

Performance Analysis & Results

AKG Motorsport

Our client's WordPress website - an ecommerce site - was loading quite slowly. Red Kite was asked to do a quick performance analysis and optimize as much as possible, focusing on image optimization and reducing the impact of scripts. We were able to do a number of improvements to reduce load time dramatically, including optimizing several thousand images and setting up a CDN.



LOAD TIME

7.95s
BEFORE

1.97s
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

3.80s
BEFORE

0.22s
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

4.60s
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

SPEED INDEX

5100
Top 70% of sites
BEFORE

1159
Top 10% 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 optimizations, AKG's website was loading in 75% less time. Users begin to see the site loading in their browser 71% faster than before. The site improved from the top 70% tier to the top 10% tier (lower is better) 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>



Created by

Debbie Campbell

Red Kite Creative

www.redkitecreative.com