

25TH HOUR x LCC

## Timing Is Everything

After performing regular web maintenance for Lamar, our team suggested optimizing their WordPress website in order to provide a better overall user experience (UX). Site speed is a crucial part of UX – slow sites are more likely to frustrate users, inevitably causing them to bounce. In fact, if a site takes over 3 seconds to load, the bounce rate increases by 90%. The following data demonstrates how our web development team was able to increase LCC's site speed by 75%!

### TERMINOLOGY

**First Contentful Paint** (FCP) is when the browser renders the first bit of content from the webpage, providing the first feedback to the user that the page is actually loading.

**Speed Index** (SI) is a page load performance metric that shows you how quickly the contents of a page are visibly populated. It is the average time at which visible parts of the full page are displayed.

**Largest Contentful Paint** (LCP) is a standard web speed metric that measures when the largest piece of content "above the fold" becomes visible. It can be used to determine when the main content of the page has finished rendering on the screen.

**Time to Interactive** (TTI) is the approximate time after a page has finished loading, where all interactable elements on a page are able to be interacted with (dropdowns, slideshows, etc).

**Total Blocking Time** (TBT) is a time-based metric that describes when the primary Javascript functions are finished loading. It is useful for understanding how long a page is unable to respond to user input.

**Cumulative Layout Shift** (CLS) is a measurement of how much the web page elements jump around on a web page before a webpage is fully loaded.

### PREVIOUS SPEED DATA

FIRST CONTENTFUL PAINT	4.9s
SPEED INDEX	11s
LARGEST CONTENTFUL PAINT	7.3s
TIME TO INTERACTIVE	16.8s
TOTAL BLOCKING SHIFT	2,610ms
CUMULATIVE LAYOUT SHIFT	0.568

### NEW SPEED DATA

FIRST CONTENTFUL PAINT	0.839s
SPEED INDEX	3.4s
LARGEST CONTENTFUL PAINT	2.0s
TIME TO INTERACTIVE	2.2s
TOTAL BLOCKING SHIFT	416ms
CUMULATIVE LAYOUT SHIFT	0.23

### PERFORMANCE INCREASES

FIRST CONTENTFUL PAINT	83%
SPEED INDEX	69%
LARGEST CONTENTFUL PAINT	73%
TIME TO INTERACTIVE	87%
TOTAL BLOCKING SHIFT	84%
CUMULATIVE LAYOUT SHIFT	60%

