

eCommerce Website Performance

NetSphere Strategies



+ The eCommerce Experts

NetSphere Strategies is a boutique eCommerce company headquartered in Downers Grove, Illinois, a suburb of Chicago. We help businesses transform their online presence by providing a full complement of services that starts with our strategic consulting and creative design teams, then continues with building innovative solutions and providing ongoing post-project support.



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Most performance issues come in the form of slow-to-load pages

- 47% of consumers expect a web page to load in 2 seconds or less.
- 40% of people abandon a website that takes more than 3 seconds to load.
- 79% of shoppers who are dissatisfied with website performance are less likely to buy from the same site again.

Forrester, Akamai 2009



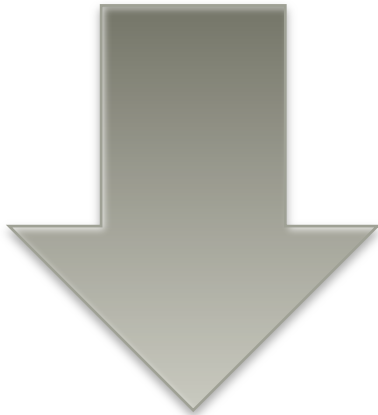
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1-sec. delay in page-load time =

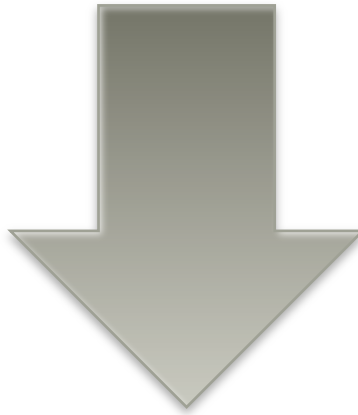
- 11% fewer page views
- 16% decrease in customer satisfaction and
- 7% loss in conversions

Aberdeen Group

11%



16%



7%



+ Performance Matters

If an eCommerce site makes \$100,000 per day, a 1-second page delay could potentially cost \$2.5 million in lost annual sales.





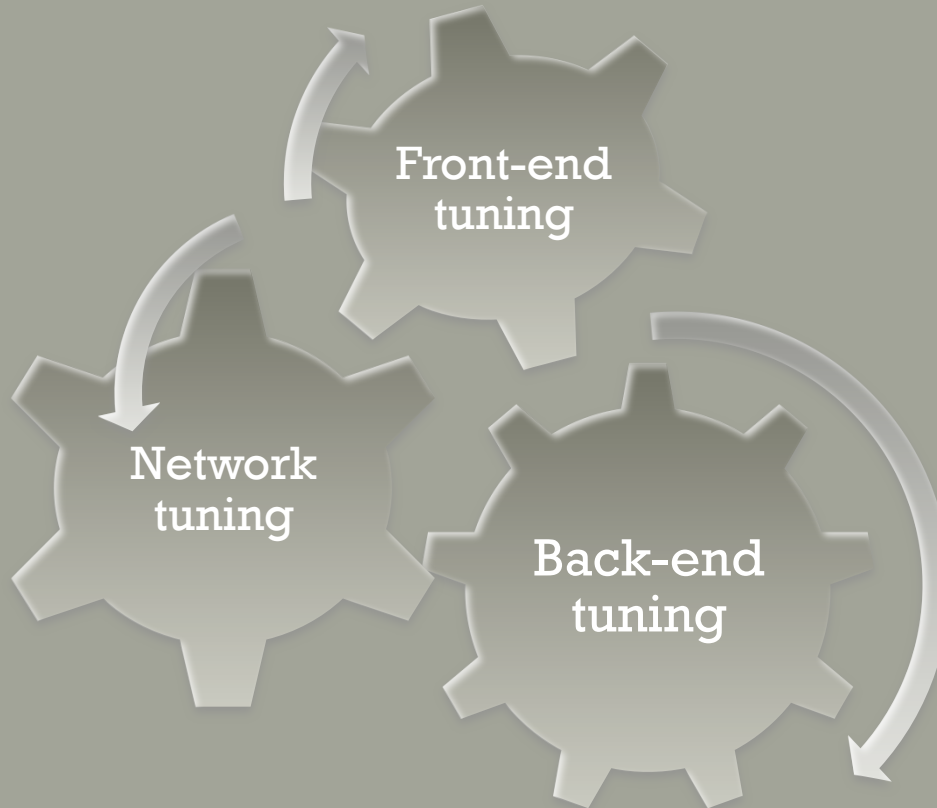
Analytics speak volumes





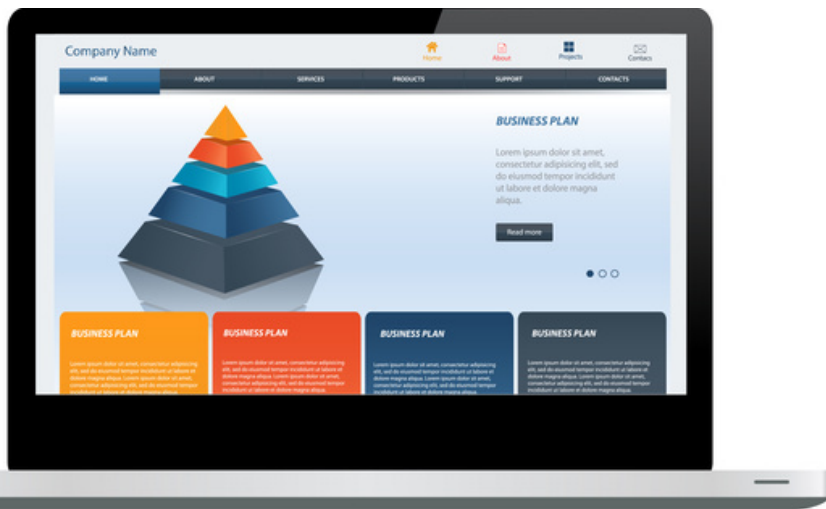
Performance Tuning

All good things – including tips on improving website performance – come in threes.



+ Front-end tuning

- What to look for: Slow-to-load pages
- What's causing the issues: Page bloat
- Troubleshooting technique: Reduce page size by compressing or reformatting images.





Back-end tuning

- What to look for: Slow-to-load pages
- What's causing the issues: An overloaded database with outdated data.
- Troubleshooting technique: Purge expired users and data that is more than 6 months old.

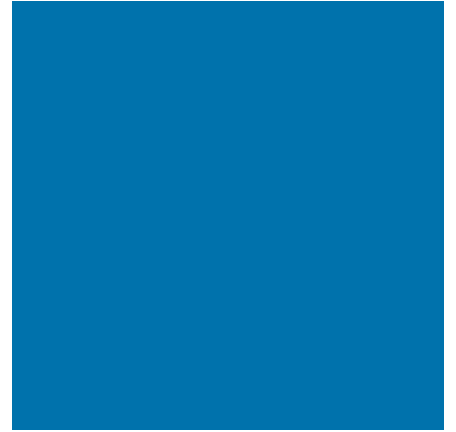




Network tuning

- What to look for: Slow-to-load pages
- Root cause: Round trip delays of delivering content have a direct impact as to the location of the user and where the website/webstore resides.
- Troubleshooting technique: Incorporate a CDN to geographically disperse your static content to reduce web page load times.





Performance Assessments

Beyond the analytics, performance issues can be identified by having a website undergo a performance assessment.

+ DIY

Free online tools to determine load times and more:

- **GTmetrix:** Provides a letter grade to your site's performance and gives recommendations as to what needs to be fixed. URL: <http://gtmetrix.com>
 - **Load Impact:** Test your site's performance with mounting traffic using simulated test clients, then determine the content type distribution and content type load distribution. Takes a 3-4 minutes for the test to fully run. URL: <http://loadimpact.com/>
 - **Webpagetest:** Test your website speed from multiple locations around the globe using real browsers and consumer connection speeds. Enter multiple URLs to compare them side-by-side, or compare sites against industry pages. URL: <http://www.webpagetest.org/>
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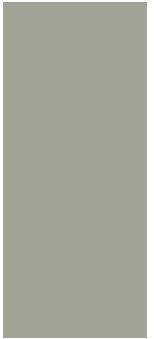
Takeaways from a formal assessment include:



- Prioritized report of pending problems
- Insight aimed to improve the financial performance of your website
- The potential to reduce maintenance, helpdesk calls and customer service complaints
- The knowledge that can spearhead a robust user experience and regain clientele trust
- The opportunity to eliminate troublesome problems that have been sporadic but difficult to solve



Thank you!



Feel free to contact NetSphere Strategies for any questions that you may have regarding the performance rates of your eCommerce site.

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