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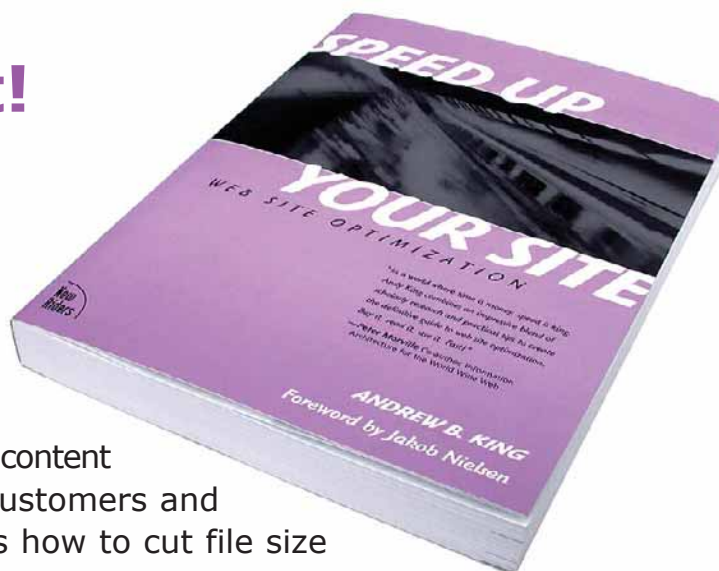
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Don't Make Me Wait! Speed Up Your Site

Foreword by Jakob Nielsen

ISBN: 0-7357-1324-3

Publisher: New Riders



You have only a few seconds to get compelling content onto the screen. Fail, and you can kiss your customers and profits goodbye. Speed Up Your Site shows how to cut file size and download times in half. Optimized web pages increase usability, boost profits, and slash bandwidth costs.

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Praise for Speed

"This book should be mandatory reading for all web designers and Internet executives." - **Jakob Nielsen**

"...absolutely knocked my socks off."
- **Patrick Crispen**

"This should be the first book web designers read." - **Robert Scoble**

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About Speed Up Your Site

Speed Up Your Site is the definitive guide to web site optimization. The book combines insights into user psychology with best practices for faster, more efficient web sites. Speed is a key component of the "user experience" on the Web. Higher speed means higher usability and loyalty, which is crucial for web site success.

On the Web, user patience is a time bomb. It starts ticking each time a visitor opens one of your pages. You have only a few seconds to get compelling content onto the screen. Fail, and you can kiss your customers and profits goodbye.

You can't count on fast connections either. Most Internet users are still sucking content through a 56K straw. You have to serve up greased lightning or they'll bail. Speed Up Your Site shows how to cut file size and download times in half. Trimming HTML, XHTML, CSS, graphics, JavaScript, and multimedia files speeds up download times, increases usability, boosts profits, and slashes bandwidth costs.

Speed Up Your Site offers real-world examples that illustrate techniques and reveals percentage savings. This book shows you how to make your pages literally "pop" onto the screen.

Speed Up Your Site

Includes the Following Unique Features:

- ▶ The only book that helps readers optimize their site's content for improved speed and usability.
- ▶ Worldwide, Andy King is the acknowledged expert in web site optimization.
- ▶ Comprehensive coverage of response time, attunability, and flow research.
- ▶ Shows how to optimize all popular web page components, including HTML, XHTML, CSS, graphics, multimedia, and JavaScript.
- ▶ Real-world case studies illustrate proven techniques.
- ▶ Includes bonus interviews with top researchers.
- ▶ Foreword by "usability guru" Dr. Jakob Nielsen of the Nielsen Norman Group.
- ▶ Includes additional chapters on compression and search engine optimization.



Many web designers create a site for looks first, and worry about speed and usability later. This can be a critical mistake. This book teaches developers/designers, programmers, and Internet executives why speed is so important for user satisfaction and usability, and how to create and redesign sites that load fast and look great.

With Speed Up Your Site, you'll learn how to:

- ▶ Speed up site load time to satisfy customers
- ▶ Engage users with fast response times and flow stimulus
- ▶ Understand how download delays affect user psychology
- ▶ Minimize HTML file size and complexity to maximize page display speed
- ▶ Master CSS conversion and shorthand
- ▶ Shrink and speed up your JavaScript
- ▶ Reduce graphic and multimedia drag
- ▶ Optimize Flash and PDF files
- ▶ Save up to 60% off your bandwidth bills with HTTP compression
- ▶ Perform search engine optimization

The product of years of research, Speed Up Your Site shows readers why fast response times are so important and how to make your site literally pop onto the screen. Your users will thank you with lower bailout rates, and your boss will thank you for the lower bandwidth bills.

The book shows you how to speed up your site from primarily a client-side perspective. You'll learn how to optimize practically everything that goes into creating a web page, including (X)HTML, CSS, JavaScript, graphics, multimedia, and keywords. The book also covers the psychology of performance (response times and flow) plus advanced server-based techniques and compression. It includes real-world case studies and features two interviews with top HCI experts, Dr. Benjamin Shneiderman and Dr. Mihaly Csikszentmihalyi, the author of Flow.

**On the Web it's survival of the fastest...
Don't make me wait!**



About the Author

Andrew B. King (Andy) is the founder of WebReference.com and JavaScript.com, both award-winning web developer sites from internet.com. Created in 1995 and subsequently acquired by Mecklermedia (now Jupitermedia) in 1997, WebReference is one of the most popular developer sites on the Internet. WebReference has won more than 100 awards, including PC Magazine's Top 100 Web Sites (nine-time winner).

When he was Managing Editor of WebReference.com and JavaScript.com, Andy became the "Usability Czar" at internet.com, where he optimized the speed and usability of their sites. He continues to write the semi-weekly newsletter he started for WebReference.com.

Andy has been studying, practicing, and teaching optimization techniques for over twenty years. For his BSME and MSME from the University of Michigan, he specialized in design optimization. Recruited by NASA, he chose instead to join the fast-paced world of engineering consulting at ETA, Inc. After five years of consulting as a structural engineer for Ford and GM he subsequently discovered the Web. A ten-year web veteran, he has written extensively on web site optimization: Speed Up Your Site is the culmination of that work.



News Releases & Announcements

WebSiteOptimization.com Launches "The Bandwidth Report"

<http://www.websiteoptimization.com/bw/>

The Bandwidth Report is a monthly roundup of connectivity trends in the US and overseas. Most US home users connect to the Internet at 56Kbps or less. In contrast, 70% of Korean users and 64% of Canadian home users enjoy a broadband connection. Extrapolating the Nielsen//NetRatings data, broadband penetration in the US should exceed 50% by June of 2004.

WebSiteOptimization.com Launches "Web Page Analyzer" Tool

<http://www.websiteoptimization.com/services/analyze/>

This free online tool analyzes web page size, composition, and download speed. The script calculates the size of individual elements and finds the total for each type of web page component. Based on these page characteristics the script then offers advice on how to improve page display time. The script incorporates best practices from HCI research into its recommendations.

Web Site Optimization Launches Optimization Week Magazine

<http://www.optimizationweek.com/>

This free online magazine offers news, views, and low-speed reviews about the web performance industry. Each issue offers features like "Speed Tweak of the Week" and web site reviews where readers learn the latest standards-based techniques to make their web sites faster.



Book Reviews

"This book should be mandatory reading for all web designers and Internet executives." – **Jakob Nielsen, useit.com**

"King has written a masterpiece... It is, hands down, the best book I have read on building or redesigning a web site."
– **Fredrick Marckini, iProspect.com**

"This should be the first book web designers read."
– **Robert Scoble, scoble.weblogs.com**

"Andy King's 'Speed Up Your Site' absolutely knocked my socks off. There are a squillion web design books out there, but this one belongs on the bookshelf of every serious web designer."
– **Patrick Crispen, tourbus.com**

"What Andy King doesn't know about this subject could be written on a postage stamp, from Lilliput.... I highly recommend this book."
– **Klyve Dawson (Amazon.co.uk review)**

"Wizard for the Black Arts - ...The author has gathered more knowledge on the subject than I have ever seen in one place anywhere."
– **Brett Merkey (Amazon.com review)**

"There's a certain type of individual who experiences true elation when a really good book on web design arrives; Speed Up Your Site: Web Site Optimization by Andrew B. King is that book, and I'm that kind of individual.... I love this book!" – **George Girton, thedailychannel.com**

"In a world where time is money, speed is king. Andy King combines an impressive blend of scholarly research with practical tips to create the definitive guide to web site optimization. Buy it, read it, use it. Fast!"
– **Peter Morville, semanticstudios.com**

"At last, a user experience book written from a technical perspective."
– **Lou Rosenfeld, lourosenfeld.com**

"This book actually reads as speedy as its goals in reaching for lean, swift operations. Concise, targeted chapters and paragraphs go right to the source." – **Stephen Braitman, nbma.com**



Industry Facts & Statistics

- ▶ Compression can save 80-85% off text content.
- ▶ While B2B site downloads have improved by 78% in just over three years (from October 1997 to January 2001 the average download time decreased from 12 to 2.62 seconds for the KB40) B2C download times have actually increased, from 19.5 seconds in August 2001 to 21.4 seconds in September 2002. This delay exceeds the typical attention threshold of most users.
Source: Keynote Systems
- ▶ Web site delays significantly affect performance, attitudes, and return visits. After about 4 seconds, performance and behavioral intentions to revisit degrade, while attitudes toward the site drop off after waiting 8 seconds for familiar sites to load.
Source: Henry, 2002
- ▶ 40 to 47% of users have experienced flow on the Web.
Source: Chen 1999, Novak, Hoffman, and Young 2000
- ▶ User frustration is common when working with computers. Ceaparu (2002) found that the time lost due to frustrating experiences ranged from 30 to 46% of the time spent on computers. Web browsing was found to be the most frustrating experience.
- ▶ Broadband is spreading slower than Comcast would have us believe. 58.5% of US home users connect at 56Kbps or less. US broadband will top 50% by June 2004. **Source: Nielsen//NetRatings and The Bandwidth Report.**
- ▶ eCommerce web site users ranked download time as the most important factor for repeat visits. Ease of navigation, graphics usage, and interactivity are the other significant factors that influence web site effectiveness.
Source: Udo 2001
- ▶ **People hate to wait.** Slow response times are one of the most frequent complaints of web users in survey after survey. **Source: Speed Up Your Site**
- ▶ In 2001, \$25 billion in potential sales was lost online due to web performance issues. **Source: Zona Need for Speed II, 2001**
- ▶ When page size decreases from 40K to 34K, bailout rates drop from 30% to 6 to 8%, and readership goes up 25%. A savings of just one second can gain you a disproportional amount of loyal users. **Source: Zona 1999, Nielsen 2000**



Free Articles, Resources, & Tools

The following articles were authored by Andy King. If you need a customized article, or content for your publication, contact Andy King at aking@websiteoptimization.com.

Optimization Week Magazine

Free weekly online magazine devoted to the web performance industry. Features "Speed Tweak of the Week" and site speed and accessibility reviews since November 2003. <http://www.optimizationweek.com/>

The Bandwidth Report

Monthly survey of US connectivity trends at home and work. Includes broadband trend prediction using data from Nielsen//NetRatings. January 2003. <http://www.websiteoptimization.com/bw/>

WebReference Update

Free semi-weekly web development newsletter with over 40,000 subscribers, published continuously since 1997. Numerous book and usability reviews. <http://www.webreference.com/new/>

Advanced CSS Layouts

Create complex table-like layouts with CSS.

<http://webreference.com/authoring/style/sheets/layout/advanced/>

Extreme HTML Optimization

Drastically reduce your page size to speed display and reduce bailout rates with no-holds-barred techniques.

<http://www.webreference.com/authoring/languages/html/optimize/>

Universal Related Popup Menus

Demonstrates interdependent JavaScript-enhanced popup menus that degrade gracefully. <http://www.webreference.com/dev/menus/>

Evolution of a Home Page

Chronicles the development of WebReference.com's home page over time (1995-2001). Includes speed optimization techniques.

<http://webreference.com/dev/evolution/>

continued on the following page



Free Articles, Resources, & Tools *continued*

Evolution of RSS

An in-depth tutorial and history of the Rich Site Summary (RSS) format, used for news syndication.

<http://www.webreference.com/authoring/languages/xml/rss/1/>

JavaScripting Netscape 6: No More Sloppy Code

Shows how to adapt your JavaScript and HTML to support Netscape 6 and the DOM.

<http://webreference.com/programming/javascript/netscape6/>

Introduction to RSS

Gives an overview of RSS and its benefits.

<http://www.webreference.com/authoring/languages/xml/rss/intro/>

HTML & Web Publishing Secrets

Contributing author to Jim Heid's 1997 book ISBN: 0764540033.

Wrote "Pushing HTML" chapter.

Optimizing Animated GIFs

First published in Web Techniques in June 1997 (cover story), updated online. <http://www.webreference.com/dev/gifanim/>

Optimizing Web Graphics

First published in Web Techniques in December 1996, updated online. <http://www.webreference.com/dev/graphics/>

What Makes a Great Web Site?

Outlines the essential characteristics of great web sites.

<http://www.webreference.com/greatsite.html>



Story Ideas

Use the following titles and descriptions to find story ideas for your publication. If you need a customized article or content for your publication, contact Andy King at aking@websiteoptimization.com.

Speed Up Your Site

Offers an overview of the issue, derived from the book's research.

Speed Thrills and Lack of Speed Kills

Talks about our undying need for speed, on and off the Web. Speed is a key component of usability, utility, and likability. These factors in large part determine web site success.

Don't Make Me Wait!

Slow response times are the most frequent complaint of long-suffering surfers. No-one likes a slow web site. Don't jazz up your features, pump up the speed!

CSS Optimization Tricks

Shows how to crunch your pages with CSS, and how to optimize existing CSS style sheets and designs. Shows real-world examples.

Optimizing PDFs

Shows how to create and optimize Acrobat PDF files, both manually and automatically for high-volume operations.

Web Site Optimization Secrets

Discusses and demonstrates select optimization techniques for (X)HTML, CSS, and JavaScript. Shows the effectiveness of compression and optimization.

The Psychology of Performance

People crave speed on the Internet. This article would summarize the psychological research into our need for speed. It would distill the latest research into user satisfaction with response times, attunability, and flow when interacting with online environments like the Web.

Top Ten Web Site Optimization Tips

Highlights the ten most effective speed optimization techniques that authors can use to speed up their sites.



Author & Book Cover Images

Author Images

4 black and white images of the author are available on the companion site at:

<http://www.websiteoptimization.com/speed/press/>

- 1 150 x 192 pixels – cropped JPEG (5,913 bytes)
- 3 1000 x 1500 pixels – high quality JPEGs (552K each)
- 3 1000 x 1500 original corrected TIFFs are available at:

<http://www.websiteoptimization.com/speed/press/andyking1.tif>

<http://www.websiteoptimization.com/speed/press/andyking3.tif>

<http://www.websiteoptimization.com/speed/press/andyking4.tif>

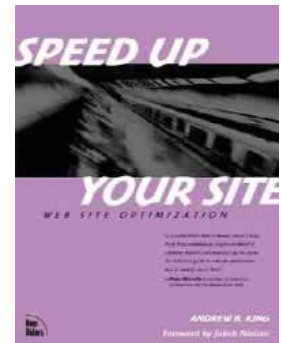


Book Cover Images

Cover images of the book are available on the companion site at:

<http://www.websiteoptimization.com/speed/press/>

- Cover Image - 125 x 160 pixels (4683 bytes)
 - Cover Image - 150 x 192 pixels (5960 bytes)
 - Cover Image - 450 x 577 pixels (44K JPEG)
 - Cover Image - 702 x 900 pixels (132K, 80% JPEG from original TIFF)
 - Cover Image - Original TIFF file, 300 dpi (312K) available at:
- <http://www.websiteoptimization.com/speed/press/0735713243.tif>



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