

To help with compression

```
<IfModule mod_deflate.c>  
AddOutputFilterByType DEFLATE text/html text/plain text/xml text/css text/javascript  
AddOutputFilterByType DEFLATE application/xml application/xhtml+xml application/rss+xml  
AddOutputFilterByType DEFLATE application/javascript application/x-javascript
```

```
BrowserMatch ^Mozilla/4 gzip-only-text/html  
BrowserMatch ^Mozilla/4\.0[678] no-gzip  
BrowserMatch \bMSIE[E] !no-gzip !gzip-only-text/html
```

Make sure proxies don't deliver the wrong content

```
Header append Vary User-Agent env=!dont-vary  
</IfModule>
```

To help with search engines

```
<IfModule mod_expires.c>  
ExpiresActive On  
ExpiresDefault A300  
ExpiresByType image/x-icon A2592000  
ExpiresByType application/x-javascript A2678400  
ExpiresByType application/javascript A2678400  
ExpiresByType text/css A2678400  
ExpiresByType image/gif A604800  
ExpiresByType image/png A604800  
ExpiresByType image/jpeg A604800  
ExpiresByType text/plain A300  
ExpiresByType application/x-shockwave-flash A604800  
ExpiresByType video/x-flv A604800  
ExpiresByType application/pdf A604800  
ExpiresByType text/html A300  
</IfModule>
```