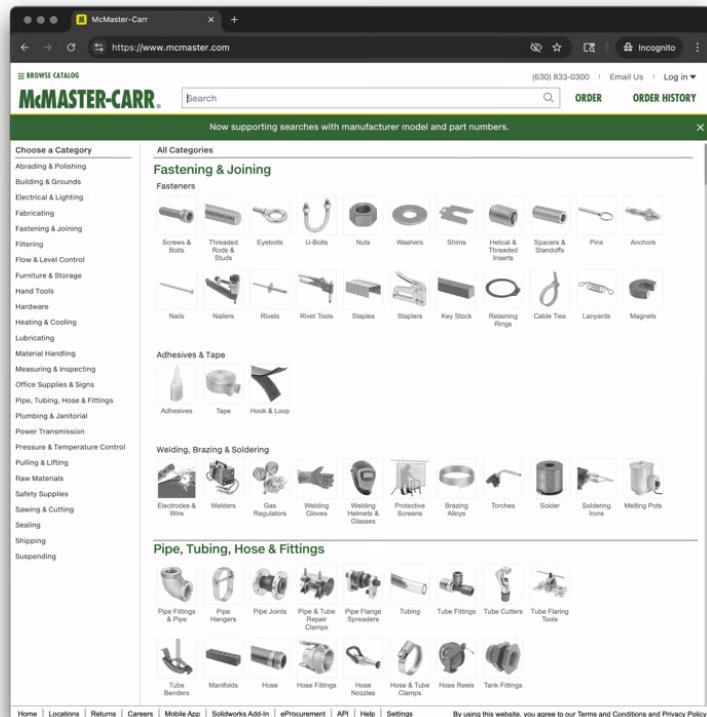




## “Everything possible to make this website as fast as they can”

This 13-minute video from Wes Bos analyzes this today-almost-mythical McMaster-Carr website and figures out why it's so fast.

It's perhaps more technical than what I usually link to, but shows what can happen if someone really cares about performance. What's interesting to me is that the author posits that it's actually *not* an old website that is fast because it's old... it's actually kind of a melange of various techniques throughout the decades, from vintage solutions like spriteing images, to more modern like JavaScript's page history API, or pre-caching DNS.



Just visiting the website and clicking around can be inspiring because it reminds one that we gained a lot of computing power and network speed over the last decades, but most websites squander it. Not this one.

And it's sad this kind of approach of a website appearing *and not changing* (no reflow, no pop-ups, no endless spinners, no infinite scrolls) feels so rare.

However, two caveats:

At around 7:35, Wes says “nothing else moves”... Oh yeah, it does. It's perhaps my curse that I notice these things.

Also, the homepage now has an animated, delayed green banner you can see at the photo above. I hope they're not losing their way.

Newer

Older

13th January 2026

“A lot of nice little touches in UI ...”

12th January 2026

“All comes down to one pixel”

