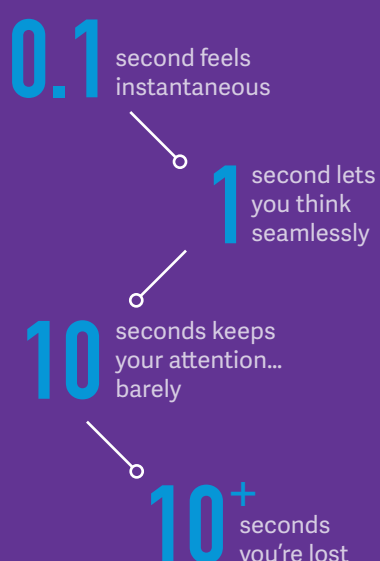


Web Performance is User Experience

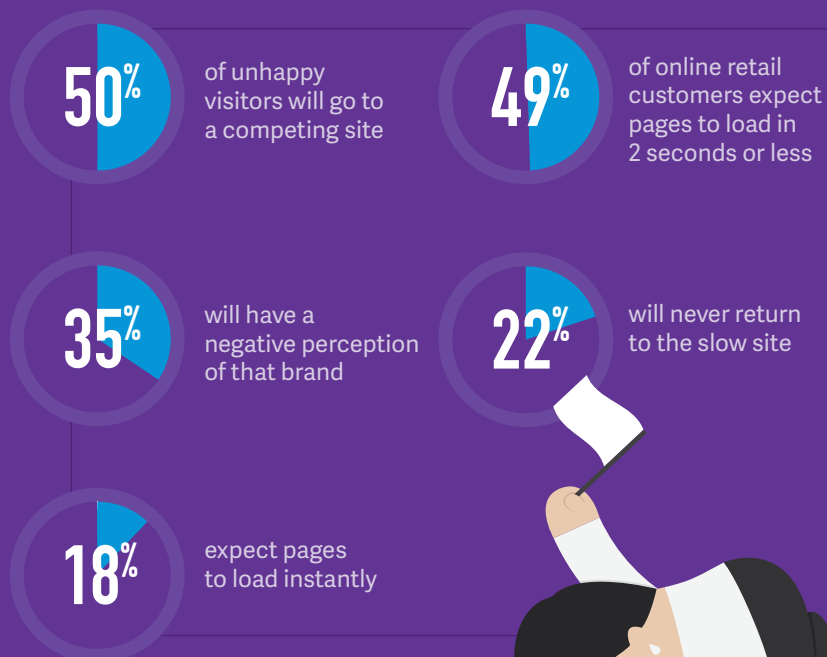
We expect a lot from our online experiences. We want websites to be easy to use, we want them to be safe, and we want them to be fast. That's because fast websites make us happy. **Here's why.**



HOW YOUR BRAIN PERCEIVES PAGE LOAD TIMES



DESKTOP USERS ARE DEMANDING



SO ARE MOBILE USERS



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**.

