



# Google PageSpeed Insights

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- Why website performance matters?
- Different tools to measure performance.
- Google PageSpeed Insights
- Some of the ways to improve the page speed.

## Why website performance matters?

- Retainer users
- Improving conversions
- User Experience
- Mobile Users

## Different tools to measure performance.

- **Google PageSpeed Insights**
- GTMetrix
- Pingdom Website Speed Test
- WebPageTest

- PageSpeed Insights
  - Reports on the performance of a page on both mobile and desktop devices, and provides suggestions on how that page may be improved.
- Reports based on Lab & Field data:
  - *Lab data* is performance data collected within a controlled environment with predefined device and network settings.
  - *Field data* shows an historical report about how a particular URL has performed, and represents anonymized performance data from users in the real-world on a variety of devices and network conditions.

# PageSpeed Insights Report

## Mobile

25

https://braive.com/

0-49 50-89 90-100 ⓘ

**Field Data** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

**Origin Summary** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.

### Lab Data

● First Contentful Paint	2.2 s	▲ First Meaningful Paint	4.3 s
▲ Speed Index	28.2 s	▲ First CPU Idle	13.4 s
▲ Time to Interactive	15.1 s	▲ Max Potential First Input Delay	680 ms



## Web

62

https://braive.com/

0-49 50-89 90-100 ⓘ

**Field Data** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

**Origin Summary** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.

### Lab Data

● First Contentful Paint	0.6 s	■ First Meaningful Paint	1.0 s
▲ Speed Index	11.3 s	■ First CPU Idle	2.8 s
■ Time to Interactive	3.2 s	■ Max Potential First Input Delay	180 ms



## Some of the ways to improve the page speed.

- Enable compression (Gzip)
  - Compression is enabled via web server configuration
- Minify CSS, JavaScript, and HTML
- Leverage browser caching
  - Browser caching stores webpage resource files on a local computer when a user visits a web page.
  - Set "expires" header for how long you want that information to be cached.
- Use a content distribution network (CDN)
- Use critical path css

# Progress

```
defaults: &defaults
  manifest_name: application
  css_paths:
    - /assets/pages/application.css
  routes:
    - /

development:
  <<: *defaults
  base_url: http://localhost:3000

staging:
  <<: *defaults
  base_url: http://staging.braive.com

production:
  <<: *defaults
  base_url: http://braive.com
```

```
require 'critical-path-css-rails'

namespace :critical_path_css do
  desc 'Generate critical CSS for the routes defined'
  task generate: :environment do
    CriticalPathCss.generate_all
  end

  desc 'Clear all critical CSS from the cache'
  task clear_all: :environment do
    # Use the following for Redis cache implementations
    CriticalPathCss.clear_matched('*')
    # Some other cache implementations may require the following syntax instead
    # CriticalPathCss.clear_matched(/.*/)
  end
end

Rake::Task['assets:precompile'].enhance { Rake::Task['critical_path_css:generate'].invoke }
```





```
gem 'critical-path-css-rails', '3.1.0'
```

# Progress


```
<style>
.owl-carousel{display:none;width:100%;position:relative;z-index:1}:root{--blue:#007bff;--indigo:#6610f2;--purple:#6f42c1;--pink:#e83e8c;--
red:#dc3545;--orange:#fd7e14;--yellow:#ffc107;--green:#28a745;--teal:#20c997;--cyan:#17a2b8;--white:#fff;--gray:#6c757d;--gray-
dark:#343a40;--primary:#11cbd9;--secondary:#ff1966;--success:#48b582;--info:#17a2b8;--warning:#ffc107;--danger:#f66866;--light:#f8f9fa;--
dark:#343a40;--breakpoint-xs:0;--breakpoint-sm:576px;--breakpoint-md:768px;--breakpoint-lg:992px;--breakpoint-xl:1200px;--font-family-sans-
serif:"CircularStd",sans-serif;--font-family-monospace:SFMono-Regular,Menlo,Monaco,Consolas,"Liberation Mono","Courier
New",monospace}*,:before,*::after{box-sizing:border-box}html{font-family:sans-serif;line-height:1.15;-webkit-text-size-adjust:100%;-ms-
text-size-adjust:100%;-ms-overflow-style:scrollbar}@-ms-viewport{width:device-width}header{display:block}body{margin:0;font-
family:"CircularStd",sans-serif;font-size:1rem;font-weight:400;line-height:1.74;color:#2e3a3f;text-align:left;background-
color:#fff}h1{margin-top:0;margin-bottom:.5rem}p{margin-top:0;margin-bottom:1rem}ul{margin-top:0;margin-bottom:1rem}ul ul{margin-
bottom:0}a{color:#11cbd9;text-decoration:none;background-color:transparent;-webkit-text-decoration-
skip:objects}a:not([href]):not([tabindex]){color:inherit;text-decoration:none}button{border-radius:0}button{margin:0;font-
family:inherit;font-size:inherit;line-height:inherit}button{overflow:visible}button{text-transform:none}button,html [type="button"]{-
webkit-appearance:button}button::-moz-focus-inner,[type="button"]::-moz-focus-inner{padding:0;border-style:none}::-webkit-file-upload-
button{font:inherit;-webkit-appearance:button}h1{margin-bottom:.5rem;font-family:inherit;font-weight:500;line-
height:1.3;color:inherit}h1{font-size:2rem}.container,.alert-container{width:100%;padding-right:15px;padding-left:15px;margin-
right:auto;margin-left:auto}@media (min-width:576px){.container,.alert-container{max-width:540px}}@media (min-width:768px)
{.container,.alert-container{max-width:720px}}@media (min-width:992px){.container,.alert-container{max-width:960px}}@media (min-
width:1200px){.container,.alert-container{max-width:1030px}}.btn{display:inline-block;font-weight:700;text-align:center;white-
space:nowrap;vertical-align:middle;border:1px solid transparent;padding:1rem 3.2rem;font-size:1rem;line-height:1.2;border-radius:5rem}.btn-
primary{color:#fff;background-color:#11cbd9;border-color:#11cbd9}.dropdown{position:relative}.dropdown-toggle::after{display:inline-
block;width:0;height:0;margin-left:.255em;vertical-align:.255em;content:"";border-top:.3em solid;border-right:.3em solid
transparent;border-bottom:0;border-left:.3em solid transparent}.dropdown-menu{position:absolute;top:100%;left:0;z-
index:1000;display:none;float:left;min-width:10rem;padding:.5rem 0;margin:.125rem 0 0;font-size:1rem;color:#2e3a3f;text-align:left;list-
style:none;background-color:#fff;background-clip:padding-box;border:1px solid #d3dfe0;border-radius:.25rem}.dropdown-
item{display:block;width:100%;padding:.25rem 1.5rem;clear:both;font-weight:400;color:#92a3a6;text-align:inherit;white-
space:nowrap;background-color:transparent;border:0}.nav{display:flex;flex-wrap:wrap;padding-left:0;margin-bottom:0;list-style:none}.nav-
link{display:block;padding:.5rem 1rem}
</style>
```

## Next Steps

- Improving page speed dynamically for every pages.
- Integrating to Semaphore CI

## References

- Pinterest increased search engine traffic and sign-ups by 15% when they reduce their wait time by 40% - <https://nimble.link/2YziH0k>
- The BBC found they lost an additional 10% of users for every additional second their site took to load - <https://nimble.link/2JsaxD9>
- Moz Page Speed - <https://nimble.link/2HmNrf8>



Website Performance is  
more about user experience,  
and less about objective  
page speed.

# Thanks!

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