

Performance

#perfatters

SUID-AFRIKAANSE RESERWEBANK

Save users Time
Save users Money
Save us Money

SOUTH AFRICAN RESERVE BANK



**Big
Faces**

Agenda

1. What?

2. So what?

3. Now what?

1. What?

(Front-end)

Performance

A close-up, low-angle shot of a cheetah's body as it runs through tall, dry grass. The cheetah's iconic black spots on a golden-brown coat are clearly visible. Its head is turned slightly to the left, showing its ears and the side of its face. The background is a dense field of tall grass.

1. Speed

A close-up photograph of a large African elephant's head and upper body. The elephant has large, textured ears and two prominent white tusks. It is standing in a field with tall, dry grass in the foreground and a hilly landscape under a clear blue sky in the background.

2. weight

2. So what?

LINE MORE FOR
THE PERFECT
CHRISTMAS

SALE

SAVE



Brand Match is now
bigger and better.





Bongani

Cashier at Pluck n Pay

R5,000 / month

A man in a supermarket aisle, wearing a light blue shirt, is looking towards the camera. He is standing next to a signpost that includes a wheelchair accessibility symbol and a sign for "BABY". In the background, there are shelves stocked with various products and signs that say "SAVE".

**"I want to look for
a new job."**

Total Transfer Size & Total Requests

httparchive.org

Average page size: 2.5MB



Once-off and monthly recurring data bundles for your prepaid smartphone

This option is ideal if you don't exceed your bundle often and want to take advantage of the lower in-bundle rates. You can also choose the monthly recurring data bundle option which gives you peace of mind by automatically allocating your selected bundle at the beginning of every calendar month. Data bundles are valid for 30 days from the date of purchase.

Price	Bundle Size	In-bundle rates per MB	Out-of-bundle rates per MB
R9	30MB	40c	R2
R12	30MB	40c	R2
R21	100MB	29c	R2
R59	250MB	24c	R2
R99	500MB	20c	R2
R149	1GB	15c	R2
R249	2GB	12c	R2

Vodacom pre-paid

About R1.5 per page



A photograph of a man with dark skin and short hair, wearing a blue denim shirt, standing behind a supermarket checkout counter. He is smiling broadly and looking towards the camera. In front of him is a black cash register. Behind him are shelves stocked with various grocery items. Above the counter, there are signs for "SAVING" and "DISCOUNTS". The background shows other people in the store and a sign with the number "2".

Bongani looks for a job

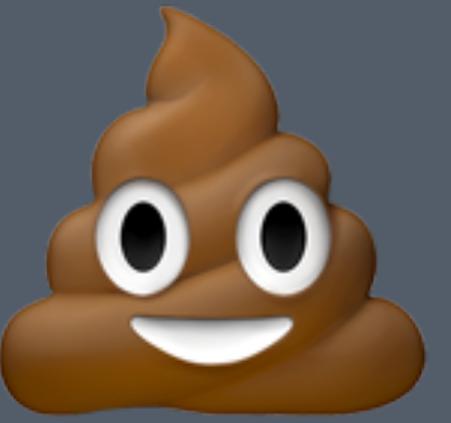
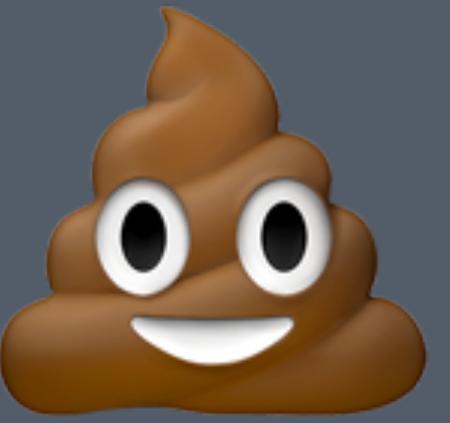
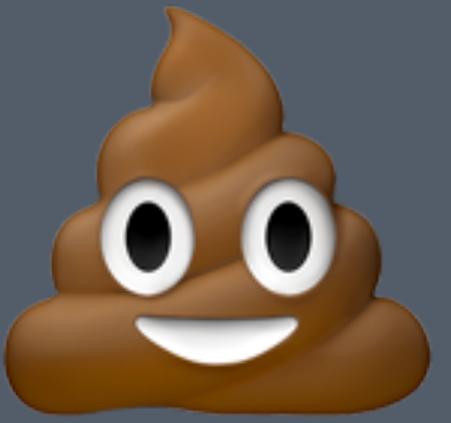
10 pages a day

9% of daily income

Whisky

Tango

Foxtrot?



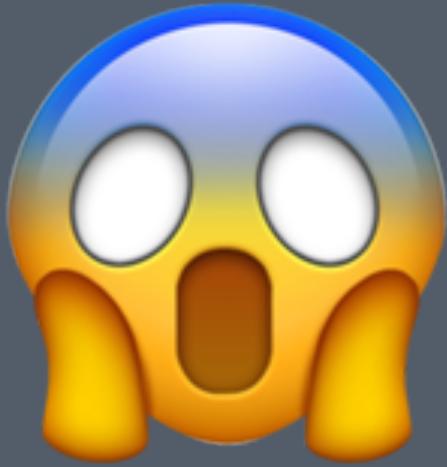
2. So what? (Part 2)

Site

Stat

Effect

yikes!



Bing

2s delay

4.3% drop in revenue

Google

0.5s slower load time

25% fewer searches

Financial Times

3s slower load time

7.2% drop in
articles read

Amazon

0.1s slower load time

1% decrease in revenue

Etsy

**160kb more images
on mobile**

**12% increase in
bounce rate**

Yay!



YouTube

90% smaller page size

**large increase in traffic
in areas with
poor connectivity**

Instagram

**30% smaller page size
increased impressions
and interactions**

AliExpress

36% faster load time

11% increase in orders

2. So What? (Part 3)

**Site
Stats
Why**

The stats

Requests

MB

Time

dailymaverick.co.za



310 requests, 3.6MB, 40s

Pravin Gordhan and
Mcebisi Nhlapo: The faces
of the Resistance

1.7MB JS:

ads and tracking



Public Records: Posted
mg.co.za

290 requests, 9.9MB, 62s

8.2MB images:
lots, large, HD

[Home](#) [Popular on Medium](#) [Staff picks](#) [World](#) [Future](#)

medium.com

90 requests, 3.7MB, 30s

Medium is a community of readers and
writers offering unique perspectives on

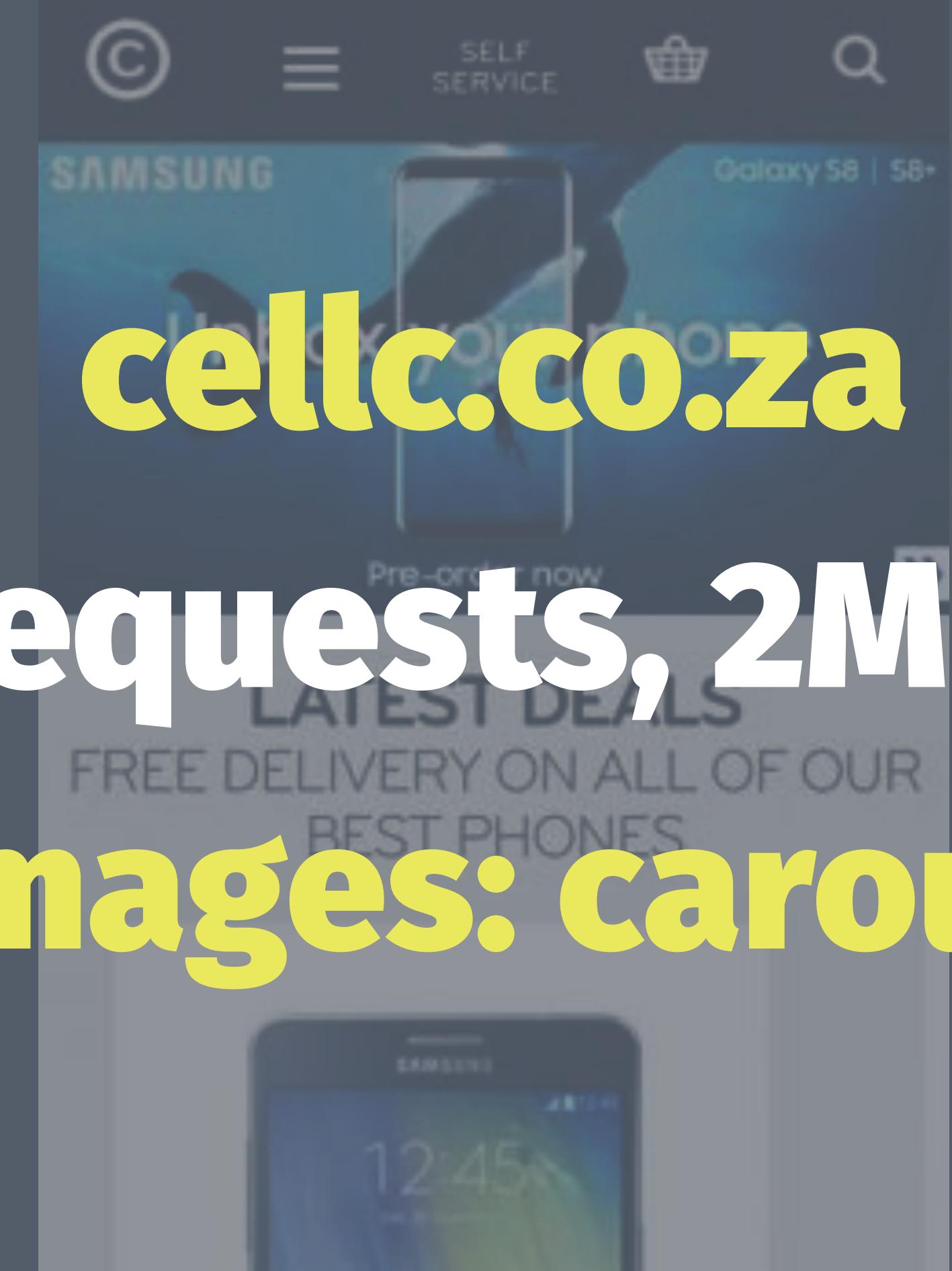
0.5MB JS: for what?

2.9MB images: 67, really?

cellc.co.za

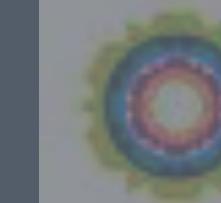
150 requests, 2MB, 33s

1MB images: carousel 😱



Certain City online services will be

unavailable this weekend due to



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

capetown.gov.za

70 requests, 2.0MB, 20s

1.7MB JS for animations

Take care of your health, household and utility
services

4. Now what?

**Fewer fancy
widgets**

**Fewer,
smaller,
images**

**Measure
front-end
performance**

Measure front-end performance

Your browser's Dev Tools:
"Network" panel

PageSpeed Insights

Measure front-end performance

http://capetown.gov.za/

ANALYZE



Mobile



Desktop

40 / 100

Suggestions Summary

PageSpeed Insights

! Should Fix:

Enable compression

▶ Show how to fix

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▶ Show how to fix

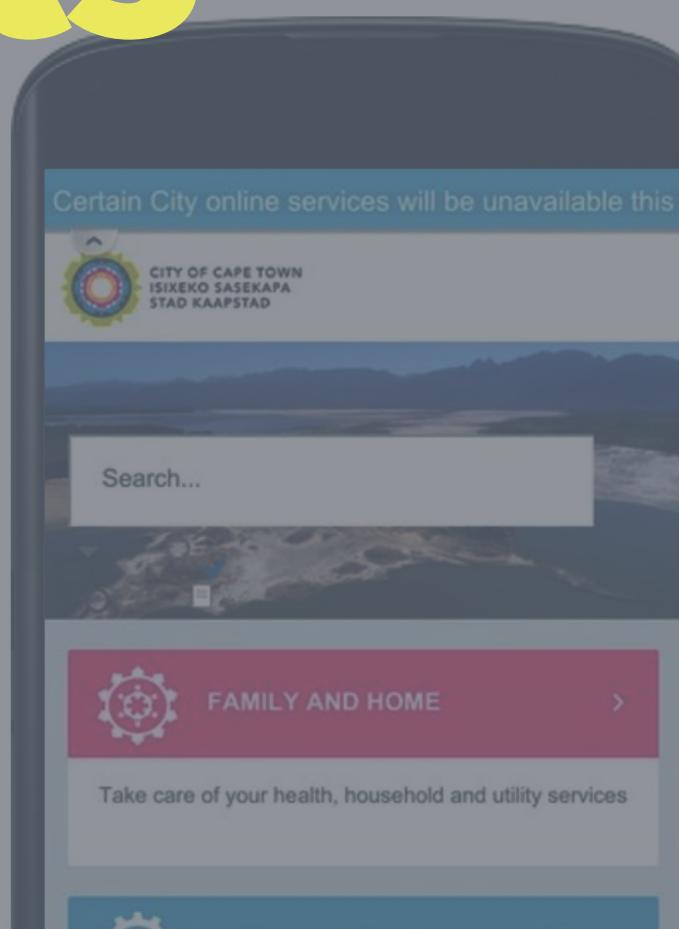
Leverage browser caching

▶ Show how to fix

Minify JavaScript

▶ Show how to fix

WebPageTest



Render

99s

SpeedIndex

3.26s

Visually Complete

7.6s

Measure front-end performance

speedcurve.com

6. Aug 8. Aug 10. Aug 12. Aug 14. Aug 16. Aug 18. Aug 20. Aug 22. Aug 24. Aug 26. Aug 28. Aug 30. Aug 1. Sep

■ Start Render ■ SpeedIndex ■ Visually Complete



Zgenda

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Resources

naga.co.za/pup2017

Thanks! ✌

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