

Tips for Maximizing Website Performance

In this guide you will learn one of the best methods to optimal performance of your website. This method will decrease hardware resource usage and page load times for your customers and viewers. Best of all, it will significantly decrease the costs of webhosting for you and your webhost while increasing the quality of hosting. Please keep in mind that this is only a guide of tips and advice that could help you optimize the performance of your website (and your webhost's servers).

1. **cPanel Optimizations** *(very simple and quick optimization if your webhost has cPanel installed)*

- a. Login to your website's cPanel account.
- b. Under **Software / Services**, click on **Optimize Website**.
- c. Select **Compress all content** and click on Update Settings.

2. **SimpleCDN** (<http://www.simplecdn.com/>)

a. *General Information*

- i. CDN stands for content delivery network or content distribution network. It is a system of computers networked together across the Internet that cooperate transparently to distribute content for purposes of improving performance and scalability.
- ii. **Static files should be hosted on a CDN.** Static files are files that do not change or are not recalculated or reprogrammed by the server every time they are loaded. Examples include JavaScript, images, videos, HTML webpages, documents, software, etcetera.
- iii. **Dynamic files should be hosted on a webserver**, such as the one your website is hosted on. Examples of dynamic files and services include PHP, ASP, Python, Pearl, Ruby on Rails, MySQL, SMTP/POP3/IMAP mail, etcetera. These are first processed by the server to compute an output, and the resulting output information is then sent to your viewer.
- iv. **You can use SimpleCDN Upload Buckets to offload large and bandwidth-heavy files.** Here is a comparison of what it would cost you to host a large, bandwidth-hogging file on BlueToast versus SimpleCDN:

	BlueToast	SimpleCDN
Diskspace (per month)	\$0.90	\$0.75
Bandwidth (per month)	\$0.15	Less than \$0.05

Not only is it cheaper, but you will also increase the performance of your website by decreasing the hardware load on the server. (But remember that you still need a webhost to serve your dynamic content, databases, mail, and be able to execute your dynamic scripts.)

b. *WordPress* *(only applies if you have a WordPress powered blog installed)*

- i. Using the **Mirror Buckets** feature from SimpleCDN and a WordPress plugin called **My CDN** (<http://wordpress.org/extend/plugins/my-cdn/>), you can automatically have SimpleCDN cache static content on your blog website.
- ii. To top it off, we also highly recommend using another WordPress plugin called **WP Super Cache** (<http://wordpress.org/extend/plugins/wp-super-cache/>). It will produce a static cache of dynamic webpages on your blog wherever it can so that the server doesn't have to re-execute certain scripts every time someone tries to load a page on your blog. It will also help decrease strains on the server and decrease page loading times.

That sums up this guide. Remember, if you need help, do not hesitate to ask your webhost (though do not expect them to be able to solve the world's problems).

Sincerely,

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