Speed is Important
How important is speed?
Purposely injected a 100ms delay into their page load times. This decreased their sales by 1%
$10,711,000,000
£66 Million
That’s massive!
At Bing, a 2 seconds delay caused a 4.3% drop in revenue per user.
So where do we start?
The easiest place first

Images, JavaScript, CSS, etc

Html
Scalable. Quick. Easy.
Its all about making the size of the page **smaller**
Minify JavaScript & CSS

Image Compression

Compression

Expiry Headers
WHOA....
Minify JavaScript & CSS
ajaxmin.codeplex.com
Visual Studio 2012
Image Compression

Kraken.io

Smush.it
Compression

Enabled in IIS in 3 clicks

Enabled in Web.config
Expiry Headers

Enabled in IIS in 3 clicks

Enabled in Web.config
You will need help along the way
Developer tools = best friend
Use these tools

Yahoo! YSlow

Google PageSpeed
Test from different locations around the world

Webpagetest.org
Think about mobile devices and tablets
LIVE FAST
DIE JONG
Show me the difference!
Everyone ❤️ fast
Thank you.

Any questions?