

## Size Matters!

Like many things in life, size matters and a website is no different. The larger your webpage, the longer it will take to download and the harder a search engine must work to clearly understand what your web page is communicating.

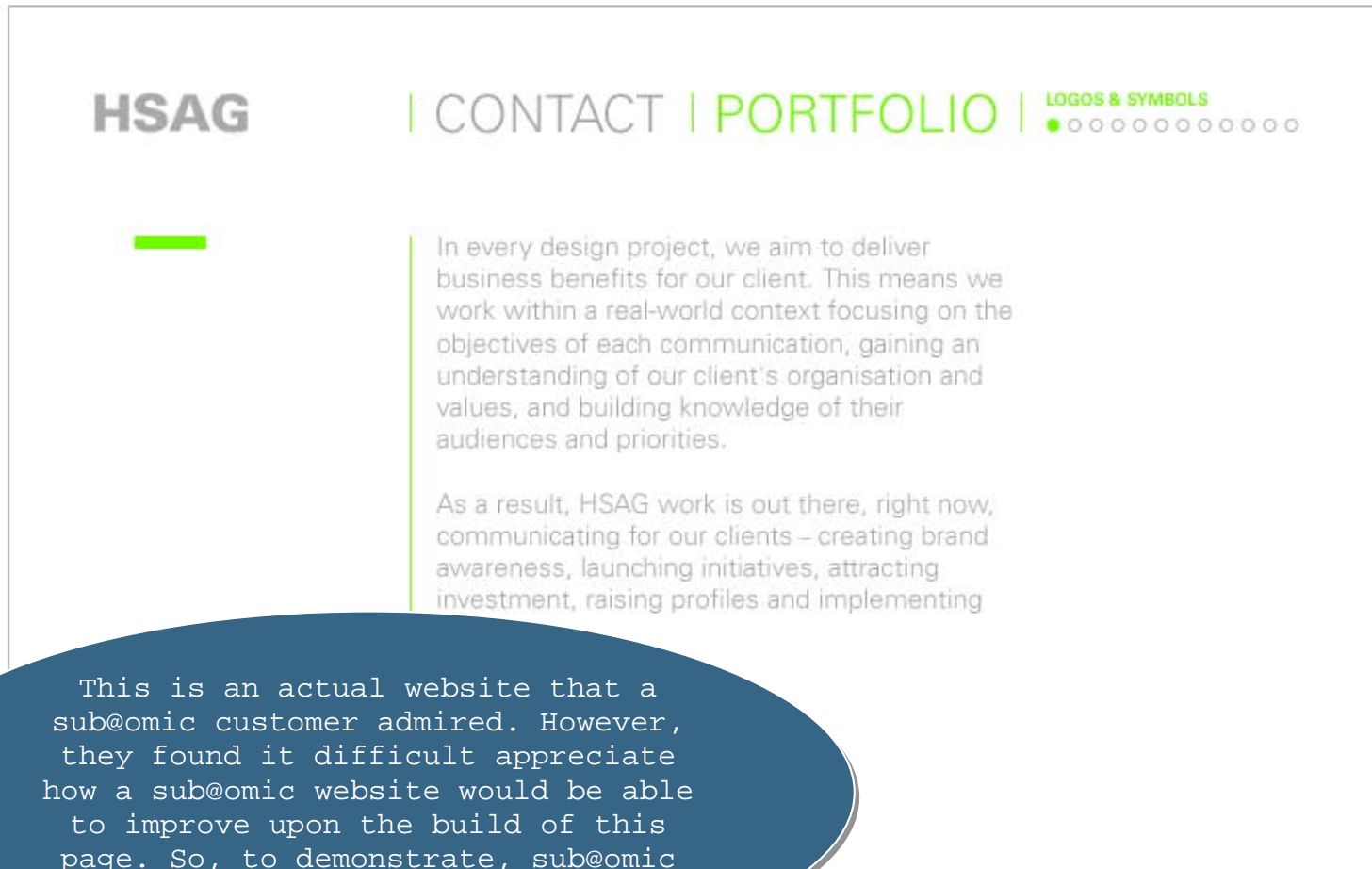
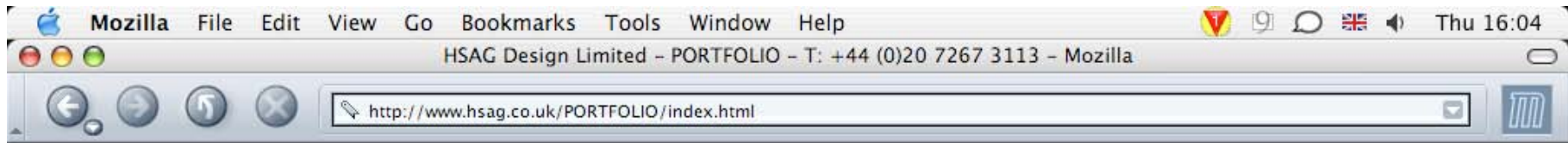
All sub@omic websites are hand-built, this means that needless or irrelevant code will never find its way into the page; creating lean and un-bloated web pages which are standards-compliant, which will load quickly in as many browsers as possible and which are search engine friendly.



A direct comparison of a replica hand-coded sub@omic web page to a machine-generated web page created using web design software.



sub@omic web design | [w: http://www.omic.domain.name](http://www.omic.domain.name)  
71 Ketton Close, Luton, Bedfordshire LU2 0RQ  
t: 07970 029025 | e: sub@omic.domain.name



This is an actual website that a sub@omic customer admired. However, they found it difficult appreciate how a sub@omic website would be able to improve upon the build of this page. So, to demonstrate, sub@omic built a replica...



```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<html>
<head>
<title>HSAG Design - PORTFOLIO 2010 7267 3113</title>

<meta name="description" content="The most experienced graphic design consultancies in the UK. Founded in London in 1964, we
specialise in helping our clients reach their audiences through corporate identity, visual brands, annual reports, marketing and
technical literature. Working for organisations of all sizes, from multinationals to charities, our experience covers virtually every form of
business communication." />

<meta name="keywords" content="Corporate identity, visual brands, annual reports, marketing, technical literature, events,
direct mail, corporate identity, visual brands, annual reports, marketing, technical literature, events,
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<script language="JavaScript">
<!--
function MM_preloadImages(arrObj) {
  var d=document; if(d.images){ if(!d.MM_p) d.MM_p=new Array();
  var i,j=d.MM_p.length,a=arrObj; for(i=0; i<a.length; i++)
  if (a[i].indexOf("#")!=0){ d.MM_p[j]=new Image; d.MM_p[j++].src=a[i];}}
}

function MM_findObj(n, d) { //v4.01
  var p,i,x; if(!d) d=document; if((p=n.indexOf("?"))>0&&parent.frames.length) {
  d=parent.frames[n.substring(p+1)].document; n=n.substring(0,p);}
  if(!(x=d[n])&&d.all) x=d.all[n]; for (i=0;!x&&i<d.forms.length;i++) x=d.forms[i][n];
  for(i=0;!x&&d.layers&&i<d.layers.length;i++) x=MM_findObj(n,d.layers[i].document);
  if(!x && d.getElementById) x=d.getElementById(n); return x;
}

function MM_nbGroup(event, grpName) { //v6.0
  var i,img,nbArr,args=MM_nbGroup.arguments;
  if (event == "init" && args.length > 2) {
    if ((img = MM_findObj(args[2])) != null && !img.MM_init) {
      img.MM_init = true; img.MM_up = args[3]; img.MM_dn = img.src;
      if ((nbArr = document[grpName]) == null) nbArr = document[grpName] = new Array();
      nbArr[nbArr.length] = img;
      for (i=4; i < args.length-1; i+=2) if ((img = MM_findObj(args[i])) != null) {
        if (!img.MM_up) img.MM_up = img.src;
        img.src = img.MM_dn = args[i+1];
        nbArr[nbArr.length] = img;
      }
    }
  } else if (event == "over") {
    document.MM_nbOver = nbArr = new Array();
    for (i=1; i < args.length-1; i+=3) if ((img = MM_findObj(args[i])) != null) {
      if (!img.MM_up) img.MM_up = img.src;
      img.src = (img.MM_dn && args[i+2]) ? args[i+2] : ((args[i+1])? args[i+1] : img.MM_up);
      nbArr[nbArr.length] = img;
    }
  } else if (event == "out" ) {
    for (i=0; i < document.MM_nbOver.length; i++) {
      img = document.MM_nbOver[i]; img.src = (img.MM_dn) ? img.MM_dn : img.MM_up; }
  } else if (event == "down") {
    nbArr = document[grpName];
    if (nbArr)

```

```

    for (i=0; i < nbArr.length; i++) { img=nbArr[i]; img.src = img.MM_up; img.MM_dn = 0; }
document[grpName] = nbArr = new Array();
for (i=2; i < args.length-1; i+=2) if ((img = MM_findObj(args[i])) != null) {
    if (!img.MM_up) img.MM_up = img.src;
    img.src = img.MM_dn = (args[i+1])? args[i+1] : img.MM_up;
    nbArr[nbArr.length] = img;
} }
}
//-->
</script>
<link href="../index.css" rel="stylesheet" type="text/css">
</head>
<body bgcolor=#FFFFFF leftmargin=0 topmargin=0
onLoad="MM_preloadImages('../images/contact1.gif','../images/but1.gif','../images/txtlog.gif','../images/txtcorp.gif','../images/txtbook.gif','../images/txt1
it.gif','../images/txtbrd.gif','../images/txtann.gif','../images/txtlsty.gif','../images/txtpos.gif')">
<table width="100%" height="100%" border="0" cellpadding="0" cellspacing="0">
  <tr>
    <td align="center" valign="middle"> <table border="0" cellpadding="50" cellspacing="0" class="tablebdr">
      <tr>
        <td><table width=720 height="418" border=0 cellpadding=0 cellspacing=0>
          <tr>
            <td> </td>
            <td> </td>
            <td> </td>
            <td> </td>
            <td> </td>
          </tr>
          <tr>
            <td> </td>
            <td> </td>
            <td> </td>
            <td> </td>
            <td></td>
          </tr>
        </tr>
        <tr>
          <td rowspan=6 valign="top"> <a href="../index.html"></a></td>
          <td valign="top"> </td>
          <td colspan=2 rowspan=2 valign="top"> <a href="../CONTACT/index.html" target="_top"
onClick="MM_nbGroup('down','group1','contact0','../images/contact1.gif',1)"
onMouseOver="MM_nbGroup('over','contact0','../images/contact1.gif','../images/contact1.gif',1)" onMouseOut="MM_nbGroup('out')"></a></td>
          <td rowspan=2 valign="top"> </td>
          <td rowspan=2 valign="top"> <a href="index.html" target="_top"></a></td>
          <td rowspan=2 valign="top"> </td>
          <td colspan=2 rowspan=2 valign="top"><!-- #BeginLibraryItem "/Library/00nav.lbi" --><table width=162 border=0 cellpadding=0 cellspacing=0>
          <tr>
            <td rowspan=2></td>
            <td colspan=12></td>
          </tr>
          <tr>
            <td colspan=12></td>
          </tr>
        </table>
        </td>
      </tr>
    </td>
  </tr>

```

It is (empty) code like this which bloats the size of a web page. It's the hallmark of a page that has been machine-generated by software such as FrontPage or DreamWeaver.

```

<td><a href="01logo/index.html" target="_top" onClick="MM_nbGroup('down','group1','but01','','1)"
onMouseOver="MM_nbGroup('over','but01','../images/but1.gif','../images/but1.gif','txt','../images/txtlog.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="02corp/index.html" target="_top" onClick="MM_nbGroup('down','group1','but02','','1)"
onMouseOver="MM_nbGroup('over','but02','../images/but1.gif','../images/but1.gif','txt','../images/txtcorp.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="03book/index.html" target="_top" onClick="MM_nbGroup('down','group1','but03','','1)"
onMouseOver="MM_nbGroup('over','but03','../images/but1.gif','../images/but1.gif','txt','../images/txtbook.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="04lit1/index.html" target="_top" onClick="MM_nbGroup('down','group1','but04','','1)"
onMouseOver="MM_nbGroup('over','but04','../images/but1.gif','../images/but1.gif','txt','../images/txtlit.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="05lit2/index.html" target="_top" onClick="MM_nbGroup('down','group1','but05','','1)"
onMouseOver="MM_nbGroup('over','but05','../images/but1.gif','../images/but1.gif','txt','../images/txtlit.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>

<td><a href="06lit3/index.html" target="_top" onClick="MM_nbGroup('down','group1','but06','','1)"
onMouseOver="MM_nbGroup('over','but06','../images/but1.gif','../images/but1.gif','txt','../images/txtlit.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="07brnd/index.html" target="_top" onClick="MM_nbGroup('down','group1','but07','','1)"
onMouseOver="MM_nbGroup('over','but07','../images/but1.gif','../images/but1.gif','txt','../images/txtbrd.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="08brnd/index.html" target="_top" onClick="MM_nbGroup('down','group1','but08','','1)"
onMouseOver="MM_nbGroup('over','but08','../images/but1.gif','../images/but1.gif','txt','../images/txtbrd.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="09ann1/index.html" target="_top" onClick="MM_nbGroup('down','group1','but09','','1)"
onMouseOver="MM_nbGroup('over','but09','../images/but1.gif','../images/but1.gif','txt','../images/txtann.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="10ann2/index.html" target="_top" onClick="MM_nbGroup('down','group1','but10','','1)"
onMouseOver="MM_nbGroup('over','but10','../images/but1.gif','../images/but1.gif','txt','../images/txtann.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="11des1/index.html" target="_top" onClick="MM_nbGroup('down','group1','but11','','1)"
onMouseOver="MM_nbGroup('over','but11','../images/but1.gif','../images/but1.gif','txt','../images/txtlsty.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
<td><a href="12style/index.html" target="_top" onClick="MM_nbGroup('down','group1','but12','','1)"
onMouseOver="MM_nbGroup('over','but12','../images/but1.gif','../images/but1.gif','txt','../images/txtpos.gif','','1)" onMouseOut="MM_nbGroup('out')"></a></td>
</tr>
</table>

<!-- #EndLibraryItem --></td>
<td> </td>
</tr>
<tr>
<td rowspan=3> </td>
<td> </td>
</tr>
<tr>
<td colspan=7></td>
<td> </td>
</tr>
<tr>
<td rowspan=6> </td>
<td colspan=5 rowspan=2>
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
  <title>Inspire</title>
  <link rel="stylesheet" type="text/css" href="css/style.css" />
  <script type="text/javascript">
<!--
    This is the actual XHTML
    code that the sub@omic
    replica page is built
    with.
    -->
    {
      var nodeObj = document.getElementById(id);
      nodeObj.style.visibility = 'hidden';
      nodeObj.style.zIndex = '0';
    }
    function rollshow(id)
    {
      var nodeObj = document.getElementById(id);
      nodeObj.style.visibility = 'visible';
      nodeObj.style.zIndex = '2';
    }
  -->
</script>
</head>
<body>
  <table><tr><td>
    <div class="mainBox">
      <h1>inspire</h1>
      <h2>Contact &nbsp; | &nbsp; Portfolio</h2>
      <div class="copy">Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum
      qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos."
      Quid, qui deperit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?<br/><br/>
      "Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permissio, caudaeque pilos ut equinae
      paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod
      Libitina sacravit.<br/><br/>
      Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius
      in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. Wantus findum ore? <a href="#_self">Clickus era</a>.</div>
      
      <a id="butt1" href="#_self" onmouseout="rollhide('ro1')" onmouseover="rollshow('ro1')"></a><div id="ro1">Link One</div>
      <a id="butt2" href="#_self" onmouseout="rollhide('ro2')" onmouseover="rollshow('ro2')"></a><div id="ro2">Link Two</div>
      <a id="butt3" href="#_self" onmouseout="rollhide('ro3')" onmouseover="rollshow('ro3')"></a><div id="ro3">Link Three</div>
      <a id="butt4" href="#_self" onmouseout="rollhide('ro4')" onmouseover="rollshow('ro4')"></a><div id="ro4">Link Four</div>
      <a id="butt5" href="#_self" onmouseout="rollhide('ro5')" onmouseover="rollshow('ro5')"></a><div id="ro5">Link Five</div>
      <a id="butt6" href="#_self" onmouseout="rollhide('ro6')" onmouseover="rollshow('ro6')"></a><div id="ro6">Link Six</div>
      <a id="butt7" href="#_self" onmouseout="rollhide('ro7')" onmouseover="rollshow('ro7')"></a><div id="ro7">Link Seven</div>
    </td></tr></table>

```

**HTML Code: 71% lighter**

**Download: 40% faster**

```
<a id="butt8" href="#_self" onmouseout="rollhide('ro8')" onmouseover="rollshow('ro8')"></a><div id="ro8">Link Eight</div>
<a id="butt9" href="#_self" onmouseout="rollhide('ro9')" onmouseover="rollshow('ro9')"></a><div id="ro9">Link Nine</div>

<div class="vertLine"></div>
</div>

</td></tr></table>
</body>
</html>
```

This code is:

- Clean;
- Quick to load;
- Standards compliant;
- Much more likely to achieve a higher search engine ranking;
- More likely to run across a wider range of browsers and PC platforms.

**Web page speed statistics based upon independent timings recorded at <http://www.websiteoptimization.com>**

**Reports available upon request!**



## E^services from sub@omic

Very often there's much more functionality required of a website than initially meets the eye. sub@omic underpins its web design business with a depth of marketing and programming experience which serves to ensure that your website is an effective and successful component of your business' marketing strategy.

- E^clipse – Search Engine Optimisation
- E^drive – Dynamic Website Coding using PHP
- E^filter – Online Spam and Virus Filtering
- E^commerce – Secure Online Sales & Payments



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