

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.



DESKTOP USERS ARE DEMANDING

HOW YOUR BRAIN PERCEIVES PAGE LOAD TIMES

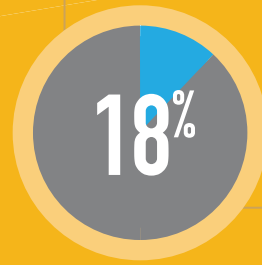
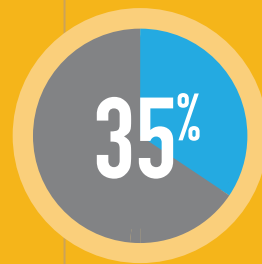
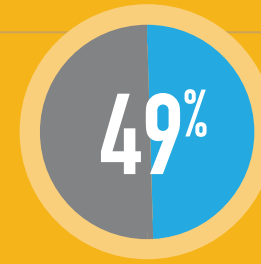


0.1 second feels instantaneous

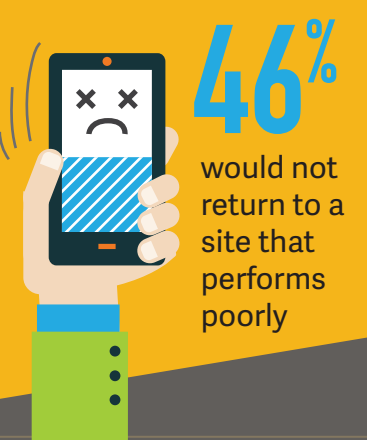
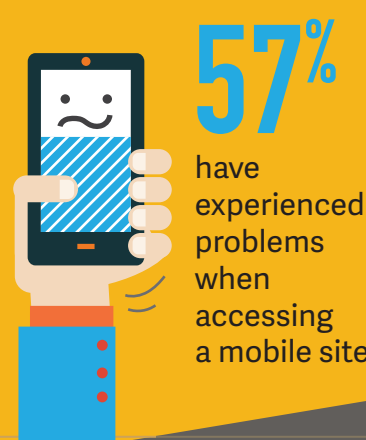
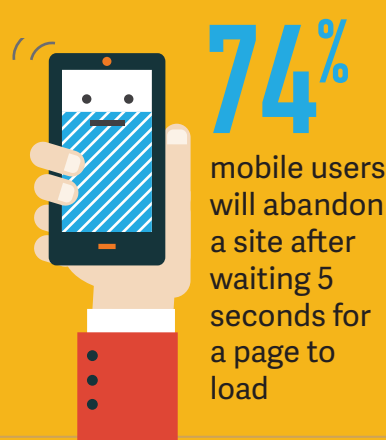
1 second lets you think seamlessly

10 seconds keeps your attention... barely

10+ seconds you're lost



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**. 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 is **2161 KB** and contains 108 objects. Images make 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**.

SOASTA
Performance is Everything

soasta.com

Sources: Akamai, eConsultancy, Etsy, HTTP Archive, Intuit, NielsenNorman Group, Nordstrom, Radware, SOASTA, Staples, Walmart