



Top Ten Website Speed Optimization Tips

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A summary of useful tactics to increase your website's speed performance

EXECUTIVE SUMMARY

Website speed optimization continues to provide significant improvements for any company's online presence and can have a large impact on its e-business initiatives. Despite the increasing broadband adoption, slow downloads continue to be a cause of slow web browsing which can be one of the most frustrating experiences in computing today.

Website speed optimization focuses on the true measure of your website's speed: your customer's experience. In optimizing the performance of your site, you must learn to balance the downloading time along with the rendering and accessibility speed. Many of the tips that made this top ten list not only address decreasing the overall file size, but are also aimed at improving how quickly the page can be rendered and how quickly elements on the page can become accessible to your website's visitors.

This paper outlines ten of the most effective tips for improving your website's speed and performance. The tips are organized into three basic categories including image, website design, and HTML code optimization.

Many of these tips also have the potential for improving other aspects of your website's performance, including reducing the complexity of the HTML coding, improving the quality of your website's images, increasing the overall usability, and improving your website's search engine optimization.

The discussion concludes with a comparison of all ten tips on several critical characteristics and offers recommendations on first steps that can be taken towards implementing these website speed optimization improvements.

WHO SHOULD READ THIS PAPER?

Web developers and e-marketers will find these tips useful for improving their websites' speed and overall performance. However, you do not have to be an expert in website design to use any of the tips that are addressed in this paper.

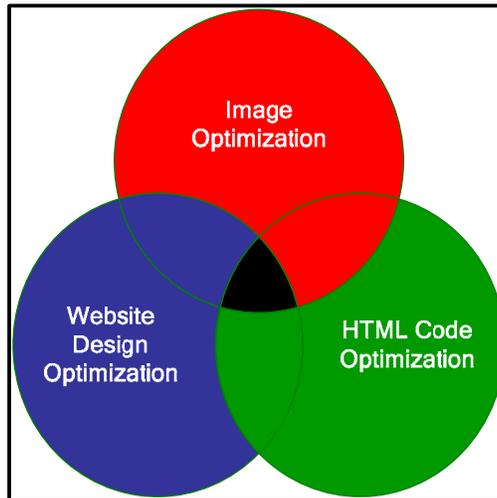


Figure 1: Your Website speed optimization efforts can be broken into three basic categories.

This comparison represents only a small sample of the many possible options that a web designer has for improving their websites and their HTML coding for speed optimization. The top ten website speed optimization tips provided in this paper are meant to be a collection and evaluation of the easiest and quickest tips that have the potential for the largest impact on your website performance.

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