

Twitter Thread by [Dave Jeffery](#)



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[@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...

— Marketing Examples (@GoodMarketingHQ) [August 26, 2019](#)

[@ToDesktop](#) [@GoodMarketingHQ](#) You can check out all these performance tips in action on <https://t.co/ubFcAu5wO9>