

Mastering frontend performance metrics

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Hi, I'm Carles



What is performance about?

Perception



Interaction



Retention



Revenue



5 seconds of load time has the double bounce rate than loading on 1 second.

<https://www.dareboost.com/en/webperf-impacts>

Only 1 more second in loading time can
cost up to 7% of the conversion rate

<https://neilpatel.com/blog/loading-time/>

Sites loaded within five seconds earned up the double ad revenue than sites loading within 19 seconds.

<https://developers.google.com/web/fundamentals/performance/why-performance-matters>

Doesn't matter how much time you invest in
performance improvements if you cannot
measure the impact

How can we measure it?

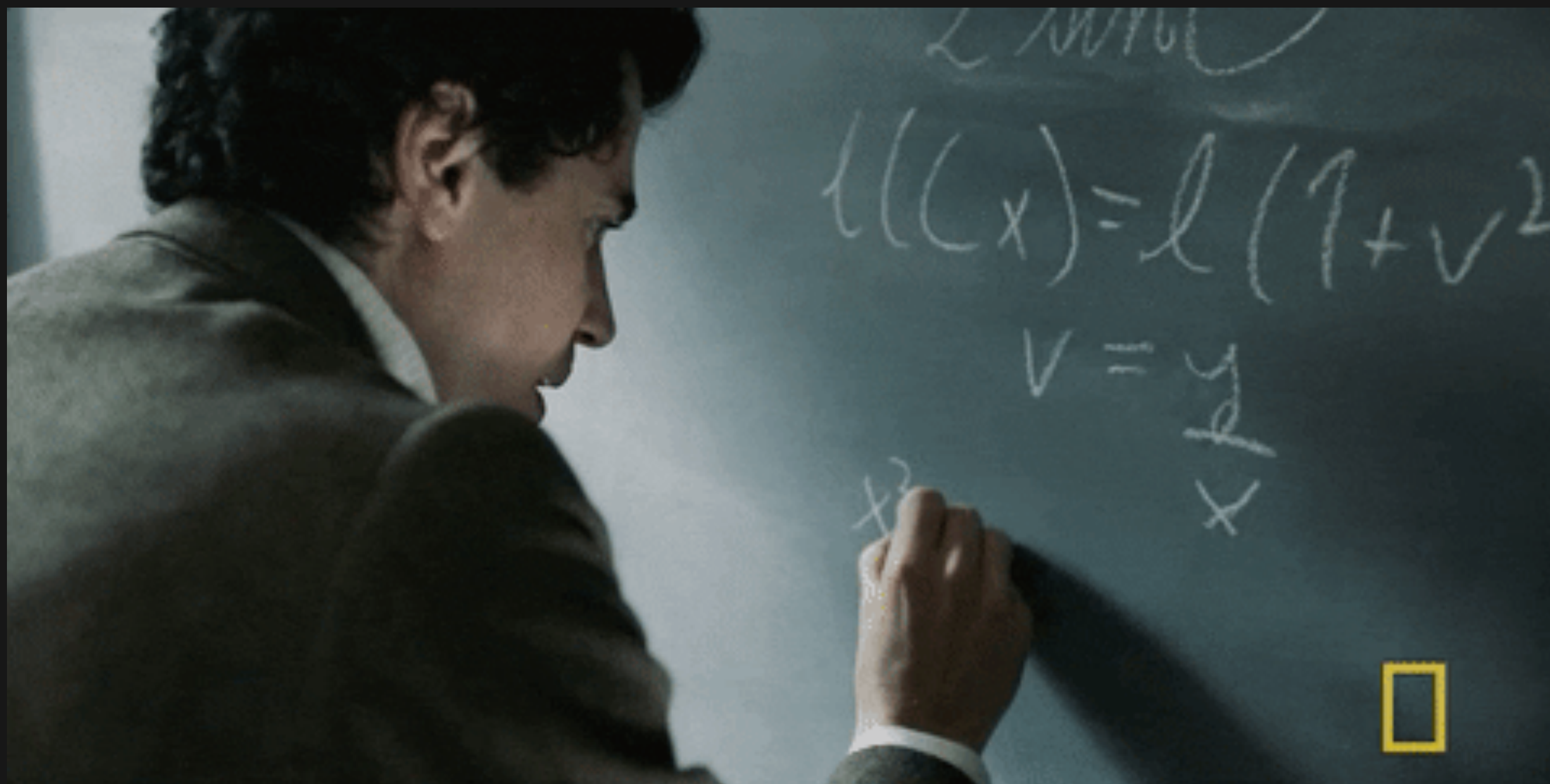
Controlled monitoring & Real user monitoring



WEBPAGETEST



Lighthouse



The feeling using this kind of tools



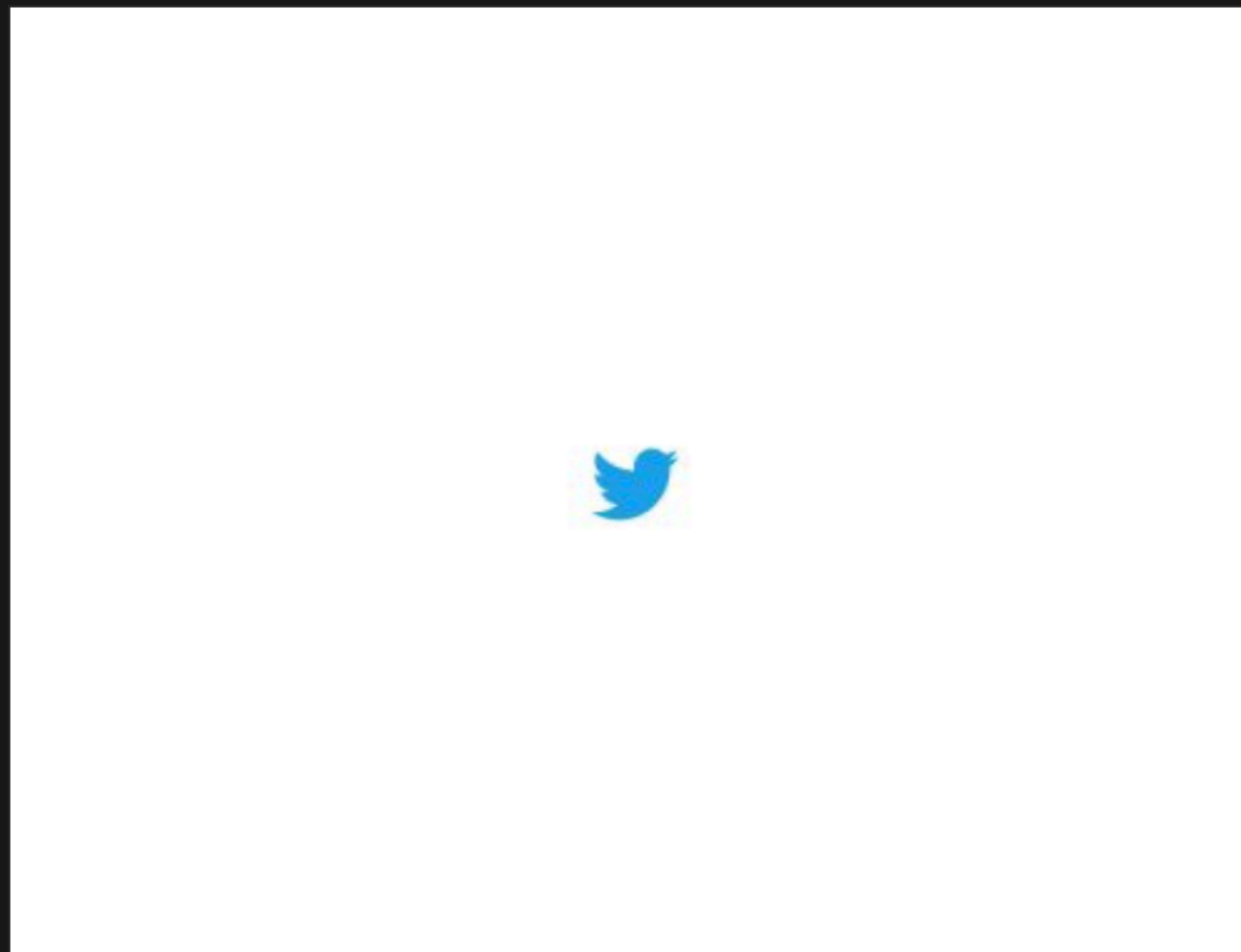
The feeling when we understand some metrics

I've tested my site and it loads in X.XX seconds and I only
care about load time

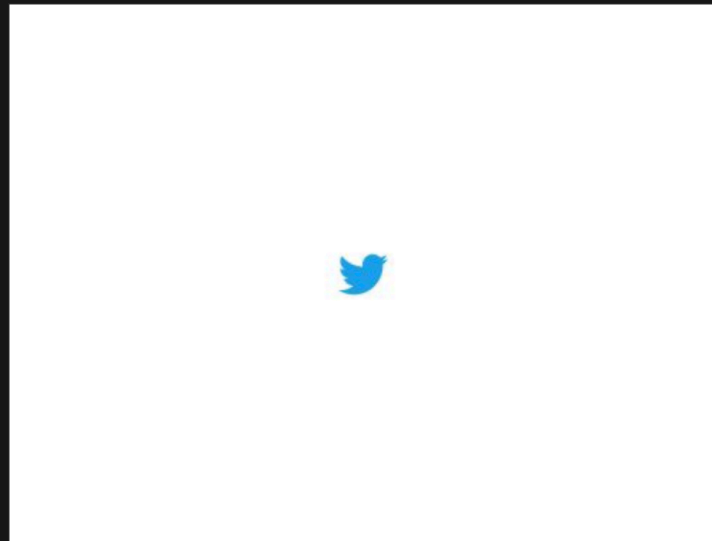
Performance metrics

First Paint

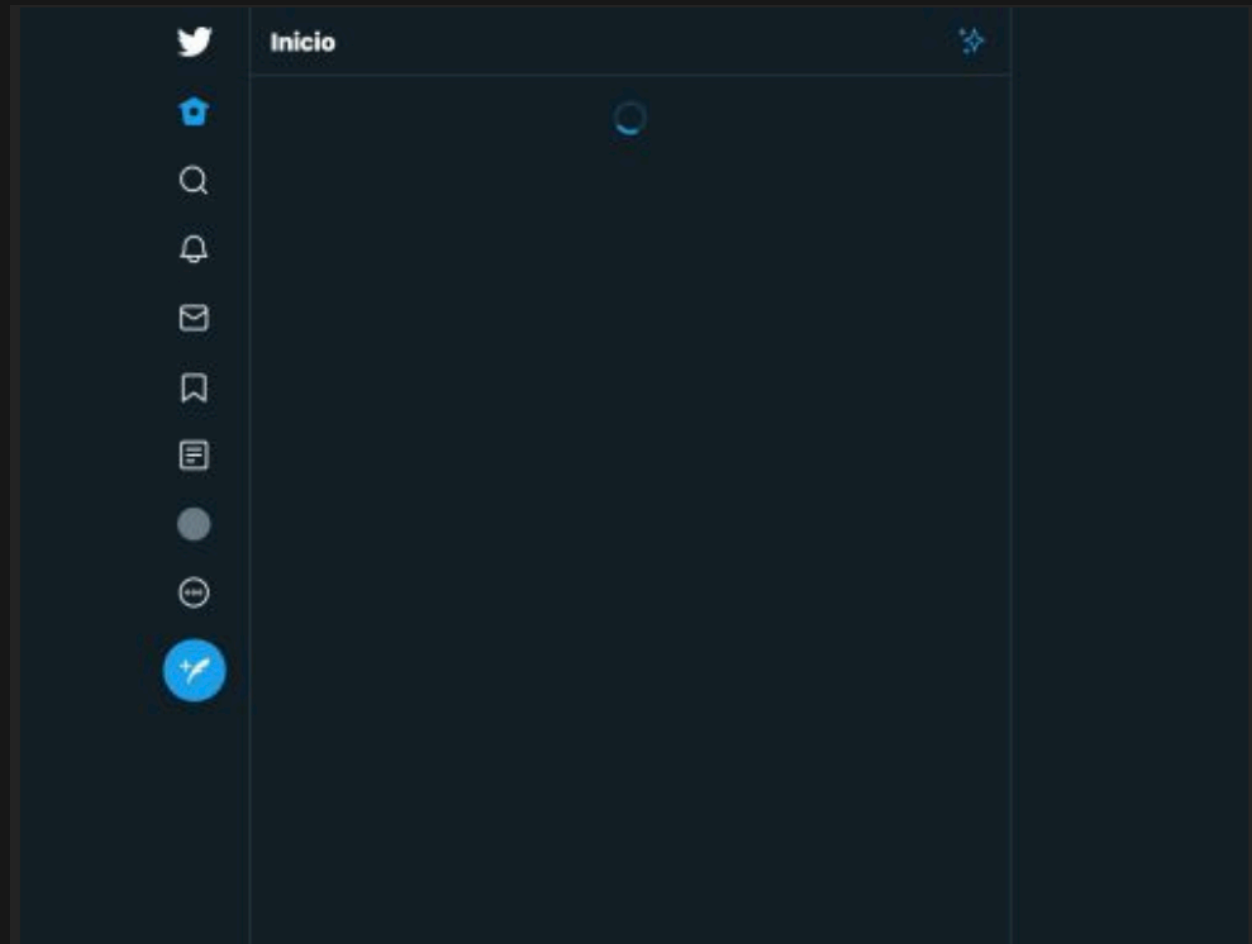
First Paint




First contentful paint











First paint
FP




First meaningful paint







-  Inicio
-  Explorar
-  Notificaciones
-  Mensajes
-  Guardados
-  Listas
-  Perfil
-  Más opciones


Twittear


Inicio

**Ryan Florence** @ryanflorence · 4min

Also, React Router used to have hooks on routes to wait for data (or anything, which we copied from ember), but we decided that was React's job since there are a lot of components that aren't routes that also have data dependencies. Really excited it's all coming together 😊

   5 

 David Pich retwiteó

**Sanket Sahu** @sanketsahu · 22 oct.





I'm super excited 😊 to announce [BuilderX.io](#), a browser-based design tool that codes React Native & React.

Design, Collaborate & Get Code — All in the browser! 🎉👨‍💻

3 random people who RT will get a lifetime license.

Team & Share via link

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@brian_lovin

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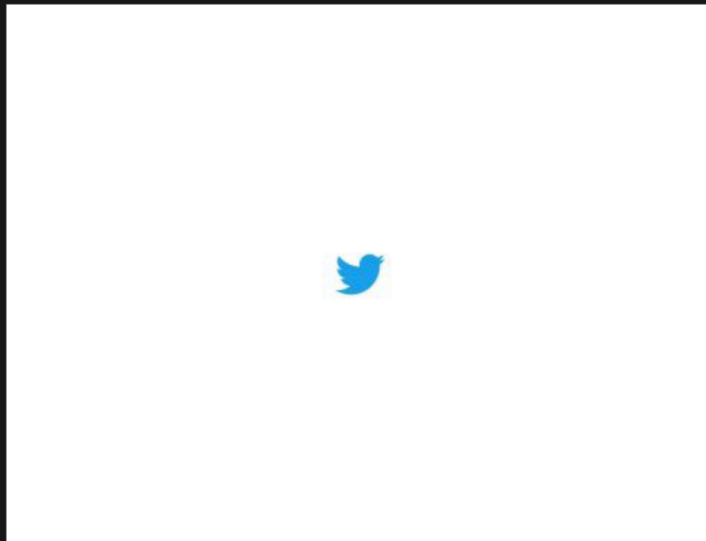
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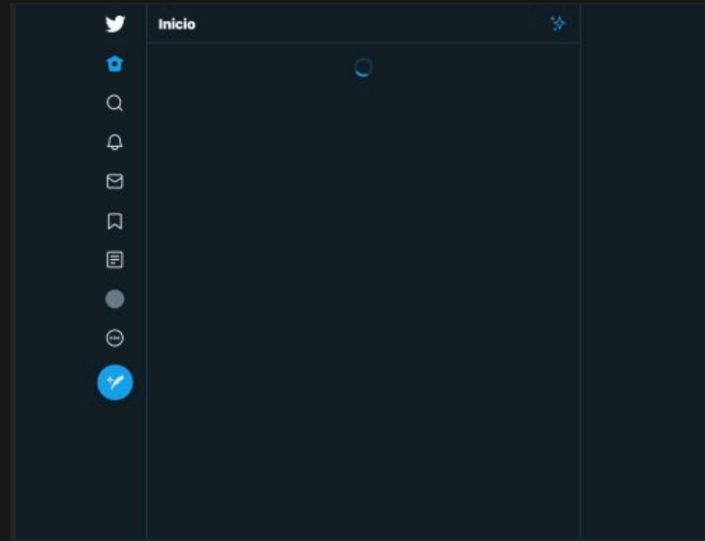
Información de anuncios Más opciones

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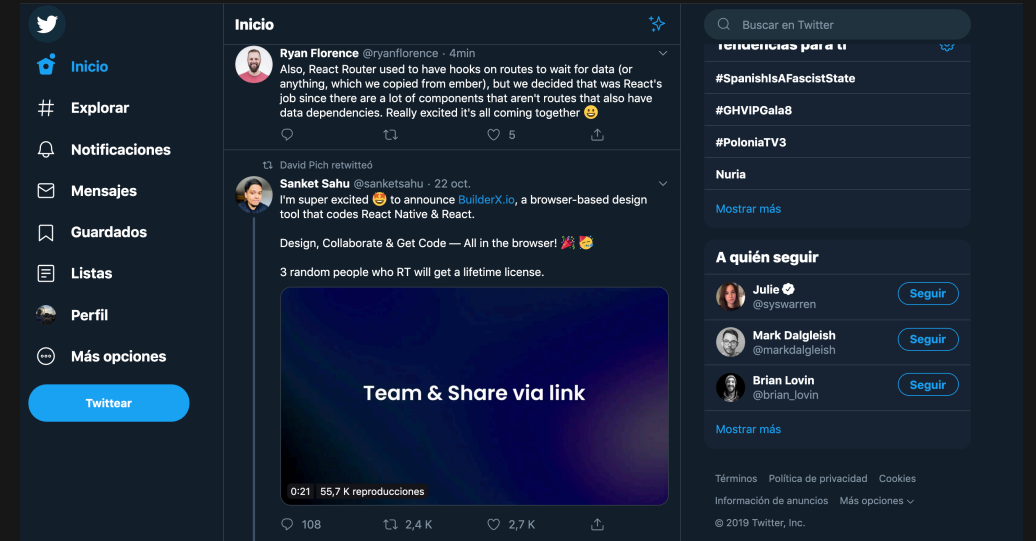
First meaningful paint



First paint



First contentful paint



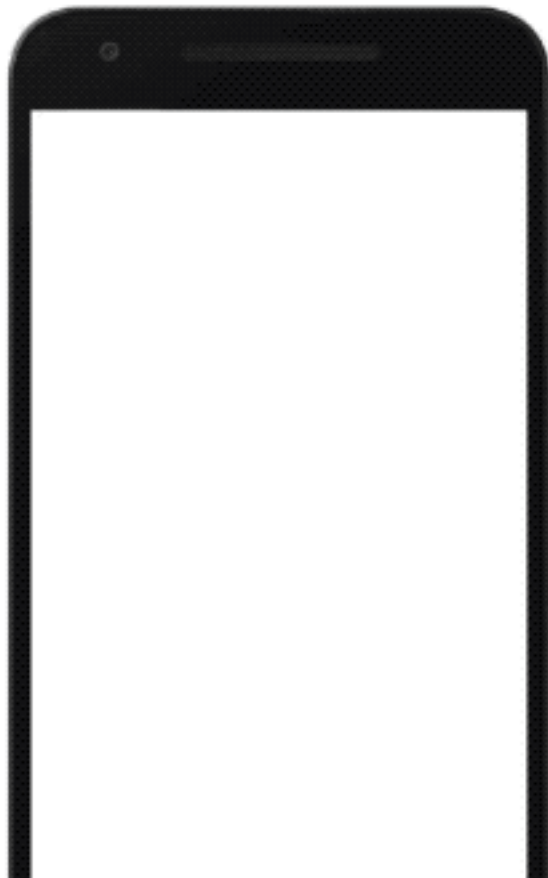
First meaningful paint

Time to interactive

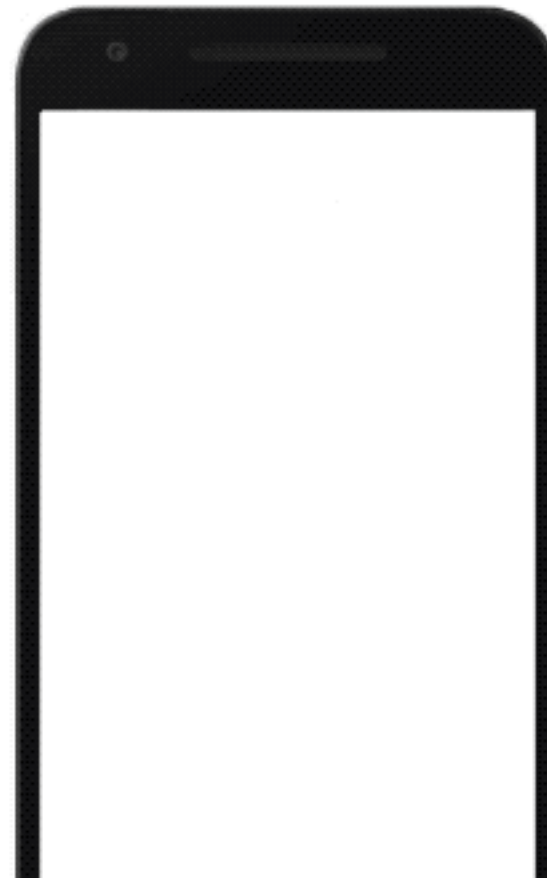


TIME TO INTERACTIVE

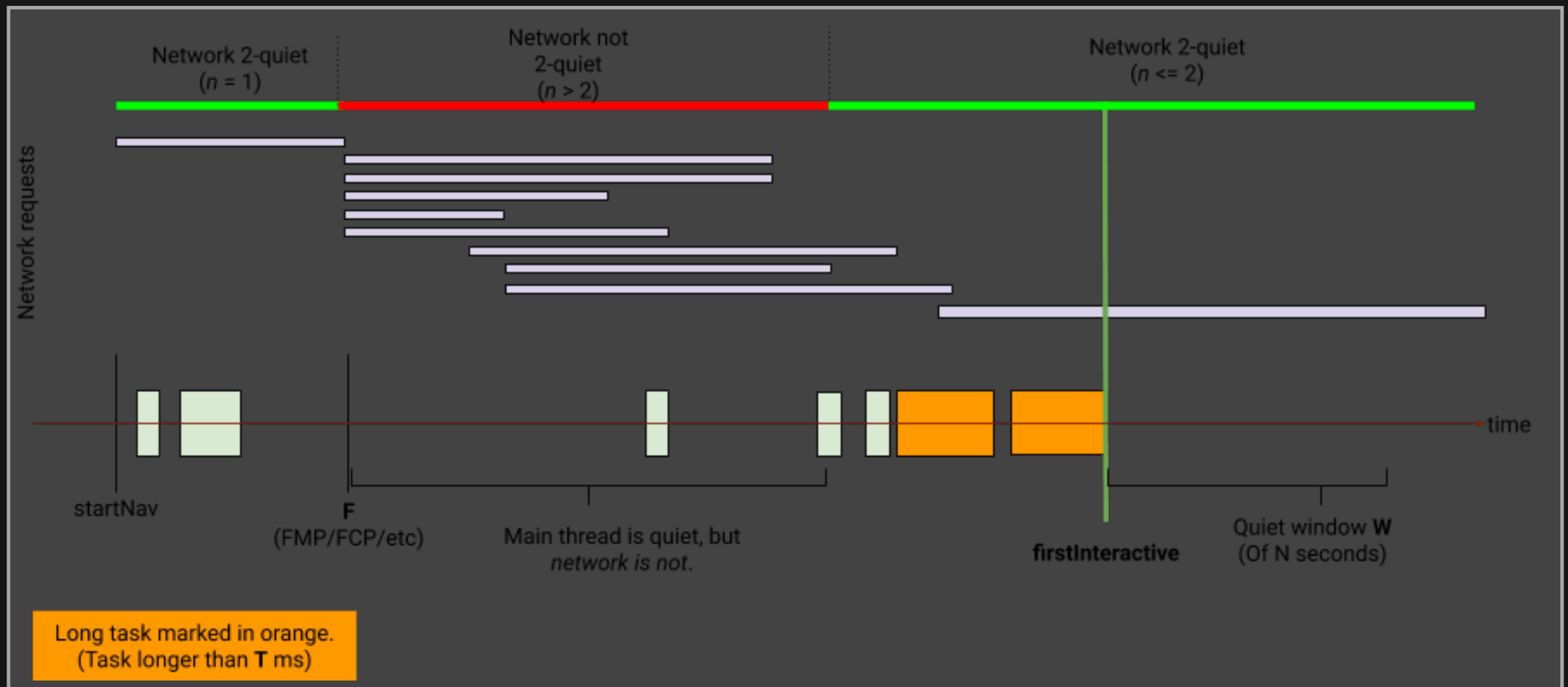
0s 00



0s 00



<https://medium.com/@addyosmani/the-cost-of-javascript-in-2018-7d8950fbb5d4>



https://docs.google.com/document/d/1jbvwxi_GJtiTTqFM8dsVzCly5XeKL5qtlAvuimcXb1o/edit

First CPU Idle

First CPU Idle



Our CPU after fully rendering some webpages

Speed Index

Speed Index



Estimated input latency

Less than 50 milliseconds

Time to first byte

Less 600 ms









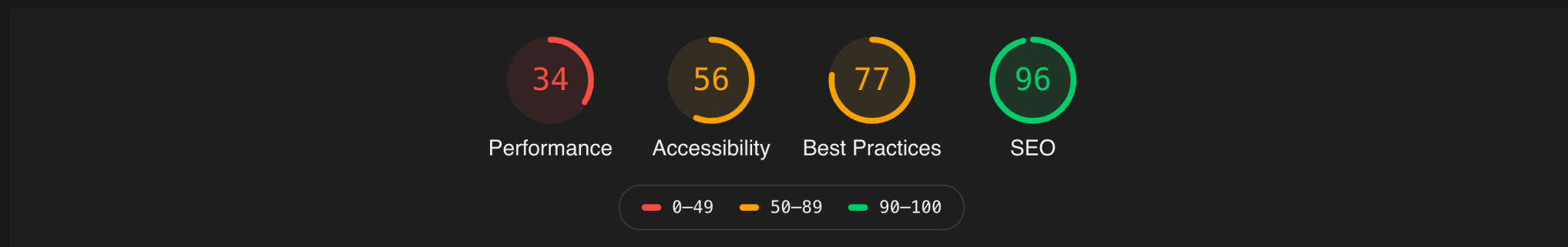
Now, what?

Analyse the state of the site

Know your enemy

Analyse the state of the site

Know your enemy



Set a budget

Limit your code

■  packtracker/javascript Completed in 3m — 4.15 MB — ▲ 0.01%

[Details](#)

Detect the improvement points

Pixels

Google ads

Split everything

Conclusions

- The slower your page is the less reliable it seems.
- Less load time more revenue.
- Monitor performance always
- No magic pills

Thank you



Resources and links



<https://github.com/carlesnunez/mastering-web-performance-metrics-talk>