

¿Tengo una buena página web, o me están estafando?



<2019/>
WORDCAMP
ZARAGOZA

Joaquín Ruiz Lite

#WCZGZ 2019

@JokiRuizLite

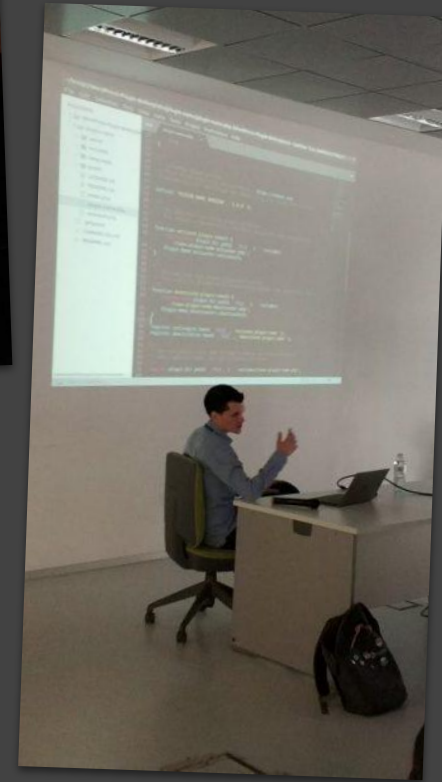
About me.

Joaquín Ruiz Lite

@JokiRuizLite

<https://jokiruiz.com>

- Ingeniero Informático
- Especializado en web y e-commerce
- Amplia experiencia nacional e internacional
- Con WordPress desde 2005



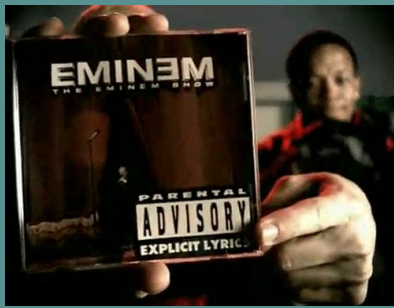


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 - a. El navegador (Chrome), tu gran aliado




DISCLAIMER


Las opiniones de esta charla están basadas en mi propia experiencia

No represento a ninguna organización ni a ninguna comunidad

Estaré encantado de debatir cualquier opinión vertida en esta charla tras la ponencia
y más aún si es con una cerveza :)



1. La presencia en Internet (MOTIVATION)



Si no estás en Internet, no existes.



- Presencia en Internet
 - Búsquedas en el **móvil**
 - Publicidad online / RRSS

- Competencia global
 - Clientes tan globales o segmentación de clientes por geolocalización.
 - Nuevos mercados
 - Cómo nos buscan?

Si no estás en Internet, no existes. Pero si estás y no te encuentran, tampoco.



Estar localizable en cualquier momento

Service Unavailable

The server is temporarily unable to service your request due to maintenance downtime or capacity problems. Please try again later.

Apache/2.4.7 (Ubuntu) Server at zoostore.az Port 80



This page isn't working

is currently unable to handle this request.
HTTP ERROR 500

Reload



Page Not Found

We can't find the page you're looking for.
You can either return to the previous page, visit our homepage or contact our support team.

Visit Homepage

Contact Us

- La seguridad de estar localizables
 - Contacto
 - Soporte
- Disminución de costes
 - Automatizaciones
 - Del 'boca-boca' al 'compartir en..'
- Información accesible
 - Rapidez
 - Facilidad
 - Credibilidad

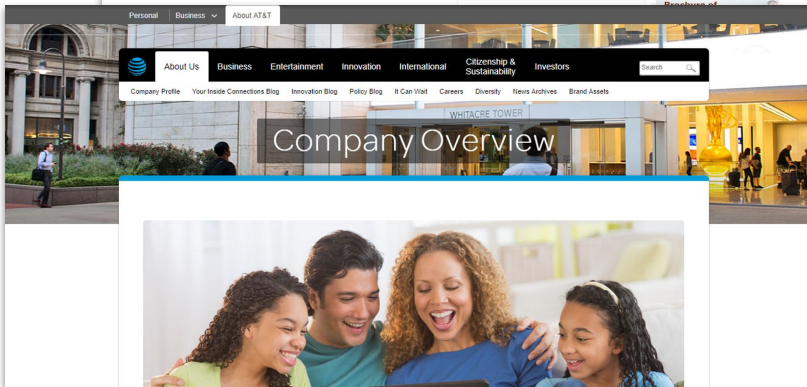
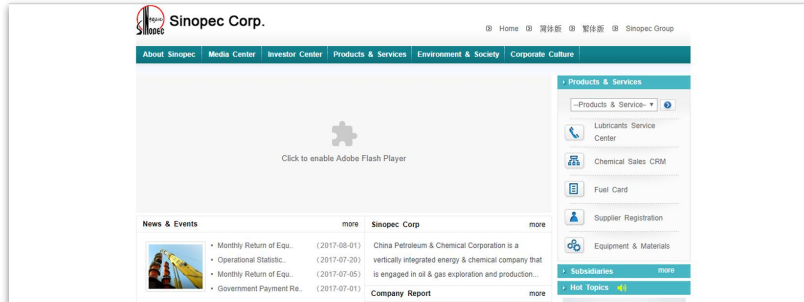
Internet está abierto y accesible todos los días a todas horas

1. La presencia en Internet (MOTIVATION)

¿Tengo una buena página web, o me están estafando?

Imagen al exterior

- Imagen de marca
 - Profesionalidad
- Interactividad de Internet
 - Afinidad y complicidad con los visitantes de la web
- Mejora en la comunicación
 - Mensajes precisos y adecuados



Y recuerda... Mobile first

#WCZGZ

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2. Elementos de una plataforma web (COMPONENTS)

**“El éxito o fracaso de tu
plataforma web se basa en
la forma en que está hecha”**



Hardware y servicios

2. Elementos de una plataforma web (ELEMENTS)
¿Tengo una buena página web, o me están estafando?



Software



Contenido y SEO



Usabilidad y Estética

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Hardware y servicios



Hosting (Servidor)

- Usuarios concurrentes
- Complejidad de nuestro software
- Velocidad de carga (TTFB)

Hosting Gratuito

Hosting Compartido

VPS

Servidor Dedicado

Hosting Cloud

Servicios

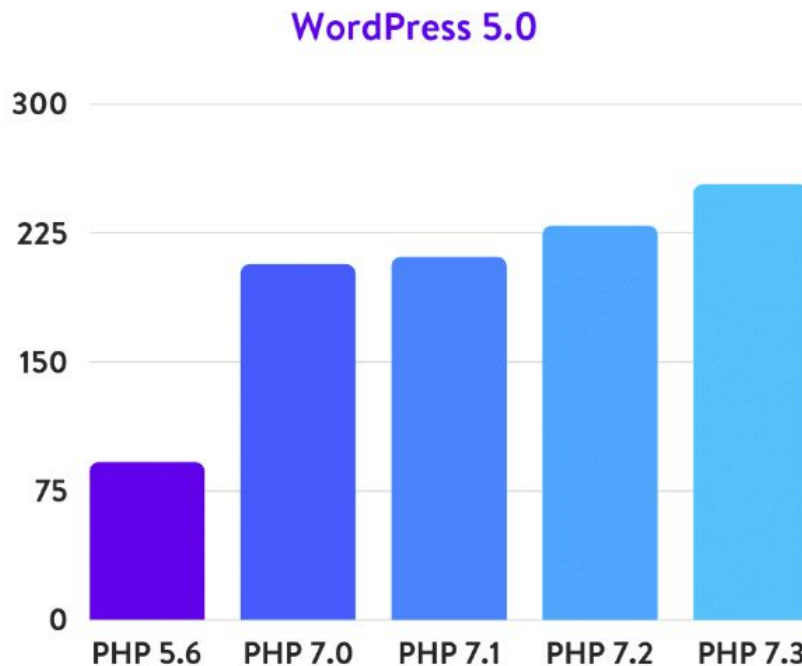
- Seguridad y Ataques de Malware
- Version de PHP, Apache, Nginx??



Hardware y servicios

WordPress

- Versión de PHP : PHP 7.2
- HTTP2
- Configuración de Cron-Jobs
- Cachés (fichero vs servicios)





Software



No mates moscas a cañonazos y mucho cuidado con el Lock-In

Website builders (wordpress.com , wix, shopify...)

- + Facilidad, precio?, one-click install
- Cambios, personalizaciones, migración de contenido

Framework?

- Elección por uso y funcionalidad: No es lo mismo hacer un CMS que un eCommerce, elementos transaccionales? Capacidad de mantenimiento?
- Elección por contenido: Cantidad de elementos estáticos y transaccionales de nuestro site.
- Elección por volumen de tráfico: Elementos distribuidos, micro-servicios?



Software y otros servicios

Conoce y Optimiza tu framework

WordPress

- WordPress carga los recursos en todas las páginas.
 - Carga condicional

```
If (!is_woocommerce() && !is_cart() && !is_checkout())  
{ wp_dequeue_style('woocommerce_general'); (...) }
```
 - Temas genéricos vs Temas ad-hoc
 - Cuidado con ciertos plugins... (SLIDERS)



SEO y contenido



Objetivo: *Demostrar valor a los motores de búsqueda Google, Bing...*

2 Factores basicos:

- **Autoridad:** Popularidad de la web
- **Relevancia:** Relación frente a una búsqueda dada (factores on-site)

Funcionamiento:

- Rastreo con **bots** (estructura de enlaces, sitemaps, robotstxt...)
- Indexación (ordenación según **contenido**, autoridad y relevancia)
- **Algoritmo** (revisión del índice y elección de las páginas más relevantes)



Usabilidad & Estética



Usabilidad

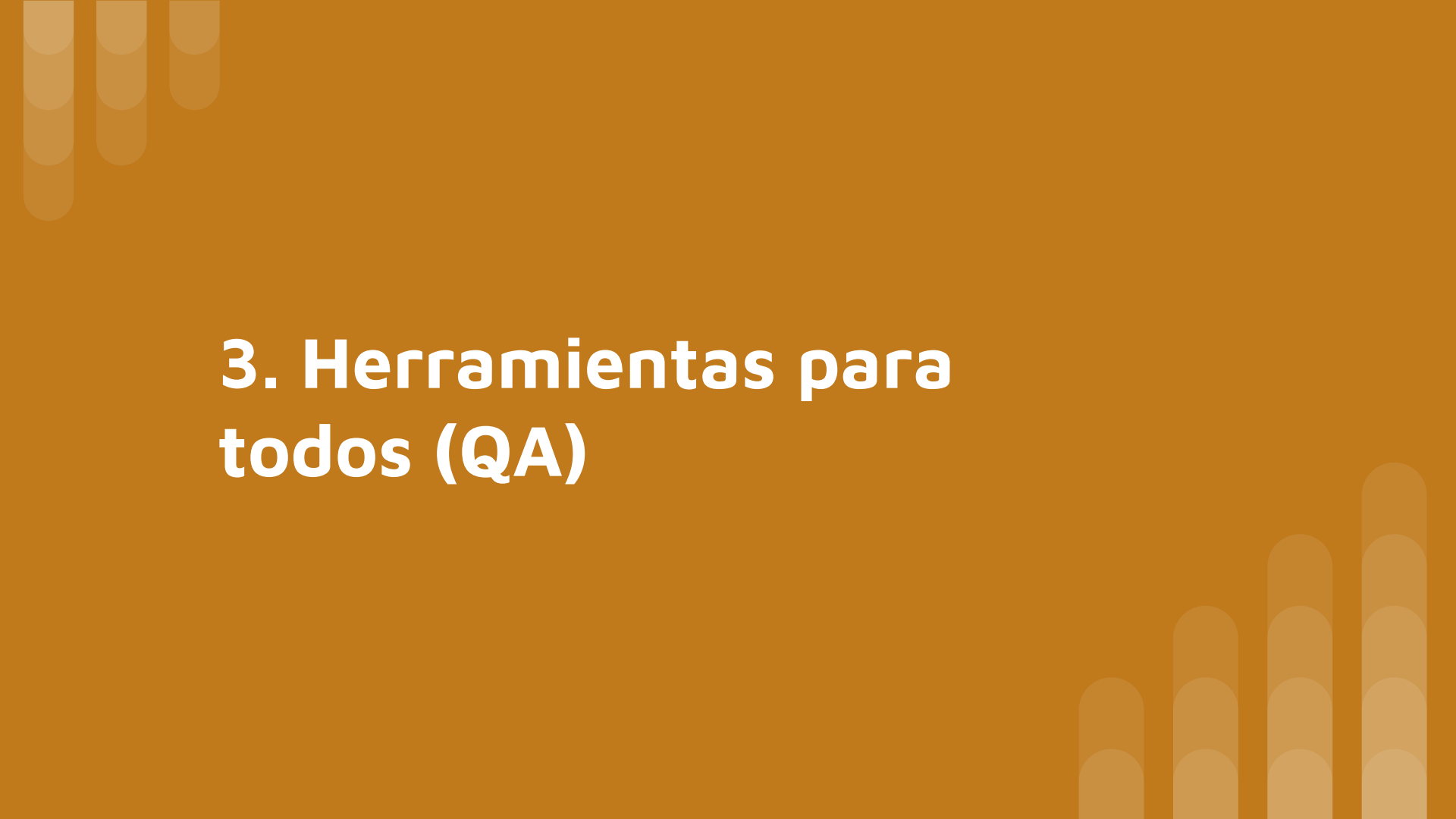
- Facilidad de aprendizaje
- Facilidad y eficiencia de uso
- Satisfacción subjetiva

Calidad de la experiencia que tiene un usuario cuando **interactúa** con nuestra web

Diseño

- Imagen de marca
- Accesibilidad
- Credibilidad

El diseño debe mejorar Interacción, no definirlo

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3. Herramientas para todos (QA)

- GTMetrix



Latest Performance Report for:
<http://jokiruib.com/>

Report generated: Sun, Jan 20, 2019, 2:59 AM -0800

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

Looks like you're running WordPress
[Have a look at our WP optimization tips.](#)

Looks like you might not be using a CDN
[Why should I use a CDN?](#)

Performance Scores

PageSpeed Score

A (91%) ^

YSlow Score

C (71%) ♦

Page Details

Fully Loaded Time

4.1s ^

Total Page Size

1.71MB ^

Requests

70 ^

GTmetrix



Latest Performance Report for:
<https://www.elpais.com/>

Report generated: Sun, Jan 20, 2019, 9:48 AM -0800

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

Looks like you might not be using a CDN
[Why should I use a CDN?](#)

Performance Scores

PageSpeed Score

F (49%) v

YSlow Score

F (46%) v

Page Details

Fully Loaded Time

9.2s v

Total Page Size

3.25MB v

Requests

247 v



- Nibbler

Testea 19 funciones on-page y off-page para sintetizar una puntuación en:

- Accesibilidad
- Experiencia de usuario
- Marketing
- Tecnología

<http://nibbler.silktide.com>



Report for jokiruiz.com

7.6 Overall
The overall score for this website.

8.7 Accessibility
How accessible the website is to mobile and disabled users.
See contributing tests ▾

7.6 Experience
How satisfying the website is likely to be for users.
See contributing tests ▾

5.1 Marketing
How well marketed, and popular the website is.
See contributing tests ▾

9.0 Technology
How well designed and built the website is.
See contributing tests ▾

Nibbler tested a sample of 5 pages from this website at 15:11 on 17 Jan 2019 (CET).

[Retest](#)

Overview	
Facebook page	0.0
Social interest	0.0
Internal links	2.0
Freshness	4.8
Popularity	5.5
Meta tags	6.8
Twitter	8.5
Amount of content	8.8
Images	9.0
Domain age	10
URL format	10
Printability	10
Incoming links	10
Headings	10
Page titles	10
Analytics	10
Server behaviour	10
Mobile	10
More features	+
5 pages tested	

Report for elpais.com

9.3 Overall
The overall score for this website.

9.7 Accessibility
How accessible the website is to mobile and disabled users.
See contributing tests ▾

9.0 Experience
How satisfying the website is likely to be for users.
See contributing tests ▾

9.5 Marketing
How well marketed, and popular the website is.
See contributing tests ▾

8.7 Technology
How well designed and built the website is.
See contributing tests ▾

Nibbler tested a sample of 5 pages from this website at 18:50 on 20 Jan 2019 (CET).

[Retest](#)

Overview	
Printability	0.0
URL format	7.2
Social interest	7.9
Images	8.0
Server behaviour	8.8
Internal links	9.9
Facebook page	10
Twitter	10
Domain age	10
Popularity	10
Meta tags	10
Incoming links	10
Headings	10
Page titles	10
Analytics	10
Mobile	10
Amount of content	10
Freshness	10
More features	+
5 pages tested	

- DeadLink Checker

Busca enlaces rotos en tu web.

<https://www.deadlinkchecker.com/>



DeadLinkChecker.com - report

<http://elpais.com> (full scan)

Generated: 1/20/2019 6:58:29 PM

100% scanned - 2000/2000 URLs checked, 1979 OK, 21 failed

This free service checks the first 2000 links on any website. For larger websites please subscribe to our [Auto-check service - options](#).

Error	URL	Anchor Text	Linked From
403 Forbidden	http://www.idealista.com/?xts=352891&xtor=AD-111-[caja_bussueda_home]-[0]-[caja]-[rtisa_eloais.com]-[GT]-[logo]&source=101	idealista	https://elpais.com/
-1 Not found: The server name or address could not be resolved	https://elpais.com/https://elpais.com/politica/2019/01/20/actualidad/1547970816_082092.html	Última hora La búsqueda de Julien en el pozo de To talán en Málaga	https://elpais.com/
-1 Not found: The server name or address could not be resolved	https://suscripciones.elpais.com/?id_externo_promo=epm_faldonsuscribete_300614/	Suscríbete	https://elpais.com/
500 Internal Server Error	http://www.sistemauno.com/web/inicio.html	Sistema UNO	https://elpais.com/
401 Unauthorized	http://descuentos.as.com/	AS Descuentos	https://elpais.com/
-1 Timeout	https://megastore.as.com/	Megastore	https://elpais.com/
-1 Not found: The date in the certificate is invalid or has expired	https://as-outlet.es/	AS-outlet	https://elpais.com/
404 Not Found	http://www.wradio690.com/	EE UU	https://elpais.com/
-1 Not found: The server name or address could not be resolved	http://prisa.inn.com/	PRISA INN	https://elpais.com/
404 Not Found	https://elpais.com/eloais/estaticos.html	Archivo web	https://elpais.com/archivo/
-1 Timeout	https://lacomunidad.elpais.com/	La Comunidad	https://elpais.com/archivo/
404 Not Found	https://www.eloais.com/cap/pas-amarillas/	Paginas Amarillas	https://elpais.com/archivo/

DeadLinkChecker.com - report

<http://jokiruib.com> (full scan)

Generated: 1/20/2019 7:00:21 PM

100% scanned - 422/422 URLs checked, 414 OK, 8 failed

Error	URL	Anchor Text	Linked From
-1 Not found: The address could not be resolved			
-1 Not found: The address could not be resolved			
503 Service Unavailable	https://www.google.com/sorry/index?continue=https://plus.google.com/%2BjoaquinRuizLite&g=EhAgAQ/YCbA7AAAAAASrGO_kkuFIhK8AaeDS9HsdEcaW0Y85ix2bDWJtJdJagVEMFy	link/href	https://jokiruib.com/
404 Not Found	https://jokiruib.com/wp-content/themes/jokiruib2018/fonts/webfont_eot?v=4.7.0	style: @font-face	https://jokiruib.com/wp-content/cache/autoptimiz/css/autoptimiz_c462fcb8e5beff27c7447259f6b10b4.css
999 Non-standard	https://www.linkedin.com/in/jokiruib/		https://jokiruib.com/wordpress/update-wordpress-automatically-without-using-flp/
-1 Timeout	http://butunclebob.com/Articles/UncleBob_PrinciplesOfOOD	The principles of OOD	https://jokiruib.com/software/solid-otncioles-ohp/
404 Not Found	http://www.arvato.org/wp-content/uploads/2010/11/YIL-150x150.png	img/src	https://jokiruib.com/software/best-ohc-frameworks/
404 Not Found	https://cnmarketing.co.za/images/Website_Design/laravel-logo.jpg	img/src [301 from http://www.cnmarketing.co.za/images/Website_Design/laravel-logo.jpg] [301 from http://www.cnmarketing.co.za/images/Website_Design/laravel-logo.jpg]	https://jokiruib.com/software/best-ohc-frameworks/

- Website Grader

Testea SEO y factores de seguridad junto con estadísticas móviles y de rendimiento

<https://website.grader.com>



WEBSITE GRADER

Powered by HubSpot

- Webpagetest

Testea el rendimiento global de tu plataforma web

<https://webpagetest.org>

Web Page Performance Test for

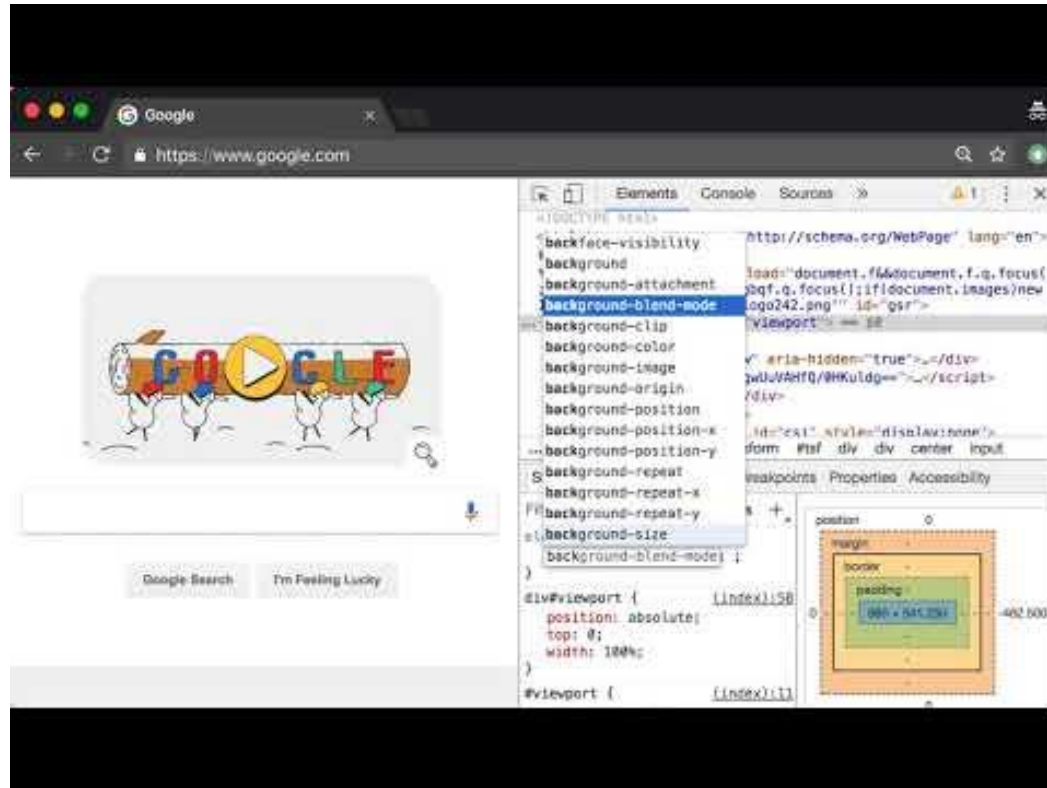
<https://jokiruiz.com>

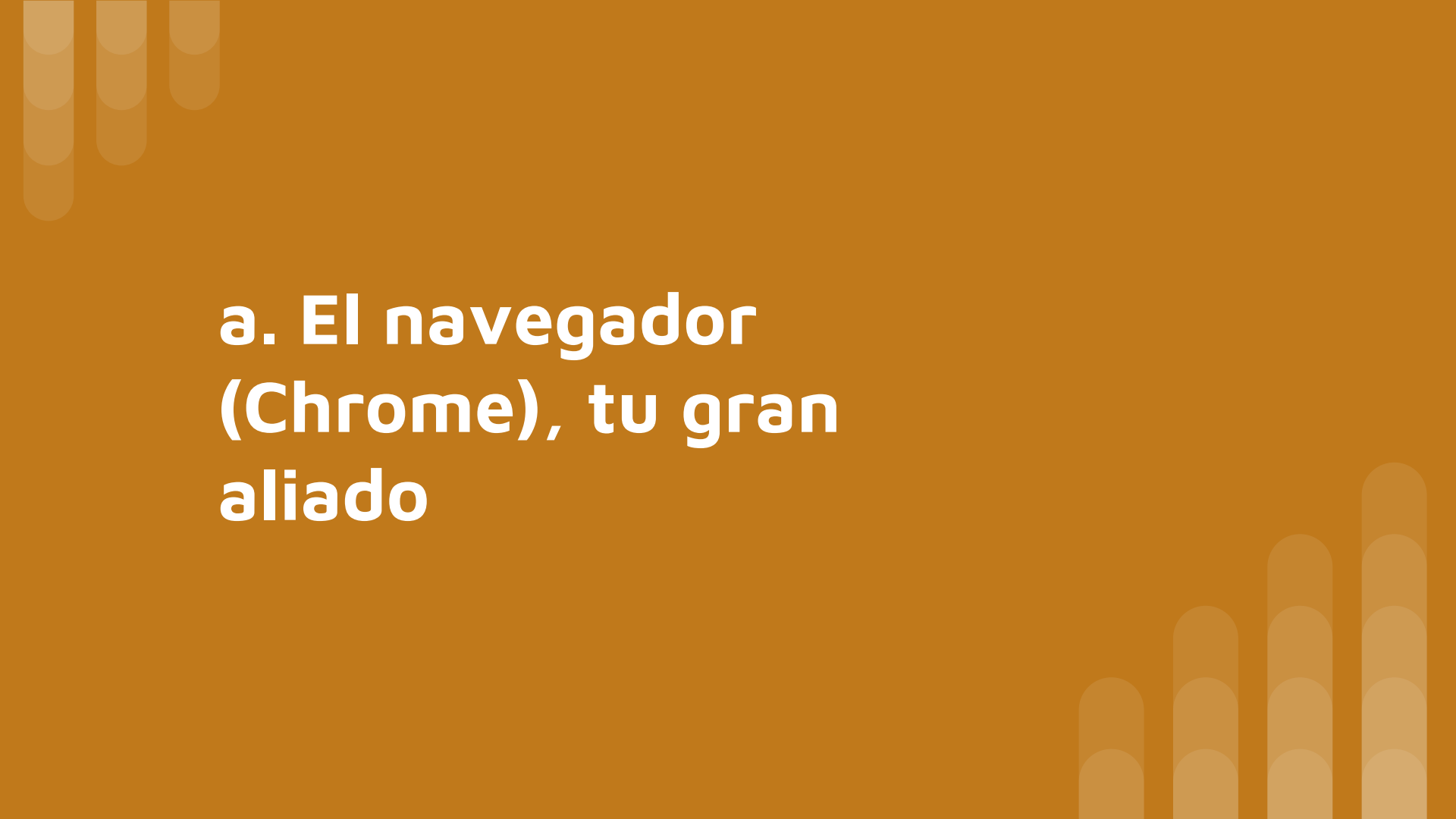
From: Dulles, VA - Chrome - Cable
1/20/2019, 7:40:35 PM

[Need help improving?](#)

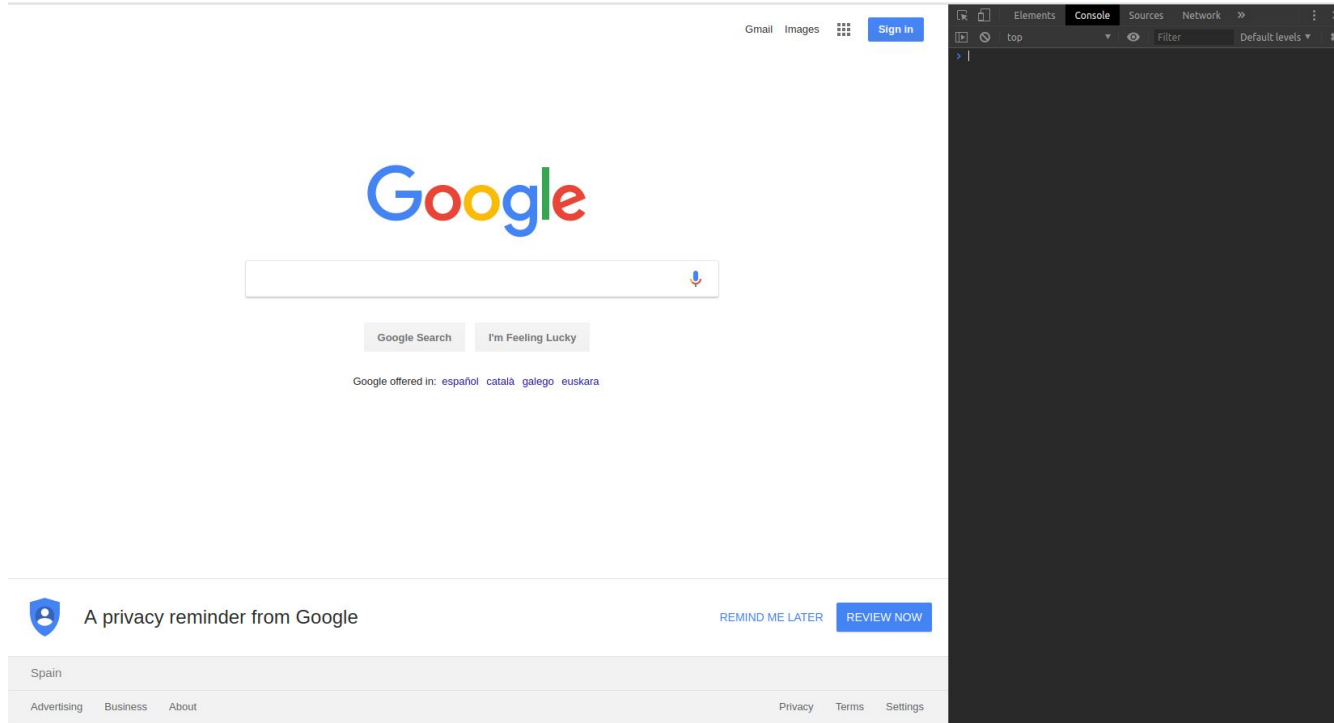


- Chrome DevTools

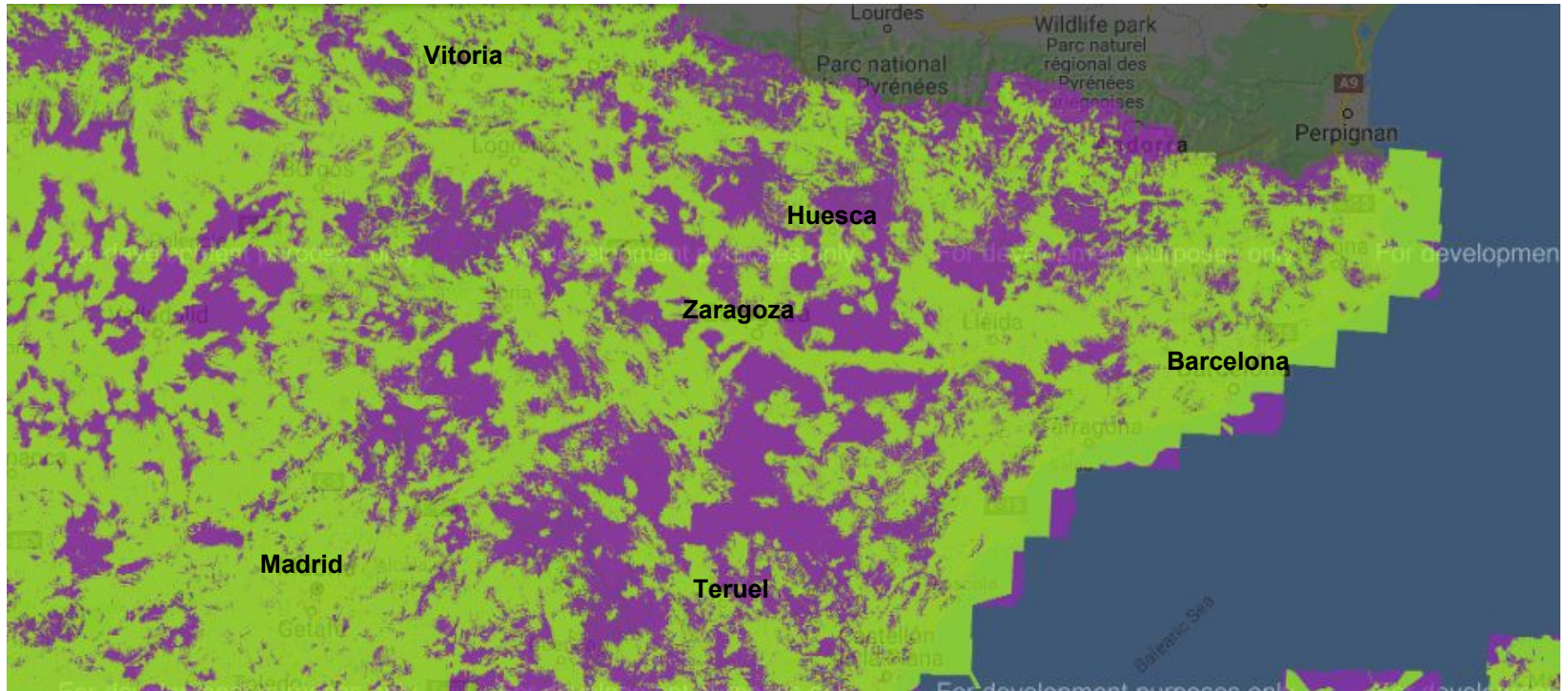


The image features a solid orange background. In the top-left corner, there are three vertical bars of varying heights, each composed of several overlapping semi-transparent circles. A similar set of four vertical bars is located in the bottom-right corner, also made of overlapping semi-transparent circles.

a. El navegador (Chrome), tu gran aliado



Windows, Linux: Control+Shift+I
Mac OS: Option+Command+I



1. Speed



















Network : optimiza la velocidad a la audiencia objetivo.

248 / 587 requests | 1006 KB / 2.5 MB transferred | Finish: 24.74 s












2. Peso

Network : requests - peso del contenido

Name	Status	Type	Initiator	Size	Time	Waterfall
 Image.png?1547555926651 /PRISA-ES/2019/01/12951188...	200 OK	png	createjs-2015.1... Script	307 KB 307 KB	73 ms 34 ms	
 bodegon_300x600.png?15475... /PRISA-ES/2019/01/12951188...	200 OK	png	createjs-2015.1... Script	124 KB 124 KB	36 ms 31 ms	
 1630160500570854267?sqp=-... /simgad	200	jpeg	container.html?... Script	107 KB 106 KB	167 ms 146 ms	
 1784378869373099079 /daca_images/simgad	200	jpeg	container.html?... Script	98.3 KB 98.1 KB	176 ms 161 ms	
 content_card_f6d1f138-e8aa-... dpsyidomn2c49.cloudfront.ne...	200 OK	jpeg	content_card?to... Parser	93.2 KB 92.8 KB	131 ms 102 ms	
 imgad?id=CICAgKCri6bUyQE... /pagead	200	png	container.html?... Script	82.1 KB 82.0 KB	164 ms 149 ms	
 fondo_300x600.jpg?15475559... /PRISA-ES/2019/01/12951188...	200 OK	jpeg	createjs-2015.1... Script	48.4 KB 48.1 KB	22 ms 20 ms	
 imgad?id=CICAgKC77JT7URA... tpc.google syndication.com/pa...	200	jpeg	VM271:1 Script	31.6 KB 31.5 KB	163 ms 158 ms	
 pompas_extras_300x600.png?... /PRISA-ES/2019/01/12951188...	200 OK	png	createjs-2015.1... Script	27.9 KB 27.6 KB	25 ms 23 ms	

3. Images (size)

Optimization: Lossy and lossless compression

Name	Status	Type	Initiator	Size	Time	Waterfall
 base.js /yts/jsbin/player-vflfrtx-7/es_ES	200	script	PzOpPI0cm 4?... Parser	452 KB 1.3 MB	911 ms 321 ms	
 base.js /yts/jsbin/player-vflfrtx-7/es_ES	200	script	QiANe-ITz-Y?w... Parser	452 KB 1.3 MB	639 ms 380 ms	
 base.js /yts/jsbin/player-vflfrtx-7/es_ES	200	script	OmvH5H1Tkly?... Parser	452 KB 1.3 MB	1,22 s 415 ms	
 satelliteLib-28ad3885d203361... ep00.epimg.net/js/gdt/577c3...	200	script	(index). Parser	123 KB 448 KB	179 ms 148 ms	
 comun.js ep00.epimg.net/js/comun	200	script	(index). Parser	37.9 KB 183 KB	148 ms 129 ms	
 cmp.bundle.js?u=2018 gdpr.prisa.com	200	script	(index). Parser	37.2 KB 134 KB	161 ms 141 ms	
 www-embed-player.js /yts/jsbin/www-embed-player-...	200	script	PzOpPI0cm 4?... Parser	36.5 KB 101 KB	330 ms 262 ms	
 www-embed-player.js /yts/jsbin/www-embed-player-...	200	script	QiANe-ITz-Y?w... Parser	36.4 KB 101 KB	662 ms 640 ms	



4. Compresión GZIP

a. El navegador (Chrome), tu gran aliado

¿Tengo una buena página web, o me están estafando?

```
Headers Preview Response Cookies Timing
1 var _yt_player={};(function(g){var window=this;var ba,da,la,ma,oa,na,pa,qa,...
2 ff,gf,hf,kf,lf,mf,nf,ye,of,pf,jba,vf,xf,yf,lba,bf,cf,df,ff,jf,mba,gf,mf,tf,5f
3 Yl,s1,Zl,aj,dca,bj,cj,dj,ej,gj,ij,lj,oj,nj,mj,pj,eca,rj,sj,tj,uj,wj,xj,yj,zj,
4 xl,yl,zl,Al,hda,Bl,jda,Cl,Fl,Gl,Hl,Jl,lda,Kl,kda,mda,LL,nda,oda,NL,Pl,QL,RL,
5 Xn,pea,$n,Zn,ao,bo,eo,fo,co,ho,sea,io,ko,lo,mo,no,jo,oo,po,qo,ro,so,vo,wo,zo,
6 kfa,fr,jfa,gr,hr,ir,jr,ifa,vr,wr,xr,Br,nfa,ofa,Cr,qfa,rfa,Er,ufa,Gr,pfa,Hr,Ir
7 Qt,Rt,Ht,tr,at,Tt,dt,Ut,Vt,Zs,ct,Gt,ega,Wt,Xt,Yt,oga,Zt,pga,$t,eu,fu,gu,uqa,f
8 Zr,as,cs,Bw,ys,xw,Ew,Fw,Hw,Uga,Iw,Jw,Kw,Lw,Mw,Nw,Ow,Pw,Qw,Rw,Sw,Tw,Uw,Vw,Ww,X
9 Zy,Kha,Lha,$y,az,Mha,bz,cz,dz,Iy,Nha,ez,fz,Hy,Oha,gz,hz,iz,jz,Pha,kz,lz,mz,oz
10 xB,yB,yia,zB,zia,CB,DB,AB,BB,FB,JB,GB,HB,EB,IB,Aia,KB,LB,MB,NB,PB,OB,Bia,RB,Q
11 KO,LD,MD,ND,PD,QD,RD,SD,TD,VD,WD,ZD,Hja,sD,bE,dE,fE,eE,gE,aE,cE,jE,IE,kE,lE,
12 hI,iI,rka,kI,nI,ska,jI,rI,sI,pI,mI,tI,uI,oI,qI,vI,wI,qka,xI,yI,zI,EI,GI,tka,E
13 bla,UK,ata,fla,VK,YK,ila,jla,ZK,Kla,$K,lla,al,bl,mLa,cl,dL,nLa,ola,eL,WK,gl
14 $N,ZN,YN,aO,Yla,bO,$la,cO,Zla,eO,gO,hO,iO,jO,ama,kO,bma,cmo,fO,lO,mO,nO,dma,d
15 Ena,Fna,hO,Gna,iO,Hna,Ina,jO,kO,lO,Jna,mO,Kna,oO,pO,qO,rO,sO,uO,xO,zO,BQ,DQ,L
16 NR,TR,$oa,apa,UR,VR,cpa,bpa,dpa,YR,ZR,aS,epa,XR,fpa,gpa,WR,hpa,bS,cS,dS,ipa,$
17 VS,WS,Iqa,Kqa,Jqa,YS,ZS,XS,Mqa,Nqa,Lqa,Oqa,Pqa,$S,Rqa,Qqa,Sqa,Tqa,Xqa,Uqa,Vqa
18 bV,cV,hsa,gsa,fV,eV,isa,gV,jsa,hV,ksa,lsa,iV,jV,kV,msa,nsa,osa,psa,qa,nV,sa,r
19 Ota,UW,TW,Pta,XW,Qta,YW,ZW,$W,Rta,aX,Sta,bX,cX,eX,Tta,fX,gX,hX,iX,Uta,lX,mX,r
20 jva,KY,MY,kva,EY,LY,GV,FY,RY,SY,lva,OY,mva,OY,nva,ova,pva,rva,qva,vva,uva,TY,
21 k,Bwa,Cwa,Ewa,Dwa,m,Fwa,Gwa,n,o,p,dW,Jwa,Iwa,r,Kwa,tW,Lwa,Nwa,Owa,Mwa,t
22 Jxa,Ixa,txa,Hxa,M0,N0,aa,fa,00,Nx,Xaa,sd,faa;ba=function(a){return functio
23 g.ca=function(a,b){return aa[a]=b};
24 da=function(a){var b=0;return function(){return b<a.length?{done:!1,value:a[b]
25 g.q=function(a){var b="undefined"!=typeof Symbol&&Symbol.iterator&&a[Symbol.i
26 g.ea=function(a){if(!(a instanceof Array)){a=g.q(a);for(var b,c=[];!(b=a.next
27 g.r=function(a,b){a.prototype=fa(b.prototype);a.prototype.constructor=a;if(ha
28 la=function(a,b){if(b){for(var c=la,d=a.split("."),e=0;e<d.length-1;e++){var
29 ma=function(){ma=function(){};
30 ia.Symbol||(ia.Symbol=aaa);
31 oa=function(){ma();var a=ia.Symbol.iterator;a|=(a=ia.Symbol.iterator=ia.Symb
32 oa=function(){};
33 na=function(a){oa();a=[next:a];a[ia.Symbol.iterator]=function(){return this};
34 return a;
35 pa=function(){this.C=!1;this.A=null;this.D=void 0;this.o=!1;this.C=0;this.B=nu
36 qa=function(a){if(a.C)throw new TypeError("Generator is already running");a.C
37 ra=function(a,b){a.B={CL:b,SN:!0};a.o=a.G;
38 sa=function(a,b,c){a.o=c;return{value:b};
39 baa=function(a){this.o=new pa;this.A=a;
40 caa=function(a,b){qa(a.o);var c=a.o.A;if(c)return ta(a,"return"in c?"return"
```

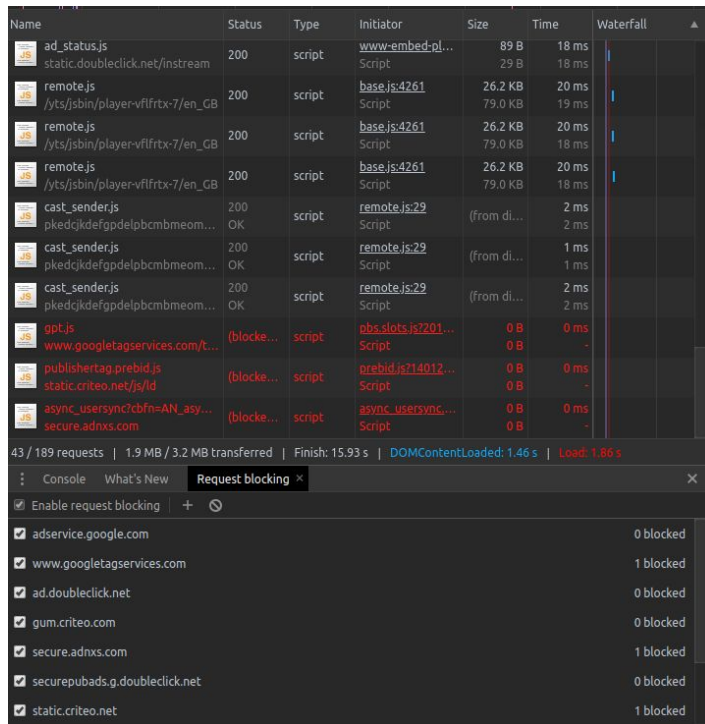
```
Headers Preview Response Cookies Timing
1 var _yt_player = {};
2 (function(g) {
3   var window = this;
4   var ba, da, la, ma, oa, na, pa, qa, ra, sa, baa, caa, ta, ua, daa, eaa, v
5   ba = function(a) {
6     return function() {
7       return aa[a].apply(this, arguments)
8     }
9   }
10  }
11  g.ca = function(a, b) {
12    return aa[a] = b
13  };
14  da = function(a) {
15    var b = 0;
16    return function() {
17      return b < a.length ? {
18        done: !1,
19        value: a[b++]
20      } : {
21        done: !0
22      }
23    };
24  };
25  g.q = function(a) {
26    var b = "undefined" != typeof Symbol && Symbol.iterator && a[Symbol.i
27    return b ? b.call(a) : {
28      next: da(a)
29    }
30  };
31  };
32  g.ea = function(a) {
33    if (!(a instanceof Array)) {
34      a = g.q(a);
35      for (var b, c = []; !(b = a.next()).done; )
36        c.push(b.value);
37      a = c;
38    }
39    return a;
40  };
41  };
42  g.r = function(a, b) {
43    a.prototype = fa(b.prototype);
44  }
45  }
46  }
47  la = function(a, b) {
48    if (b) {
49      for (var c = la, d = a.split("."), e = 0; e < d.length - 1; e++) {
50        var
51        ma = function() {
52          ma = function() {}
53        };
54        ia.Symbol || (ia.Symbol = aaa);
55        oa = function() {
56          ma();
57          var a = ia.Symbol.iterator;
58          a | (a = ia.Symbol.iterator = ia.Symb
59        };
60        oa = function() {}
61      };
62      na = function(a) {
63        oa();
64        a = [next: a];
65        a[ia.Symbol.iterator] = function() {
66          return this;
67        };
68        return a;
69      };
70      pa = function() {
71        this.C = !1;
72        this.A = null;
73        this.D = void 0;
74        this.o = !1;
75        this.C = 0;
76        this.B = nu
77      };
78      qa = function(a) {
79        if (a.C)
80          throw new TypeError("Generator is already running");
81        a.C
82      };
83      ra = function(a, b) {
84        a.B = {CL: b, SN: !0};
85        a.o = a.G;
86      };
87      sa = function(a, b, c) {
88        a.o = c;
89        return {value: b};
90      };
91      baa = function(a) {
92        this.o = new pa;
93        this.A = a;
94      };
95      caa = function(a, b) {
96        qa(a.o);
97        var c = a.o.A;
98        if (c)
99          return ta(a, "return" in c ? "return"
```



4. Compresión GZIP

#WCZGZ

@JokiRuizLite



The screenshot shows the Chrome DevTools Network tab with a list of requests. The 'Request blocking' panel is open, showing a list of domains with checkboxes and a count of blocked requests.

Name	Status	Type	Initiator	Size	Time	Waterfall
ad_status.js	200	script	www-embed-pl...	89 B	18 ms	
static.doubleclick.net/instream			Script	29 B	18 ms	
remote.js	200	script	base.js:4261	26.2 KB	20 ms	
/yts/jsbin/player-vflfrtx-7/en_GB			Script	79.0 KB	19 ms	
remote.js	200	script	base.js:4261	26.2 KB	20 ms	
/yts/jsbin/player-vflfrtx-7/en_GB			Script	79.0 KB	18 ms	
remote.js	200	script	base.js:4261	26.2 KB	20 ms	
/yts/jsbin/player-vflfrtx-7/en_GB			Script	79.0 KB	18 ms	
cast_sender.js	200	script	remote.js:29	(from di...)	2 ms	
pkedckdefgpdelpbcmbeom...	OK		Script		2 ms	
cast_sender.js	200	script	remote.js:29	(from di...)	1 ms	
pkedckdefgpdelpbcmbeom...	OK		Script		1 ms	
cast_sender.js	200	script	remote.js:29	(from di...)	2 ms	
pkedckdefgpdelpbcmbeom...	OK		Script		2 ms	
gpt.js	(blocke...)	script	pbs.slots.js?201...	0 B	0 ms	
www.googleadservices.com/t...			Script	0 B	-	
publishertag.prebid.js	(blocke...)	script	prebid.js?14012...	0 B	0 ms	
static.criteo.net/js/ld			Script	0 B	-	
async_usersync?cbfn=AN_asy...	(blocke...)	script	async_usersync...	0 B	0 ms	
secure.adnxs.com			Script	0 B	-	

43 / 189 requests | 1.9 MB / 3.2 MB transferred | Finish: 15.93 s | DOMContentLoaded: 1.46 s | Load: 1.86 s

Request blocking

- adservice.google.com 0 blocked
- www.googleadservices.com 1 blocked
- ad.doubleclick.net 0 blocked
- gum.criteo.com 0 blocked
- secure.adnxs.com 1 blocked
- securepubads.g.doubleclick.net 0 blocked
- static.criteo.net 1 blocked

5. Excluir recursos

Block request domain

<https://codepen.io/malchata/pen/mXoZGx>



6. Lazy Load

Gracias!



#WCZGZ

@JokiRuizLite