

Compress text files

```
AddOutputFilterByType DEFLATE text/text text/html text/plain text/xml text/css  
application/javascript application/json image/svg+xml
```

Prevent html files cache

```
<FilesMatch ".(html|htm)$">  
  FileETag None  
  <ifModule mod_headers.c>  
    Header unset ETag  
    Header set Cache-Control "max-age=0, no-cache, no-store, must-revalidate"  
    Header set Pragma "no-cache"  
    Header set Expires "Fri, 31 Dec 1999 00:00:00 GMT"  
  </ifModule>  
</FilesMatch>
```

Rewrite & Redirects

```
# RewriteEngine On  
#  
# ### Redirect https to http  
# RewriteCond %{HTTP:X-Forwarded-Proto} https  
# RewriteRule .* http://%{HTTP_HOST}%{REQUEST_URI} [R,L]  
#  
# ### Redirect non-www to www  
# RewriteCond %{HTTP_HOST} ^www\. (.*)$ [NC]  
# RewriteRule ^(.*)$ http://%1/$1 [R=301,L]
```

Invalid URLs

```
ErrorDocument 404 /404.html
```