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How to make a fast loading site by Anton Allen

Article published on November 28th 2011 | Web Design

Constructing a web site has moved into a whole new era, where the web designers of the present are faced with a new process of creating web sites and web pages that are easily found by search engines yet still look the part. With more vendors doing there business on the web the demand for seo web sites and web pages have increased. The totally free natural website traffic from search engines is a worthwhile asset for any business that uses the web.

So where exactly do you begin building a web page that is eye-catching yet can be found by search engines like Google easily? In this guide I will teach you one of the approaches that I take advantage of, that will enhance the overall performance of your web site. At the present Google and yahoo and the other major search engines are really keen on page load times. Page load times are undeniably one of the aspects that Google and the other main search engines uses to gauge your web pages search engine position or serp, or in very simple English what page your site is on in the search results for a given search phrase.

There are a couple of useful tools that are totally free that can be put to use to help enhance your websites general performance. The first resource is named Y slow and the second program is aptly known as page speed. Both these programs are particularly handy and will display all the facts in respect to your web sites download speed. The tools will also give you recommendations on the correct way to enhance your web pages general performance and what improvements you have to make if you wish to boost your web sites overall performance.

If you are making a website for your self our a customer then there are few general rules that you can work to make sure your web site performs nicely. As a rule of thumb try to keep the size and number of pictures on your page to a bare minimum. Big pictures or images will increase the download time of your site quite substantially, if you do have to use pictures or images then try and keep them modest and compress the images to lower the download time. If you are using a number of images then its a great idea to group them all into one single image, you will not make the file size any less significant but it will decrease the amount of http request on the server i. e. 7 unique files will become 1 singe file.

By way of example if you are contracted to design and style a website for a customer and there are sections of the web page that use quite a few graphical items such as buttons and boxes then group all the unique elements collectively and save them as one file or image. Dependant on the complexity of the box or button that you have designed, it could consist of five or six separate images or files. Grouping all the images or files collectively will create an individual file which will result in one request. Every image file on your web page will have its own url for example mysite.com/images.png with an http prefix. Each image and file is requested by the server and the more request that there are the slower your web page will load.

So how fast dose your website need to be? The simple answer as quick as you can make it especially if your page or site has to be discovered for affiliate sales or ad sense clicks or for any other marketing program. When you use a page speed application like the ones talked about above then you will see how they rate or grade your web page with a score usually out of 100 or a grade A to E, the greater the grading or score the faster the web page is (A or 100 is the greatest).

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Article Keywords:
web,design

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