



Zoompf's Web Performance Blog



Note: Archived Content

This is the archived version of the Zoompf blog. Since our acquisition by Rigor (</blog/2015/10/zoompf-gets-acquired>), all our new research and posts on web performance are being published on The Rigor Blog (<http://rigor.com/blog>)

What's Your Web Performance Sleep Number?

 Zoompf Performance (</contact>) on September 10, 2015. Category: random (</blog/category/random>)



(/wp-content/uploads/2015/07/sleepingdog.jpg)

By Eugene0126jp (<https://commons.wikimedia.org/wiki/File%3ADog.in.sleep.jpg>), Creative Commons (<http://creativecommons.org/licenses/by-sa/3.0>)

No, Zoompf is not pivoting into mattress performance, though it does make for a good analogy. With a Sleep Number Bed (<http://www.sleepnumber.com/>), you can try any number between 1 – 100 to find out what your optimal mattress firmness is for your best night's sleep. Somewhat similarly (ok, not really at all), you can run a quick test on your web site's performance (/free), and see your number. That's where the differences kick in.

This is your number. You didn't fiddle around with an adjustment to it to make it just right. That's just what it is. Now that you know your number, how well will you sleep tonight? At what number would you sleep really well? The good news is that, while you didn't choose your number, you can change your number and improve it as much as you like.

Let's walk through the whole process of getting your number. With the Sleep Number mattress, you try a little bit different number each night for a few nights or a week until you find what works best for you. So it takes about a week or so, on average, to discover your sleep number.

For your web site performance number, it takes less than a minute. Go here (/free). Enter your web address and your email address, and take a few sips of coffee...bam! There's your report. Several pages (results may vary) of detailed analysis of what you're doing right, what you're doing wrong, what to fix, and, in most cases, how to fix it.

Broken down, you get the high level instructions, including How to Reduce Your Page Size, Reduce Your Server Requests, Improve Your Page Quality, Audit Your Third Party Content and more. Then you can review each and every one of your site-specific improvements, including a simple visual that lets you know how severe the impact of this issue is and how easy (or not) it will be to fix.



The screenshot shows a report card for the issue "Content Served Without HTTP Compression". It features a red circular icon with a white exclamation mark. Below the title, there are four red warning icons and the text "- Critical impact". Below that is a yellow warning icon and the text "- Easy to solve". At the bottom, it says "URLs with Issue: 1".

(/wp-content/uploads/2015/07/severity.jpg)

Here's a great example. If your website has Content Served Without HTTP Compression, the report gives you the actual settings required to fix it, as shown below.



The screenshot shows a remediation guide for the issue. It has a blue header "Remediation" and a sub-header "Apache". The text explains that HTTP compression is a setting inside the web server and provides instructions on how to enable it. It includes two code blocks: one for the `httpd.conf` file to load the `deflate` module, and another for the `httpd.conf` file to add output filters for HTML, CSS, and JavaScript. A note at the bottom states that these configurations will enable compression for HTML, CSS, and JavaScript files and will also log the compression ratios in a `deflate.log` file.

(/wp-content/uploads/2015/07/remediation.jpg)

That's just one example from Zoompf's analysis of your website against more than 400 web performance best practices. That's right: 400. It's tough to keep up with them all. That's why we do it, so you can sleep better, knowing your website is performing optimally.

Next Post (</blog/2015/09/zoompf-classic-retire>)

Earlier Post (</blog/2015/08/how-home-energy-efficiency-relates-to-web-performance-responsibility>)

Comments

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