The Good, the Bad, and the Ugly
....of the HTTP Archive
The Talk
HTTP Archive
HTTP Archive

- Started in November 2011
- Contains over 300K URLs
- Both Mobile and Desktop sites
HTTP Archive

- Download as CSV or MySQL archive
- Page Data
- Request Data
HTTP Archive

Great on its own.
HTTP Archive + Google BigQuery
= Awesome!
SELECT AVG(PageSpeed) as AvgPageSpeed
FROM [httparchive:runs.2014_07_15_pages]
http://bigqueri.es
The Criteria
The Criteria

- The Alexa top 100 sites have been excluded from this list
The Criteria

- The Alexa top 100 sites have been excluded from this list
- The site needs to be usable and modern
The Criteria

- The Alexa top 100 sites have been excluded from this list
- The site needs to be usable and modern-ish
The Criteria

- The Alexa top 100 sites have been excluded from this list
- The site needs to be usable and modern (ish)
- Follows best practices
The Criteria

- The Alexa top 100 sites have been excluded from this list
- The site needs to be usable and modern
- Follows best practices
- Not a porn site
The Criteria

- The Alexa top 100 sites have been excluded from this list
- The site needs to be usable and *modern*(ish)
- Follows best practices
- Not a porn site (sorry)
The Criteria

- The Alexa top 100 sites have been excluded from this list
- The site needs to be usable and modern(ish)
- Follows best practices
- Not a porn site (sorry)
- Bonus points for a responsive site
EASY?
<table>
<thead>
<tr>
<th>Row</th>
<th>url</th>
<th>pagespeed</th>
<th>SpeedIndex</th>
<th>fullyLoaded</th>
<th>rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><a href="http://www.sharesuper.info/">http://www.sharesuper.info/</a></td>
<td>100</td>
<td>200</td>
<td>715</td>
<td>1736</td>
</tr>
<tr>
<td>2</td>
<td><a href="http://www.novademo.com/">http://www.novademo.com/</a></td>
<td>100</td>
<td>200</td>
<td>518</td>
<td>126732</td>
</tr>
<tr>
<td>3</td>
<td><a href="http://www.gan55.com/">http://www.gan55.com/</a></td>
<td>100</td>
<td>200</td>
<td>470</td>
<td>151839</td>
</tr>
<tr>
<td>4</td>
<td><a href="http://www.bloggum.com/">http://www.bloggum.com/</a></td>
<td>100</td>
<td>201</td>
<td>387</td>
<td>497045</td>
</tr>
<tr>
<td>5</td>
<td><a href="http://www.mdlldb.net">http://www.mdlldb.net</a></td>
<td>100</td>
<td>300</td>
<td>394</td>
<td>235435</td>
</tr>
<tr>
<td>6</td>
<td><a href="http://www.clasificados.net">http://www.clasificados.net</a></td>
<td>100</td>
<td>300</td>
<td>551</td>
<td>211473</td>
</tr>
</tbody>
</table>
Bloggum'ı yeni baştan bütün dünyaya yaymış Google veri merkezleri üzerinde çalışacak şekilde inşa ediyoruz. Daha güçlü ve sürsüz geliyoruz.
BEWARE!

Here be dragons!
**Key takeaway**

Http Archive + Big Query is a great way to find:

- Super fast *holding pages*
**Key takeaway**

Http Archive + Big Query is a great way to find:

- Super fast holding pages
- Super fast fast porn sites
How we measured
How we measured

Fully Loaded
A time measurement that includes any activity that is triggered by JavaScript after the main page loads.
Page Speed
Fully Loaded
How we measured
The PageSpeed Score (0-100) is calculated on a number of factors. A high score is good. A low score is not so good.
How we measured

Speed Index
Page Speed
Fully Loaded

How we measured
Speed Index measures how complete a page is during various points in page load.

A low score is good. A high score is not so good.
The Good
SELECT url, pagespeed, SpeedIndex, fullyLoaded, rank
FROM [httparchive:runs.latest_pages]
WHERE (rank is not null) and (speedindex is not null) and pagespeed > 80
ORDER BY rank asc, pagespeed desc, speedindex asc limit 1000 ;
Filament Group
Hello. We design engaging sites and apps for mobile, tablet, desktop and beyond that are simple to use and accessible to everyone.
FILAMENT GROUP

- 8-person development studio based all around the US
- Develop a wide range of sites and apps
- Responsive website
100 Page Speed
A Grade YSlow
What is your secret?
“How we load assets matters just as much as how many assets we’re loading. We focus on perceived performance.”
Reduce the Critical Path
TOOLS
TOOLS

LoadJS

LoadCSS

Grunt-CriticalCSS
KEY TAKEAWAYS
KEY TAKEAWAYS

REDUCE THE CRITICAL PATH
KEY TAKEAWAYS

REDUCE THE CRITICAL PATH

FOCUS ON PERCEIVED PERFORMANCE
Scientific journal for research across a wide range of fields
Part of the Macmillan publishing group
Responsive website
Based in London, UK
Explain
“We try to stick to the 14 rules as outlined in High Performance Web Sites”
How?
“Monitoring is key for us”
“Monitoring is key for us”
“Monitoring is key for us”
KEY TAKEAWAYS
KEY TAKEAWAYS
STICK TO BASICS
KEY TAKEAWAYS

STICK TO BASICS

MONITOR
ZOMATO.COM
Discover great places to eat around you in London

Search...
tax: search by restaurant name, locality, cuisine or dish

20 MILLION FOODES USE ZOMATO EVERY MONTH
Online restaurant guide -
Based in New Delhi, India -
13 countries in 5 languages -
Responsive site -
zomato.xxx -
88 Page Speed
C Grade YSlow
What is your secret?
“A blank page is always going to be the fastest, start from there. Add only what is needed.”
Heavy use of caching
KEY TAKEAWAYS
KEY TAKEAWAYS

START SMALL
KEY TAKEAWAYS

START SMALL

CACHE BIG
Envato Marketplaces
15,861 Site Templates and Themes from $3
for HTML, Email, WordPress, PSD, Joomla, Magento and more

e.g. ‘Responsive WordPress’

Browse Popular Items  Browse Latest Items

Featured
Hand picked by the Envato team

New
Recent launches from our global community

View More Featured Items
Specializes in online marketplaces
Based in Melbourne, Australia
Themeforest, CodeCanyon
85 Page Speed
B Grade YSlow
What is your **SECRET**?
“Stick to basics and aim for low hanging fruit.”
“We think about performance from the earliest design stage.”
If users add their own images you need a performance strategy.
KEY TAKEAWAYS
KEY TAKEAWAYS

CONSIDER USER GENERATED CONTENT
KEY TAKEAWAYS

CONSIDER USER GENERATED CONTENT

STICK TO BASICS
The Bad
SELECT url, visualComplete, fullyLoaded, reqTotal, bytesTotal, numdomelements
FROM [httparchive:runs.latest_pages] as pages
ORDER BY visualcomplete DESC, fullyloaded DESC;
TAKE INSPIRATION: LANA DEL REY

By Cristina Giannini
Visually complete in 20 secs
➔ Visually complete in 20 secs
➔ Fully loaded in 30 secs
Visually complete in 20 secs
Fully loaded in 30 secs
3.5 MB of resources are downloaded
One simple change
Enable
Compression
3.5 MB
2.5 MB
GU 渋谷パルコ
PART3 OPEN!!

渋谷女子のショッピングをもっと自由に、もっと楽しく

大人気! ボーイフレンドジーンズ

WOMEN

今年トレンドのゆるシルエット
￥1,896・消費税

UVカット・冷感対策

UVカットクルーネックカーディガン
￥1,229＋消費税

UVカットのボディシャツ
15.5 MB of images are loaded
→ 15.5 MB of images are loaded
→ Visually complete in 16 secs
15.5 MB of images are loaded
Visually complete in 16 secs
Fully loaded in 35 secs
15.5 MB of images are loaded
Visually complete in 16 secs
Fully loaded in 35 secs
717 HTTP requests
One simple change
Lose the carousels
1%
SHOULDILUSEACAROUSEL.COM
1.5 MB
10MB of images
130 Resources
Fully loaded in 15 secs
One change?
One change?

Serve scaled images
10 MB
6 MB
The Ugly
SELECT url, visualComplete, fullyLoaded, reqTotal, bytesTotal, numdomelements

FROM [httparchive:runs.latest_pages] as pages

ORDER BY visualcomplete DESC, fullyloaded DESC;
Featured Sailboat:

34' Pacific Seacraft Crealock 34

This Crealock 34 is in excellent condition. It is offshore ready with instrumentation and safety equipment. Sails are in good shape with furlers on jib and stayail and a Dodger on mainsail. Dodger and mainsail cover are two years old. Exterior teak has just been refinished. Interior has been well maintained.

Located in Oriental, North Carolina.
For information, call: (919) 215-0217

View Contact Information and Full Details »

Length: 34' Year: 1990 Asking: $95,000

Featured Sailboat:

45' Cecil Norris Design Knuppy

For information, call: (410) 846-0941

View Contact Information and Full Details »

Length: 45' Year: 1974 Asking: $50,000

Featured Sailboat:

39' BAVARIA 39

PLEASE EMAIL ME AT pastorfmartin@hotmail.com for further details. UNIQUE (TRULY UNIQUE IN NORTH AMERICA) 1994 BAVARIA 39 FOR SALE - OFFSHORE READY UNIQUE OPPORTUNITY - Gamarian Lloyd Certified Boat. - Built for the most demanding European market (this hull was never imported into US) - Cutter Rigged - True Selene Made (no Selene OEM) - 3 births, 2 heads - Volvo Penta MD2040A with 2200 hours - Radar, auto pilot, 2 GPS, VHF Radio, computer, digital barometer, EPIRB - 9 person offshore life raft - EPIRB - 8b with 4 HP Honda 4 stroke - Lots of spare parts includes - Wind generator - 4 Solar panels - Hydro Generator - 3 Blade Flex Fold Paddle - Full Umbrella Winter Cover - 2010 - Cockpit Cushions 2012 - New upholstery - 2010 - Sunbrella Covers 2010 - QC Volvo workshop 2005 - New freshwater pipes 2005 - New head toilet - New bottom May 2014 - Refurbished May 2014

View Contact Information and Full Details »

Length: 39' Year: 1994 Asking: $29,000

Featured Sailboats:
(sorted by date)

34' Pacific Seacraft Crealock 34
North Carolina - Asking $95,000

45' Cecil Norris Design Knuppy
California - Asking $24,950

27' C&C 27
Florida - Asking $8,995

30' Pearson 365
Rhode Island - Asking $25,000

30' C&C 30 Mark 1
Rhode Island - Asking $9,990

24' Boats 324
Washington - Asking $50,000

55' Van de Stadt MorosovYacht H-10
United States - Asking $300,000

26.5' Hunter 26.5
Tennessee - Asking $20,750

43' Legacy 43 tpi Legacy 43 tpi
United States - Asking $51,900

48.5' Catalina 470
California - Asking $224,900

26' Tanzer 26
Tennessee - Asking $8,000

38' Alayuela Mark 2
Florida - Asking $105,000

28.5' Hunter
Virginia - Asking $14,500

Hunter 42 Passage
Florida - Asking $150,000

15' International Harvic West Wharf Potter 15
South Carolina - Asking $4,500

37' O'Day 38 37 CC Center Cockpit
New York - Asking $48,000

35' Kyte Elite 346
New York - Asking $48,000
44
● Fully loaded in 18 secs
- Fully loaded in 18 secs
- Visually complete in 20 secs
● Fully loaded in 18 secs
● Visually complete in 20 secs
● 3 MB total
- Fully loaded in **18 secs**
- Visually complete in **20 secs**
- 3 MB total
- 580 requests in total
- Fully loaded in **18 secs**
- Visually complete in **20 secs**
- 3 MB total
- 580 requests in total
- 535 image requests
- Fully loaded in **18 secs**
- Visually complete in **20 secs**
- 3 MB total
- 580 requests in total
- 535 image requests
- **14872** dom elements
Visually complete in 30 secs

COLORSBYCHERRY.COM
34 MB of resources
Fully loaded in 1 min
Visually complete in 30 secs

COLORSBYCHERRY.COM
SAY WHAT!? 34 MB of resources
Fully loaded in 1 min
Visually complete in 30 secs
COLORSBYCHERRY.COM
Just.
Plain.
Rude.
11
15.2 MB of resources
15.2 MB of resources
Visually complete in 1.3 secs
15.2 MB of resources
Visually complete in 1.3 secs
Fully loaded in 13 secs
callofduty.com

15.2 MB of resources
Visually complete in 1.3 secs
Fully loaded in 13 secs
Page Speed score of 11
DO THIS

Stick to the basics
Monitor
Start with the minimum
Serve unscaled images  
Use bloated carousels  
Forget compression
Definitely don't do this

Serve humungous pages
Use non-streaming videos
Serve unoptimized images
Tools
Tools

psi
- Page Speed Insights
- Get PSI reporting from the command line
- On GitHub, by Addy Osmani
- Can be hooked into a build process via the Gulp or Grunt plugins
PageSpeed Insights With Reporting

Run mobile and desktop performance tests for your deployed site using Google PageSpeed Insights with tidy reporting for your build process. A sample Gulpfile demonstrating use is also available.

Uses `pagespeed` and the reporter in `grunt-pagespeed`.

Install

```
$ npm install --save psi
```

Preview

Pagespeed Insights: Processing results

```
URL: http://www.html5rocks.com/en/
Strategy: mobile
Score: 78
```

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Resources</td>
<td>24</td>
</tr>
<tr>
<td>Number Hosts</td>
<td>4</td>
</tr>
<tr>
<td>Total Request Bytes</td>
<td>2499</td>
</tr>
<tr>
<td>Number Static Resources</td>
<td>16</td>
</tr>
<tr>
<td>Html Response Bytes</td>
<td>17383</td>
</tr>
<tr>
<td>CSS Response Bytes</td>
<td>54000</td>
</tr>
<tr>
<td>Image Response Bytes</td>
<td>156239</td>
</tr>
<tr>
<td>Javascript Response Bytes</td>
<td>54874</td>
</tr>
<tr>
<td>Other Response Bytes</td>
<td>78124</td>
</tr>
<tr>
<td>Number Js Resources</td>
<td>2</td>
</tr>
<tr>
<td>Number Css Resources</td>
<td>2</td>
</tr>
</tbody>
</table>
Tools

psi

ngrok
NGROK

- Creates a tunnel to localhost
- Request inspection
ngrok

Tunnel Status
Version
Forwarding
Web Interface
# Conn
Avg Conn Time

online
1.7/1.6
http://2333909a.ngrok.com --> 127.0.0.1:8000
https://2333909a.ngrok.com --> 127.0.0.1:8000
127.0.0.1:4040
3
19.22ms

HTTP Requests
------------------
GET /favicon.ico 404 Not Found
GET /favicon.ico 404 Not Found
GET /base64-image.html 200 OK
Thank you