

# 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.

[www.subsecondlabs.com](http://www.subsecondlabs.com)

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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 (<100ms), ensuring you never lose a lead to 'loading...'

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

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

### A. LCP (Largest Contentful Paint)

Definition

How long until the main 'Hero' image is visible.

Standard

Under 1.2 Seconds.

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)

Definition

Does the text 'jump' when an image loads?

Standard

0.000 (Zero Shift).

Risk

Visual instability destroys trust. It screams 'Amateur.' High-net-worth clients subconsciously associate layout shifts with scams.

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

Definition

When they click 'Get a Quote,' how fast does the button react?

Standard

<50 Milliseconds.

Risk

If they click and wait, they click 'Back' and call your competitor.

### 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 The 'JQuery' Test: Is the site relying on outdated JQuery plugins for animations? (Blocks main thread).
- 4. Server Location: Is the site hosted on the Edge (close to the user) or a cheap shared server?
- 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 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) or a legacy CMS (WordPress/Wix)?

### 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.