

Strangeloop Performance Report for O'REILLY

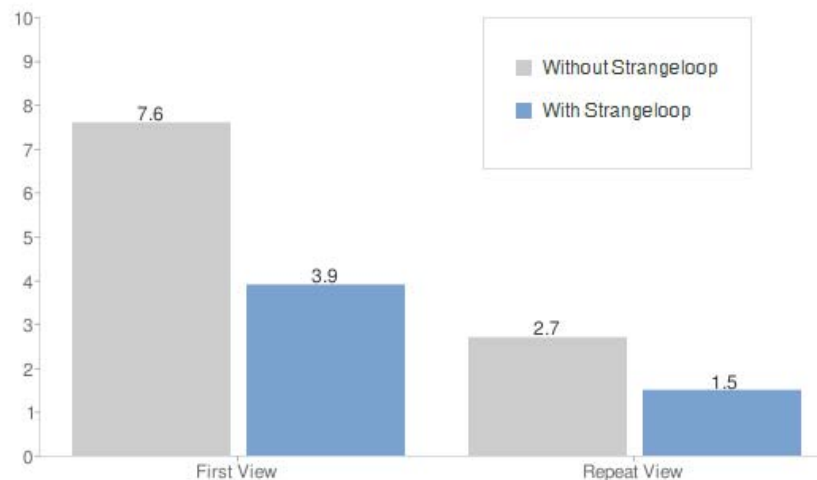
- ✔ **2.0x** Faster Load Time
- ✔ **1.2x** Start Render Time
- ✔ **3.8x** Reduction in Roundtrips

This report focuses on three key issues: page load time, server roundtrips, and payload. In addition to assessing your site's performance with and without the Strangeloop Site Optimizer, we also analyzed how your site performed on initial visits compared to repeat visits.

2.0x Faster Load Time

Site Optimizer provided a significant improvement to a user's all-important initial visit to your site. Site Optimizer continued to provide value on subsequent visits.

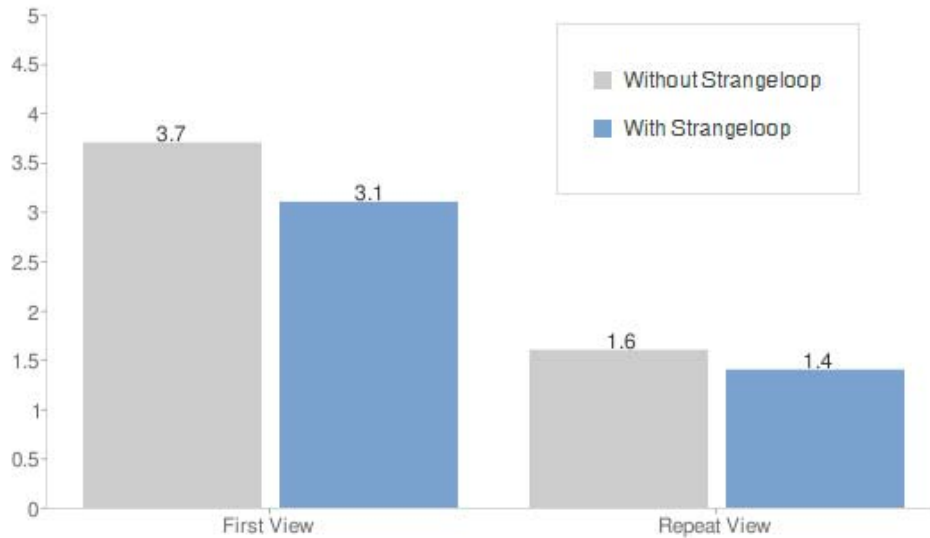
When looking at how your site performs in this area, it may be helpful to bear in mind the emerging "3-second page load" benchmark, based on the fact that 40% of online consumers will abandon a site after waiting 3 seconds for a page to load.



1.2x Faster Start Render Time

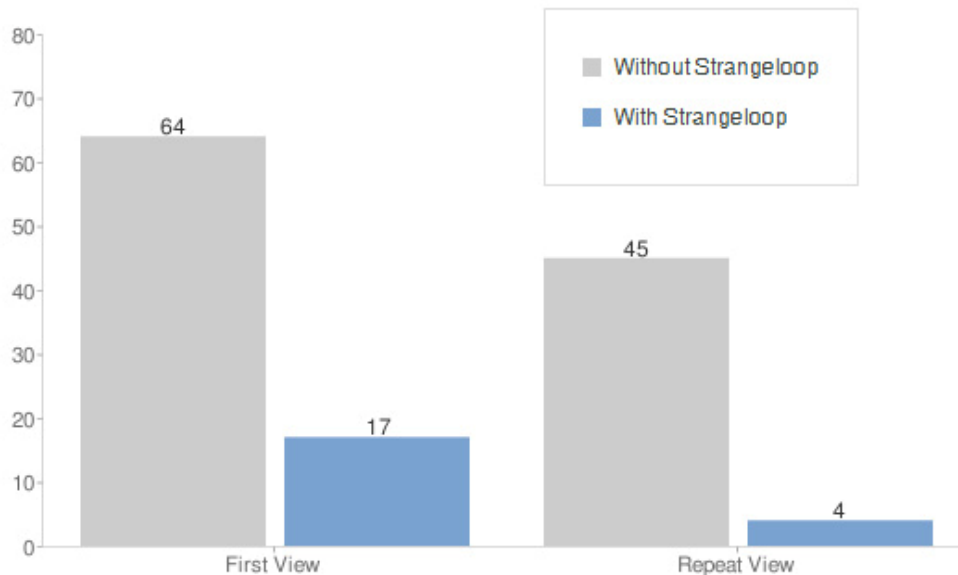
Typically, a browser starts to display a page to the user after it has received a minimum amount of resources (JavaScript, CSS, images, etc) from the server. It then continues to download the remaining resources from the server until the display is complete.

Site Optimizer's optimization techniques help improve the time it takes for the browser to start rendering the page and displaying it to the user. This improves the responsiveness of the page and enhances a user's interaction with it.



3.8 X Reduction in Roundtrips

When browsers have to download every resource (JavaScript, CSS, images, etc) in a webpage, they require many network roundtrips to the server. Site Optimizer reduces the number of roundtrips by combining multiple resources into a single consolidated roundtrip, significantly reducing the total number of HTTP requests necessary to render a webpage.



WHY PERFORMANCE MATTERS

A site that performs slowly does a double-whammy on your bottom line. At the front end, it kills, on average, 7% of potential conversions and permanently drives visitors away from your site. At the back end, working on site optimization eats up valuable time that your developers could be using to build new features.

Poor Performance Hurts Conversion Rates

Your website's visitors have expectations. They get frustrated if your website is slow or inconsistent. And their frustration has a measurable impact on your bottom line:

- In 2006, the average online shopper expected a web page to load in 4 seconds. Today, that same shopper expects your page to load in 2 seconds or less.
- Up to 40% of shoppers will abandon a site after waiting 3 seconds for a page to load.
- 9 out of 10 people will not return to a site after a disappointing experience.
- Of these, 3 will go on to tell others about their experience.

How do users behave when they experience a 2-second slowdown?

They simply do less. They make almost 2% fewer queries. They click 3.75% less often. And most important, they report being significantly less satisfied with their overall experience.

And what about users who experience a mere 1-second slowdown?

The impact is still dramatic. On average, a 1-second delay in page load time equals a 7% loss in conversions. In dollar terms, this means that if your site typically earns \$100,000 a day, this year you could lose \$2.5 million in sales.

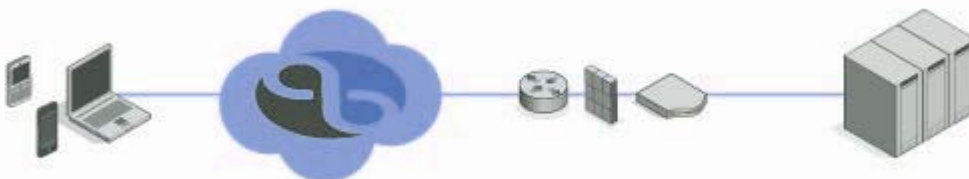
When it comes to site performance, it's clear that every second counts.

Automating Site Performance Optimization Lets Developers Focus on New Features

If developers are working on site optimization, then they're not building new features. It's that simple. A third-party audit of Strangeloop clients revealed that, after implementing Site Optimizer, developers were able to re-focus their efforts on feature development, to the tune of a 25-50% increases in productivity.

REPORT METHODOLOGY

This report is generated by simulating browser behavior for the page directly to the origin server and through the Strangeloop Site Optimizer cloud-based service. The two results are then compared to generate the statistics in the report, as well as the side-by-side video comparison. Site Optimizer is located in our test center in Vancouver, BC. The simulated browser is subjected to bandwidth limitations and network latency in order to replicate real world network conditions.



The browser experience in this report was calculated using AOL Page Test (www.webpagetest.org) a free online tool that measures your site's speed from different location around the world.

The current tests were conducted using the following test parameters:

- Location: Vancouver, BC
- Browsers: IE7
- Connection: DSL
- Bandwidth:
 - Down 1500Kbs
 - Up 384 Kbs
 - Latency 50ms

How Strangeloop Can Help You

In an independent survey of businesses that have implemented the Strangeloop Site Optimizer to improve their site performance, every one of our clients experienced full ROI within six months – and in some cases, within just weeks.

Talk to us. One of our Performance Experts will listen to your issues and recommend the best way to test and deploy Site Optimizer to meet your needs.

Call us at 1-800-763-1712 (toll-free).

Or contact us online. <http://www.strangeloopnetworks.com/talk-to-a-performance-expert>