

Five ways to accelerate web pages in 24hr at no cost

Know the tips that will have the largest real-world impact and can be implemented today at no cost for any website size. Here are some performance optimization tips:



ABC: "Always Be Caching"

Any time you can serve content directly from the edge, avoiding a trip to your origin server, it's a performance win.



Use proper cache-control headers

This is your first line of defense in avoiding unnecessary network request.



Optimize images for the target device

Optimizing images doesn't have to impact the overall image quality and can lead to improvements in page load times.



Preload and pre-connect headers in HTML documents

New web standard that offers more control on how particular resources are prioritized and fetched to optimize their delivery.



Defer non-essential scripts and be intentional with your MarTech stack

Web pages that contain large JavaScript files take longer to render.



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