Basics frontend performance with webpack

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Why performance matters?

- User experience and satisfaction
- Improved search rankings
- Mobile users
- Retaining users
- Improving conversions

Case studies

- Pinterest rebuilt their pages for performance realizing a 40% reduction in perceived wait times, thus increasing both search engine traffic and sign-ups by 15%.

- By cutting average page load time by 850 milliseconds, COOK found they were able to increase conversions by 7%, decrease bounce rates by 7%, and increase pages per session by 10%.

- The BBC found they lost an additional 10% of users for every additional second their site took to load.

- DoubleClick by Google found 53% of mobile site visits were abandoned if a page took longer than 3 seconds to load.

- DoubleClick found publishers whose sites loaded within five seconds earned up to twice as much ad revenue than sites loading within 19 seconds.

- When AutoAnything reduced page load time by half, they saw a boost of 12-13% in sales.

Performance

It's not just about time, it's about user perception

What to do?

- Minimize HTTP requests
- Minify and combine files
- Compress Your Files
- Reduce image sizes
- Use a CDN
- Minimize time to first byte
- Prioritize above-the-fold content
- Help the browser: dns-prefetch, prefetch, preload, preconnect
- Use the right image format

Webpack

At its core, webpack is a static module bundler for modern JavaScript applications. When webpack processes your application, it recursively builds a dependency graph that includes every module your application needs, then packages all of those modules into one or more bundles.

CORE CONCEPTS
- Entry
- Output
- Loaders
- Plugins

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PRINCIPIOS CULTURALES

- Creamos valor para nuestros usuarios
- Emprendemos tomando riesgos
- Ejecutamos con excelencia
- Estamos en β continuo
- Competimos en equipo para ganar
- Damos el máximo y nos divertimos

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