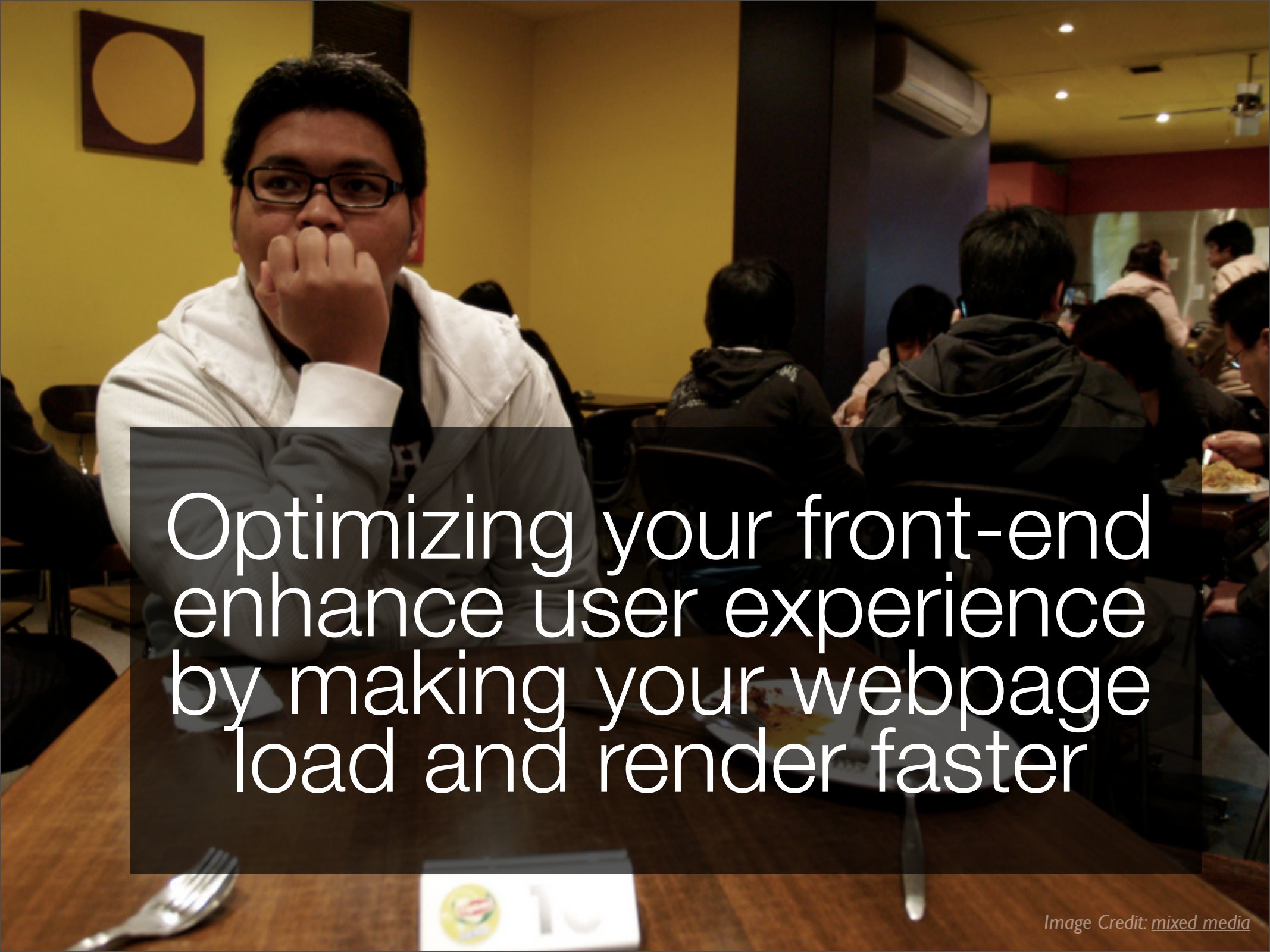


Overview on Front-end Optimization & Best Practices

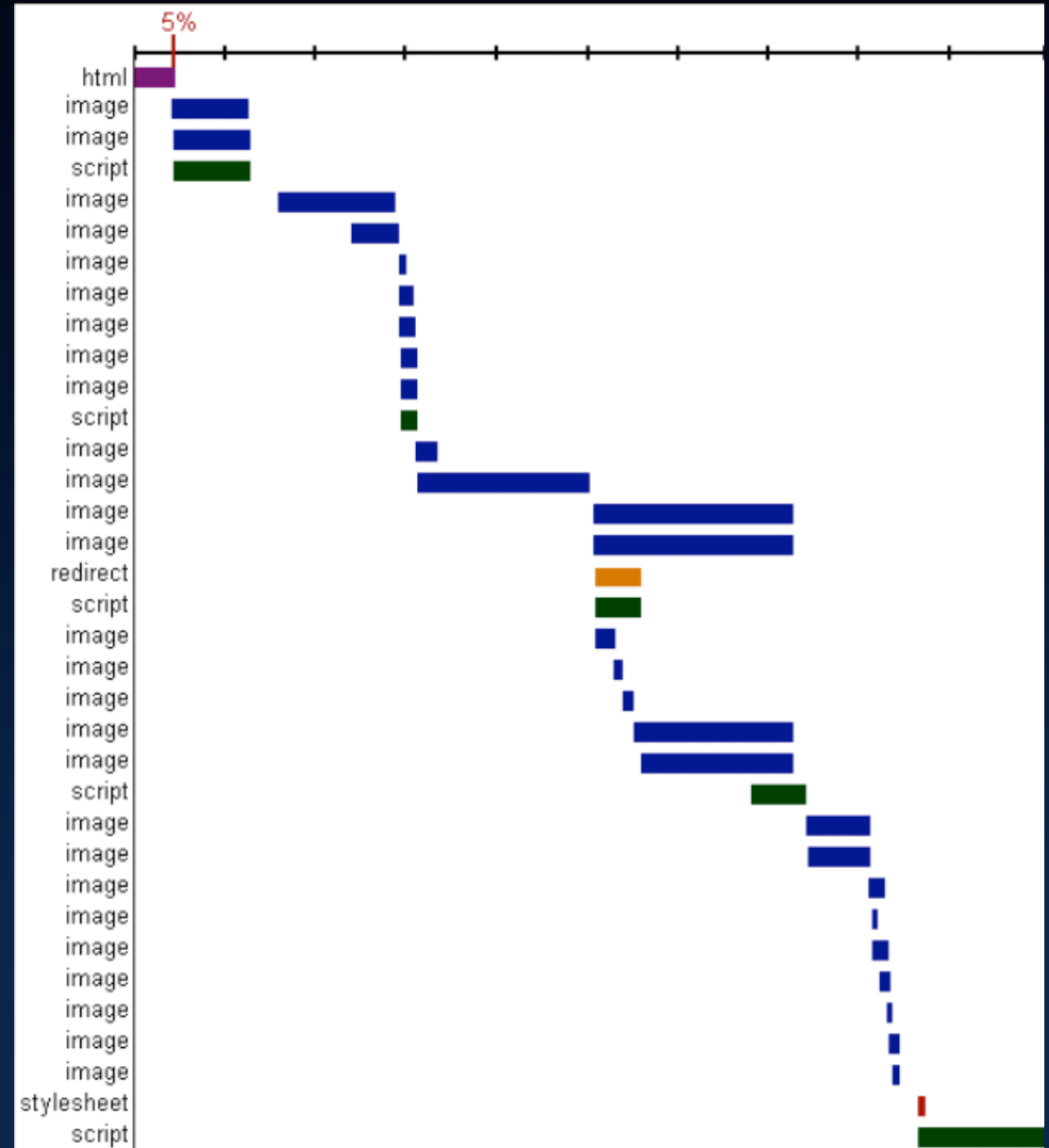
JP Dela Torre - Pigmata Media Inc.

www.pigmata.com



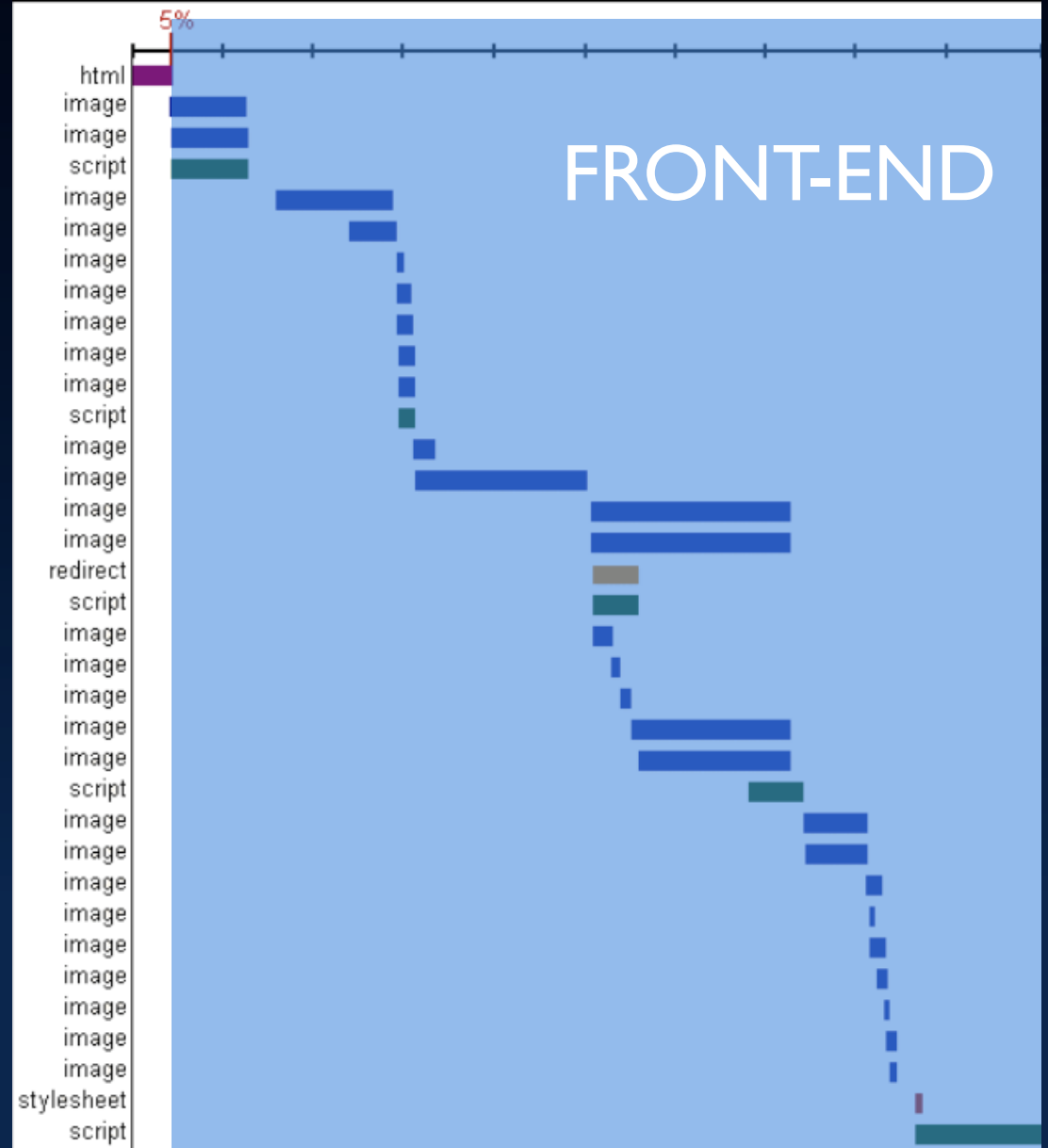
Optimizing your front-end
enhance user experience
by making your webpage
load and render faster

Why Front-end?



Why Front-end?

80-90% of
end user
response time
is spent on
front-end



Use **external**
CSS and JS

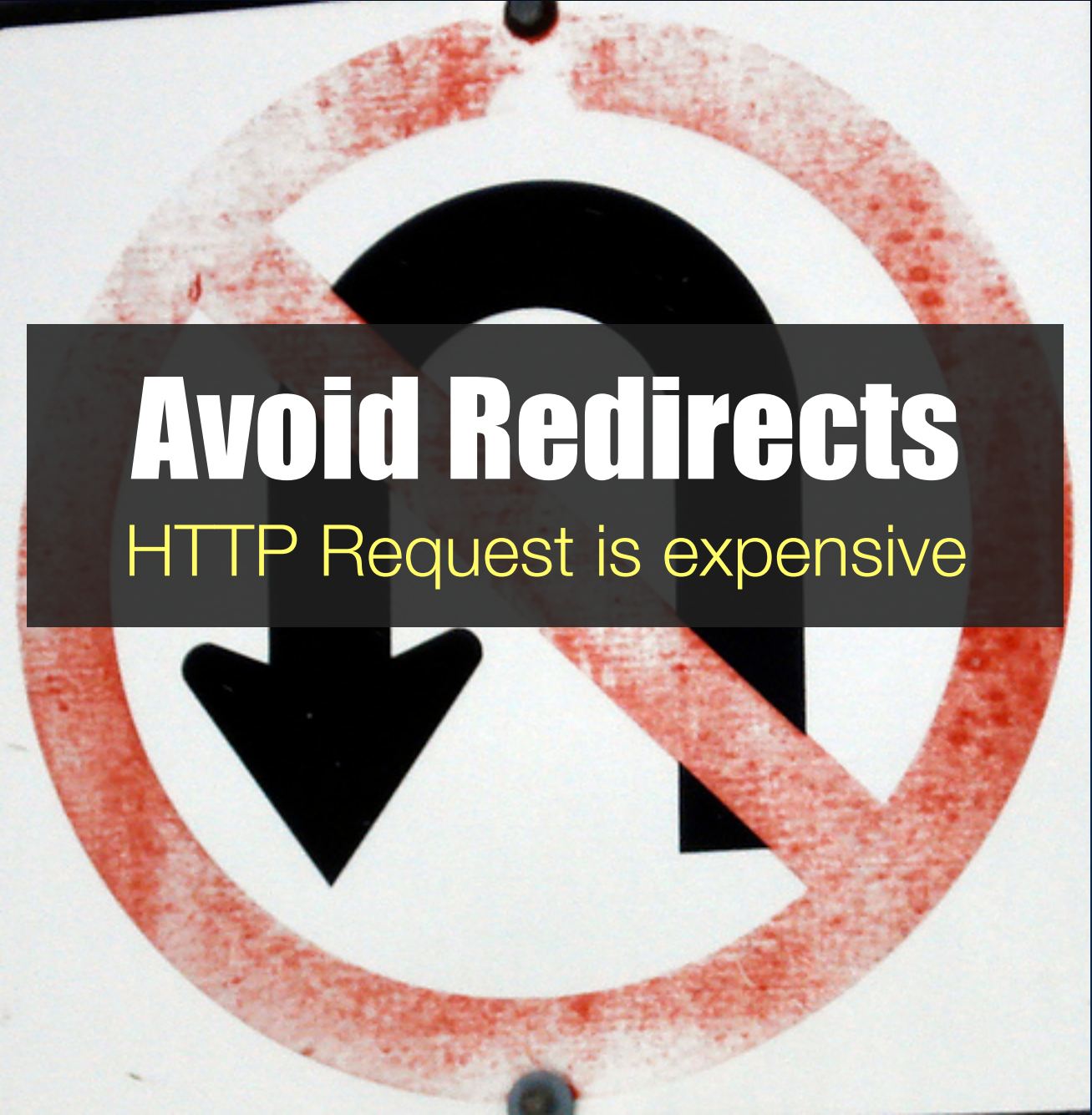
Minify CSS and Javascript



Put **CSS**
stylesheet
on top

Put **CSS** *stylesheet*
on top

JS *javascript* on
bottom of
document



Avoid Redirects

HTTP Request is expensive

Remove Duplicate Script



Use CSS Sprite Technique

reducing the number of HTTP request has the biggest impact on reducing response time



Make use of Google's AJAX Libraries API

`http://ajax.googleapis.com/ajax/libs/prototype/1.6.0.3/prototype.js`

`http://ajax.googleapis.com/ajax/libs/scriptaculous/1.8.2/scriptaculous.js`

prototype + scriptaculous

Use multiple HostName

`http://css.example.com`

`http://asset1.example.com`

`http://asset2.example.com`



Markup Validation Service

Check the markup (HTML, XHTML, ...) of Web documents

Jump To: [Congratulations](#) · [Icons](#)

This document was successfully checked as XHTML 1.0 Transitional!

Result: **Passed**

Address:

Write Valid Markup

Root Element: html

Root Namespace: <http://www.w3.org/1999/xhtml>

Options

- ☐ Show Source
- ☐ Show Outline
- ☒ List Messages Sequentially
- ☐ Group Error Messages by Type
- ☐ Validate error pages
- ☐ Verbose Output
- ☐ Clean up Markup with HTML Tidy

[Help](#) on the options is available.

[Revalidate](#)

Use CSS Reset



SenCSs stands for Sensible Standards CSS Framework, but if you "sense", which makes it sound pretty cool. SenCSs supplies sensible CSS, allowing you to focus on actually developing your website.

0.5



Reset Reloaded

for a bit of time to bake and a few more suggestions.
final version of my take on the topic of reset styles.

div, span, applet, object, iframe,
h4, h5, h6, p, blockquote, pre,
b, i, address, big, cite, code,
em, font, img, ins, kbd, q, s, samp,
u, strike, strong, sub, sup, tt, var,
ol, ul, li,
form, label, legend,

Make use of short-hand version in CSS

```
margin: 3px 4px 0 1px;  
padding: 8px 5px 3px;  
border: 1px solid #f3f3f3;
```

Avoid inline styles and DOM scripts

inline styles



```
1 <link rel="stylesheet" href="css/screen.css" media="all" type="text/css"
2 <link rel="alternate" type="application/rss+xml" title="Blog RSS Feed" h
3 </head>
4 <body>
5 <div id="page-wrap">
6   <div id="header">
7     <div id="logo" style="margin: 5px; float: left"><a href="http://ww
8
9     <ul id="navigation">
10      <li class="active"><a href="/" title="Homepage">Home</a></li>
11      <li onclick="$('con').changePage();"><a href="/services"
12      <li><a href="/works" title="Our Works">Works</a></li>
13      <li><a href="/company" title="About Us">Company</a></li>
14      <li><a href="/blog" title="Blog">Blog</a></li>
15    </ul>
16  </div><!--header-->
17
```



hCard

hCalendar

hReview

VoteLinks

XFN

...

microformats

Questions?

JP Dela Torre

jp@pigmata.com

twitter.com/dem0o8

Subscribe to our blog

<http://www.pigmata.com/blog/>