Logic

Found	Stop testing when answer found
Frequency	Order tests by frequency in switch and if-else structures
Switch	Substitute switch statement for if-else construct
Lookup Table	Substitute table lookups for complicated expressions
Lazy Evaluation	Only a few entries are ever used. Cache them for further use it may be better to compute values as needed.

Loops

Unswitching	If the decision doesn't change while looping turn the loop inside out
Jamming	Combines two or more loops into one. Reduces loop overhead
Unrolling	Replaces a loop with straight-line code. With partial unrolling, two or more cases are handled inside
Minimize work	Put calculations that result in a constant before the loop
Sentinel Values	Special value that marks the end of an array. Replaces expensive compound tests
Busy Loop Inside	Putting the busiest loop on the inside

General

Routines - Inline	Rewrite routines inline
Routine - Rewrite	Rewrite expensive system routines
Data tran – Float/Int	Replace f.p. numbers with integers
Data tran – Array Dims	Reduce array dimensions where possible
Data tran – Array Refs	Minimize array references
Data tran – Supp	Length index for arrays
Data tran – Caching	Save commonly used values, instead of recomputing or rereading them
Exp - Str redu	Replace expensive operations with cheaper ones
Exp - Compile Time	Initialize at compile time
Exp - Data Type	Use the proper data type for constants
Common Sub-Exp	Eliminate common subexpressions
Exp - Precompute	Better to look up values than to recompute them