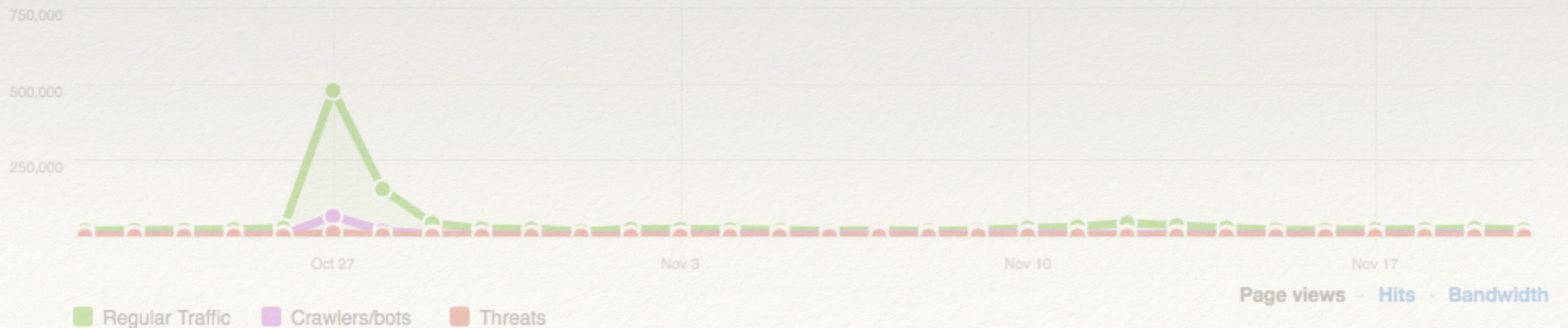


Getting Your Website Ready for Viral Fame

by: Jerome Auza

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



Page views · Hits · Bandwidth

[More info ...](#)

Get Your Site Ready

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

About auza.net

- ❖ 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, bohol.info, prcpassers.com)
- ❖ Mobile App Developer (DYRD-AM Worldwide)
- ❖ Authorized Dealer: Vivanco Network Cabling Solutions
- ❖ Contact: jerome.auza@auza.net, +639178898932

What starts to matter when traffic grows

- ❖ 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

Your Web Server

- ❖ 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

Your CMS

- ❖ 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

Test Your Site with yslow.org

- ❖ **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.

Test Your Site with yslow.org...

- ❖ *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*

Test Your Site with yslow.org...

- ❖ 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

Test Your Site with yslow.org...

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

Test Your Site with yslow.org...

- ❖ 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

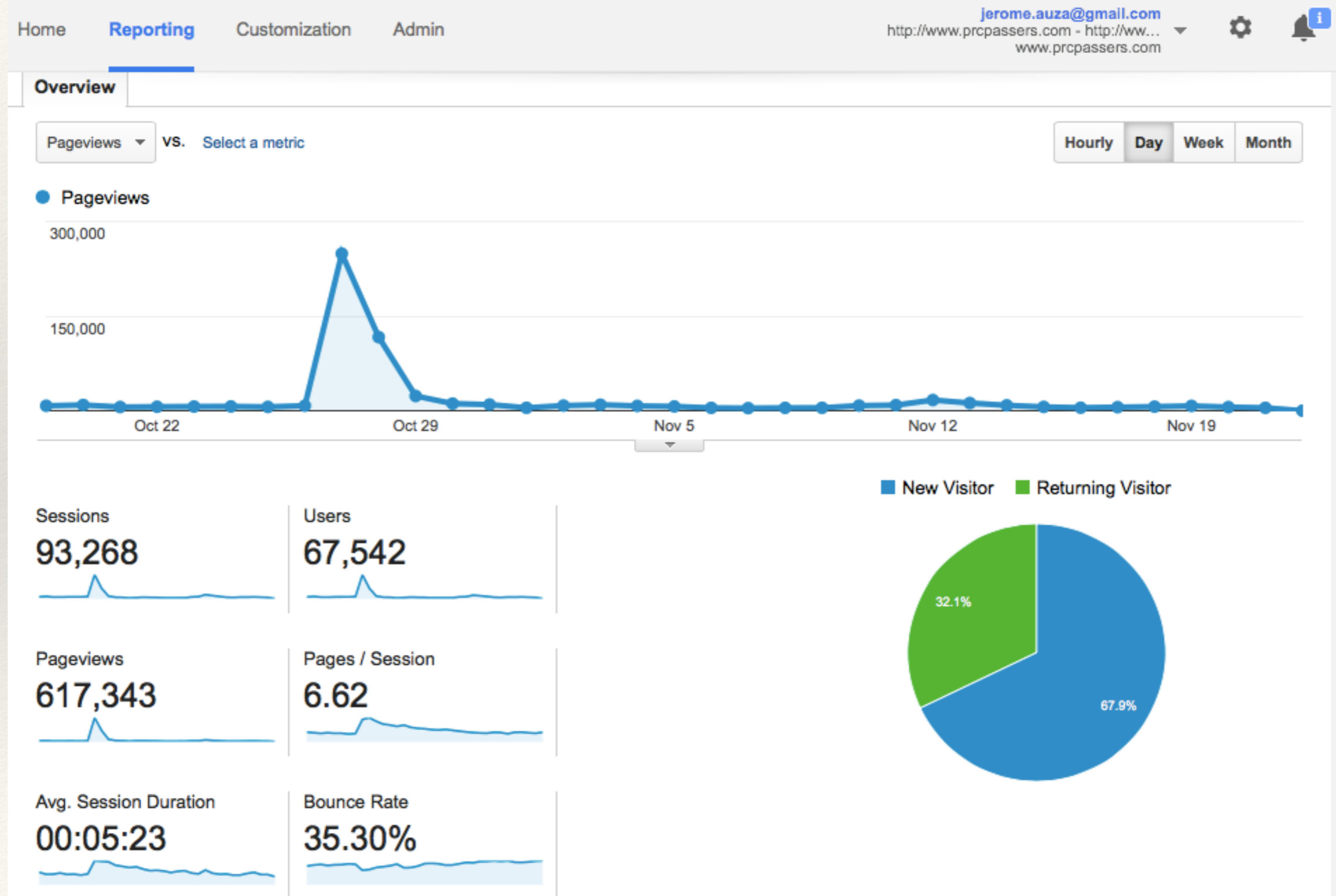
Content Delivery Network (CDN)

- ❖ 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

Measure

- ❖ 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:

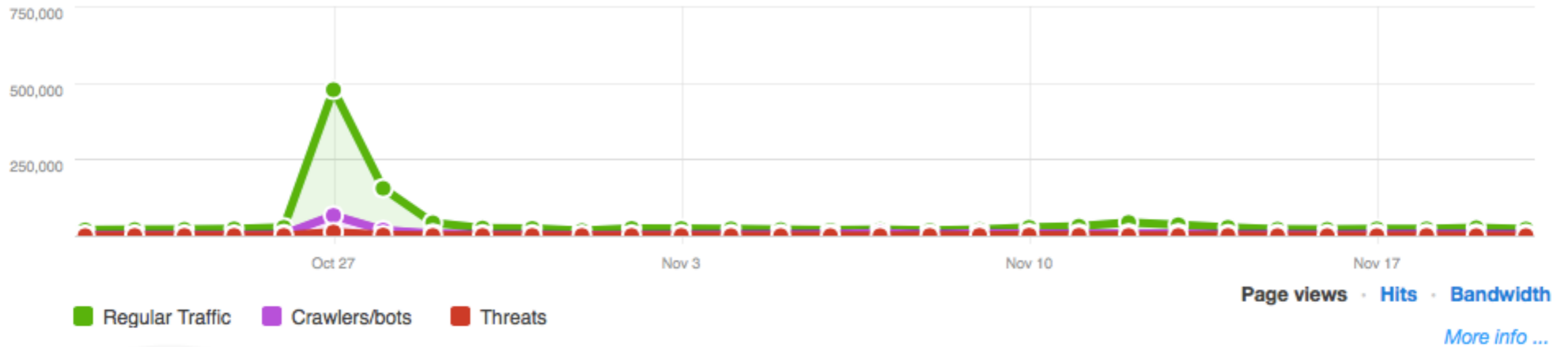
	Source	Active Users ↓
1.	search.tb.ask.com	5
2.	k9safesearch.com	3
3.	search.handycafe.com	3
4.	findamo.com	2
5.	search.smartshopping.com	2

Top Active Pages:

	Active Page	Active Users	↓
1.	/licensure-examination-fo...-august-2014-passers.html	237	29.48%
2.	/	94	11.69%
3.	/licensure-examination-fo...ssers.html/comment-page-5	17	2.11%
4.	/category/professional-teacher	16	1.99%
5.	/www-prc-gov-ph	16	1.99%
6.	/let-top-ten-passers-secondary-august-2014.html	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.](#)

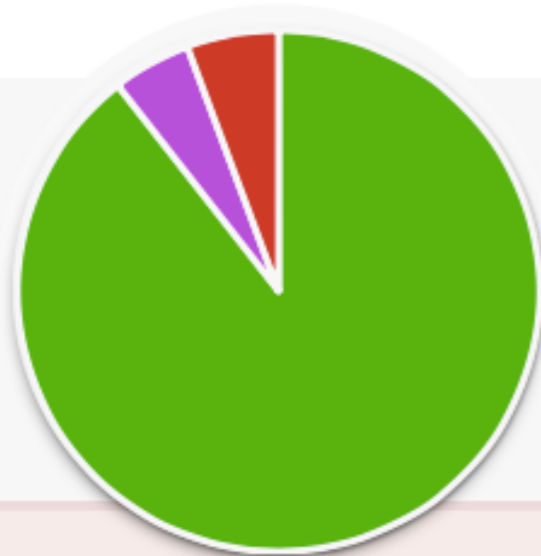


- Known threats
- Failed browser integrity checks
- Stopped by advanced security **PRO**
- Blocked by IP or country
- Hot linking prevented



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.](#)



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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