

Performance and Sustainability with Jamstack websites



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MODUS CREATE



Gold
Solution Partner
ENTERPRISE



Time Inc.



Clients

Partners



**why
performance
matters**



WEB PERF SUMMIT

**WHAT IF IT'S A
BIG HOAX AND WE
CREATE A BETTER
USER EXPERIENCE
FOR NOTHING?**

Evidence shows:

- More visitors
- Lower bounce rate
- More sign-ups
- More conversions
- More revenue
- More search engine traffic



@DasBjorn @jaffathecake
12/7/19 USA TODAY



USER EXPERIENCE 01



**CONVERSION
RATE** 02



SUSTAINABILITY 03



SEO 04





As page load time goes from:

1s to 3s the probability of bounce **increases 32%**



1s to 5s the probability of bounce **increases 90%**



1s to 6s the probability of bounce **increases 106%**



1s to 10s the probability of bounce **increases 123%**



Google: [Find out how you stack up to new industry benchmarks for mobile page speed](#)

Core Web Vitals

(Loading)

LCP

Largest Contentful Paint



(Interactivity)

FID

First Input Delay



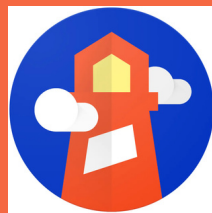
(Visual Stability)

CLS

Cumulative Layout Shift



Measure



Lighthouse



Gimball



PageSpeed Insights





01
OPTIMIZE IMAGES



02
**MINIFY AND
COMPRESS**



03
USE A CDN



04
**REDUCE
NUMBER OF
REQUESTS**





Carbon calculator



Hurrah! This web page is
cleaner than **63%** of web
pages tested



Only **0.65g of CO2** is produced every
time someone visits this web page.

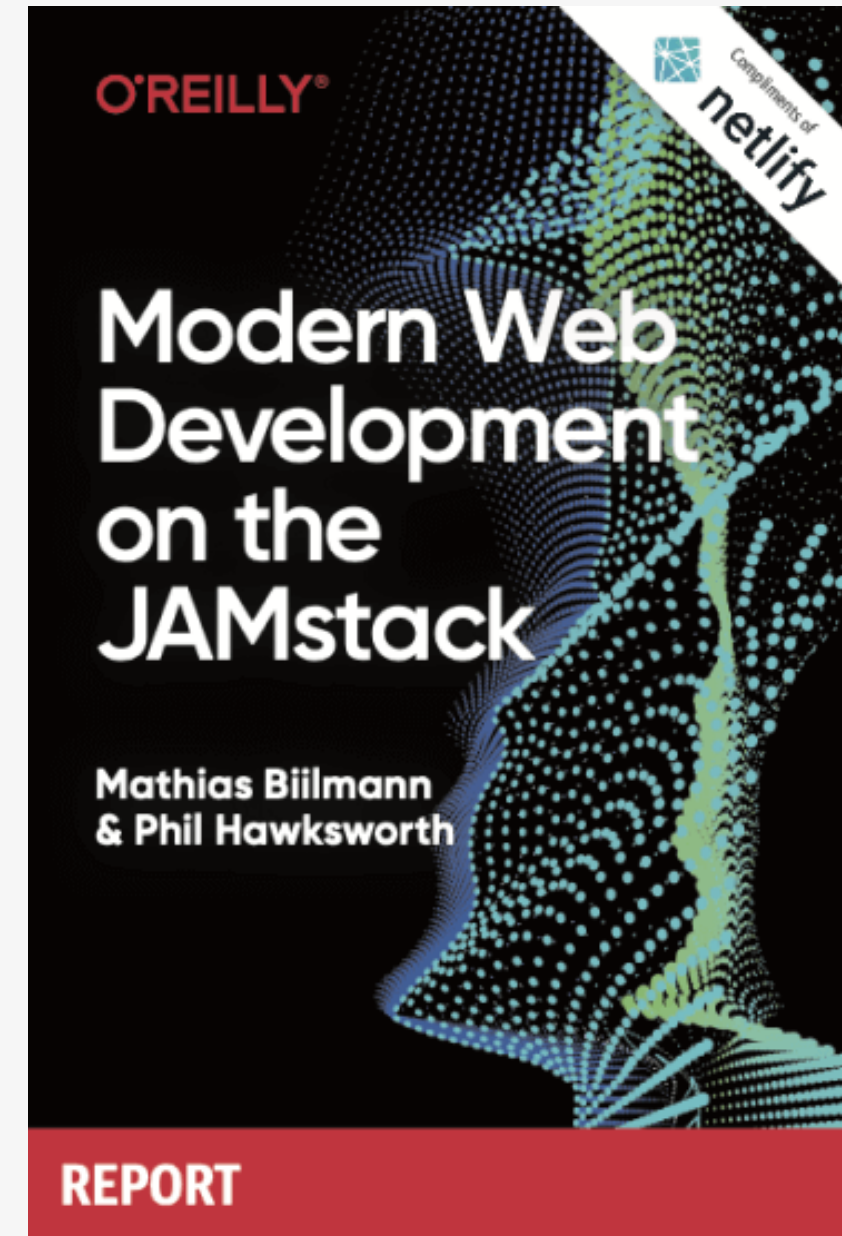


This web page appears to be running on
sustainable energy



REFERENCES

- [Web.dev - Why Speed Matters](#)
- [Greening the Web: How We Can Create Zero Carbon Websites](#)
- [The Mobile Performance Inequality Gap, 2021](#)
- [Web.dev - Core Web Vitals](#)
- [Jamstack SEO Guide](#)
- [Improve Performance, Security, and SEO with JAMStack](#)





thank you



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