

# Getting Your Website Ready for Viral Fame

by: Jerome Auza

Note: All times reported are set to the local time.



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# Get Your Site Ready

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- ❖ What factors start to matter when traffic grows
- ❖ Your Web Server
- ❖ Your CMS
- ❖ Test Your Site using [yslow.org](http://yslow.org)
- ❖ Measure Traffic and Watch Out for Issues
- ❖ Enjoy your fame (and / or revenue)

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# About [auza.net](http://auza.net)

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- ❖ An IT firm in Tagbilaran City, Bohol founded in 2004 and started operations in 2005
- ❖ Software Development (outsourced by European company)
- ❖ Website Management (turnkey website management)
- ❖ Content Provider ([boholnewstoday.com](http://boholnewstoday.com), [bohol.info](http://bohol.info), [prcpassers.com](http://prcpassers.com))
- ❖ Mobile App Developer (DYRD-AM Worldwide)
- ❖ Authorized Dealer: Vivanco Network Cabling Solutions
- ❖ Contact: [jerome.auza@auza.net](mailto:jerome.auza@auza.net), +639178898932

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# What starts to matter when traffic grows

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- ❖ The number of hits, page views
- ❖ The size of content downloaded from the server
- ❖ number of hits \* size of content = total data traffic
  - ❖ 1 page view = 500KB
  - ❖ 1,000,000 hits
  - ❖ total data traffic = 500,000,000 KB ~500GB
- ❖ Your goal: the smallest amount of data per page view

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# Your Web Server

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- ❖ The only thing unlimited in “unlimited hosting” is **your frustration** when your traffic grows, especially when there are massive spikes
  - ❖ *“Again, it is very rare for a customer who is managing a personal or small business website to exceed our usage policies.”* — a note from a popular “unlimited hosting” provider
- ❖ Get a scaleable server than can really scale up when you need it to scale up
  - ❖ Give me your business card if you need more information about how to get a real server

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# Your CMS

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- ❖ Use one that you can support very well
- ❖ You must be able to quickly update the software
- ❖ You must be able to quickly change content
- ❖ It should be fast but still feature rich to be able to support design requirements
- ❖ **Must have a cache feature**
- ❖ I use Wordpress just because I like it and I'm stuck with it already

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# Test Your Site with [yslow.org](http://yslow.org)

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- ❖ **Web Performance Best Practices and Rules**
- ❖ Yahoo!'s Exceptional Performance team has identified 34 rules that affect web page performance. YSlow's web page analysis is based on the 23 of these 34 rules that are testable.

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# Test Your Site with [yslow.org](http://yslow.org)...

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- ❖ *1 Minimize HTTP Requests*
- ❖ *2 Use a Content Delivery Network*
- ❖ *3 Avoid empty src or href*
- ❖ *4 Add an Expires or a Cache-Control Header*
- ❖ *5 Gzip Components*

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# Test Your Site with [yslow.org](http://yslow.org)...

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- ❖ 6 Put StyleSheets at the Top
- ❖ 7 Put Scripts at the Bottom
- ❖ 8 Avoid CSS Expressions
- ❖ 9 Make JavaScript and CSS External
- ❖ 10 Reduce DNS Lookups

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# Test Your Site with [yslow.org](http://yslow.org)...

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- ❖ *11 Minify JavaScript and CSS*
- ❖ *12 Avoid Redirects*
- ❖ *13 Remove Duplicate Scripts*
- ❖ *14 Configure ETags*
- ❖ *15 Make AJAX Cacheable*

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# Test Your Site with [yslow.org](http://yslow.org)...

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- ❖ 16 Use GET for AJAX Requests
- ❖ *17 Reduce the Number of DOM Elements*
- ❖ *18 No 404s*
- ❖ 19 Reduce Cookie Size
- ❖ 20 Use Cookie-Free Domains for Components
- ❖ 21 Avoid Filters
- ❖ 22 Do Not Scale Images in HTML
- ❖ 23 Make favicon.ico Small and Cacheable

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# Content Delivery Network (CDN)

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- ❖ Use a CDN (example: CloudFlare)
  - ❖ Caches your files across the globe so they are “nearer” the users thus loads faster
  - ❖ Saves traffic requests that would otherwise hit your web server
  - ❖ Helps keep site secure

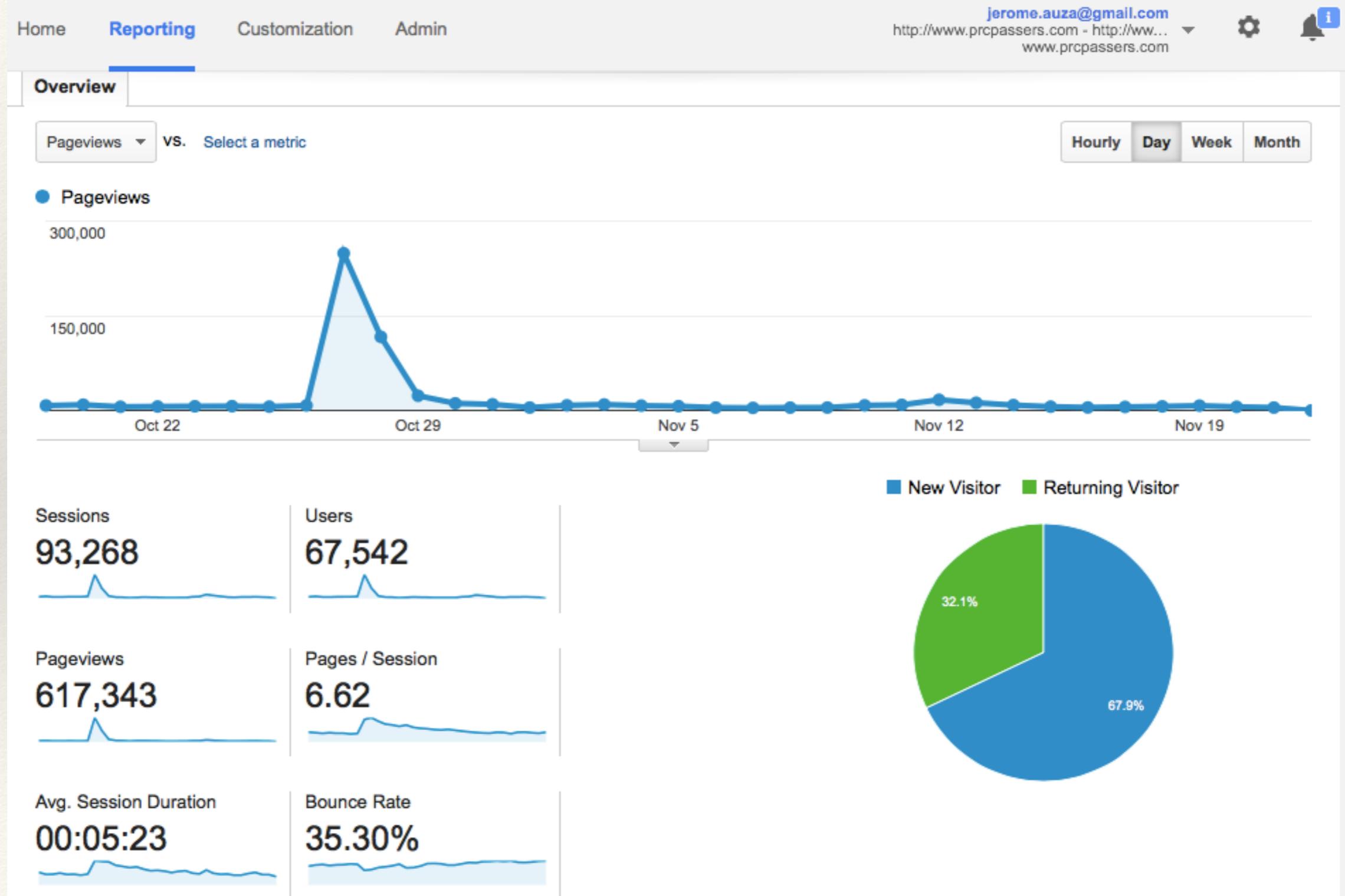
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# Measure

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- ❖ Use Google Analytics
  - ❖ Can measure only if browser is Javascript enabled
  - ❖ May be blocked by some networks (corporations)
  - ❖ Has real time view which is interesting
- ❖ CDN services usually have reporting capability

# Traffic Spike Example



# GA Real Time Example

## Overview

Create Shortcut **BETA** 

Right now

# 804

active users on site

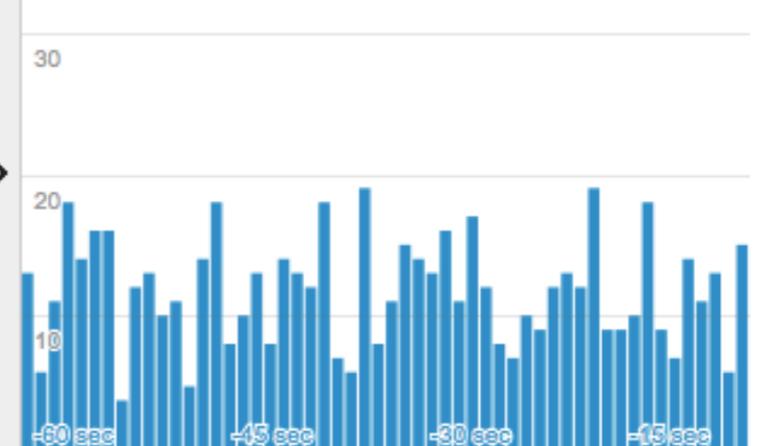


## Pageviews

Per minute



Per second



## Top Referrals:

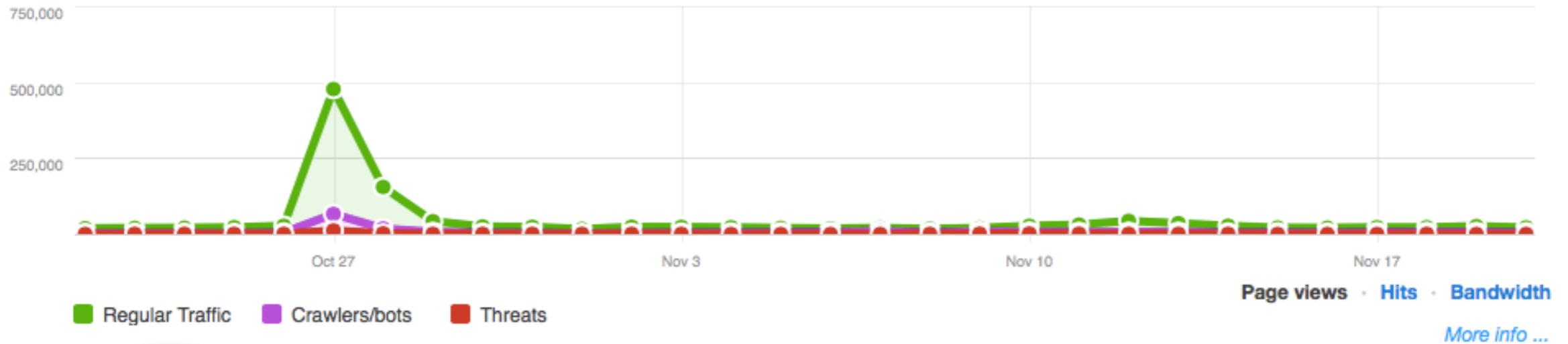
	Source	Active Users ↓
1.	<a href="http://search.tb.ask.com">search.tb.ask.com</a>	5
2.	<a href="http://k9safesearch.com">k9safesearch.com</a>	3
3.	<a href="http://search.handycafe.com">search.handycafe.com</a>	3
4.	<a href="http://findamo.com">findamo.com</a>	2
5.	<a href="http://search.smartshopping.com">search.smartshopping.com</a>	2

## Top Active Pages:

	Active Page	Active Users	↓
1.	<a href="/licensure-examination-fo...-august-2014-passers.html">/licensure-examination-fo...-august-2014-passers.html</a>	237	29.48%
2.	<a href="/">/</a>	94	11.69%
3.	<a href="/licensure-examination-fo...ssers.html/comment-page-5">/licensure-examination-fo...ssers.html/comment-page-5</a>	17	2.11%
4.	<a href="/category/professional-teacher">/category/professional-teacher</a>	16	1.99%
5.	<a href="/www-prc-gov-ph">/www-prc-gov-ph</a>	16	1.99%
6.	<a href="/let-top-ten-passers-secondary-august-2014.html">/let-top-ten-passers-secondary-august-2014.html</a>	12	1.49%

# Traffic Spike as seen on a CDN

Note: All times reported are set to the local time.



**1,317,979** Page views

1,079,847 regular traffic

212,298 crawlers/bots

25,834 threats

*Note: these values are estimated.*

55,554 unique visitors

**Do these numbers seem high?**  
CloudFlare's analytics are often more accurate than other services that rely on JavaScript. [Learn more ...](#)

**Your security setting: medium**  
Want to learn more about the threats stopped from accessing your sites? [Check out the Threat Control panel.](#)



- Known threats
- Failed browser integrity checks
- Stopped by advanced security **PRO**
- Blocked by IP or country
- Hot linking prevented

THREAT ORIGINS



# Example of CDN Impact

[More info ...](#)



**319,961 Page views**

286,162 regular traffic

15,604 crawlers/bots

18,195 threats

*Note: these values are estimated.*

**17,699 unique visitors**

**Do these numbers seem high?**  
CloudFlare's analytics are often more accurate than other services that rely on JavaScript. [Learn more ...](#)

**Your security setting: medium**  
Want to learn more about the threats stopped from accessing your sites?  
[Check out the Threat Control panel.](#)



- Known threats
- Failed browser integrity checks
- Stopped by advanced security **PRO**
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- Hot linking prevented

## THREAT ORIGINS



## REQUESTS SAVED



**1,833,866 requests saved by CloudFlare**  
2,492,405 total requests

## BANDWIDTH SAVED



**75.7 GB bandwidth saved by CloudFlare**  
90.7 GB total bandwidth

## SEARCH ENGINES

Bing

Google

Yandex

Baidu

### PAGES CRAWLED

9,561

5,508

3,763

830

### LAST CRAWL

November 21, 2014

November 21, 2014

November 21, 2014

November 21, 2014

“Life is not fair - get used to it.”

*–Bill Gates*