GZIP the assets that should be gzipped. This file goes in your root directory # if you're serving up your site via APACHE. http://httpd.apache.org/docs/2.2/mod/mod_deflate.html

AddOutputFilterByType	DEFLATE	text/plain
AddOutputFilterByType	DEFLATE	text/html
AddOutputFilterByType	DEFLATE	text/xml
AddOutputFilterByType	DEFLATE	text/css
AddOutputFilterByType	DEFLATE	application/xml
AddOutputFilterByType	DEFLATE	application/xhtml+xml
AddOutputFilterByType	DEFLATE	application/rss+xml
AddOutputFilterByType	DEFLATE	application/javascript
AddOutputFilterByType	DEFLATE	application/x–javascript