WEBSCALE

THE WEB PERFORMANCE TOP 3

What to Look For as You Optimize the Performance of your Online Storefront

Web performance can be impacted by many factors including page size, application response time, third party integrations, network speed, browser, or the underlying hardware itself.
Here are the top 3 things you need to be considering.

TIME TO FIRST BYTE (TTFB)

This is a measure of how quickly your application can respond to a consumer request. Browsers cannot begin rendering a webpage until all the content is delivered from the application. Every millisecond a server takes to process a request, is time that the browser must wait. TTFB can also be dramatically affected by the number of concurrent users on your site.

- Implement a good full page cache
- Ensure your application layer is scalable to alleviate concurrency issues during a traffic surge

A TTFB of less than 300 milliseconds should be your target. Lower is better.

PAGE SIZE

Overall page size is a calculation of all of the images, javascript, CSS, fonts and HTML that are downloaded by the browser in order to display the page. The larger the page, the longer it will take to download and render. This is especially true with mobile sites that typically have slower network speeds.

- Reduce total number of asset requests
- Deliver optimized images and minified CSS and javascript
- Identify and address lazy loading images
- Defer third party javascript from executing until after page load

Page size of less than 3 Mb is good but less than 2Mb is ideal.

THIRD PARTY INTEGRATIONS

Third party integrations on your website, like ad networks or social network links, can significantly impact performance. Each one requires the download and execution of their respective code, and if they are experiencing performance issues themselves, that too will affect your site. If they're down, your site may not load at all. While many of these integrations are critical, many are remnants of old tracking or marketing campaign integrations that can be removed.

- Evaluate every third party integration for performance impact
- Use Google Tag Manager to help manage the integration of third party code

Review all third party integrations and be sure to remove those that are unused.

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