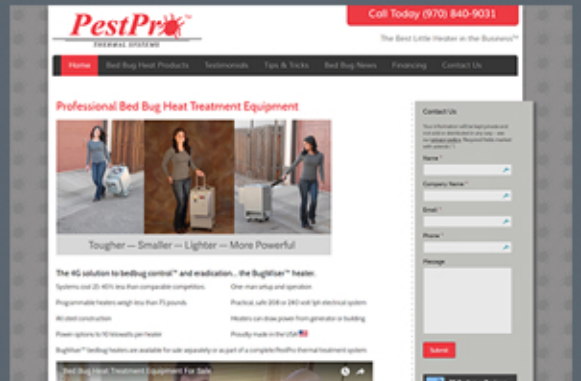


Performance Analysis & Results

Pest Pro Thermal

Our client's WordPress website was loading quite slowly, particularly in mobile devices. Red Kite was asked to do a performance analysis and optimize as much as possible. This site is running more than a dozen offsite ad and tracking network scripts that have a big impact, but we were able to do a number of other local improvements to reduce load time dramatically.



LOAD TIME

4.64s
BEFORE

2.09s
AFTER

Load Time is the time from when the user started navigating to the page until the Document Complete event (usually when all of the page content has loaded).¹

TIME TO FIRST BYTE

0.59s
BEFORE

0.46s
AFTER

Time to First Byte is the time from when the user started navigating to the page until the first bit of the server response arrived. The bulk of this time is usually referred to the "back-end time" and is the amount of time the server spent building the page for the user.¹

START RENDER

1.80s
BEFORE

1.10s
AFTER

Start Render time is the first point in time that something was displayed to the screen. This does not necessarily mean the user saw the page content, it could just be something as simple as a background color but it is the first indication of something happening for the user.¹

VISUALLY COMPLETE

4.80s
BEFORE

1.40s
AFTER

Visually complete is the time it takes when the visible part of the page (above-the-fold, without scrolling) is fully rendered.²

SPEED INDEX

3528
Top 50% of sites
BEFORE

1092
Top 7% of sites
AFTER

Speed index focuses on what a visitor sees above-the-fold and is a good indicator of the user's experience of how quickly the content is painted.³

Results

After our performance analysis and improvements, the Pest Pro Thermal website was loading in 55% less time. Users see a completely loaded above-the-fold site in 29% less time. The site improved from 50% to 7% (lower is faster) in the Alexa top 300,000 websites.



Sources

- ¹ <https://sites.google.com/a/webpagetest.org/docs/using-webpagetest/quick-start-guide>
- ² <https://help.rigor.com/hc/en-us/articles/115010614888-Defining-Visual-Metrics>
- ³ <https://sites.google.com/a/webpagetest.org/docs/using-webpagetest/metrics/speed-index>

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