

WEBSHERE COMMERCE

11 EASY WINS

TO IMPROVE PAGE LOAD SPEED

DID YOU KNOW...

Nearly 90% of the end-user response time is spent on the front end. Optimizations here will have the biggest return on investment.



1

Implement a simple versioning and minification module and plug it into WebSphere Commerce's build and deploy tool: WCBD.



2



Implement the 'useCDATATrim' JSP directive to remove unnecessary white space from the HTML response. This can reduce the output HTML size by 40%.

3

Implement gzip compression for html/css/js assets on the web server. This can significantly reduce the overall page (typically >80% for html/css/js assets).



4



Implement a CDN (Content Delivery Network) for accelerating delivery for static assets such as css, js, fonts, images, etc.

5

Reduce the number of third-party scripts, pixels, tags, etc. on the site pages. Load any third-party content asynchronously to avoid blocking key content of your pages.



6



Commonly used widgets should be combined in a single file using the dojo build process. WebSphere Commerce starter stores and the Composer framework use the dojo javascript framework. A sample for the build script is provided by IBM out-of-the-box.

7

`@import url("...")`

The CSS in the starter stores should be refactored to remove inclusion using @import.

8

CSS ↑

Set up the CSS at the top of the page on all key pages for optimized delivery of the above-the-fold content.

9

JS ↓

Move javascript to the bottom of the page. Except for the dojo framework javascript and a couple of other files may remain at the top of the page but the rest of the scripts can be moved to the bottom to avoid blocking of page rendering. Some javascript can be loaded asynchronously for further improvements.

10

buy now

buy now

Implement CSS sprites for icons, buttons and other imagery. The Aurora starter store comes with CSS sprites out-of-the-box and can be extended to include custom images

11



Optimize all images. Images used for banners, hero spots and even catalog items can sometimes be reduced in size considerably without affecting the quality.

LET'S MAKE SURE YOUR WEBSHERE COMMERCE STORE IS RUNNING AT TOP SPEED. CALL OR CONTACT US TODAY.

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