

# THE SUB-SECOND STANDARD

## A Technical Performance Audit for High-Ticket Construction & Contracting

**Version:** 2.0 (2026 Edition) **Prepared By:** SubSecond Labs **Objective:** Revenue Retention via Latency Elimination.

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### 1. THE EXECUTIVE SUMMARY

In the high-ticket construction market (Roofing, HVAC, General Contracting), trust is binary. A client trusts you, or they bounce.

Most contractors focus on "colors" and "logos." They ignore the digital physics of their business. **The Reality:**

- **53%** of mobile users abandon a site if it takes  $>3$  seconds to load.
- **100ms** of latency cost Amazon 1% in sales. For a \$50k roofing job, friction costs contracts.
- **Google** now penalizes "visually unstable" sites (CLS) in search rankings.

If your website feels slow, your business feels "cheap." SubSecond Labs engineers digital assets that operate at the speed of thought ( $<100\text{ms}$ ), ensuring you never lose a lead to "loading..."

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### 2. THE 3 CORE VITALS (THE "MONEY" METRICS)

We do not measure "beauty." We measure conversion physics.

#### A. LCP (Largest Contentful Paint)

- **What it is:** How long until the main "Hero" image is visible.
- **The Standard:** Under **1.2 Seconds**.
- **The Industry Avg:** 4.5 Seconds.
- **The Risk:** If a user stares at a white screen for 2 seconds, they assume your phone lines are also dead.

#### B. CLS (Cumulative Layout Shift)

- **What it is:** Does the text "jump" when an image loads?
- **The Standard:** **0.000 (Zero Shift)**.
- **The Risk:** Visual instability destroys trust. It screams "Amateur." High-net-worth clients subconsciously associate layout shifts with scams.

### C. INP (Interaction to Next Paint)

- **What it is:** When they click "Get a Quote," how fast does the button react?
  - **The Standard:** <50 Milliseconds.
  - **The Risk:** If they click and wait, they click "Back" and call your competitor.
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## 3. THE 10-POINT "FRICTION" AUDIT

Ask your current web developer these questions. If they hesitate, you are losing money.

1. **Lighthouse Score:** Is the Mobile Performance score above 90? (Most are <40).
  2. **Image Formats:** Are you serving Next-Gen formats (AVIF/WebP) or heavy JPEGs?
  3. **The "JQuery" Test:** Is the site relying on outdated JQuery plugins for animations? (This blocks the main thread).
  4. **Server Location:** Is the site hosted on the Edge (close to the user) or a cheap shared server in a random state?
  5. **Layout Stability:** Do images have hard-coded aspect ratios to prevent jumping?
  6. **Font Loading:** Is the text visible instantly (FOUT/FOIT mitigation)?
  7. **Third-Party Bloat:** Are analytics scripts (Google Tag Manager) deferred so they don't block the "Call Now" button?
  8. **Responsiveness:** Does the site fundamentally change layout for mobile, or just "shrink"?
  9. **Security:** Are headers configured for strict content security (CSP)?
  10. **The Framework:** Is it built on modern architecture (Next.js/React Server Components) or a legacy CMS (WordPress/Wix)?
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## 4. THE SUB-SECOND GUARANTEE

We do not build "websites." We engineer **Revenue Engines**.

- **100/100** Mobile Performance Scores.
- **<100ms** Interaction Latency.
- **Zero** Layout Shift.

We build for the 1% of contractors who understand that **Speed = Trust**.

**SUBSECOND LABS** *Engineering Authority.* [www.subsecondlabs.com](http://www.subsecondlabs.com)