

Page Speed New Factor in PageRank (SEO)

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Images and CSS

- **Serve scaled images, Optimized Images & Specified image dimensions.**
- **Combine external CSS**
- **Remove unused CSS**
- **Avoid bad requests or broken links**
- **Minify CSS**



Javascripts

- **Minify HTML and Javascripts**
- **Combine external JavaScript**
- **Defer loading of JavaScript**



Caching and Compression

- **Leverage browser caching**

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

- **Leverage proxy caching**

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- **Enable compression (gzip)**

DNS

- **Minimize HTTP redirects (cut out RTTs)**
- **Serve static content from a cookieless domain**
Serving static resources from a cookieless domain.
- **Minimize DNS lookups**
Reducing the number of unique hostnames from which resources are served cuts down on the number of DNS resolutions that the browser has to make, and therefore, RTT delays.