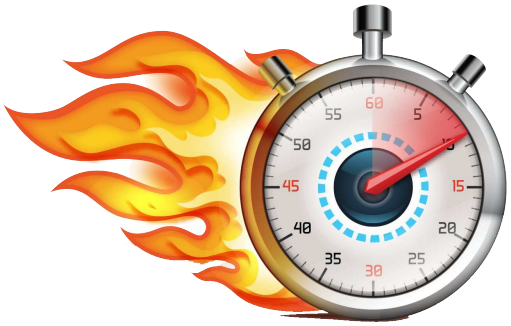
Webinar: Optimizing your BLOX CMS site for speed



Thursday, July 7, 2016

TownNews.com

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!

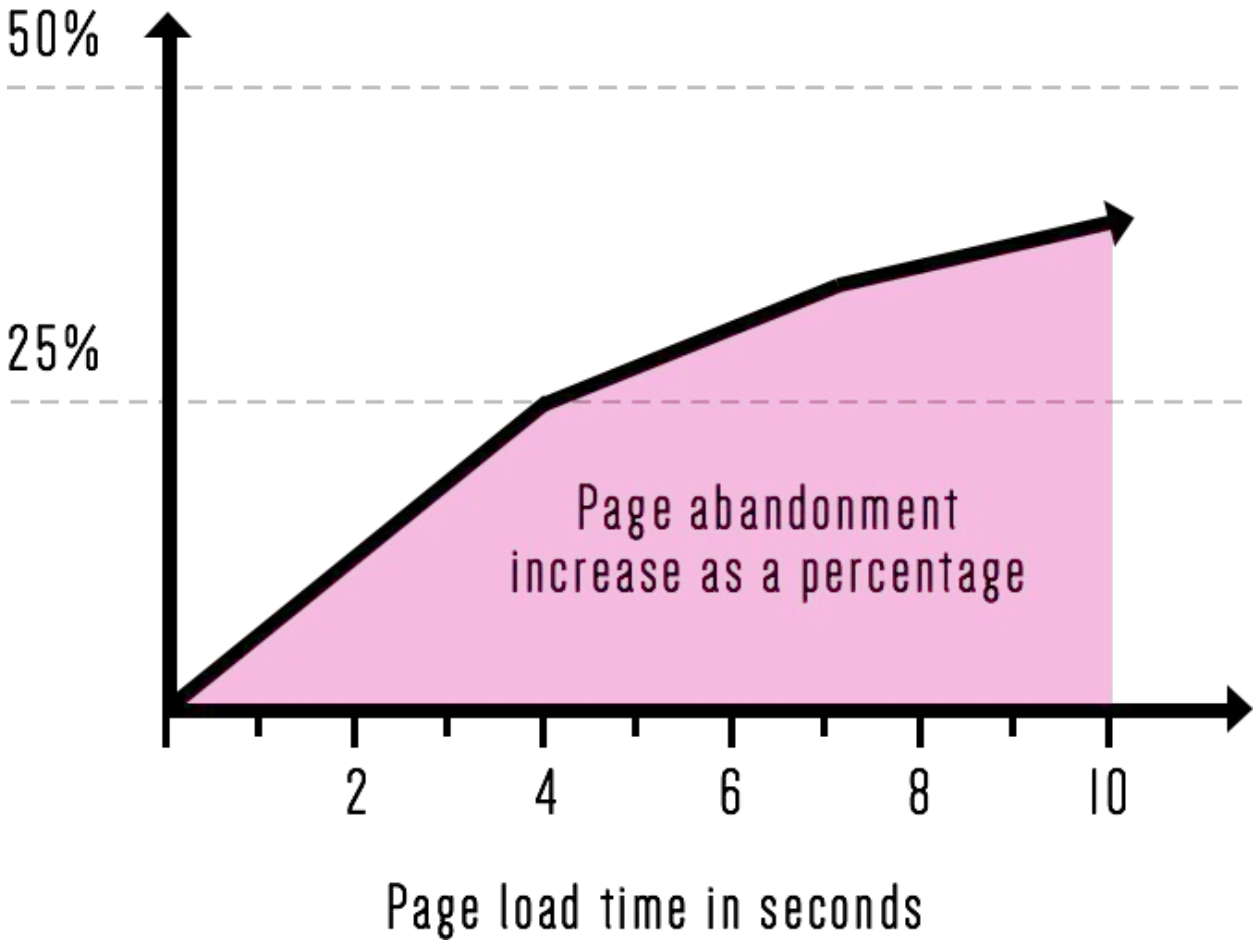
Why speed matters

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. **

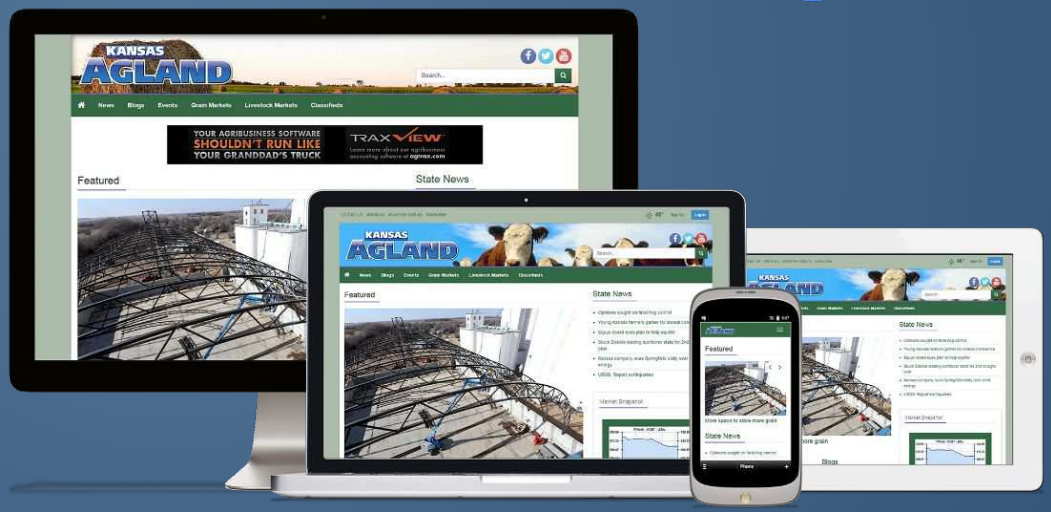
**KISSmetrics*

*** TownNews.com Analytics*

TownNews.com

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.”

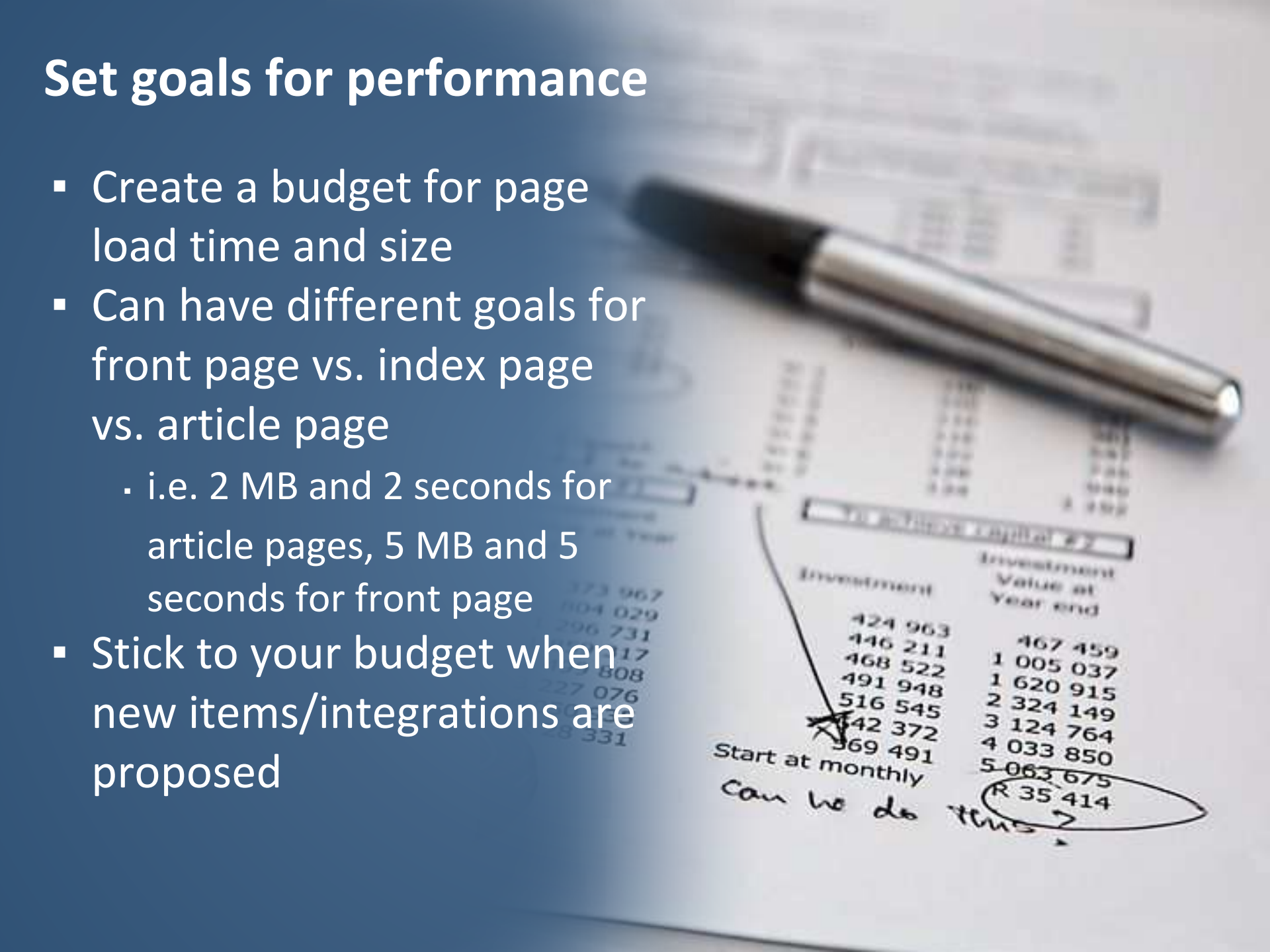
Google

Webmaster Central Blog,
when introducing Page Speed Online

Speed up your site

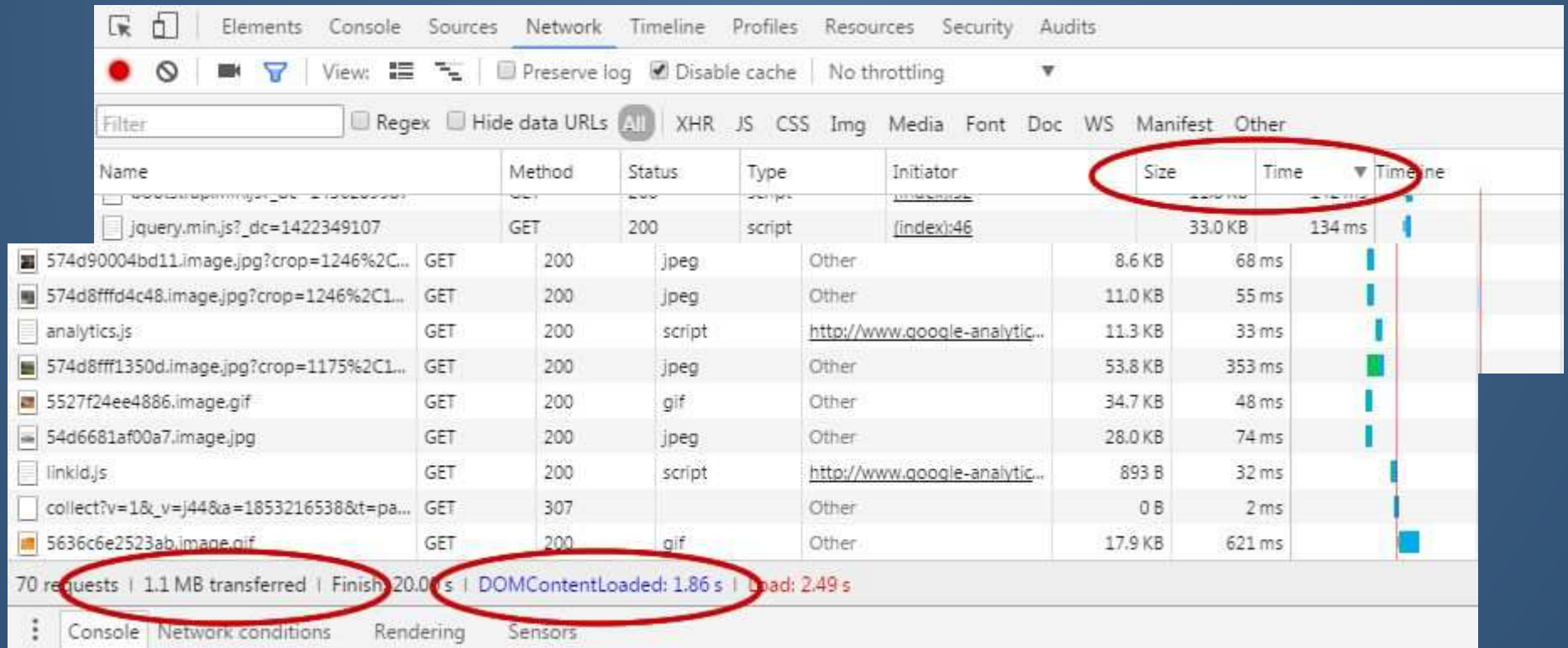
Set goals for performance

- 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



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



Think about it...

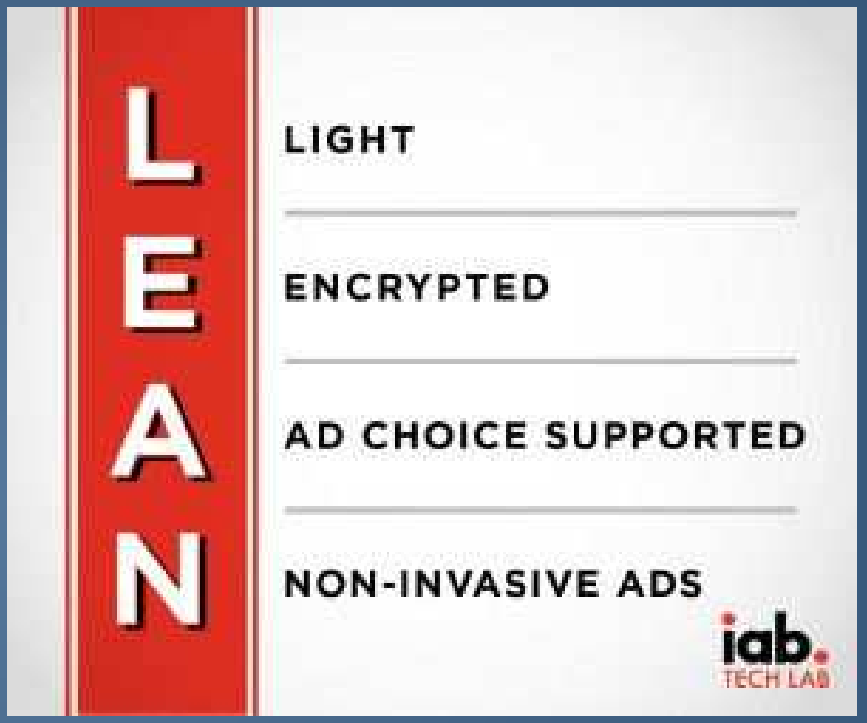
- How much is that new widget costing you?

```
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

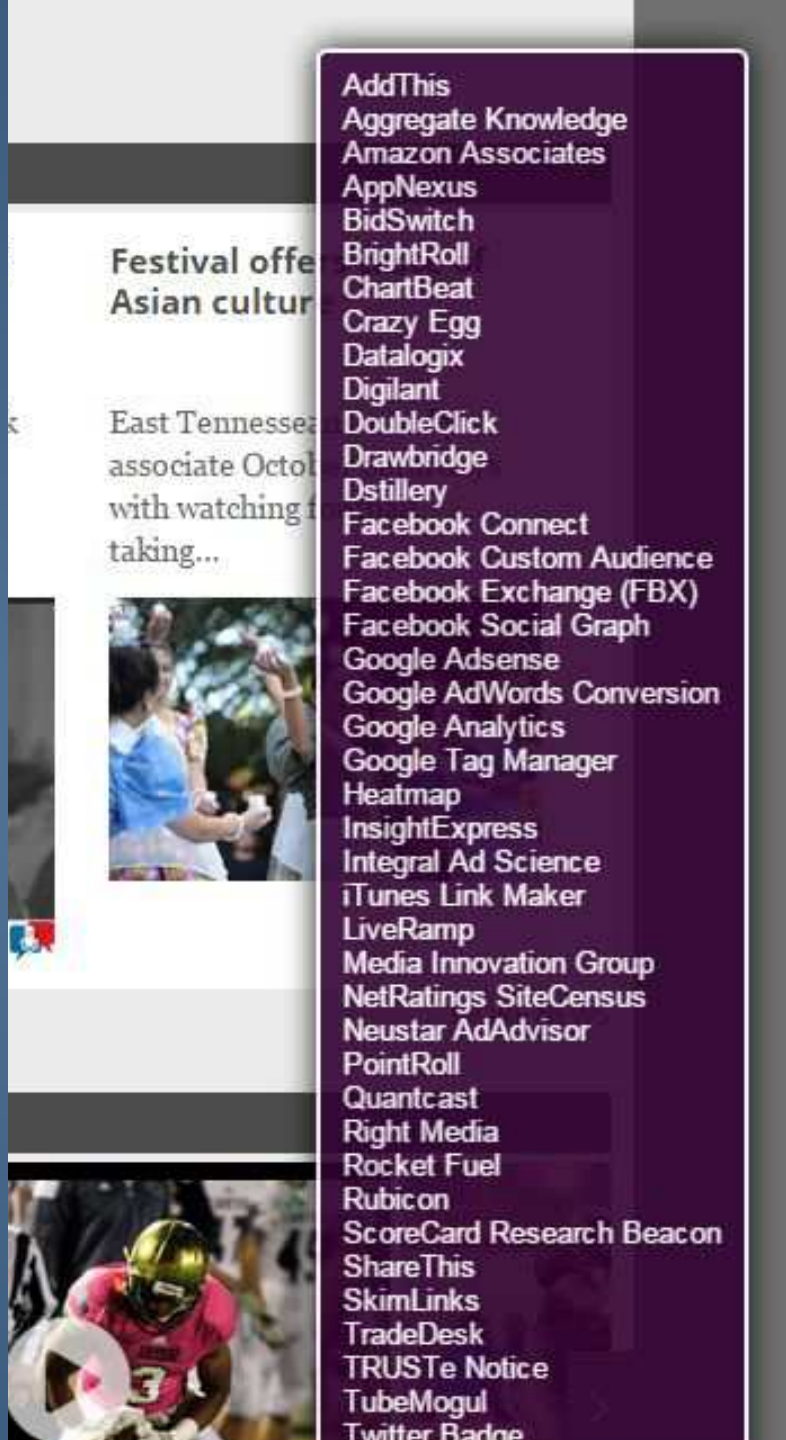
Cultivate a responsible ad strategy

- 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

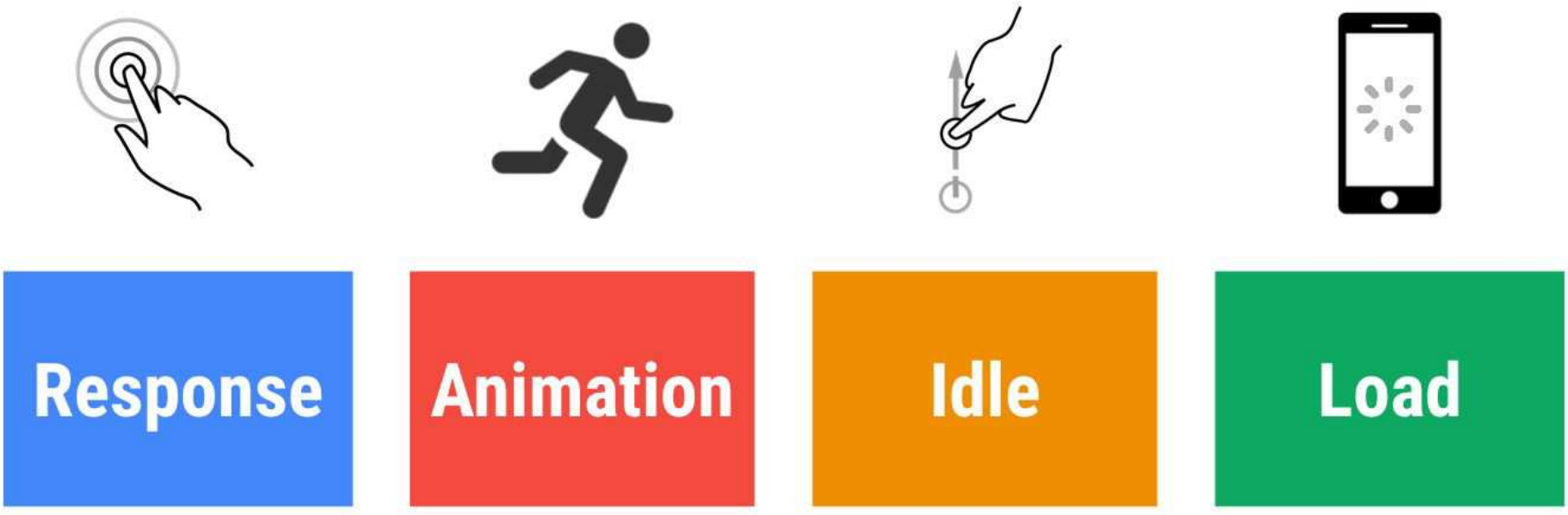
- Any script or widget can load trackers
- Each connection to an external service takes additional time
- Use “Ghostery” to see trackers on your site
- Use Chrome Web Developer tool to see slowest external connections



How TownNews.com helps performance

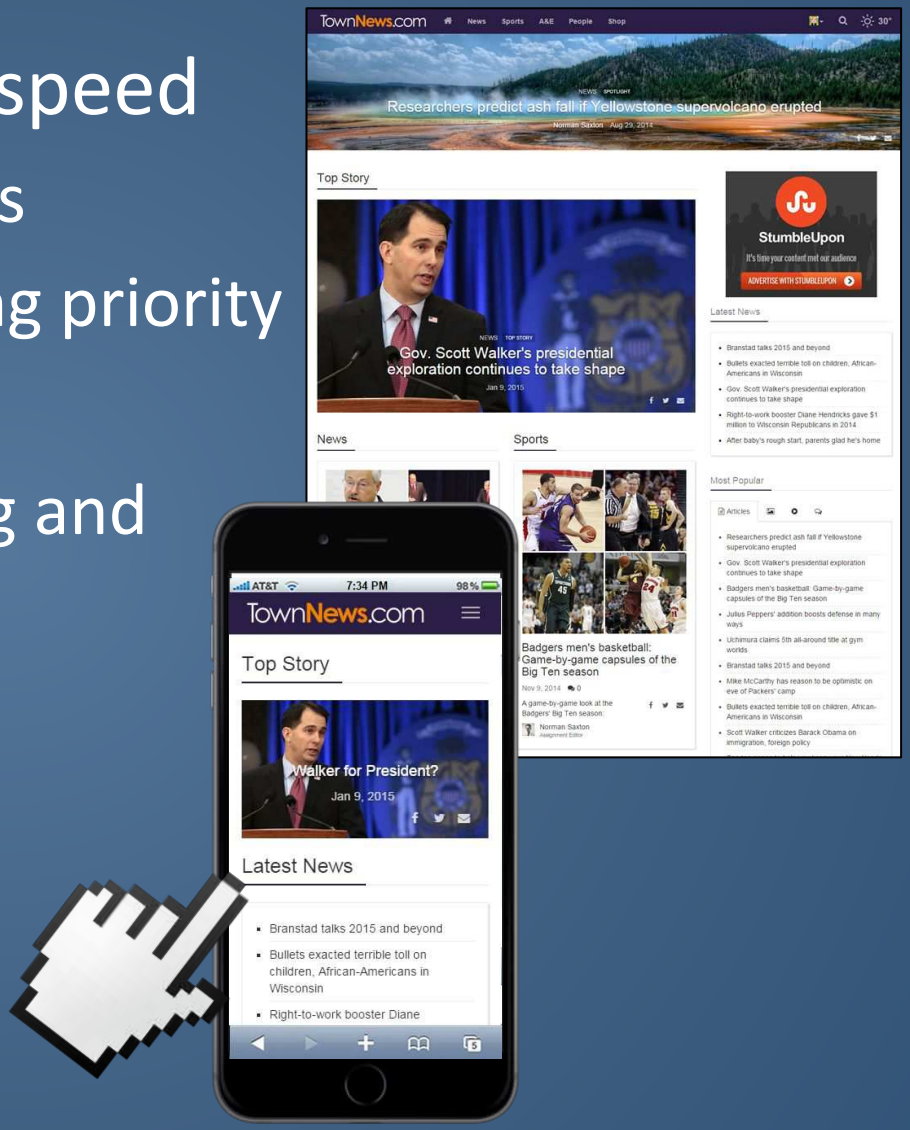
Working with Google on improvements

- 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)



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

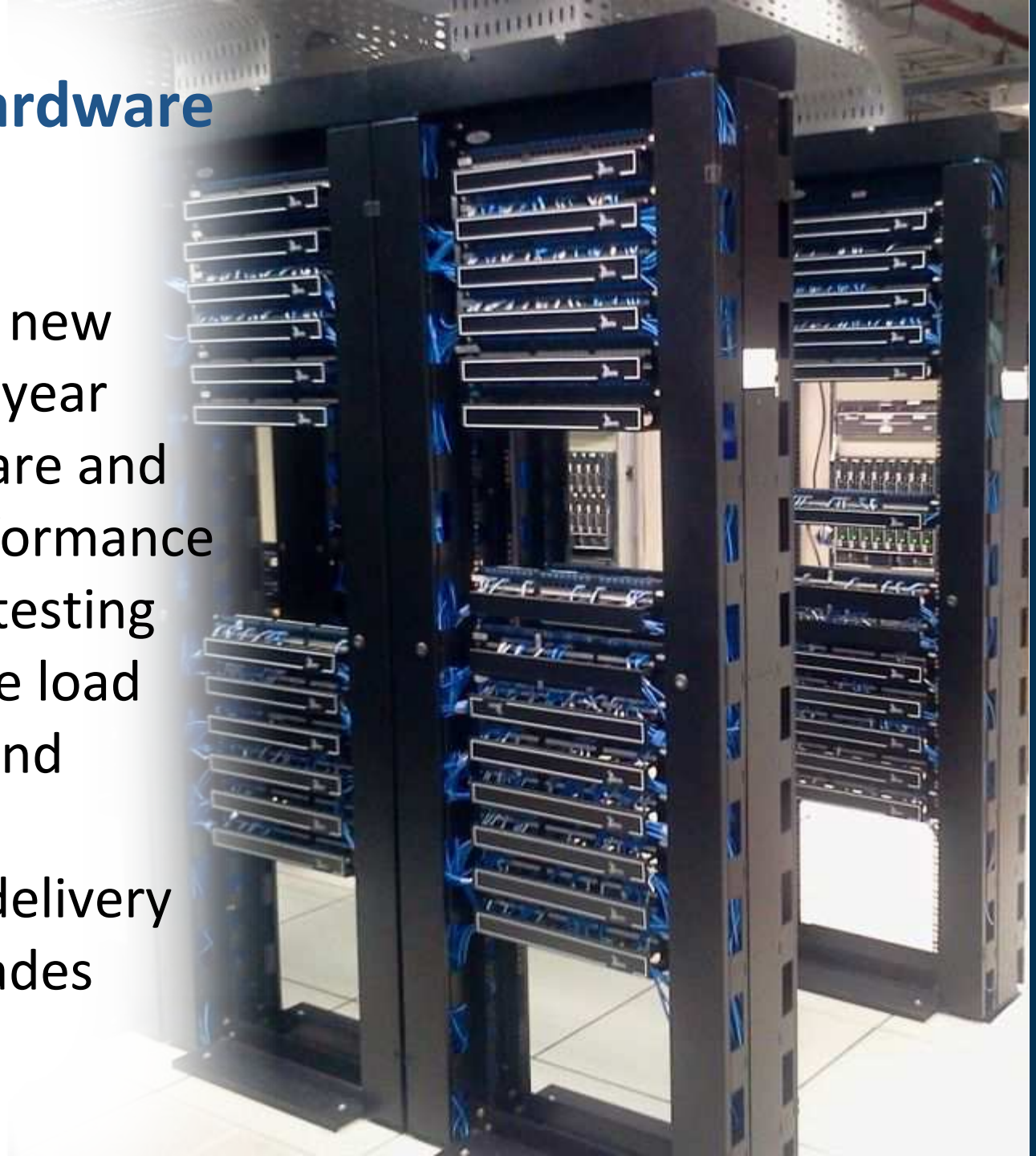


Future Flex system roadmap

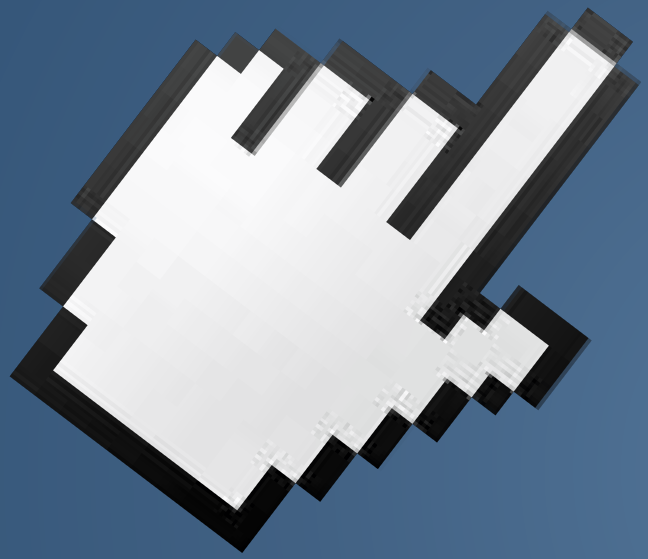
- Separate sidebar for article pages
- Fixing inline CSS for blocks
- Improving site rendering
- Reduced caching times for breaking news
- Automatic merging and optimization of certain core files

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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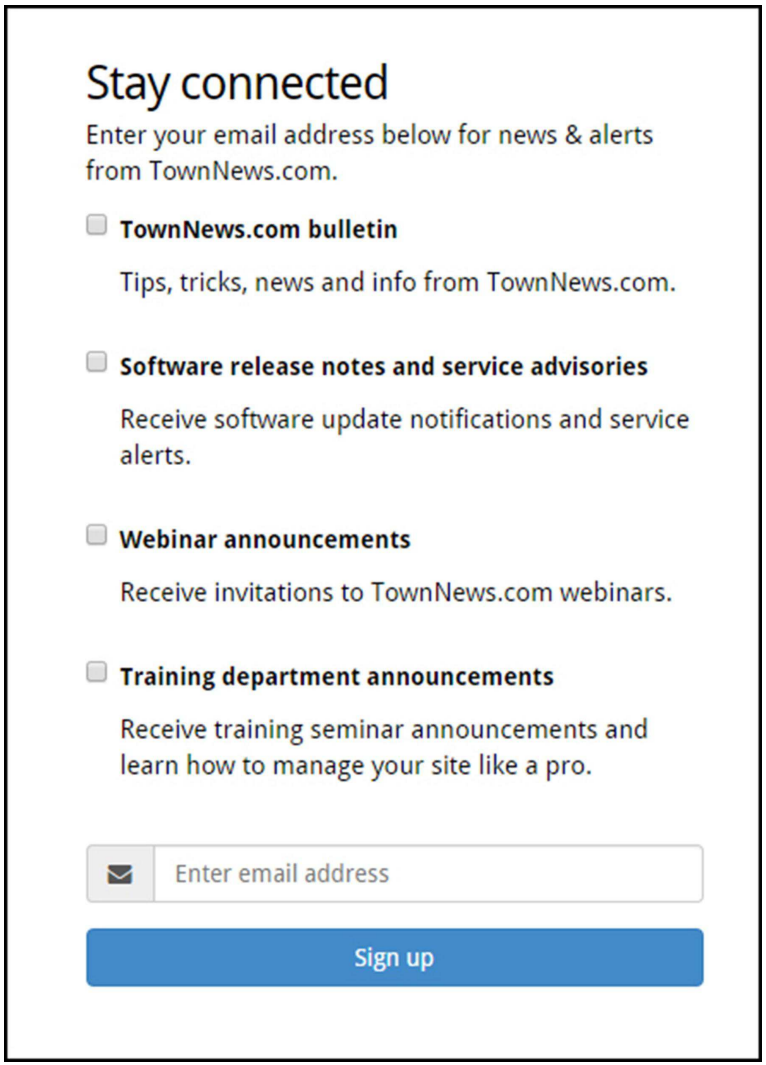

Thank you!