

Webinar: Optimizing your BLOX CMS site for speed



Thursday, July 7, 2016



Today's agenda: The need for speed

- Understanding the need for speed.
- How our Flex Templates can help reduce load times.
- Evaluating ads, third-party add-ons & other factors that can slow down your site.
- Creating page size budgets to help you stay on track.
- Future upgrades to CSS, rendering & much more!



Why speed matters



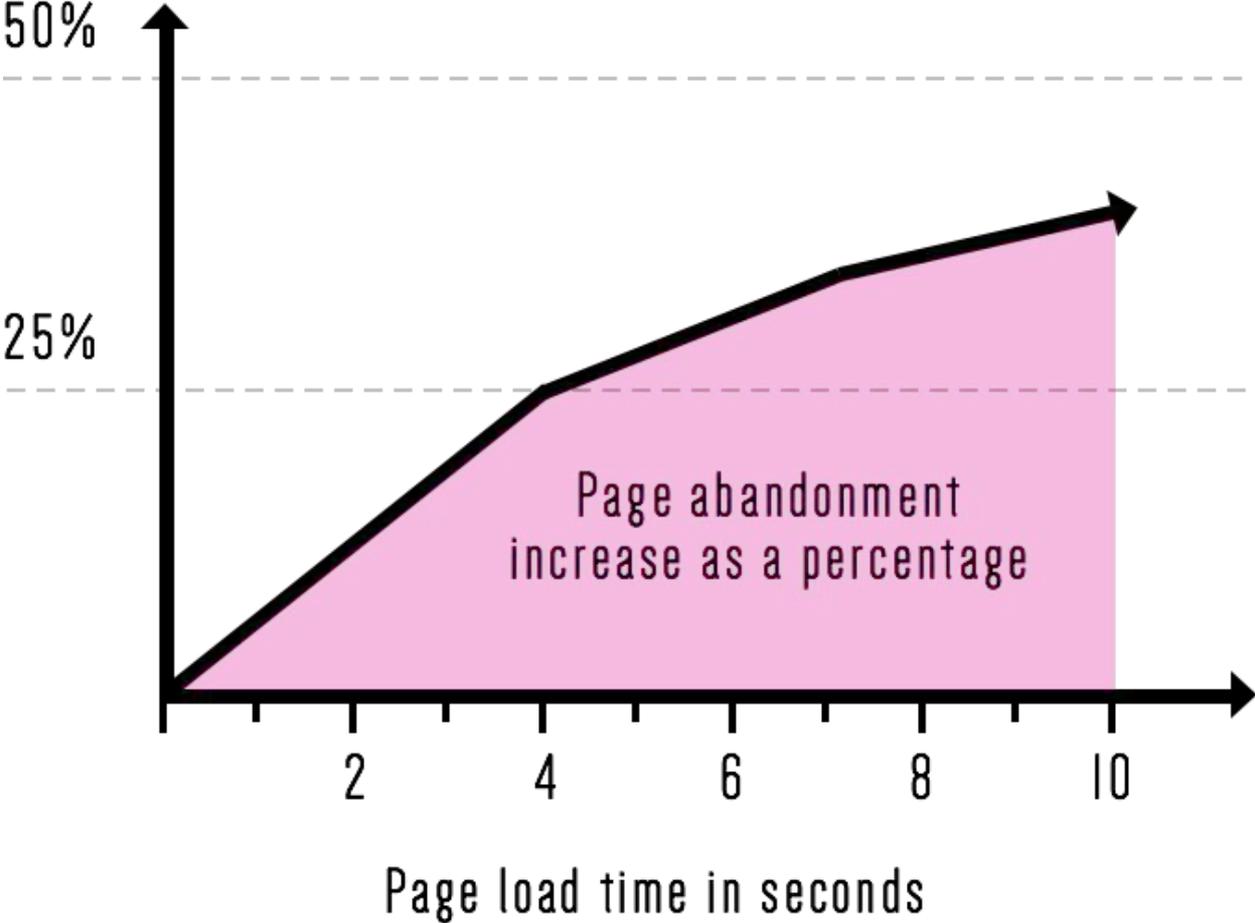
Speed is important to users

- It's an important factor in usability
- A **one-second delay** in page-load time leads to an 11% drop in pageviews*

**Aberdeen Group*



Speed is important to users



KISSmetrics

Speed is important to *mobile* users

- Studies show that speed is even more important to mobile users
 - 46% said they would abandon a page after 10 seconds. *
- More than 60% of site traffic is mobile. **

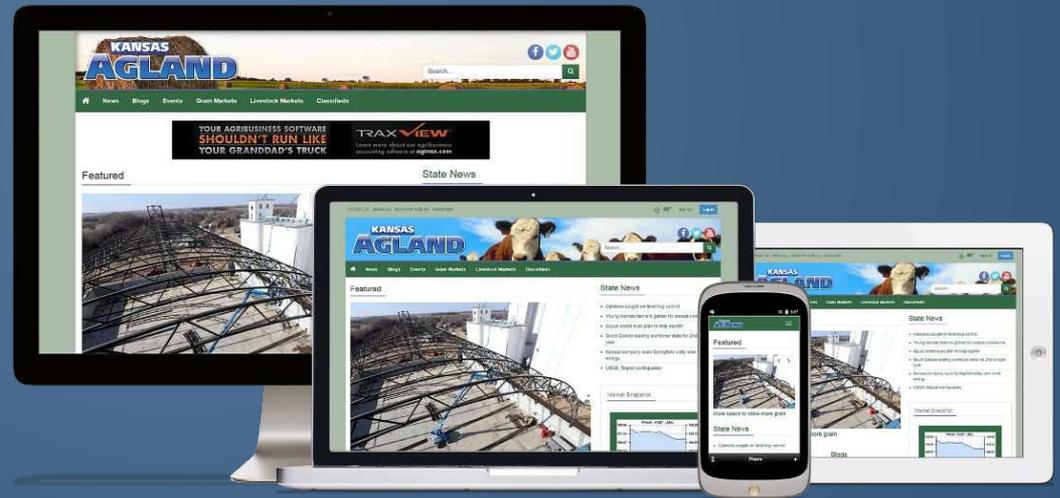
*KISSmetrics

** TownNews.com Analytics



Speed is important for SEO

- Google uses speed as a ranking metric
 - Both positive and negative
- “Mobile-friendly” label in search results
- Google PageSpeed score is an important performance indicator



Speed is important for SEO

“At Google, we’re striving to make the whole web fast.”



Webmaster Central Blog,
when introducing Page Speed Online

Speed up your site



Set goals for performance

- Create a budget for page load time and size
- Can have different goals for front page vs. index page vs. article page
 - i.e. 2 MB and 2 seconds for article pages, 5 MB and 5 seconds for front page
- Stick to your budget when new items/integrations are proposed



Investment Capital #2

Investment	Investment Value at Year end
424 963	467 459
446 211	1 005 037
468 522	1 620 915
491 948	2 324 149
516 545	3 124 764
542 372	4 033 850
569 491	5 063 675
Start at monthly	R 35 414

Can we do this?

Examine and monitor performance

- Use Chrome's DevTools to spot pain points & find page size and load time
- Use webpagetest.org, gtmetrix.com and pingdom.com to monitor and evaluate over time

The screenshot displays the Chrome DevTools Network tab. The 'Network' panel is active, showing a list of requests. The 'Size' and 'Time' columns are circled in red. The summary bar at the bottom indicates 70 requests, 1.1 MB transferred, and a DOMContentLoaded time of 1.86 s.

Name	Method	Status	Type	Initiator	Size	Time	Timeline
jquery.min.js?_dc=1422349107	GET	200	script	(index):46	33.0 KB	134 ms	
574d90004bd11.image.jpg?crop=1246%2C...	GET	200	jpeg	Other	8.6 KB	68 ms	
574d8fffd4c48.image.jpg?crop=1246%2C...	GET	200	jpeg	Other	11.0 KB	55 ms	
analytics.js	GET	200	script	http://www.google-analytic...	11.3 KB	33 ms	
574d8fff1350d.image.jpg?crop=1175%2C1...	GET	200	jpeg	Other	53.8 KB	353 ms	
5527f24ee4886.image.gif	GET	200	gif	Other	34.7 KB	48 ms	
54d6681af00a7.image.jpg	GET	200	jpeg	Other	28.0 KB	74 ms	
linkid.js	GET	200	script	http://www.google-analytic...	893 B	32 ms	
collect?v=1&y=j44&a=1853216538&t=pa...	GET	307	Other	Other	0 B	2 ms	
5636c6e2523ab.image.gif	GET	200	gif	Other	17.9 KB	621 ms	

70 requests | 1.1 MB transferred | Finish: 20.0 s | DOMContentLoaded: 1.86 s | Load: 2.49 s

Think about it...

- How much is that new widget costing you?

100,000 pageviews on site
\$10 Revenue Per Thousand Pages
(RPM)

New widget = 1 second delay

10% decline = 10,000 pages

Cost = \$100



<http://bit.ly/pageloadestimator>

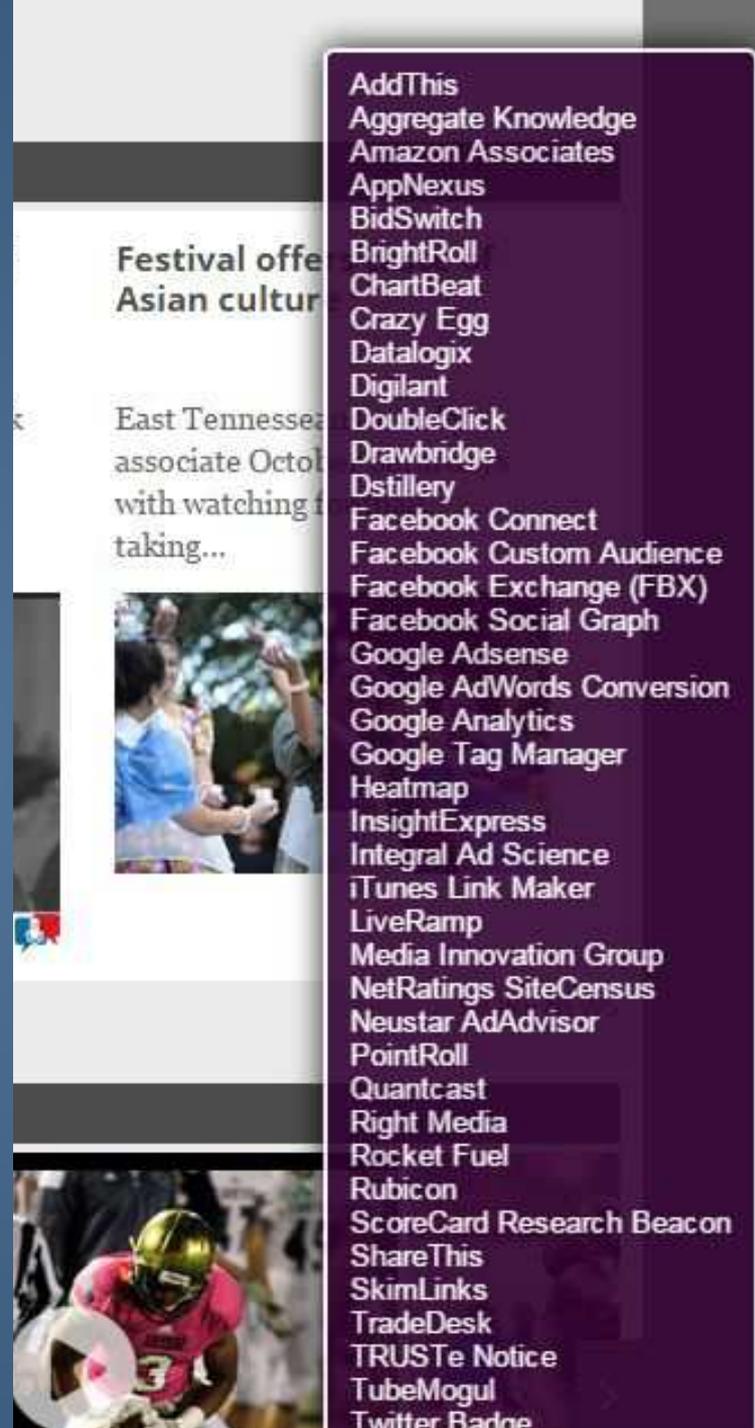
Cultivate a responsible ad strategy

- Look at the IAB L.E.A.N ad principles
 - Light
 - Encrypted
 - Ad choice supported
 - Non-invasive
- Move from Flash ads to HTML5 ads
 - Chrome has limited support for Flash
- Mix local and programmatic ads



Re-examine third-party widgets & trackers

- Any script or widget can load trackers
- Each connection to an external service takes additional time
- Use “Ghostery” to see trackers on your site
- Use Chrome Web Developer tool to see slowest external connections

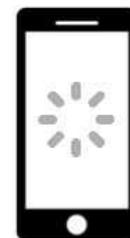


How TownNews.com helps performance



Working with Google on improvements

- Google's RAIL performance model
 - Initial “above the fold” site loads in less than 1 second
 - Responsiveness to user actions
 - Utilize idle time
- Google Accelerated Mobile Pages (AMP)



Response

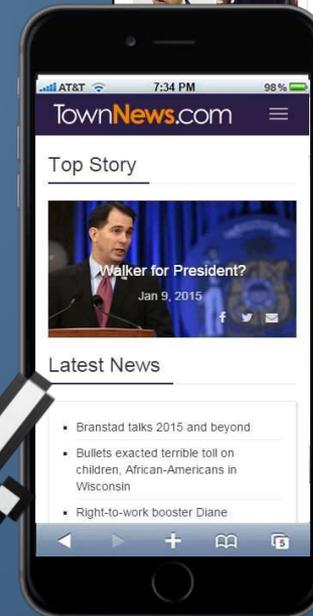
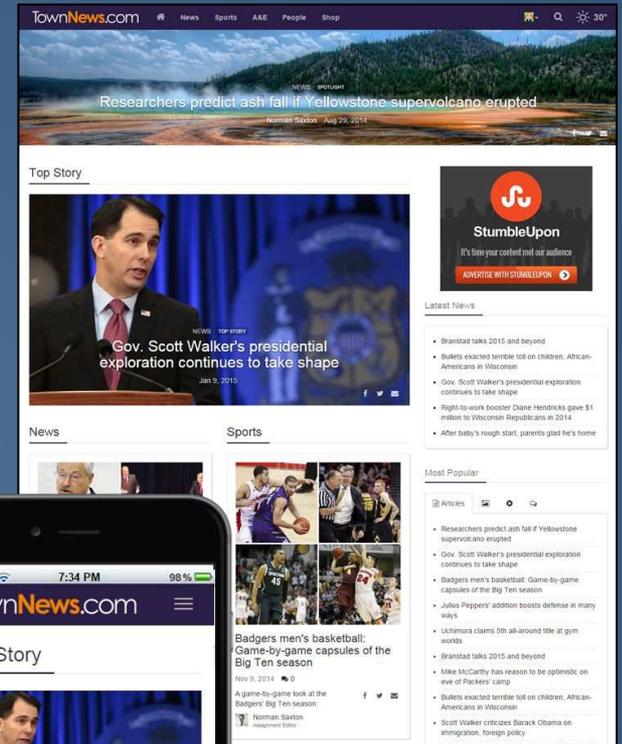
Animation

Idle

Load

Upgrade to Flex system templates

- Optimized for ultimate speed
 - Use of retina-ready icons
 - Reorganization of loading priority
 - Fast CSS framework
 - Intelligent image loading and auto-sizing module
 - Automatic JS and CSS compression
 - Faster rollouts and rollbacks



Future Flex system roadmap

- Separate sidebar for article pages
- Fixing inline CSS for blocks
- Improving site rendering
- Reduced caching times for breaking news
- Automatic merging and optimization of certain core files

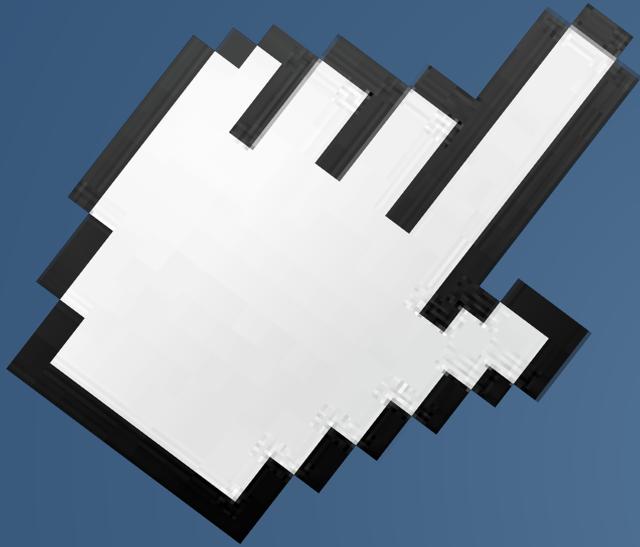
```
<!--meta-->
<title></title>
<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0">
<link rel="shortcut icon" href="/favicon.ico" type="image/x-icon">
<link rel="icon" href="/favicon.ico" type="image/x-icon">
<!--CSS-->
<link type="text/css" rel="stylesheet" href="css/materialize.min.css">
<link rel="stylesheet" href="https://maxcdn.bootstrapcdn.com/bootstrap/4.0.0/css/bootstrap.min.css">
<link rel="stylesheet" href="/css/animate.css">
<link rel="stylesheet" href="css/theme.css">
</head>
<body>
  <!-- banner -->
  <div class="banner">
    <nav class="nav">
      <div class="nav-wrapper">
        <div class="container">
          <a href="#" class="brand-logo hide-on-med-and-up"></a>
        </div>
      </div>
    </nav>
  </div>
  <div class="container">
    <div class="row">
      <div class="col s12">
        <div class="card">
          <div class="card-content">
            <div class="card-title"></div>
            <div class="card-text"></div>
          </div>
        </div>
      </div>
    </div>
  </div>
</body>
```

World-class hardware infrastructure

- \$1.3 million in new hardware this year
- Vigilant software and hardware performance monitoring & testing
- Upgraded page load optimization and balancing
- New content delivery network upgrades



Demo



- Page load estimator: <https://docs.google.com/spreadsheets/d/16wtb3vnRqfLcC8coaqsKEqUSH2emmeinbXnhQv0HvNA/edit#gid=0>
- <http://flex-showcase.bloxcms.com>
- <https://gtmetrix.com/reports/flex-showcase.bloxcms.com/Yi0hMiBR>

Takeaways

- Users abandon sites that take “too long” to load
- Site speed contributes to your Google Rank and SEO
- Use Flex Templates to help reduce load time
- Watch widgets, ads and other add-ons to help keep load time down
- Create page size & load time budgets to help you stay on track when designing pages



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Thank you!

