Twitter Thread by Dave Jeffery



Dave Jeffery
@DaveJ

■ Looks like the case study on ToDesktop blew up (>200 likes and 50 retweets).

Here are 6 more tips to improve page performance, reduce load time and boost SEO:

1/ Use the loading="lazy" attribute on images and videos where possible. https://t.co/tN2au2EK4b

(5 more in thread)

2/ Use a HTTP/2 CDN. Most CDNs support HTTP/2 by default now. Netlify is great (be aware that they are blocked in Russia right now though). https://t.co/pgw2hPWRdw

> Heads up to anybody using @Netlify for hosting. Netlify is inaccessible in Russia and has been for a number of months. I was totally unaware of this until a customer in Russia told me that my website wasn't working. https://t.co/ts8RQ0Y4BI
>
> — Dave Jeffery (@DaveJ) August 2, 2019

3/ WebP [1] has 80% support [2] now and is usually ~30% lighter than PNG/JPEG. Use it and fallback to PNG/JPEG on unsupported browsers. [1] https://t.co/IDDq3vUtm7 [2] https://t.co/7Y3a9eVx8I

4/ Use srcset to always deliver the correct image size. Don't just deliver the high-resolution version. https://t.co/gXd52GWF7L

5/ You can use Lighthouse as a bot that audits pull requests automatically for you. https://t.co/GHRcvudSEb

6/ Minify your static assets: JS, CSS, SVG, HTML. Research the correct cache headers to use. Seems obvious but often overlooked.

7/ Finally, here's a link to the original tweetstorm about @ToDesktop performance on @GoodMarketingHQ. This case study contains the highest leverage performance tip of all: https://t.co/NHBVhNmEgK

> \U0001f525 Marketing tools are damaging your SEO. And how to fix it.
>
> THREAD...
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> — Marketing Examples (@GoodMarketingHQ) August 26, 2019

@ToDesktop @GoodMarketingHQ You can check out all these performance tips in action on https://t.co/ubFcAu5wO9