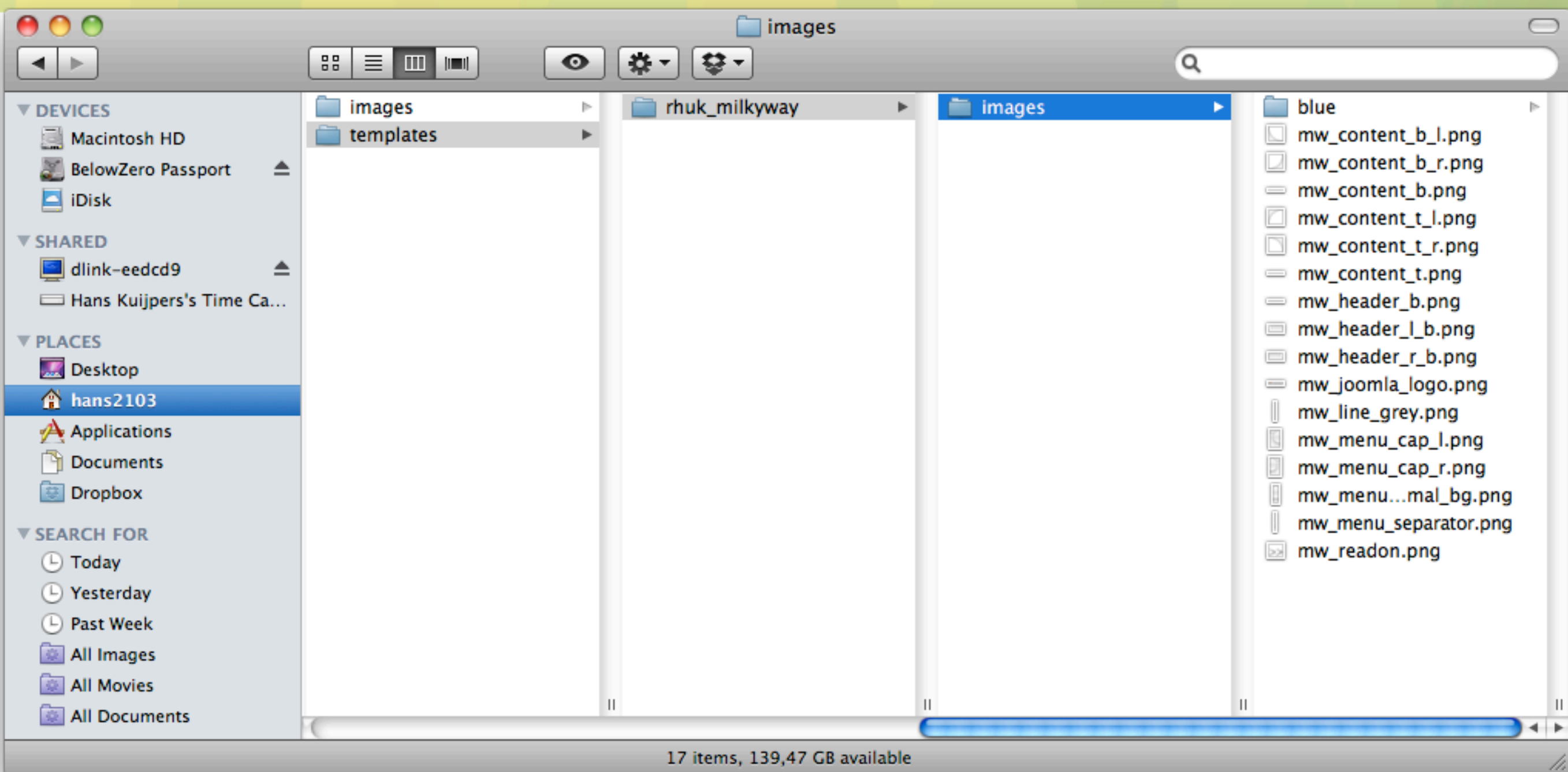
[Download Smushed Images](#)

☒ Keep directory structure in zip file

### Smushed Images

Image	Result size	Savings	% Savings	Status
mw_shadow_l.png	110 bytes	114 bytes	50.89%	
mw_shadow_r.png	108 bytes	113 bytes	51.13%	
mw_header_t.png	215 bytes	148 bytes	40.77%	
mw_header_t_l.png	608 bytes	131 bytes	17.73%	
mw_header_t_r.png	662 bytes	194 bytes	22.66%	
mw_joomla_logo.png	5.58 KB	308 bytes	5.12%	
mw_header_b.png	107 bytes	132 bytes	55.23%	

PageRank Alexa 0:2 SenSEO YSlow 98.136.78.63 50 / 100 Flow: 19% Links: 0/48 Visits: n/a





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Home search...

Console HTML CSS Script DOM Net CSS Usage Page Speed Page Speed Activity SenSEO YSlow

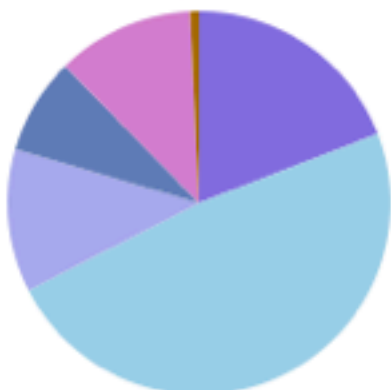
Grade Components Statistics Tools Rulesets YSlow(V2) Edit Printable View Help

## Statistics

The page has a total of **38** HTTP requests and a total weight of **158.3K** bytes with empty cache

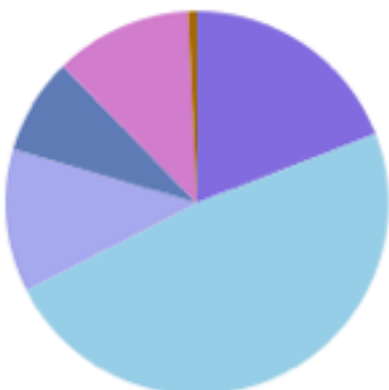
### WEIGHT GRAPHS

Empty Cache



1 HTML/Text	30.2K
1 JavaScript File	76.5K
1 Stylesheet File	19.1K
28 CSS Image	12.8K
6 Image	18.3K
1 Favicon	1.1K

Primed Cache



1 HTML/Text	30.2K
1 JavaScript File	76.5K
1 Stylesheet File	19.1K
28 CSS Image	12.8K
6 Image	18.3K
1 Favicon	1.1K

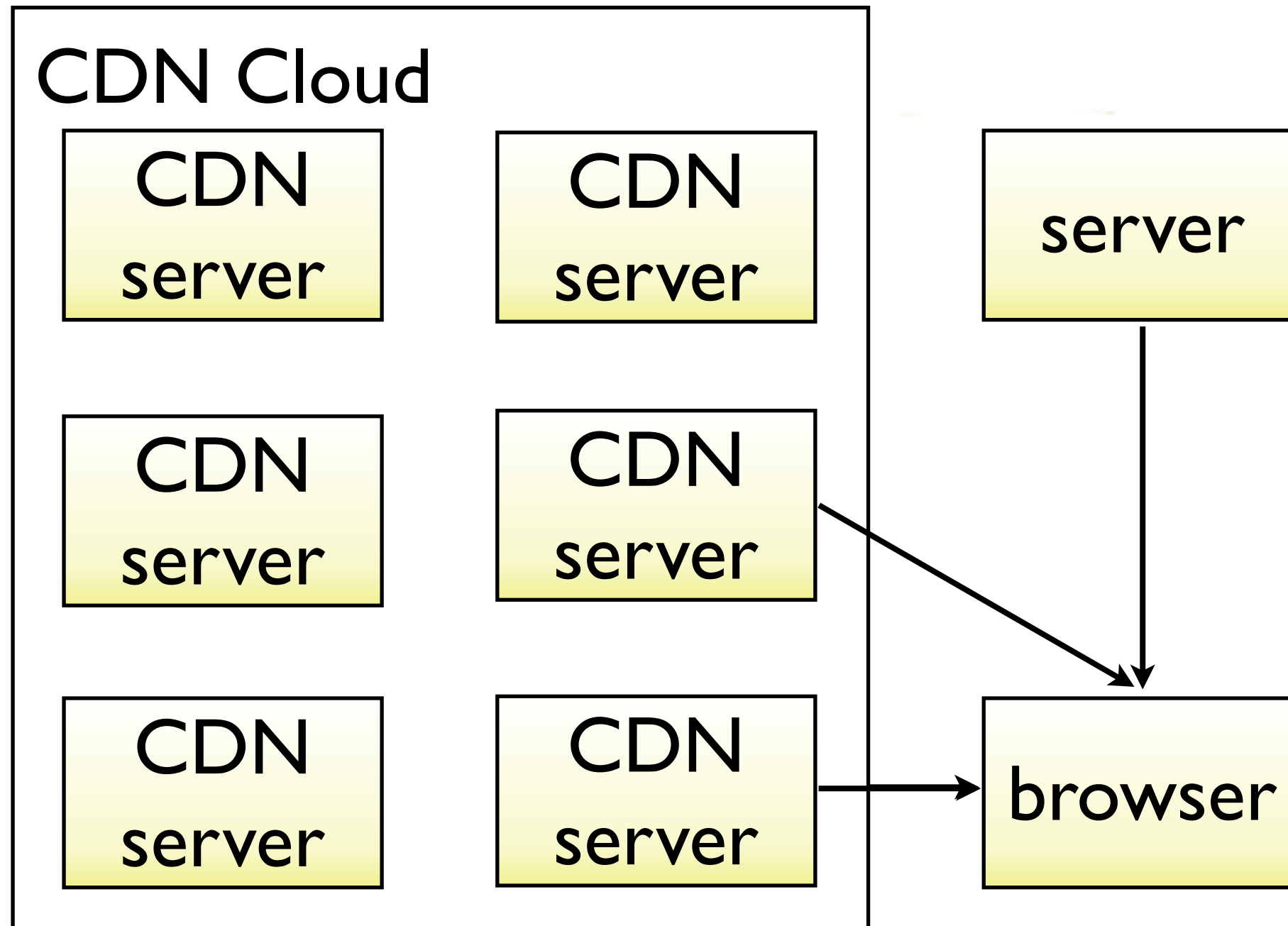
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D... PageRank Alexa 0:3 SenSEO C 158.3K 1.981s 80.247.161.68 90 / 100 Flow: 82% Links: 1/65 Visits: n/a



# Content Delivery Network

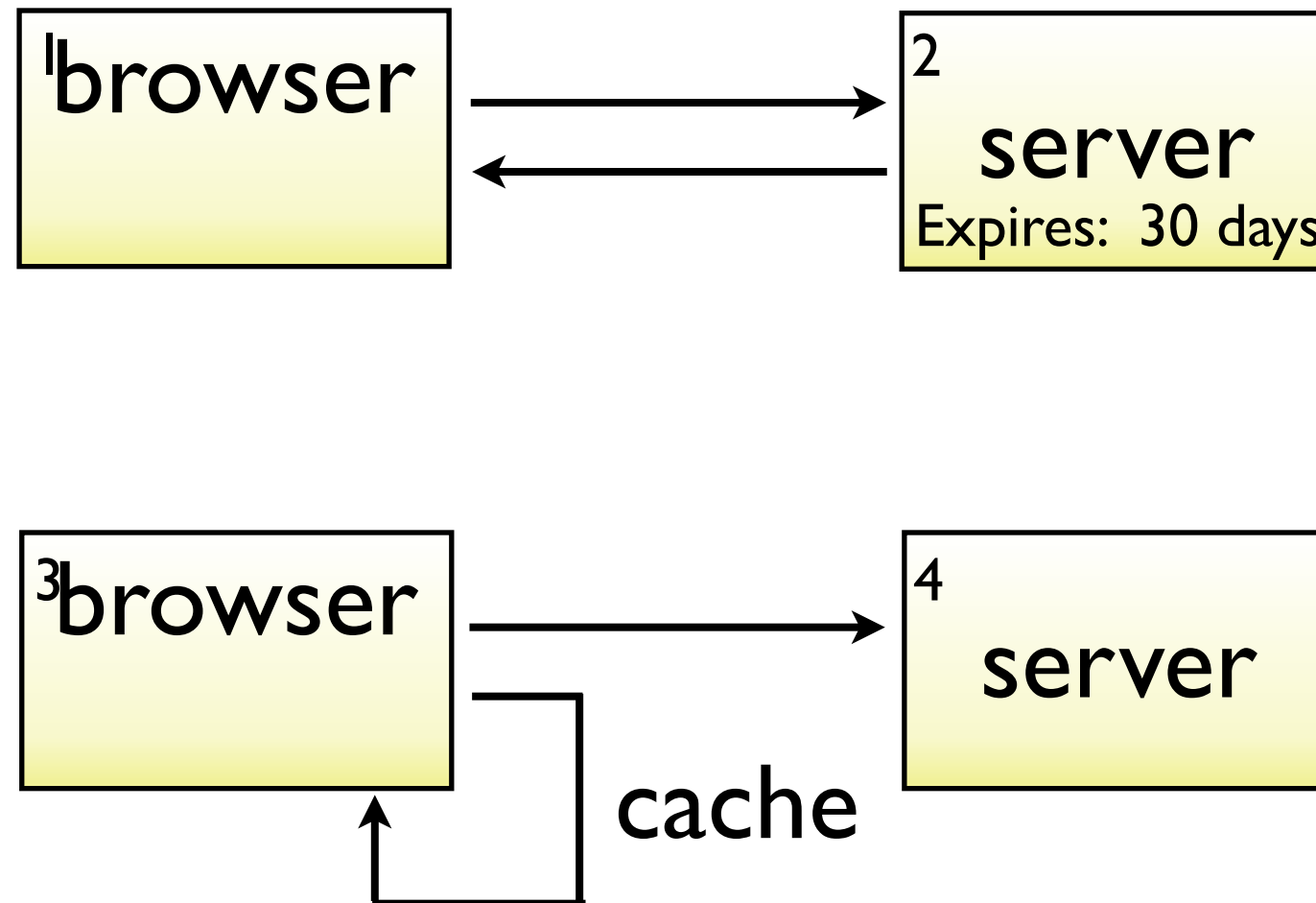
# CDN



# Expire Header

THANKS FOR WATCHING

# mod\_expire





**.htaccess - Tweetosties**

Tweetosties

Sites Edit Preview CSS Terminal Books

Search Files

Local Remote **.htaccess**

Find in Open Files

image 0 Replace Replace All

www

- .htaccess
- administrator
- cache
- components
- configuration.php
- configuration.php-dist
- images
- includes
- index.php
- index2.php
- language
- libraries
- logs
- media
- modules
- plugins
- robots.txt
- templates
- tmp
- xmlrpc

```

51 # Send all blocked request to homepage with 403 Forbidden error!
52 RewriteRule ^(.*)$ index.php [F,L]
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54 ##### End - Rewrite rules to block out some common exploits
55
56 # Uncomment following line if your webserver's URL
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59
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62 ##### Begin - adding expire statements to files
63 <IfModule mod_expires.c>
64 ExpiresActive On
65 ExpiresDefault A0
66 ExpiresByType image/x-icon A2592000
67 ExpiresByType application/x-javascript A604800
68 ExpiresByType text/css A604800
69 ExpiresByType image/gif A2592000
70 ExpiresByType image/png A2592000
71 ExpiresByType image/jpeg A2592000
72 ExpiresByType text/plain A86400
73 ExpiresByType application/x-shockwave-flash A2592000
74 ExpiresByType video/x-flv A2592000
75 ExpiresByType application/pdf A2592000
76 ExpiresByType text/html A600
77 </IfModule>
78 ##### Begin - adding expire statements to files
79
80 ##### Begin - disable ETag
81 FileETag None
82 ##### End - disable ETag
83
84 ##### Start ?tp=1 prevention
85 #
86 RewriteCond %{QUERY_STRING} tp=(.*)
87 RewriteRule ^(.*)$ index.php [F,L]
88 #
89 ##### End ?tp=1 prevention
90
91 ##### Begin - Joomla! core SEF Section
92 #
93

```

78:52

**.htaccess - Tweetosties**

Tweetosties

Sites Edit Preview CSS Terminal Books

Search Files

Local Remote **.htaccess**

Find in Open Files

image 0 Replace Replace All

www

- .htaccess
- administrator
- cache
- components
- configuration.php
- configuration.php-dist
- images
- includes
- index.php
- index2.php
- language
- libraries
- logs
- media
- modules
- plugins
- robots.txt
- templates
- tmp
- xmlrpc

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69 ExpiresByType image/gif A2592000
70 ExpiresByType image/png A2592000
71 ExpiresByType image/jpeg A2592000
72 ExpiresByType text/plain A86400
73 ExpiresByType application/x-shockwave-flash A2592000
74 ExpiresByType video/x-flv A2592000
75 ExpiresByType application/pdf A2592000
76 ExpiresByType text/html A600
77 </IfModule>
78 ##### Begin - adding expire statements to files
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80 ##### Begin - disable ETag
81 FileETag None
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85 #
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87 RewriteRule ^(.*)$ index.php [F,L]
88 #
89 ##### End ?tp=1 prevention
90
91 ##### Begin - Joomla! core SEF Section
92 #
93

```

62:0 (580)



**.htaccess - Tweetosties**

Tweetosties

Sites Edit Preview CSS Terminal Books

Search Files

Local Remote **.htaccess**

Find in Open Files

image 0 Replace Replace All

www

- .htaccess
- administrator
- cache
- components
- configuration.php
- configuration.php-dist
- images
- includes
- index.php
- index2.php
- language
- libraries
- logs
- media
- modules
- plugins
- robots.txt
- templates
- tmp
- xmlrpc

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88 #
89 ##### End ?tp=1 prevention
90
91 ##### Begin - Joomla! core SEF Section
92 #
93

```


63:0 (25)

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Grade Components Statistics Tools Rulesets YSlow(V2) Edit Printable View ? Help

**Grade B** Overall performance score 82 Ruleset applied: YSlow(V2) URL: http://www.tweetosties.nl/

[ALL \(22\)](#) FILTER BY: [CONTENT \(6\)](#) | [COOKIE \(2\)](#) | [CSS \(6\)](#) | [IMAGES \(2\)](#) | [JAVASCRIPT \(4\)](#) | [SERVER \(5\)](#)

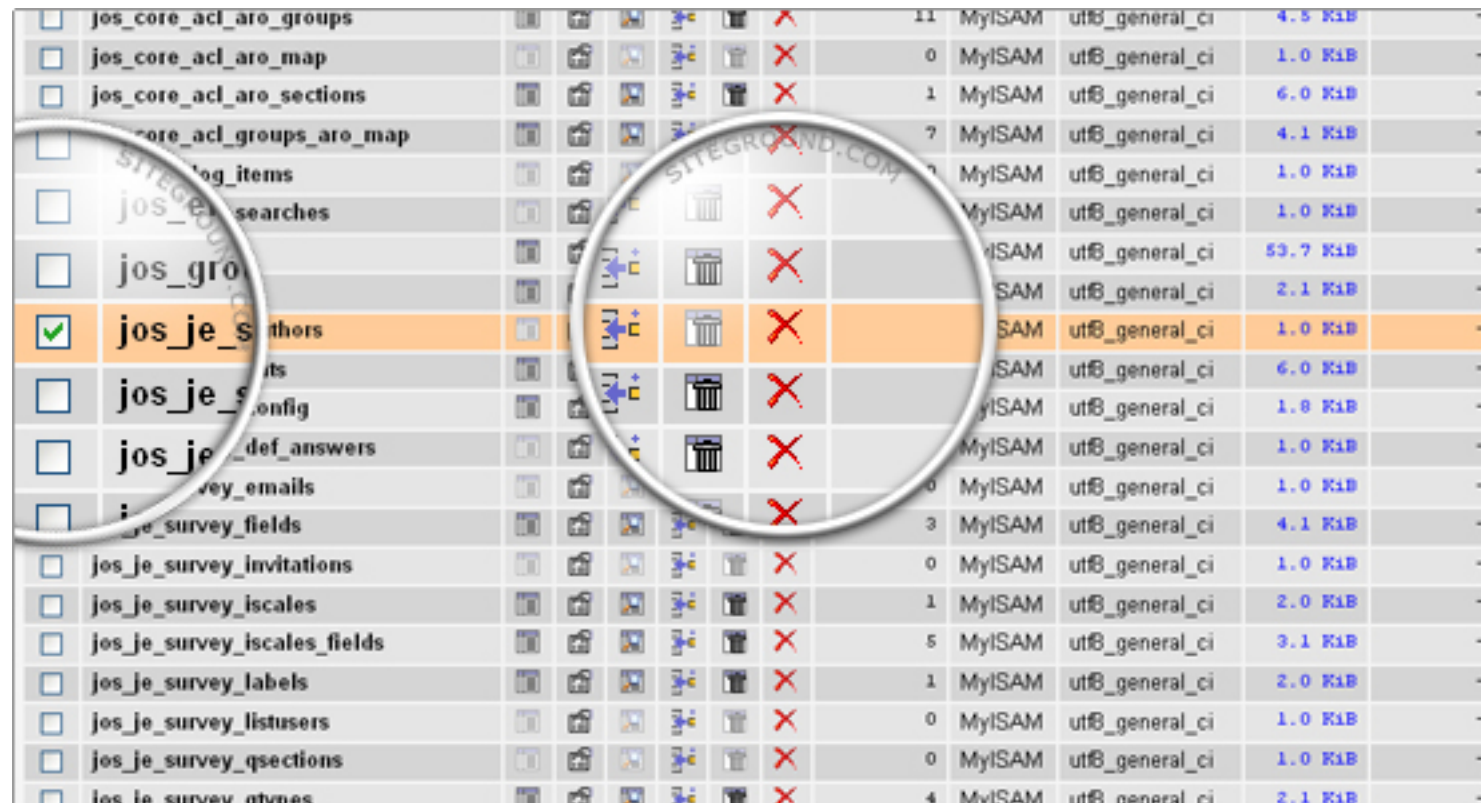
<b>F</b> Make fewer HTTP requests	<h3>Grade F on Make fewer HTTP requests</h3> <p>This page has 28 external background images. Try combining them with CSS sprites.</p> <p>Decreasing the number of components on a page reduces the number of HTTP requests required to render the page, resulting in faster page loads. Some ways to reduce the number of components include: combine files, combine multiple scripts into one script, combine multiple CSS files into one style sheet, and use CSS Sprites and image maps.</p> <p><a href="#">»Read More</a></p> <p>Copyright © 2009 Yahoo! Inc. All rights reserved.</p>
<b>F</b> Use a Content Delivery Network (CDN)	
<b>B</b> Add Expires headers	
<b>D</b> Compress components with gzip	
<b>A</b> Put CSS at top	
<b>A</b> Put JavaScript at bottom	
<b>A</b> Avoid CSS expressions	
<b>n/a</b> Make JavaScript and CSS external	
<b>A</b> Reduce DNS lookups	
<b>A</b> Minify JavaScript and CSS	

Find: mod\_exp Next Previous Highlight all Match case

Do... PageRank Alexa 0:3 SenSEO B 158.2K 1.418s 80.247.161.68 90 / 100 Flow: 82% Links: 1/65 Visits: n/a



Clean rubbish



The image shows a screenshot of the Joomla! database table list. A magnifying glass is positioned over the 'jos\_jes\_authors' table, which is highlighted in orange. The table is marked with a green checkmark in the selection column and a red 'X' in the status column. The table name 'jos\_jes\_authors' is also visible in the magnifying glass's focus.

Table Name	Type	Engine	Collation	Character Set	Row Count	Size	Status
jos_core_acl_aro_groups	MyISAM	utf8_general_ci	4.5 KiB	-	11	4.5 KiB	-
jos_core_acl_aro_map	MyISAM	utf8_general_ci	1.0 KiB	-	0	1.0 KiB	-
jos_core_acl_aro_sections	MyISAM	utf8_general_ci	6.0 KiB	-	1	6.0 KiB	-
jos_core_acl_groups_aro_map	MyISAM	utf8_general_ci	4.1 KiB	-	7	4.1 KiB	-
jos_core_acl_items	MyISAM	utf8_general_ci	1.0 KiB	-	7	1.0 KiB	-
jos_core_searches	MyISAM	utf8_general_ci	1.0 KiB	-	1	1.0 KiB	-
jos_gro	MyISAM	utf8_general_ci	53.7 KiB	-	1	53.7 KiB	-
<b>jos_jes_authors</b>	MyISAM	utf8_general_ci	1.0 KiB	-	1	1.0 KiB	-
jos_jes_authors	MyISAM	utf8_general_ci	6.0 KiB	-	1	6.0 KiB	-
jos_jes_authors	MyISAM	utf8_general_ci	1.8 KiB	-	1	1.8 KiB	-
jos_jes_def_answers	MyISAM	utf8_general_ci	1.0 KiB	-	1	1.0 KiB	-
jos_jes_survey_emails	MyISAM	utf8_general_ci	1.0 KiB	-	0	1.0 KiB	-
jos_jes_survey_fields	MyISAM	utf8_general_ci	4.1 KiB	-	3	4.1 KiB	-
jos_jes_survey_invitations	MyISAM	utf8_general_ci	1.0 KiB	-	0	1.0 KiB	-
jos_jes_survey_iscales	MyISAM	utf8_general_ci	2.0 KiB	-	1	2.0 KiB	-
jos_jes_survey_iscales_fields	MyISAM	utf8_general_ci	3.1 KiB	-	5	3.1 KiB	-
jos_jes_survey_labels	MyISAM	utf8_general_ci	2.0 KiB	-	1	2.0 KiB	-
jos_jes_survey_listusers	MyISAM	utf8_general_ci	1.0 KiB	-	0	1.0 KiB	-
jos_jes_survey_sections	MyISAM	utf8_general_ci	1.0 KiB	-	0	1.0 KiB	-
jos_jes_survey_views	MyISAM	utf8_general_ci	2.1 KiB	-	4	2.1 KiB	-



<http://www.siteground.com/tutorials/websiteperformance/joomla15.htm>

# reduce, reduce, reduce


```
echo '<pre>'.print_r(get_included_files(), true).'
```



Welcome to the Frontpage

1P +  http://www.tweetosties.nl/ RSS  Google

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 Feed Entries Powered by Joomla!. valid XHTML and CSS.

Array  
(  
[0] => /home/tweet02/domains/tweetosties.nl/public\_html/www/index.php  
[1] => /home/tweet02/domains/tweetosties.nl/public\_html/www/includes/defines.php  
[2] => /home/tweet02/domains/tweetosties.nl/public\_html/www/includes/framework.php  
[3] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/import.php  
[4] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/loader.php  
[5] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/environment/request.php  
[6] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/version.php  
[7] => /home/tweet02/domains/tweetosties.nl/public\_html/www/configuration.php  
[8] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/utilities/compat/compat.php  
[9] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/factory.php  
[10] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/application/application.php  
[11] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/base/object.php  
[12] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/application/helper.php  
[13] => /home/tweet02/domains/tweetosties.nl/public\_html/www/includes/application.php  
[14] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/config.php  
[15] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/registry/registry.php  
[16] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/utilities/utility.php  
[17] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/session/session.php  
[18] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/session/storage.php  
[19] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/filter/filterinput.php  
[20] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/session/storage/database.php  
[21] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/database/database.php  
[22] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/database/database/mysql.php  
[23] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/error/error.php  
[24] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/database/table.php  
[25] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/filesystem/path.php  
[26] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/database/table/session.php  
[27] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/user/user.php  
[28] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/html/parameter.php  
[29] => /home/tweet02/domains/tweetosties.nl/public\_html/www/libraries/joomla/application/component/helper.php

Everybody loves  
fast websites

thank you!

# Site Performance Optimization

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information of this presentation is gathered by  
Ray Bogman and the internet

[www.yireo.com](http://www.yireo.com)



# Next change

- This presentation will also be held on the Dutch Meet Magento 26-05-2010 by Ray Bogman from Yireo
- The sheets will be changed in order to use for Magento. The idea is the same... reduce, reduce, reduce



# showed links

- <http://googlewebmastercentral.blogspot.com/2010/04/using-site-speed-in-web-search-ranking.html>
- <http://developer.yahoo.com/performance/rules.html>
- <http://www.webpagetest.org/>
- <http://bit.ly/CSSTools>
- <http://bit.ly/ScriptMerge>
- [http://www.whatsmyip.org/http\\_compression/](http://www.whatsmyip.org/http_compression/)
- <http://www.smushit.com/ysmush.it/>
- <http://www.siteground.com/tutorials/websiteperformance/joomla15.htm>