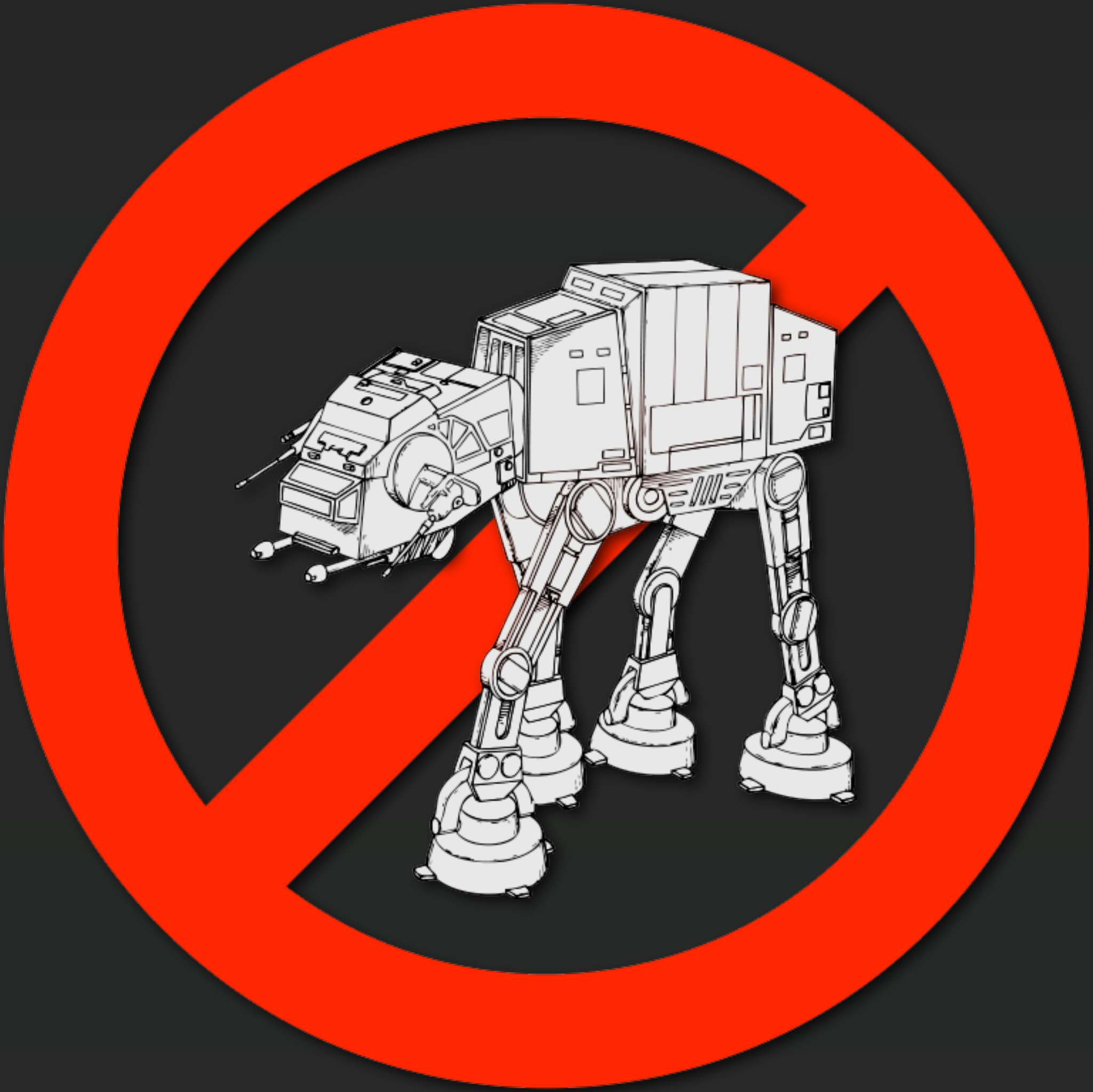
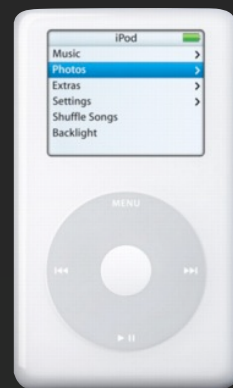


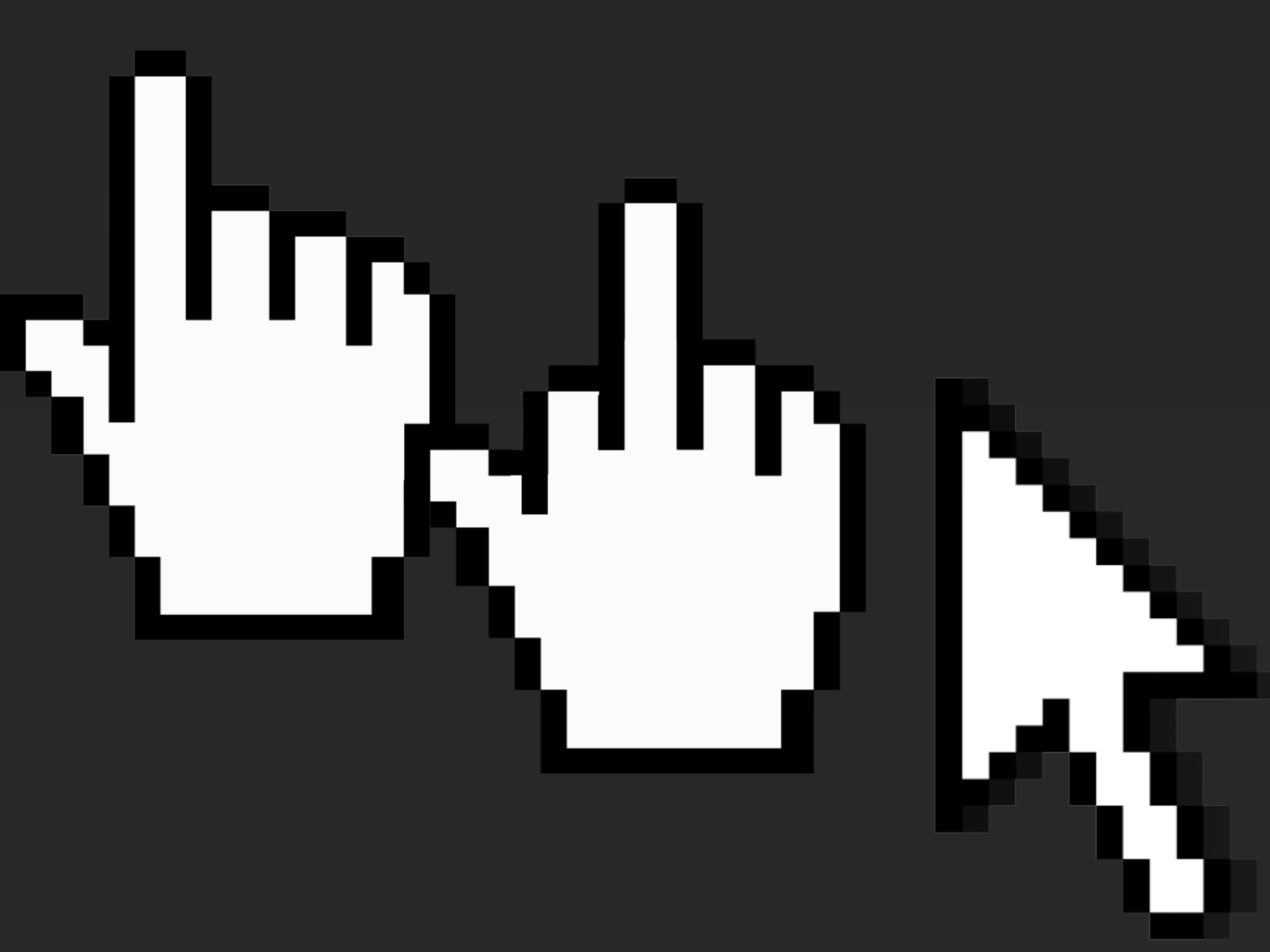
Back to Front Performance.

FOWA/FOM London 2012
@drewm









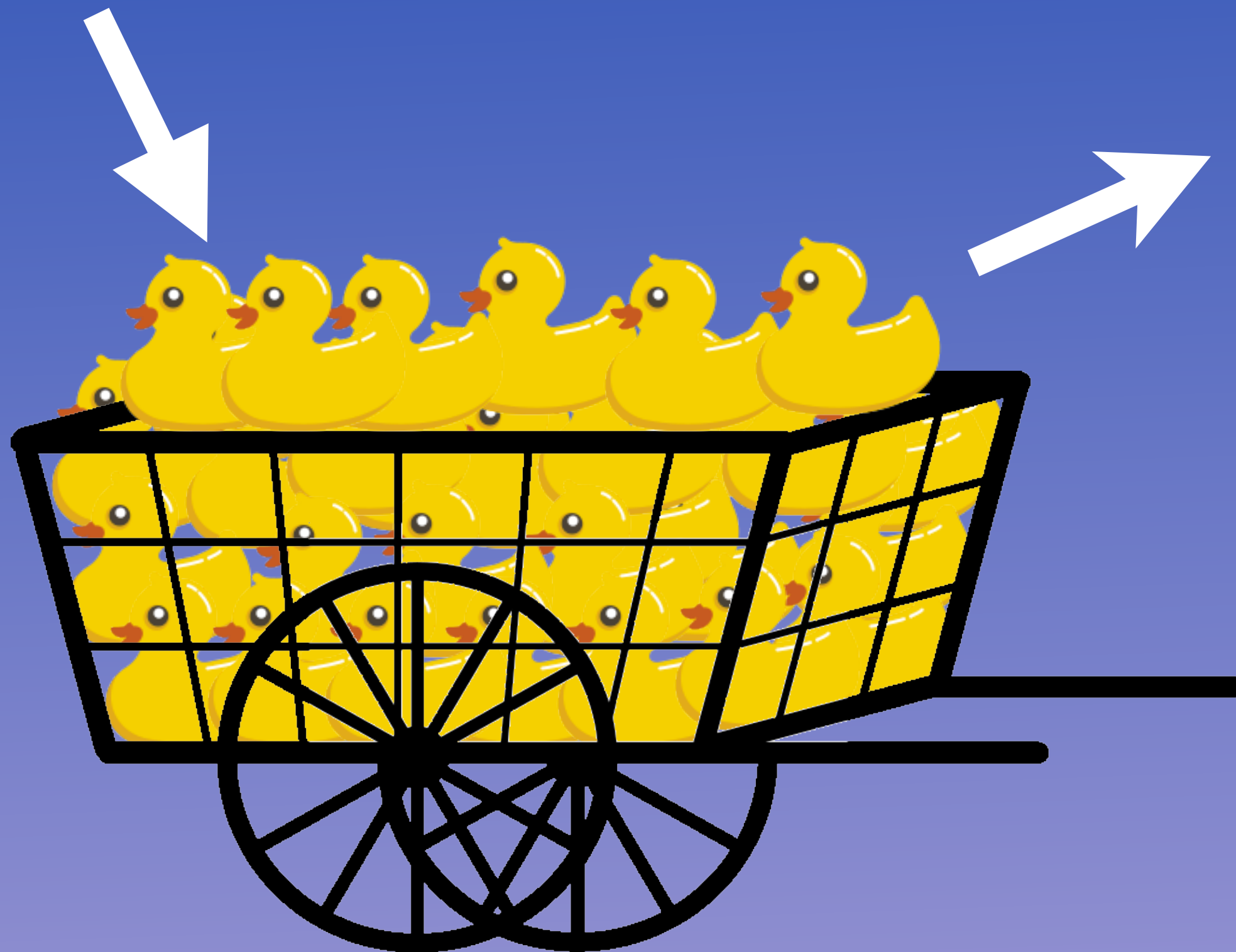
Performance is a feature.



Google™

js

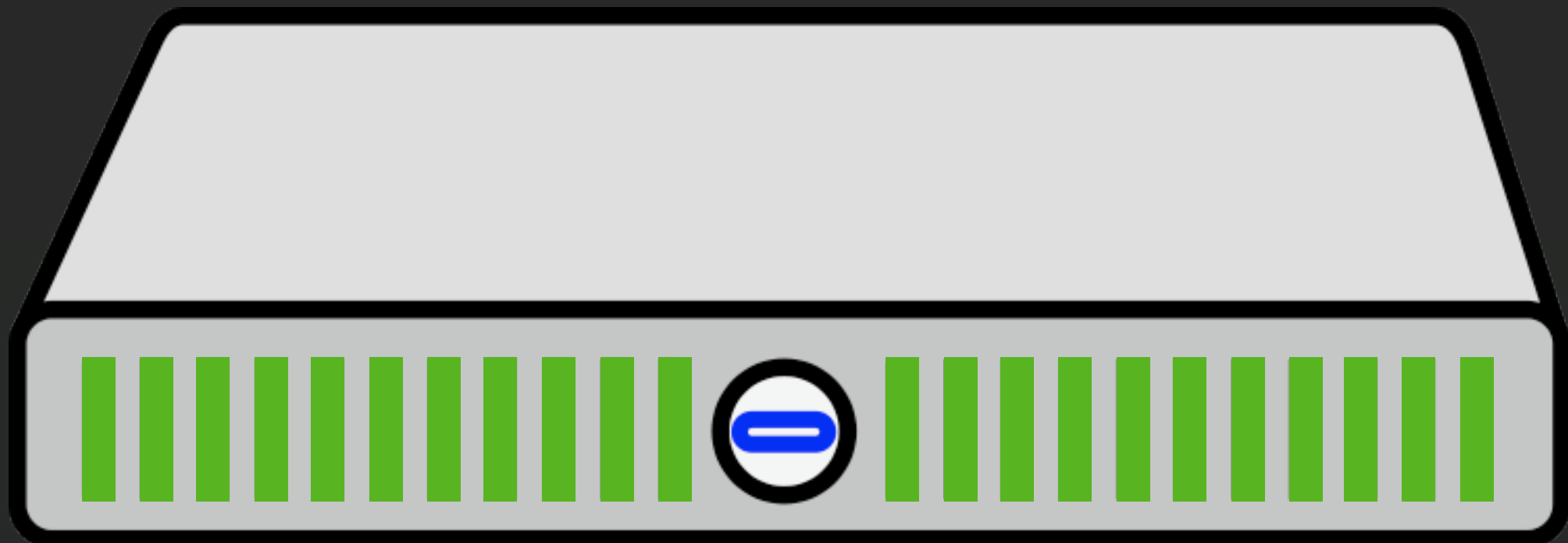
The Steve Souders Problem.



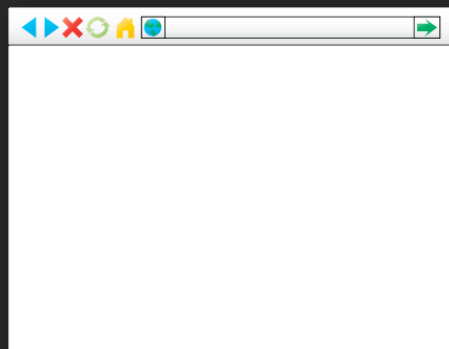
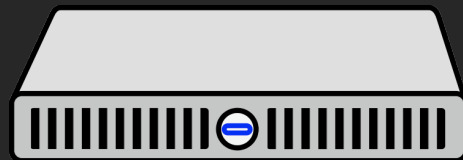
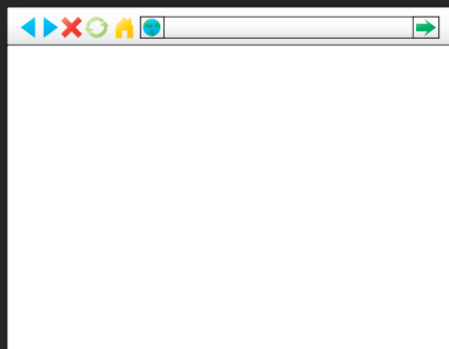
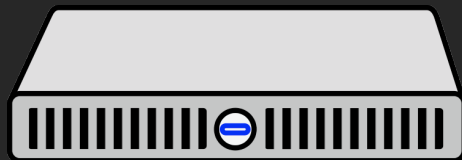
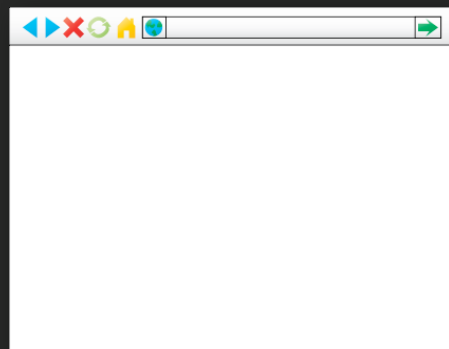
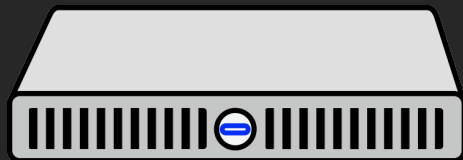
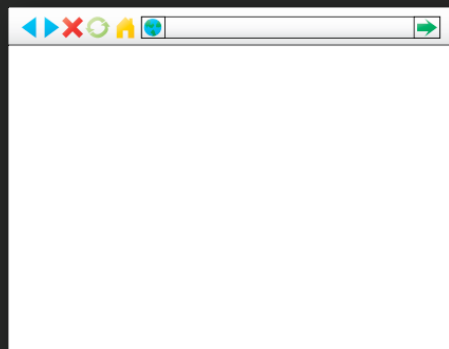
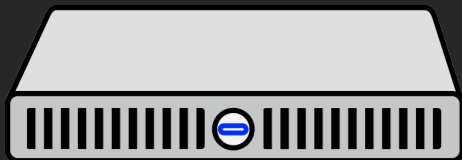
256MB

10MB

<25



**Performance under load
depends on the time taken
to process each request.**



The Back End.

Hosting.

Cheap hosting
is expensive.

**Shared hosting
is the worst.**

**Consider what your
project cost to build when
buying hosting.**

Use the best hosting you
can afford, not the
cheapest you can get away
with.

LINEOS

ME ONLY

/mo

Now



datacentre
solutions
awards 2012
Winner

Space*

Width*

Hosting

counts

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ok Guarantee

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/MO

Initial term of 12, 24 or 36 months

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VAT not included¹

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GUARANTEE**

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Speed up your site!

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- FREE Domain Registration
- FREE Instant Setup
- No Hidden Fees

Special Introductory Offer

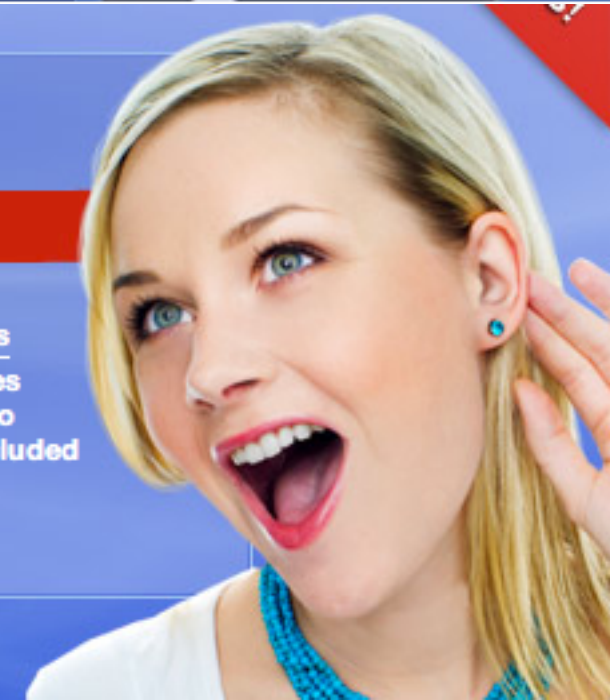
£2.95
/mo

Initial Term:
36, 48 months

Renewal Rates
from £4.39/mo

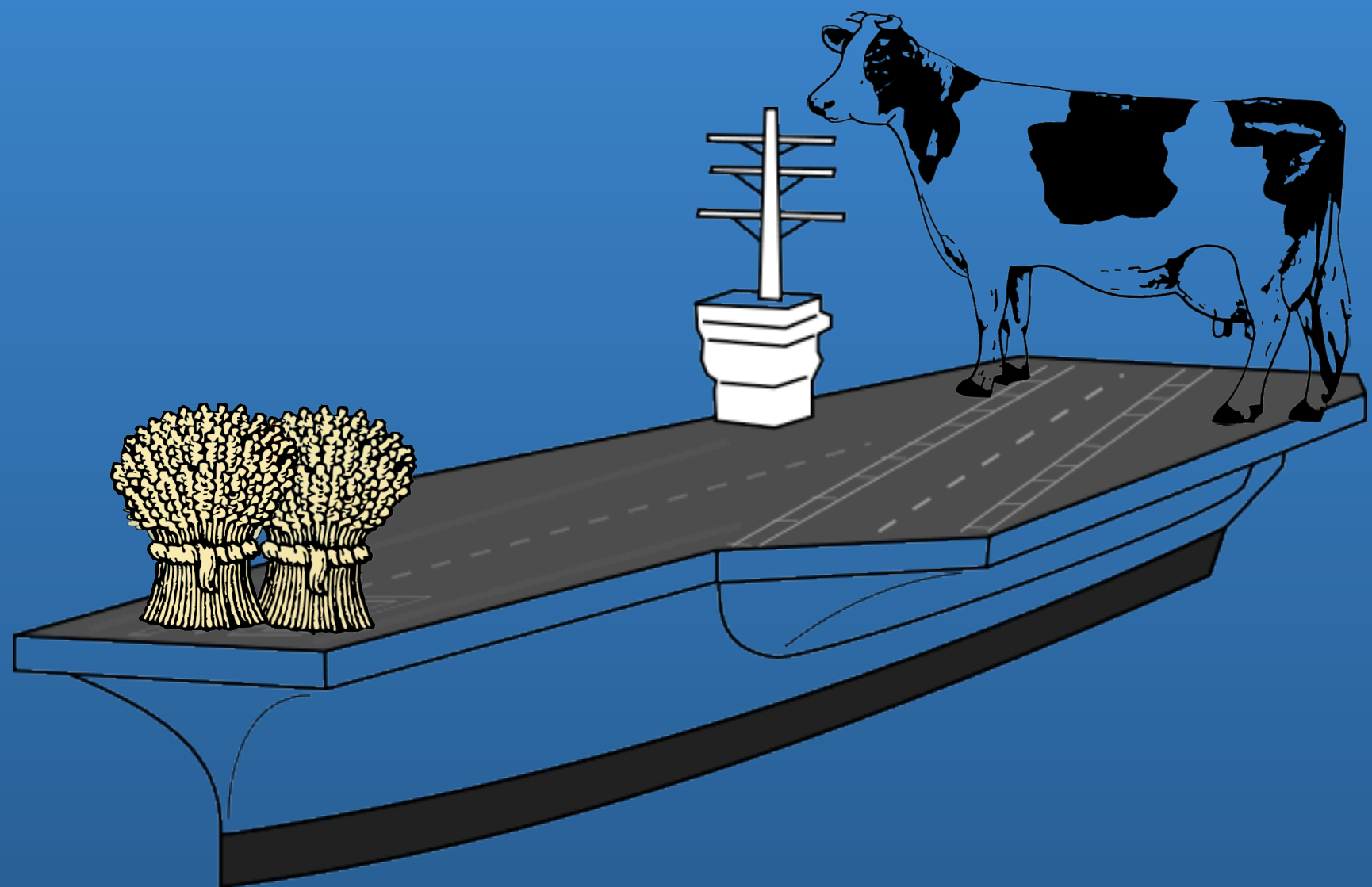
¹ VAT Not Included

Sign Up Now











Festival



Box Office



Give



About



Media



Blog

greenbelt.

Blog



Vote for Greenbelt 2012

We're excited to announce that Greenbelt 2012: Saving Paradise has been nominated in three categories in the UK Festival Awards 2012 – and you can vote for the winners!

[Expand](#)

Guest Bloggers: A Day in the Shed

Recalling a few events at Greenbelt 2012 that you might have missed, our Guest Bloggers are here to brighten up those dark post-Greenbelt months! Here's Louisa Casson from the UKYCC, who took part in several sessions in the Youth programme...

[Expand](#)

Greenbelt 2012 Festival Surveys

Each year, we turn to our festivalgoers to tell us of their experience at Greenbelt, as we review the past year with the aim of improving future festivals...

[Expand](#)

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Blog categories

Festival (400)

Arts (181)

Faith (131)

Justice (112)

Festival News (100)

Events (74)

Old Events (62)

Web (45)

Partners & Associates (35)

Video (29)

Volunteers (27)

gbjustpeace (26)

Podcasts (25)

New

[Insight Film Festival – Greenbelt Award deadline extended](#)[Vote for Greenbelt 2012](#)[The Children's Society: Prayers by email](#)[Guest Bloggers: A Day in the Shed](#)

Popular

[Lineup: Friday 24 – Monday 27 August](#)[Media](#)[Greenbelt 2012: Saving Paradise](#)[Festival weekend tickets](#)

From Twitter



And for more on our December event [@adventurous2012](#), follow it on Twitter or visit the microsite: <http://t.co/LgbvCiRe>

[+ More from Twitter](#)[Get dispatches](#)

Blog categories

Festival (400)

Arts (181)

Faith (131)

Justice (112)

Festival News (112)

```
SELECT c.catTitle, COUNT(c2p.catID) as qty
FROM tblBlogCategories c,
tblBlogPost_Categories c2p
WHERE c.catID=c2p.catID
GROUP BY c.catID
ORDER BY qty DESC
```

Websites (23)

Books (17)

Articles (15)

Talks (9)

Trust Greenbelt (9)

GB11 Ticket Countdown (9)

Photos (7)

(MySQL 5.5.25) local/GB_www/tblBlogCategories

GB_www
Select Database

Structure Content Relations Table Info Query

Table History Users Console

Filter

Search: catID =

Filter

TABLES

- gb_url_mappings
- tblBlogAuthors
- tblBlogCategories
- tblBlogComments
- tblBlogPost_Categories
- tblBlogPost_Tags
- tblBlogPostImages
- tblBlogPosts
- tblContent
- tblContentItems
- tblContributor_Festivals
- tblContributorAmazon
- tblContributorImages
- tblContributorItunes
- tblContributors

TABLE INFORMATION

- created: 29/07/2012
- updated: 29/07/2012
- rows: 23
- size: 804 B
- encoding: utf8
- auto_increment: 24

catID	catSlug	catTitle	catActive	catPostCount
1	arts	Arts	1	181
2	events	Events	1	74
3	festival	Festival	1	369
4	web	Web	1	45
5	websites	Websites	1	23
6	video	Video	1	29
7	photos	Photos	1	7
8	justice	Justice	1	112
9	old-events	Old Events	1	62
10	volunteers	Volunteers	1	27
11	podcasts	Podcasts	1	25
12	articles	Articles	1	15
13	faith	Faith	1	131
14	free-talks	Free talks	1	6
15	books	Books	1	17
16	talks	Talks	1	9
17	festival-news	Festival News	1	97
18	trust-gb	Trust Greenbelt	1	9
19	partners-associates	Partners & Ass...	1	31
20	giving-festival	Giving	1	2
21	gbjustpeace	gbjustpeace	1	26
22	general	General	1	3
23	gb11-ticket-countd...	GB11 Ticket Count...	1	9

23 rows in table

Fetch from cache.

3. Output to page

>_

How real-time is this data?

Do the work once.

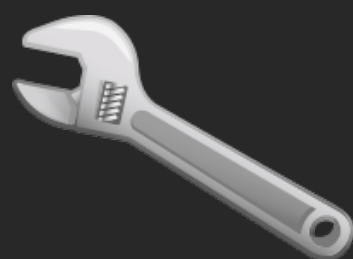
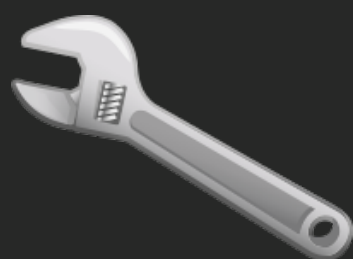
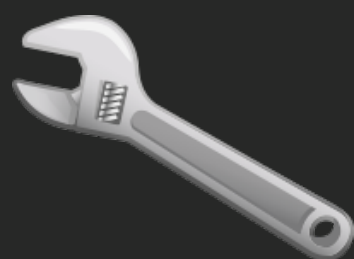
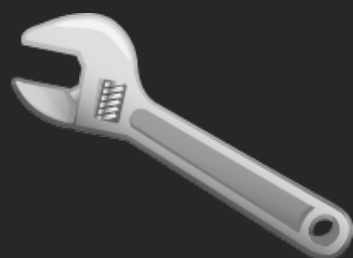
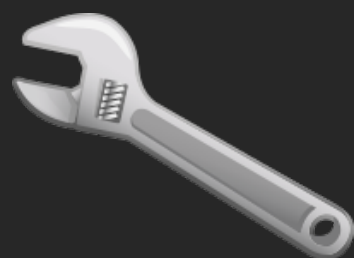
**Premature optimization is
the root of all evil.**

There is no doubt that the grail of efficiency leads to abuse. Programmers waste enormous amounts of time thinking about, or worrying about, the speed of noncritical parts of their programs, and these attempts at efficiency actually have a strong negative impact when debugging and maintenance are considered.

We should forget about small efficiencies, say about 97% of the time: premature optimization is the root of all evil.

Yet we should not pass up our opportunities in that critical 3%. A good programmer will not be lulled into complacency by such reasoning, he will be wise to look carefully at the critical code; but only after that code has been identified.

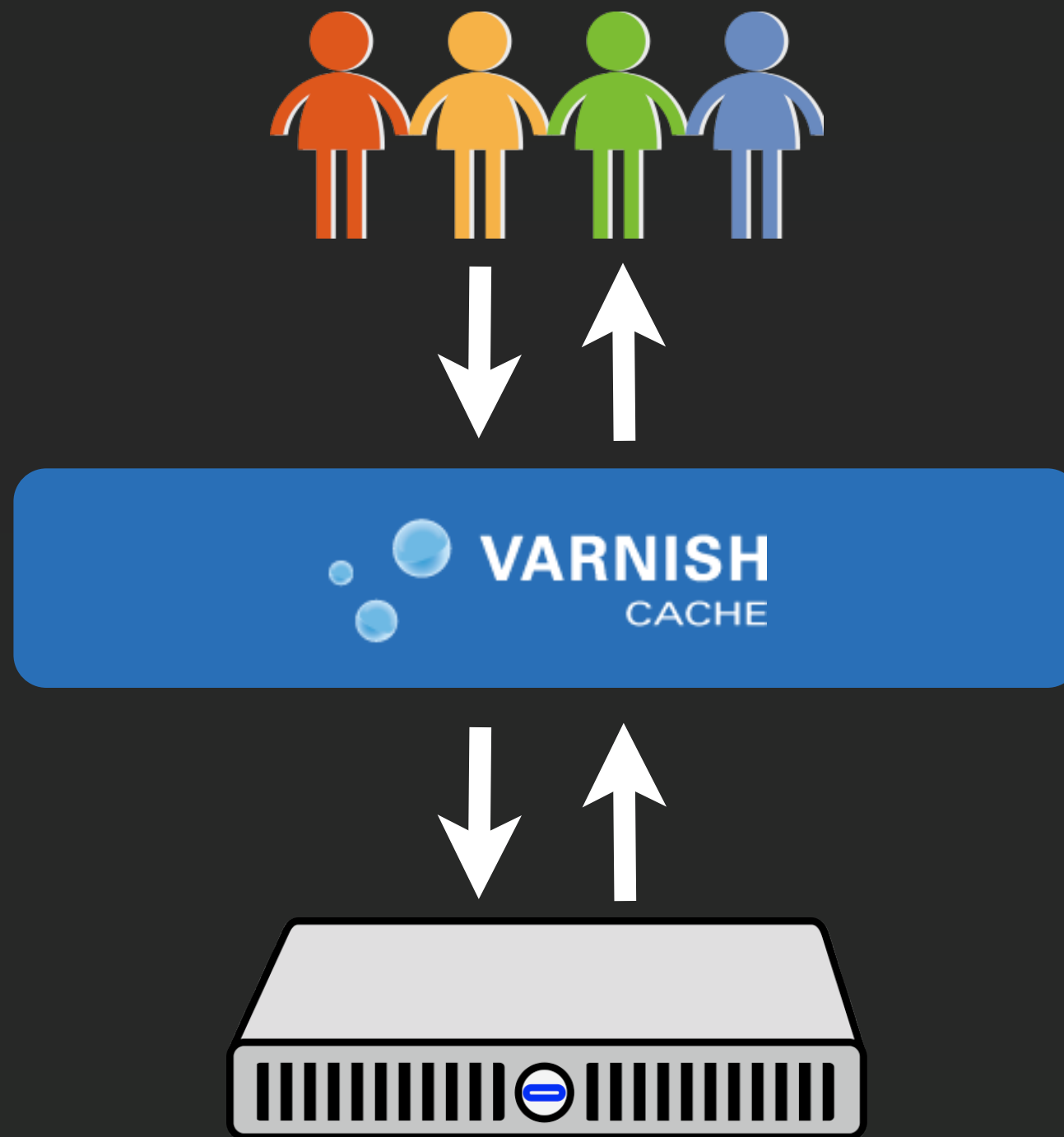
The fear of premature
optimization is the root of
all evil.



**Let's make programming
fun!**

**Insanity is doing the same
thing over and over again
and expecting
different results.**

The Network.



www.varnish-cache.org

**Divide resources across
domain names.**

s1.example.com



s1.example.com



s2.example.com



s2.example.com



s3.example.com



s3.example.com



s4.example.com

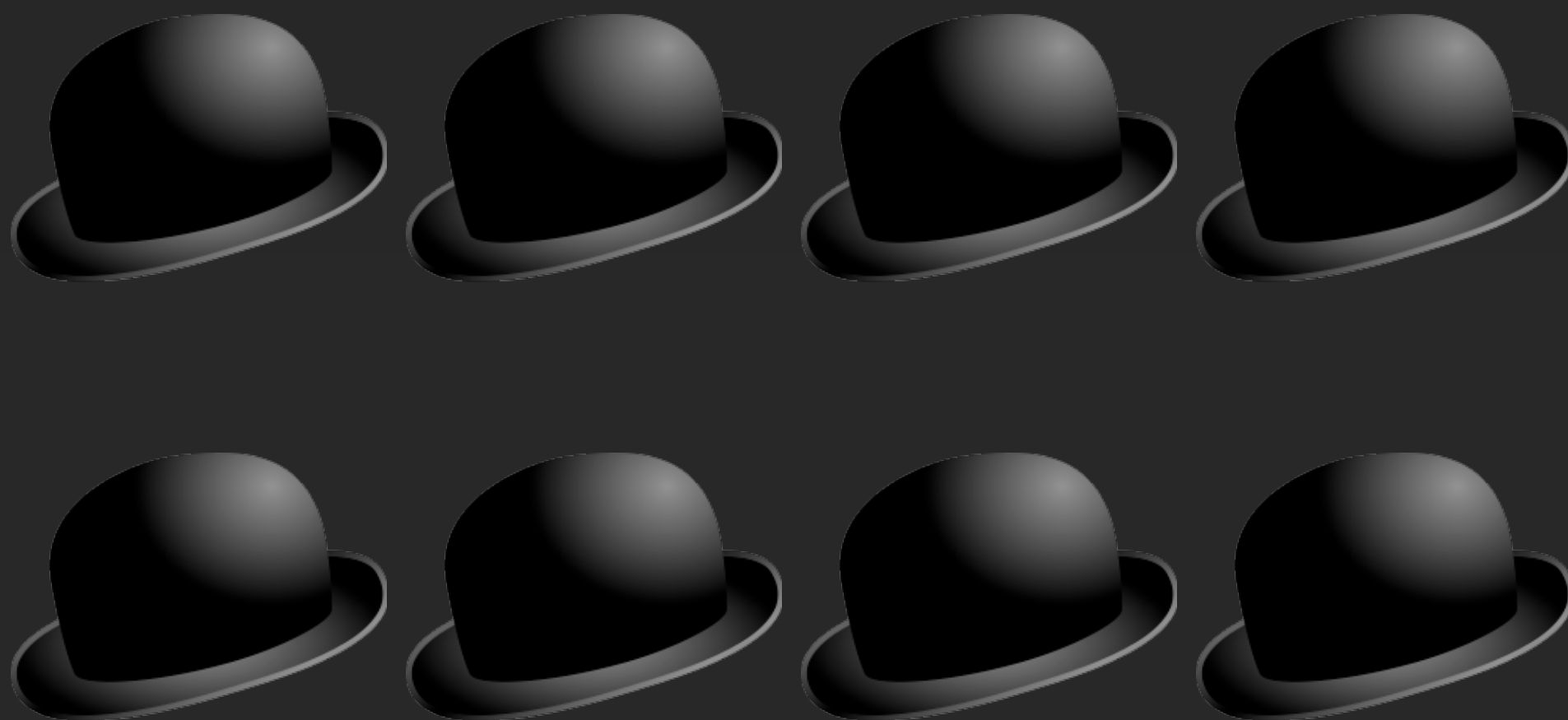


s4.example.com









ExpiresActive on

ExpiresByType image/jpg "access plus 7 days"

ExpiresByType image/gif "access plus 7 days"

ExpiresByType image/jpeg "access plus 7 days"

ExpiresByType image/png "access plus 7 days"

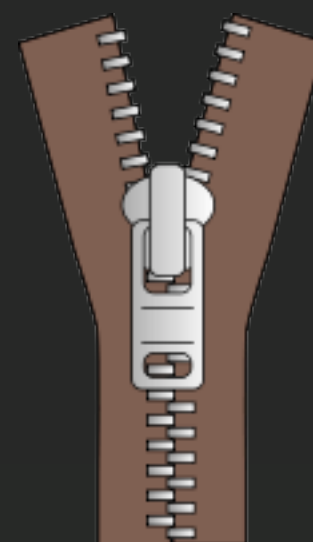
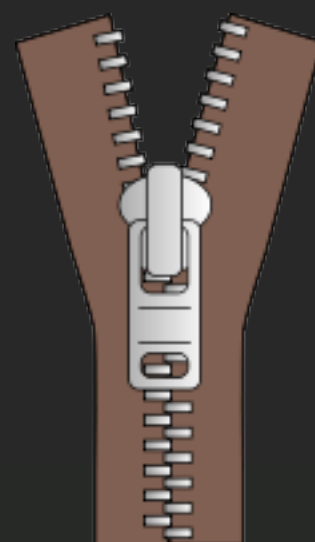
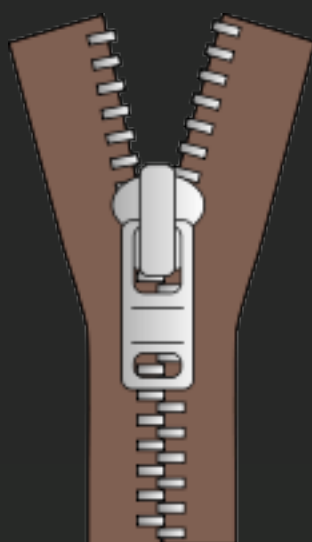
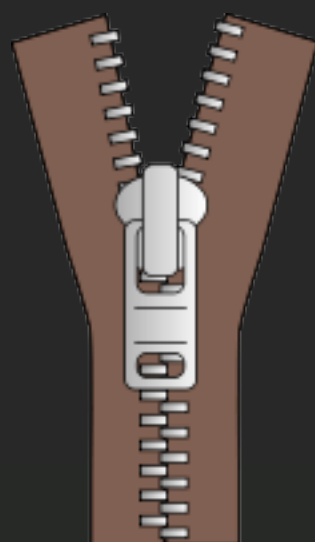
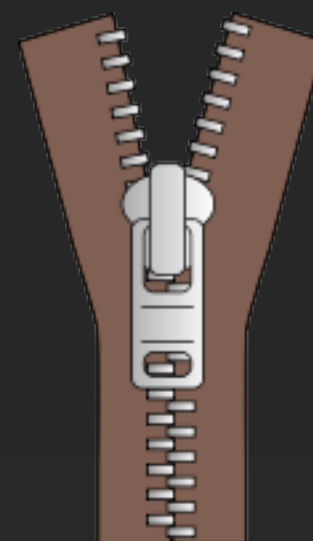
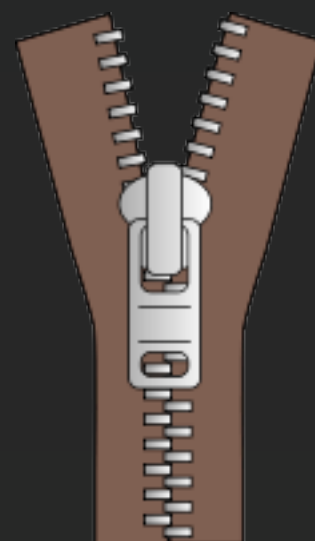
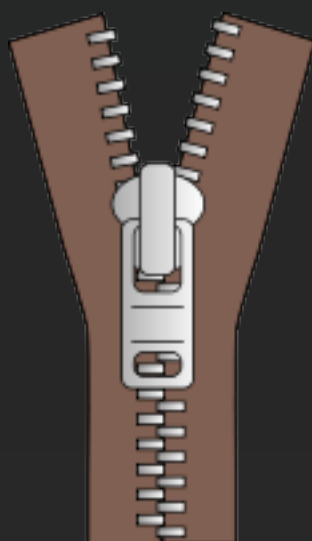
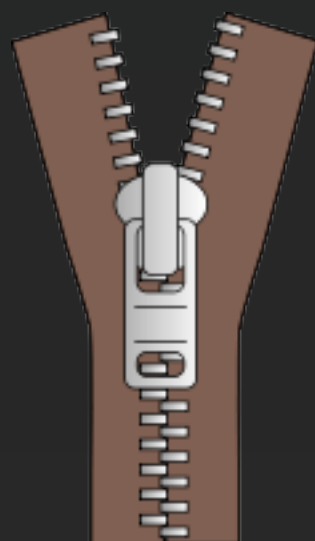
ExpiresByType text/css "access plus 7 days"

ExpiresByType application/javascript

"access plus 7 days"

ExpiresDefault "access plus 10 years"





AddOutputFilterByType DEFLATE

text/html

text/plain

text/xml

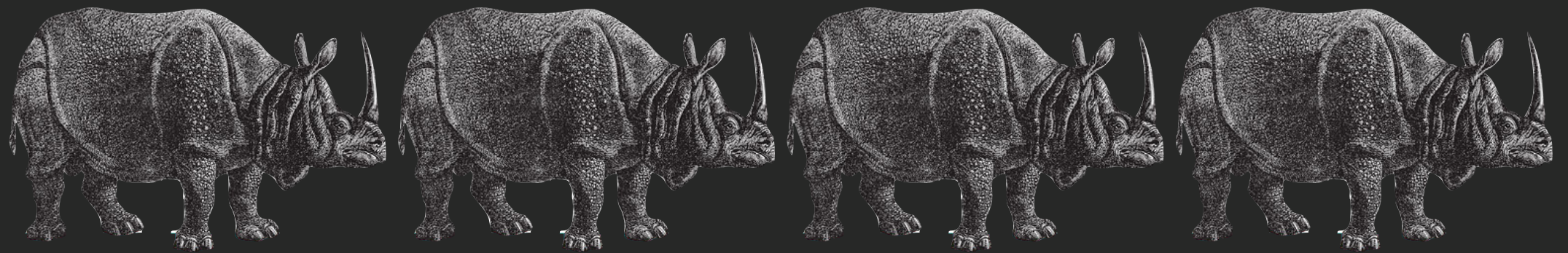
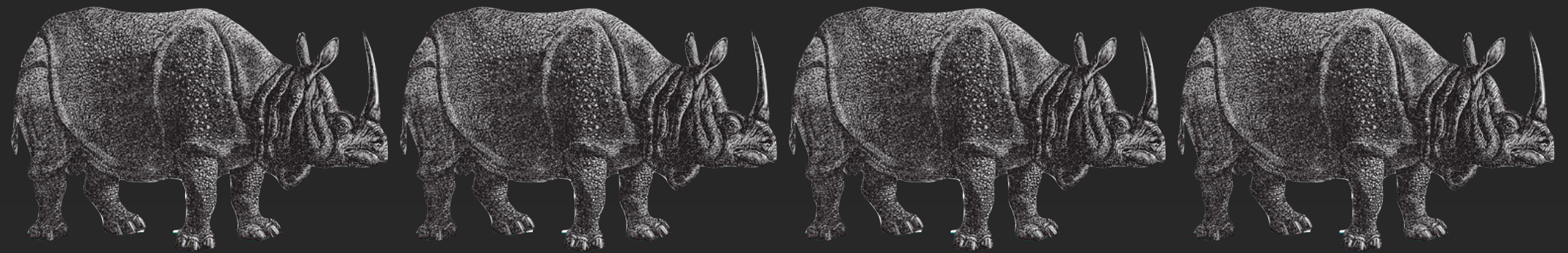
text/css

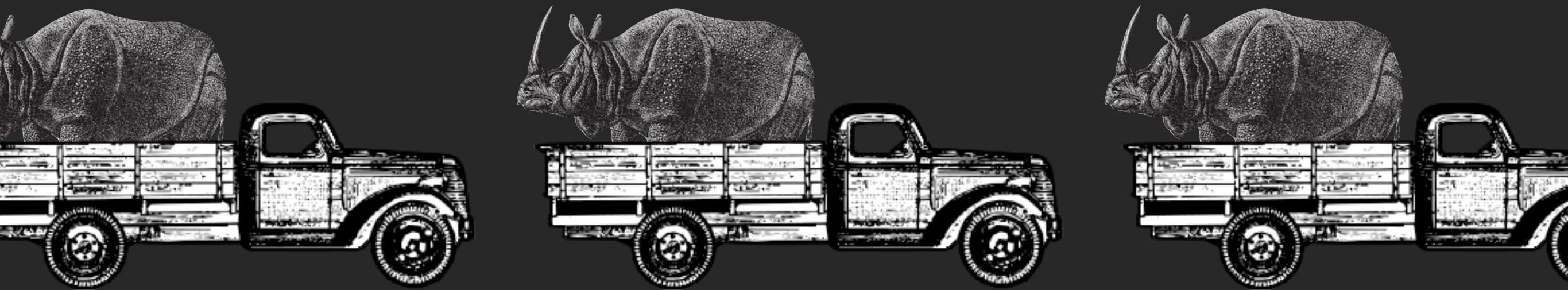
text/javascript

application/javascript

www.whatsmyip.org/http-compression-test/

The Front End.





[github/ded/script.js/](https://github.com/ded/script.js/)
stevesouders.com/controljs/
developers.google.com/loader/



Overview

The page [Greenbelt Festival - Where arts, fait...](#) got an overall PageSpeed Score of **90** (out of 100). [Learn more](#)

Suggestion Summary

Click on the rule names to see suggestions for improvement.

- High priority.** These suggestions represent the largest potential performance wins for the least development effort. You should address this item first:
[Serve scaled images](#)
- Medium priority.** These suggestions may represent smaller wins or much more work to implement. However, there are no medium priority suggestions for this site. Good job!
- Low priority.** These suggestions represent the smallest wins. You should only be concerned with these items after you've handled the higher-priority ones:
[Optimize images](#), [Inline Small CSS](#), [Leverage browser caching](#), [Specify a cache validator](#), [Minify CSS](#), [Minify HTML](#), [Specify image dimensions](#), [Remove query strings from static resources](#)
- Already done!** There are no suggestions for these rules, since this page already follows these best practices. Good job!

Grade **B** Overall performance score 89 Ruleset applied: YSlow(V2) URL: <http://www.greenbelt.org.uk/>

ALL (23) FILTER BY: [CONTENT \(6\)](#) | [COOKIE \(2\)](#) | [CSS \(6\)](#) | [IMAGES \(2\)](#) | [JAVASCRIPT \(4\)](#) | [SERVER \(6\)](#)

D Make fewer HTTP requests

F Use a Content Delivery Network (CDN)

A Avoid empty src or href

D Add Expires headers

A Compress components with gzip

A Put CSS at top

B Put JavaScript at bottom

A Avoid CSS expressions

n/a Make JavaScript and CSS external

B Reduce DNS lookups

A Minify JavaScript and CSS

Grade D on Make fewer HTTP requests

This page has 5 external Javascript scripts. Try combining them into one.
This page has 7 external stylesheets. Try combining them into one.
This page has 7 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.

[»Read More](#)

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Overview

▼ High priority (1)

Serve scaled images

▼ Low priority (8)

Optimize images

Inline Small CSS

Leverage browser caching

Specify a cache validator

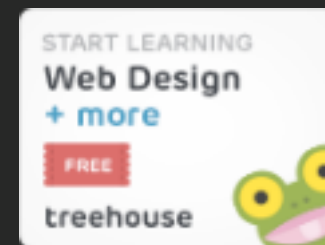
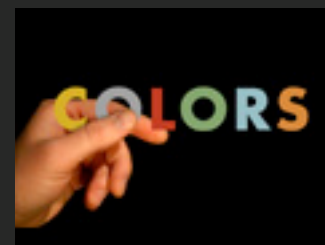
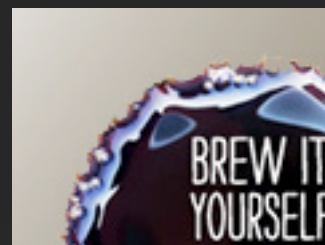
Minify CSS

Minify HTML

Specify image dimensions

Remove query strings fro...





24ways.org/201106

Steve Souders + Books

stevesouders.com

Yahoo! Exceptional Performance

developer.yahoo.com/performance/

The Back End.

The Front End.

The End.

Drew McLellan
allinthehead.com / @drewm

Thanks, FOWA!