

Performance Analysis & Results

BedTimes Magazine

Our client's new WordPress site was loading frustratingly slowly. Red Kite was asked to do an abbreviated performance tuneup to quickly get some improvement. This site has many offsite, third-party scripts that have a big impact on performance, but we were able to do other low-effort improvements to reduce load time quite dramatically, even with a less-intensive approach.



LOAD TIME

9.52s
BEFORE

3.94s
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

0.43s
BEFORE

0.42s
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. In this case, the site was on the same Managed WordPress server.¹

START RENDER

1.70s
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

NUMBER OF REQUESTS

221
BEFORE

111
AFTER

Total number of HTTP file requests received. Fewer requests mean less time involved fetching them.¹

SPEED INDEX

2.52s
Top 30% of sites
BEFORE

1.54s
Top 13% 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.²

Results

After our performance analysis and improvements, the BedTimes Magazine website was loading in 58% less time. The user's experience of site elements' loading times improved from 30% to 13% (lower is better).

Sources

¹ Viscomi, R., Davies, A. and Duran, M. (2016). *Using WebPageTest*. Sebastopol, CA: O'Reilly Media, Inc.

² <https://sites.google.com/a/webpagetest.org/docs/using-webpagetest/metrics/speed-index>



Created by
Debbie Campbell
Red Kite Creative
www.redkitecreative.com