



How To Make Your Web Pages Load Up To **46%** Faster

By Jason Lewis

www.BusinessBrainwaves.com

This is a FREE eBook

If you know anyone that has their own website, I'm sure they would thank you for letting them know about the techniques discussed in this ebook

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Jason Lewis

About the Author

Jason Lewis is the author/editor of the popular 'Business Brainwaves' newsletter. His newsletter goes out to 4000+ subscribers every week, where Jason profiles new and innovative ways to make money online and offline.

He reveals what he believes are 'gaps in the market' and the best ways to take advantage of them for maximum profit. There are also regular updates and how to improve your sales conversion, copywriting techniques, and the best ways for getting quality targeted traffic to your website.

You can subscribe to the Business Brainwaves newsletter for free, by clicking on this link and filling in the small subscription form → <http://www.businessbrainwaves.com>



Discover How To Add An Eye-Catching Drop capital Effect To Your Web Pages

Jason's latest project can be found over at <http://www.dropcapitals.com>. Drop capitals are used frequently by publishers in the offline world, to add a cosmetic enhancement to articles, reports and books.

After studying the highly acclaimed copywriting/marketing classic book 'Ogilvy On Advertising', Jason also discovered that the 'drop capital' has been proven to increase readership.

The larger than normal first letter manages to catch the reader's eye, and guide them almost unwittingly into the body text of the page. **Ogilvy's tests proved that adding a drop capital to the first paragraph managed to increased readership by an average of 13%.**

Jason's research revealed that only a tiny fraction of website owners were using the 'drop capital' on their web pages. The big problem seemed to be that there wasn't an easy way to add a drop capital effect to a web page. After devising a quick and easy method for adding a drop capital effect to a web page, the idea for the dropcapitals.com website was born.

To find out how you can add an eye-catching drop capital effect to your own web own pages, just **click here** → <http://www.dropcapitals.com/>

How To Make Your Web Pages Load Up To **46%** Faster

By Jason Lewis

Dear Website Owner,

As someone that uses the Internet frequently, I'm sure you've already had the unpleasant experience of waiting for a slow web page to load. Internet users are surfing the web to find information. If your web pages are taking far too long to download, your website visitors will simply click away, and try to find the information they so eagerly desire elsewhere.

It doesn't matter whether you are selling your own products or promoting other people's through affiliate programs, if visitors to your website are leaving before they have even read your web pages, this is almost certainly costing you money.

So, what can you do to ensure that your own web pages load as quickly as possible. If you are fairly experienced at building web pages you may already have taken certain steps to speed up your web pages.

Things like reducing the file size of images and splitting up the page into separate tables, are common and useful methods to help speed up the download of a page.

There are also a few bits of HTML validator software on the market that will help to remove unwanted HTML tags in the code. This can also help.

However, there is one extra step that you can take that I have personally managed to use, that can result in speeding up a web page download time by up to 46%.

Do you use an HTML editor like FrontPage or Dreamweaver to create your web pages?

The information I am about to give you is really aimed at anyone using web page building software to create web pages. If you have ever visited any webmaster message boards you may have heard people saying that Microsoft's FrontPage software creates a lot of unnecessary code that can slow a web page down.

The fact is, from my research, virtually all web page editors create a ton of unnecessary HTML code.

For my own websites I use Macromedia's Dreamweaver software that is widely accepted as the editor of choice for professional web designers. Even considering that, I have found that a large amount of 'tidying' needs to be done on every page created with Dreamweaver.

So, in a nutshell, if you are using any sort of web page creator software, you will almost certainly benefit from the information I am about to give you.

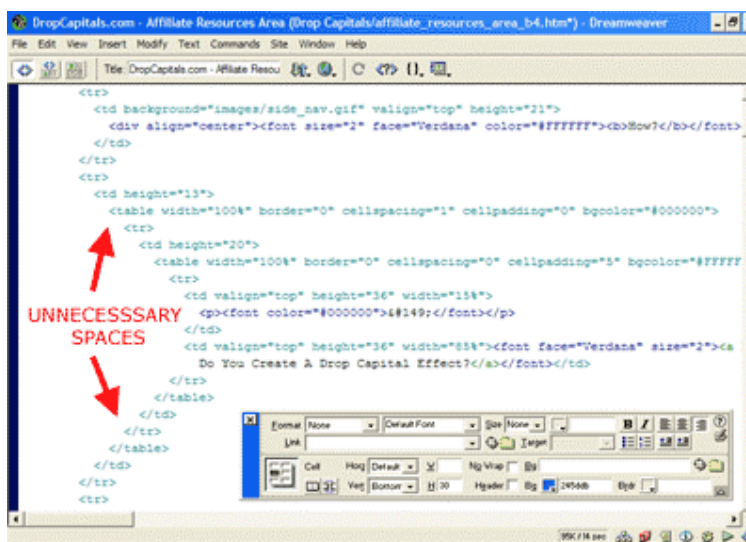
A blank space may look very innocent on it's own, but when your HTML code contains thousands of unnecessary spaces it's a different matter.

Go and open up one of your own web pages in your web page editor of choice. Then have a look at the HTML source code. To help position the text and images on your web pages, I'm guessing that you use 'tables'.

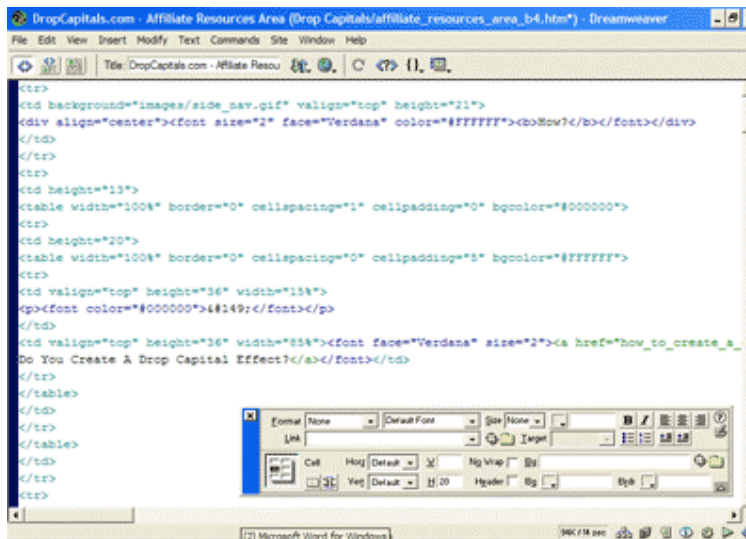
Tables are very useful, but every time your web page editor creates them for you, they also add a load of unnecessary spaces into the HTML code. When you view the page in a browser none of these spaces are visible. However, if you take a closer look at your HTML code you will probably notice that it's riddled with spaces; that do nothing except increase the file size of the page.

I'm going to show two screen shot images of the HTML for one of my own web pages.

This first screen shot shows you the HTML code with all the spaces still there



This second image, is for the exact same piece of HTML code. Except this time I have removed all the spaces at the beginning of each line of code. You can now see that the HTML code starts at the beginning of each line.



```
<tr>
<td background="images/side_nav.gif" valign="top" height="21">
<div align="center"><font size="2" face="Verdana" color="#FFFFFF"><b>Bow</b></font></div>
</td>
</tr>
<td>
<td height="13">
<table width="100%" border="0" cellspacing="1" cellpadding="0" bgcolor="#000000">
<tr>
<td height="20">
<table width="100%" border="0" cellspacing="0" cellpadding="5" bgcolor="#FFFFFF">
<tr>
<td valign="top" height="36" width="15%">
<p><font color="#000000">4#149</font></p>
</td>
<td valign="top" height="36" width="85%"><font face="Verdana" size="2"><a href="bow_to_create_a_
Do_You_Create_A_Drop_Capital_Effect?</a></font></td>
</tr>
</table>
</td>
</tr>
</table>
</td>
</tr>
</table>
</td>
</tr>
</table>
```

I did a quick calculation using a word counter. The first screen shot contained 662 characters but 1073 including spaces. The second screenshot still contained 662 characters, but only 707 including spaces.

Just for that one tiny cross section of HTML code I was able to remove 366 unwanted spaces (1073 – 707 = 366).

Most people don't realize that a 'space' uses up memory just like a normal character. The more unwanted spaces you can get rid of; the smaller the file size of your web page. It also follows, that if you can reduce the file size of a web page it will load that much quicker.

If you use broadband you may not worry too much about web pages loading slowly. However, you should cast your mind back to when you were using a much slower dial up connection. The majority of Internet users still use a dial up connection to access the Internet. These valuable visitors to your website will not hang around on your site for long if your web pages take ages to load.

**Is There A Quick Way To Remove All These Spaces
Without Doing It By Hand With The Delete Key?**

Before I tell you the next step I need to discuss something very important.

When you are making big blanket alterations to a web page like I'm about to suggest, something could go wrong. Don't get me wrong, I have tested this method on my own pages and a number of other people's websites without a single problem so far. However, I just want to make it clear that you should take certain precautions before you do anything like this.

1. First off all, you should start by making a back up copy of all the web pages you want to 'tidy up'. Then, in the unlikely event that you run into a problem, you've still got your back up web pages safely stored away.
2. To remove the unwanted spaces, you need to be in the screen that views your HTML code for your web page. If you try to do this in the preview screen, nothing will happen. Remember, we are trying to clean up the HTML code itself.
3. You now need to open up the 'find and replace' option in your menu.

In FrontPage: From the top menu, choose 'edit' then 'replace'

In Dreamweaver: From the top menu, chose 'edit' then 'find and replace'

4. You have to type in the text that you want to replace first. Here you should hit the space bar '**twice**'. Hitting it twice is crucial. If you only type in single space you will remove all the spaces in between the normal text on your page. This will make all your words into one big paragraph.

In HTML code you can't put a double space in between words like you can in word processor software like Word. So if you ask it to replace all the 'double spaces', you will only be removing them from the HTML code. The spaces in between your normal text will remain unchanged.

In the next box your have to type in what you want to replace the 'double space' with. Just leave that blank.

You are basically saying that you want to replace all 'double spaces' with 'nothing'. This will effectively remove all the 'double spaces'.

5. You now select the button that says 'Replace All' and the software will go off and start deleting all the unwanted spaces right before your own eyes.

Note: In Dreamweaver, there is normally a default box ticked that says 'Ignore white space differences'. You must **uncheck** that box.

In Dreamweaver and FrontPage, you can normally see some data near the bottom right of your screen. This will tell you how long the page will take to

download in seconds. You should refer to the software manual that will tell you how to set this up and or alter it.

It's best to set this up so that you can see how quick the page will load when using a 56K dial up connection, as this is the most commonly used connection speed for the majority of Internet users.

Another thing you might like to do, is to view the file size of the page before you do anything in Windows explorer. Then check out the size of the file again after you have removed all the double spaces.

An Even Quicker Way To Do This With Some Free Software

You might soon realize that your PC takes a little while to remove all the spaces. This will obviously depend on the speed and power of your computer.

One method I have used successfully, is to select multiple pages in the 'site' menu. Then set it up to remove the 'double space' for all the pages at once. You can then just leave it to run in the background while you're working on something else, or maybe just go away and have a cup of coffee until it's done.

As another alternative I have recently discovered a piece of software that has been built specifically to remove all these unwanted spaces. The software unsurprisingly is called 'Space And Line Remover' (SLR).

You can download the software for free from the following address:

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

I'm afraid that as far as I can tell, the 'Space And Line Remover' software has only been written for Windows users. If you are using a Mac you will have to make do with the 'Find And Replace' option mentioned earlier.

The big advantage with using the SLR software is it's speed. In normal mode, virtually as soon as you open up your web page in the software all the unwanted spaces are removed.

There is also an 'aggressive mode' option that will shrink the code even further. This does take a few seconds to run as it is a lot more thorough. The advantage being that the file size of the page is shrunk even further.

Summary

Whether you use the 'find and replace' option or the SLR software, I can assure you that the time and effort will be worthwhile. If you can stop people from leaving



your web pages before they have even had time to read them, this is bound to have a positive knock on effect with your sales conversion rate.

If you can get more people reading your web pages without spending a single penny, you've got to be on to a winner.

Best Wishes,

Jason Lewis

Editor/Publisher of 'The Business Brainwaves Newsletter'

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