

# Pagespeed Overview

## Objective:

1. Which e-commerce websites maintain consistently high performance during peak traffic hours?
2. How does core web vitals performance fluctuate throughout the day or across different websites?

## Website Scope:

ecommerce websites:

"https://www.zalando.com/",  
"https://www.aboutyou.com/",  
"https://www.asos.com/",  
"https://www.yoox.com/",  
"https://www2.hm.com/",  
"https://www.zara.com/",  
"https://www.shein.com/",  
"https://www.farfetch.com/",  
"https://www.boozt.com/"

## Time Frame:

16/6/2025 - 23/6/2025 (hourly) collected via Google Pagespeed API

# Time Series Overview - Largest Contentful Paint (lcp)

Website Name

- ☐ aboutyou
- ☐ asos
- ☐ boozt
- ☐ farfetch
- ☐ hm
- ☐ shein
- ☐ yoox
- ☐ zalando
- ☐ zara

Day Type

- ☐ Weekday
- ☐ Weekend

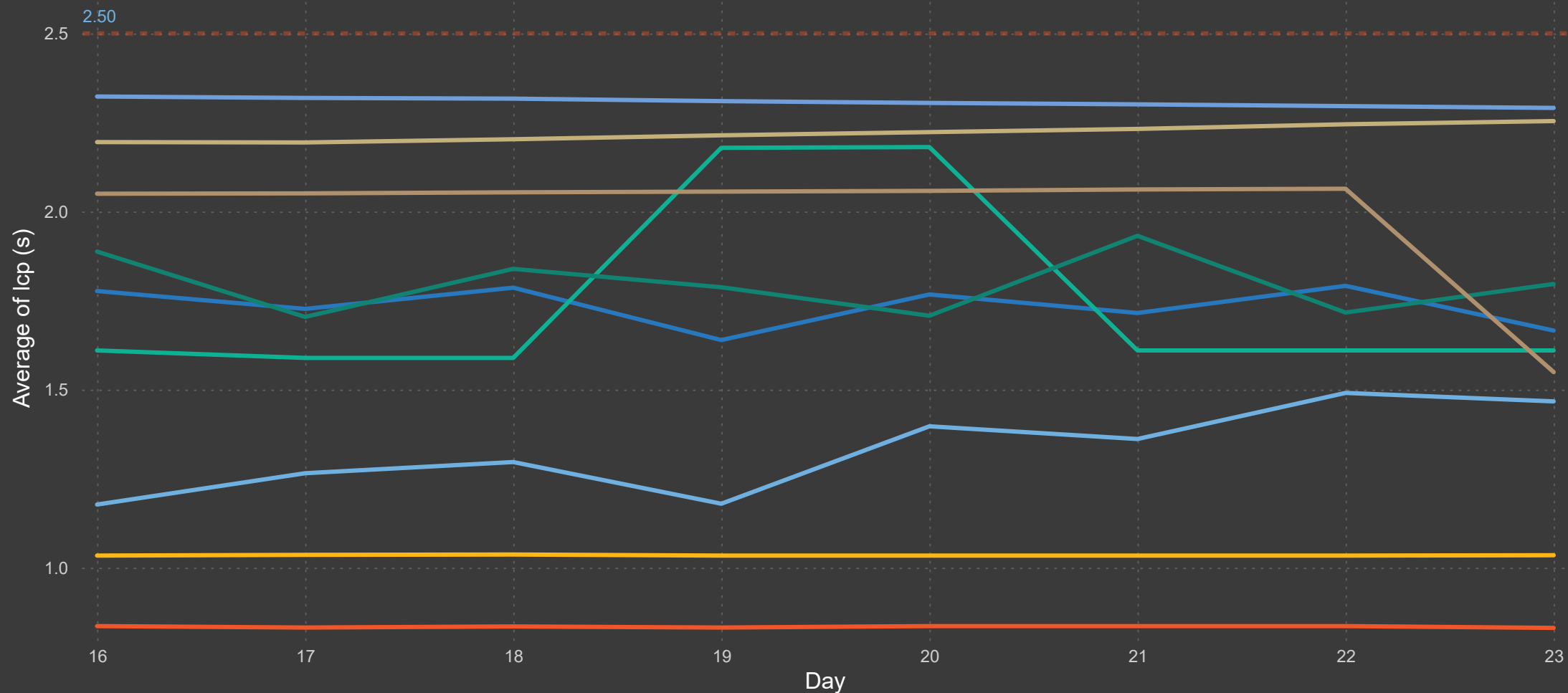
Business vs...

- ☐ Business Hours
- ☐ Night

Average of lcp (s) by Day and Website Name

Website Name

- aboutyou
- asos
- boozt
- farfetch
- hm
- shein
- yoox
- zalando
- zara



# Time Series Overview - Visual Layout Stability (cls)

Website N... 

- ☐ aboutyou
- ☐ asos
- ☐ boozt
- ☐ farfetch
- ☐ hm
- ☐ shein
- ☐ yoox
- ☐ zalando
- ☐ zara

Day Type 

- ☐ Weekday
  - ☐ Weekend

Business v... 

- ☐ Business Ho...
- ☐ Night

### Average of cls (hundredths) by Day, hour and Website Name

**Website Name** ● aboutyou ● asos ● boozt ● farfetch ● hm ● shein ● yoox ● zalando ● zara

# Performance Evaluation

Performance

Accessibility

SEO

Website Name

☐ aboutyou

☐ asos

☐ boozt

☐ farfetch

☐ hm

☐ shein

☐ yoox

☐ zalando

☐ zara

0.88  
Average of accessibility

0.86  
Average of best\_practices

0.65  
Average of performance

Average of performance by hour and Website Name



Day Type

☐ Weekday

☐ Weekend

Business vs ...

☐ Business Hours

☐ Night

# Accessibility Evaluation

Performance

Accessibility

SEO

Website Name



- ☐ aboutyou
- ☐ asos
- ☐ boozt
- ☐ farfetch
- ☐ hm
- ☐ shein
- ☐ yoox
- ☐ zalando
- ☐ zara

Day Type



- ☐ Weekday
- ☐ Weekend

Business vs ...



- ☐ Business Hours
- ☐ Night

0.88

Average of accessibility

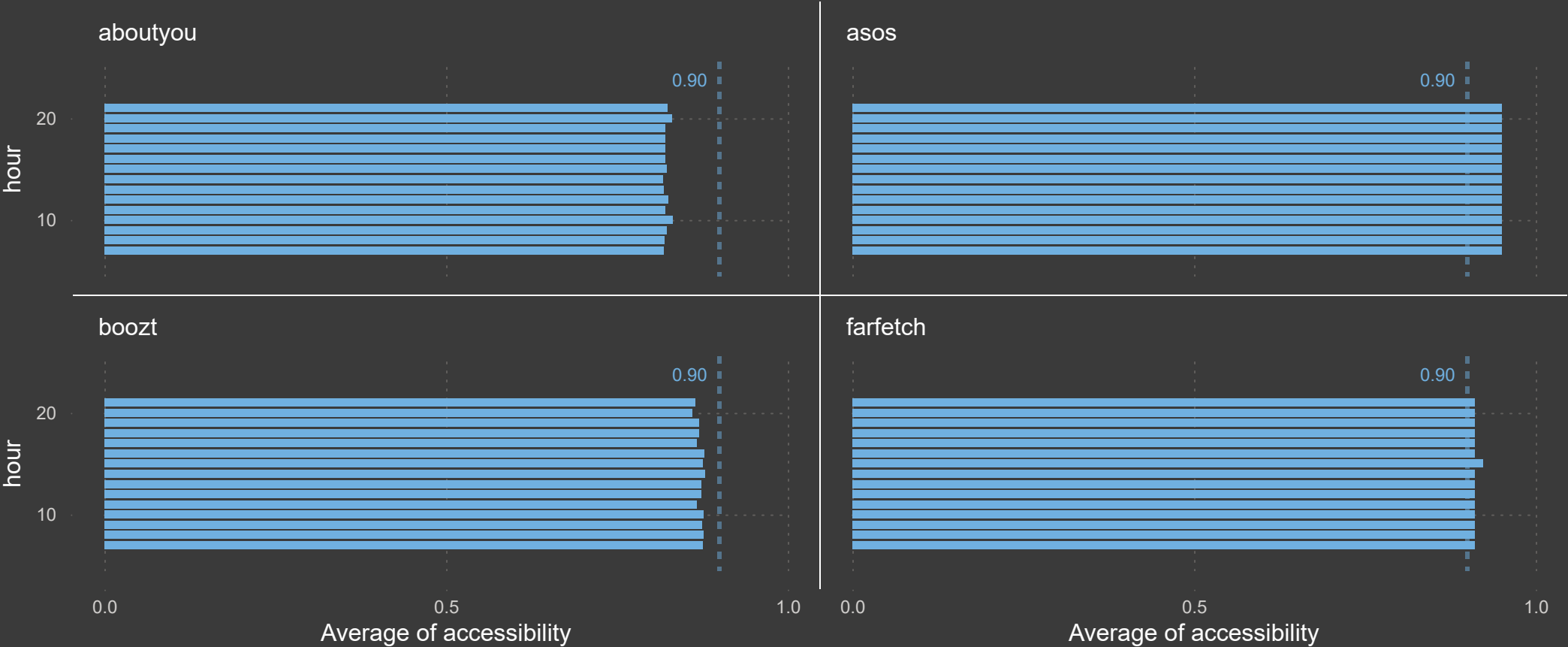
0.65

Average of performance

0.92

Average of seo

Average of accessibility by hour and Website Name



# SEO Evaluation

Performance

Accessibility

SEO

Website Name

☐ aboutyou

☐ asos

☐ boozt

☐ farfetch

☐ hm

☐ shein

☐ yoox

☐ zalando

☐ zara

Day Type

☐ Weekday

☐ Weekend

Business vs ...

☐ Business Hours

☐ Night

0.88

Average of accessibility

0.65

Average of performance

0.92

Average of seo

Average of seo by hour and Website Name

