

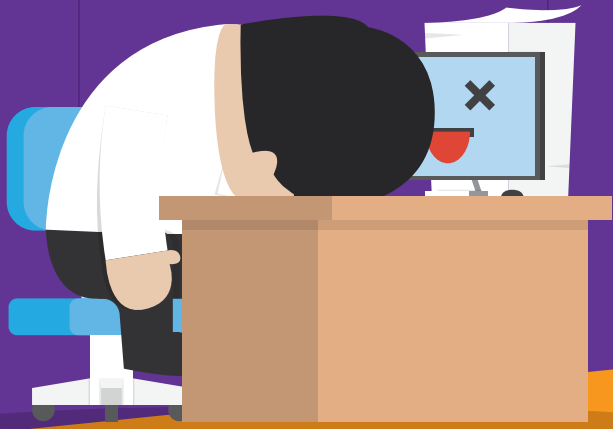
Web Performance is User Experience

We expect a lot from our online experiences. We want websites to be easy to use, we want them to be safe, and we want them to be fast. That's because fast websites make us happy. **Here's why.**



HOW YOUR BRAIN PERCEIVES PAGE LOAD TIMES

- 0.1 second feels instantaneous
- 1 second lets you think seamlessly
- 10 seconds keeps your attention... barely
- 10+ seconds you're lost



DESKTOP USERS ARE DEMANDING

- 50% of unhappy visitors will go to a competing site
- 49% of online retail customers expect pages to load in 2 seconds or less
- 35% will have a negative perception of that brand
- 22% will never return to the slow site
- 18% expect pages to load instantly



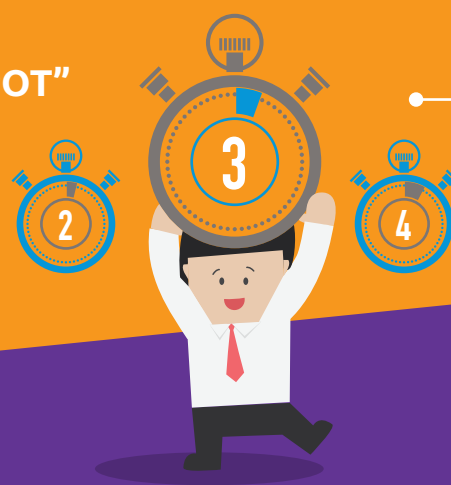
SO ARE MOBILE USERS

- 74% of mobile users will abandon a site after waiting 5 seconds for a page to load
- 57% have experienced problems when accessing a mobile site
- 46% would not return to a site that performs poorly

WHAT'S THE "SWEET SPOT" FOR LOAD TIMES?

Between 2 and 4 seconds

After 4 seconds, bounce rate, conversions, and revenue decline sharply



FASTER PAGES = BETTER BUSINESS

Walmart

For every **1 second** of improvement to load time, the site experienced a **2% increase in conversions**

intuit

Reduced page load time from **15 seconds to 2 seconds** and experienced a **2% increase in conversions** for every second of improvement

STAPLES

1 second of improvement **increased conversions by 10%**

WHAT'S MAKING SITES SLOWER?

Web pages are bigger and more complex than ever



1995

The average page was just **14.1 KB** and contained a mere **2.3 objects** (such as HTML and image files).



2015

The average page was **2161 KB** and contained 108 objects. Images made up more than **60% of this bulk**.



2017

At the current rate of growth, the average web page could reach **3 MB by 2017**.

Etsy experimented with increasing mobile page weight by 160 KB. It triggered a **12% increase in bounce rate**.

