

(Front-end)

Performance

#perfmmatters

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 cheetah is shown in mid-stride, running through a field of tall, dry grass. The cheetah's body is angled forward, and its legs are extended. Its coat is a light tan color with dark, irregular spots. The background is a dense, out-of-focus field of grass.

1. Speed

A large African elephant stands in a grassy field under a clear blue sky. The elephant's massive ears, thick trunk, and long tusks are clearly visible. The background shows a distant, hilly landscape.

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 black and white photograph of a man with a wide smile, wearing a blue denim shirt, standing behind a supermarket checkout counter. He is looking directly at the camera. In the background, there are shelves stocked with various products and other people working or shopping. A sign above the counter indicates aisle numbers 2, 3, 4, and 5. The overall atmosphere is busy and typical of a grocery store environment.

Bongani looks for a job

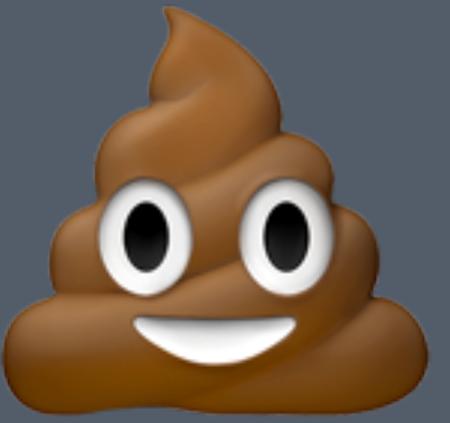
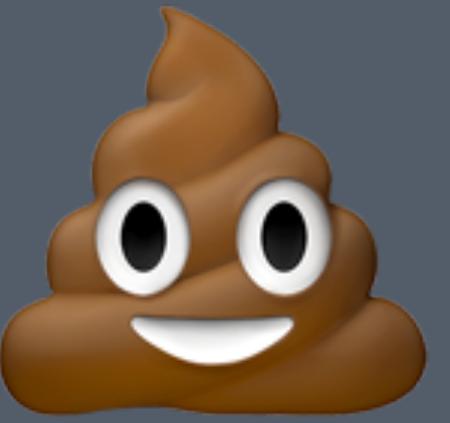
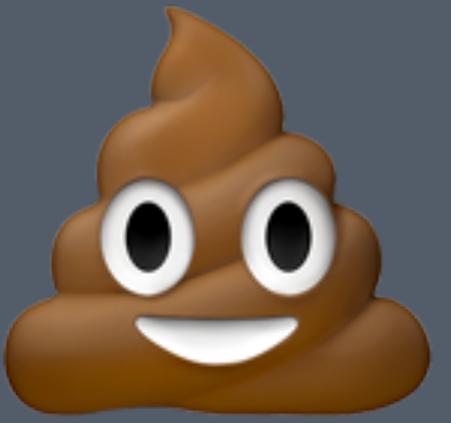
10 pages a day

9% of daily income

Whisky

Tango

Foxtrot?



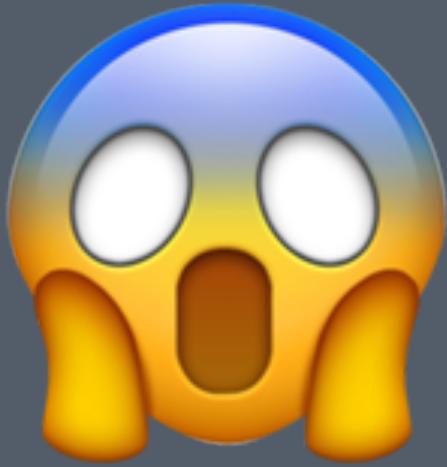
2. So what? (Part 2)

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

Move thinking
forward

90 requests, 3.7MB, 30s

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

large and small

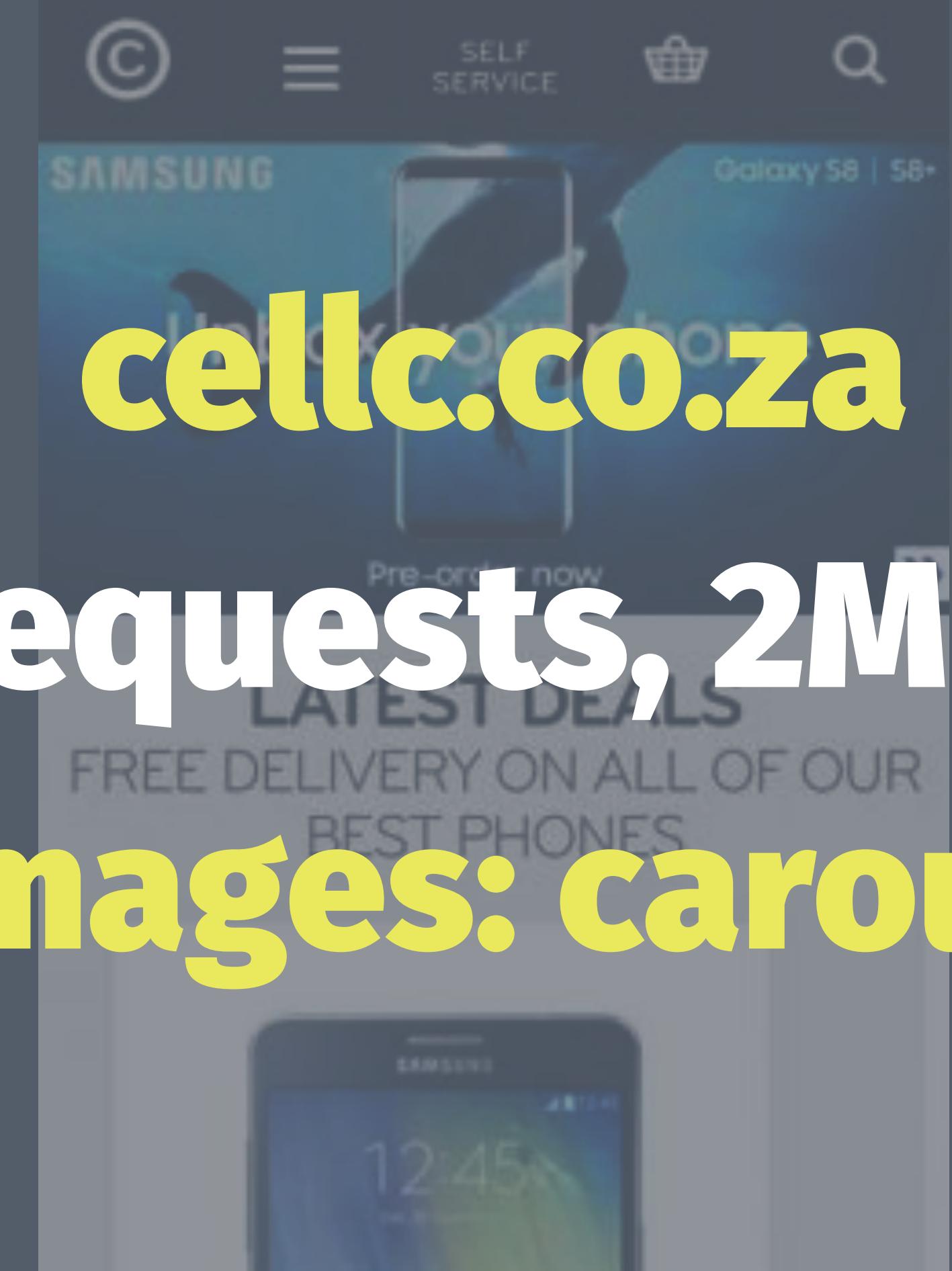
0.5MB JS: for what?

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?

Now what?

Use less stuff

Images

Threat Level: 😱

carousels

Threat Level: 😱 😱

video

Threat Level:



Auto-playing video

Threat Level:



+



Animations

Threat Level: 😱 or 😱 😱

Custom UI

Threat Level: 😱 to 😱 😱 😱

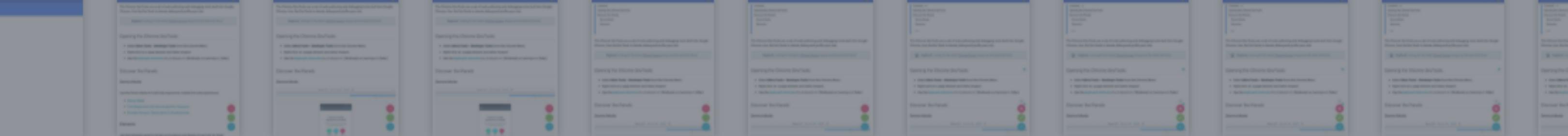
Tracking, Ads

Threat Level:



Now what?

**Measure
performance**



● | ⚡ | 🎥 | View: 📈 | Preserve log Disable cache Offline No throttling

Filter

Hide data URLs

All

XHR JS CSS Img Media Font Doc WS Manifest Other

Your browser's Dev Tools: "Network" panel

Name	Stat...	Type	Initia...	Size	Time	Waterfall	4.00 s	▲
collect?v=1...	200	gif	Other	266 B	29 ms			
log?format=...	200	xhr	:for...	212 B	29 ms			
log?format=...	200	xhr	Other	331 B	31 ms			
log?format=...	200	xhr	:for...	212 B	29 ms			

PageSpeed Insights

http://capetown.gov.za/

ANALYZE



Mobile

PageSpeed Insights

40 / 100 Suggestions Summary

! Should Fix:

Enable compression

▶ Show how to fix

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

▶ Show how to fix

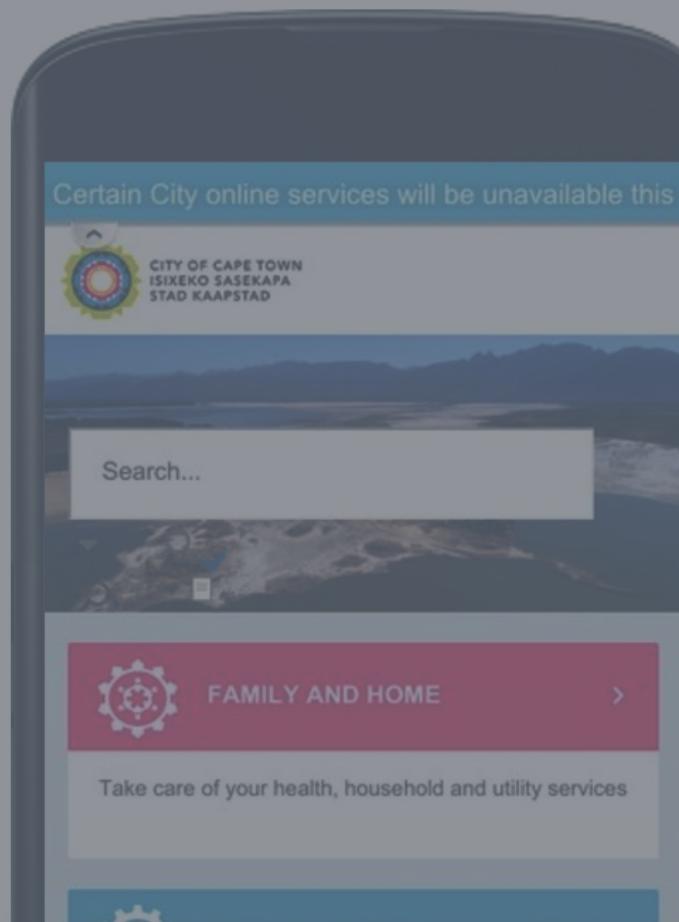
Leverage browser caching

▶ Show how to fix

Minify JavaScript

▶ Show how to fix

WebPageTest



Render

99s

SpeedIndex

3.26s

Visually Complete

7.6s

Deploy :

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

#perfmmatters

Zgenda

1. What?

2. So what?

3. Now what?

Resources

naga.co.za/pup2017

Thanks! ✌

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