Speed Analysis

Quick Start Guide

What is Speed Analysis

Improve web performance and the user experience regarding site speed with **Speed Analysis.**
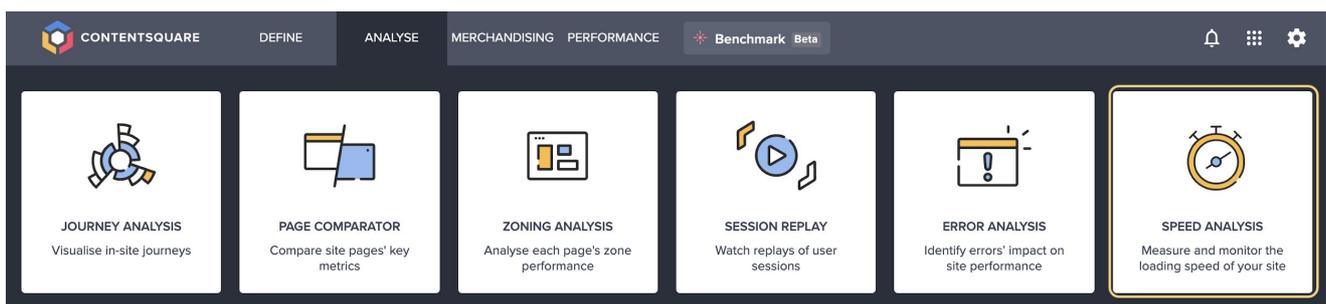
Speed Analysis enables both business and technical teams to proactively monitor their website to spot slowdowns, discover optimization opportunities and benchmark against competitors.

> ***Why focus on site speed?*** *Web Performance (also known as site speed) focuses on the users perceptions of the speed at which the browser responds to their interactions**.** A better performing site engages and retains users.*

Getting started with Speed Analysis

Go to the Analyze section of Contentsquare Digital and select Speed Analysis from the drop-down menu.

CONTENTSQUARE   DEFINE   ANALYSE   MERCHANDISING   PERFORMANCE   ✳ Benchmark Beta

JOURNEY ANALYSIS	PAGE COMPARATOR	ZONING ANALYSIS	SESSION REPLAY	ERROR ANALYSIS	SPEED ANALYSIS
Visualise in-site journeys	Compare site pages' key metrics	Analyse each page's zone performance	Watch replays of user sessions	Identify errors' impact on site performance	Measure and monitor the loading speed of your site

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Execute a test: Analyze a single web page

Launch a web performance and quality check to get insights immediately into how your site is performing. E.g. You want to analyze how your homepage is performing.

Use the device type drop down list to choose either a mobile or desktop environment to emulate for the test. E.g. You are focused on mobile experience.

Use the location drop down list to test from your user's location.

Use the advanced settings to further configure the parameters of your test. E.g. Use bandwidth if you want to narrow down a specific persona or use Cookies for AB testing.

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Performance report

Each test launched will automatically produce a report that can be viewed immediately.
All reports are stored so you can access them whenever you need to.

See how and where to optimize your page with detailed tips - view details of the issue and how to solve it.

Replay the video of the page loading to understand the user's experience.

See the overall structural analysis score of the tested page.

Understand the performance of your page against Core Web Vitals.

See the amount of downloaded data by resource type.

Dig deeper into the performance of your web page with the Waterfall report.

65%

Basics are there.

15 Issues
9 Improvements
64 Successes

See your priorities ⌄

SIMULATED VISITOR: Chrome London 10.0/2.0Mbps (Latency: 28 ms)

Edit   Memorize

Largest Contentful Paint 2.26 sec
Total Blocking Time 305 ms
Cumulative Layout Shift 0.54
Weight 1.58 MB

HTML CSS JS
IMG OTHERS

Core Web Vitals: Failing to Comply

Timeline / Waterfall   TTFB: 350 ms   Speed Index: 2248   Browser warnings 0

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Execute a test: Compare two web pages

Compare the performance of your web pages and those of your competitors. Highlight optimization results with before/after comparison reports.
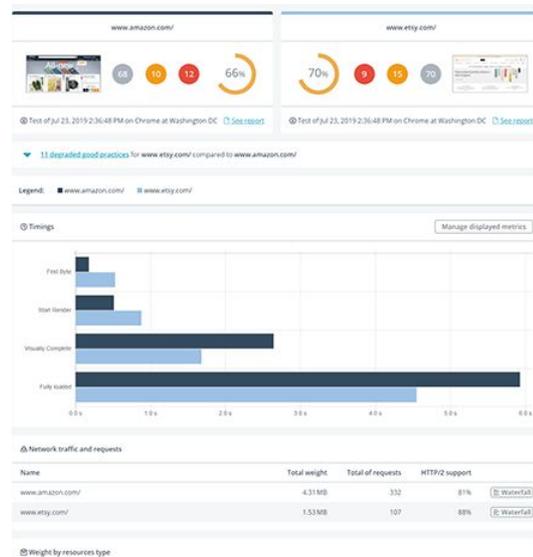

Use the Comparison report to:

- Compare the performance report of each page and focus on key performance indicators.

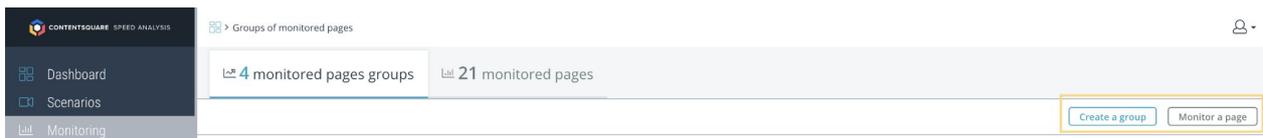- View visual bar charts to compare the performance of each page against the metrics.

Use the video comparison to visualize the differences of the web page performances without having to analyze metrics.
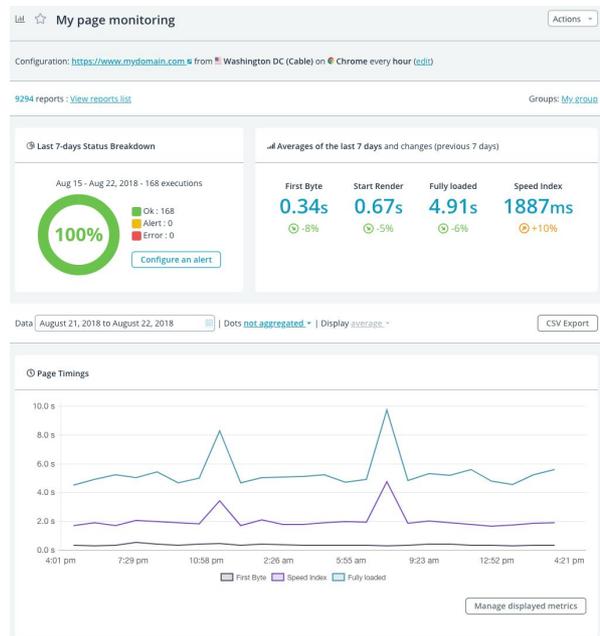
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Web Page Monitoring

Monitor a single page or create a group monitoring to better compare their history. Monitor your most important web pages to detect slowdowns, track your optimizations efforts etc.
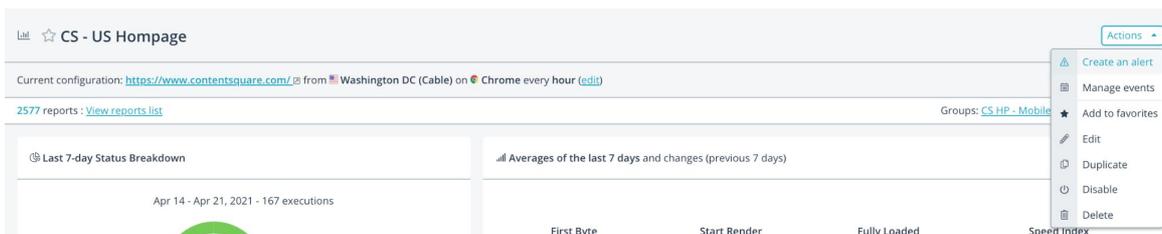

Analyze the monitoring data to:

- View the status of your monitoring to see errors, alerts and successes

- Identify underlying issues

Configure alerts based on your goals. Receive before/after comparison reports so you can identify the root cause of the issue.
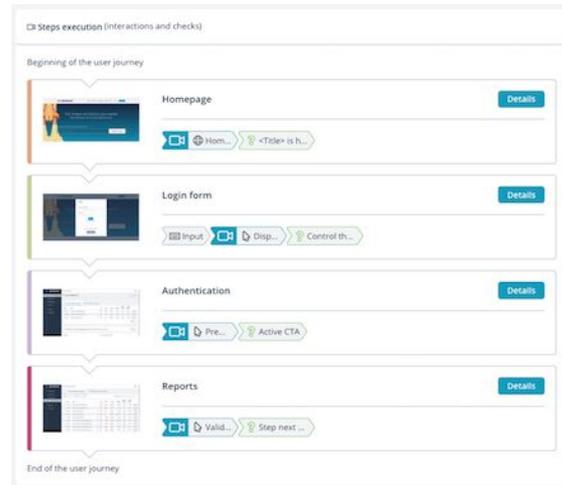
User Journey Monitoring

Reproduce any interaction of a user journey including shopping funnels, forms and more, to measure their performance.

Reproduce the whole user journey of any user to monitor your critical funnels

Using Speed Analysis

Proactively monitor your site for issues

Move from reactive to proactive when monitoring your site for issues. E.g. Compare site performance before and after a new code release or optimization.

Benchmark against competitors

Benchmark your websites most important pages and compare performance with the competition.

Dig deeper into performance

Get granular information and advice that technical teams can use to to get to the root cause of issues and prioritize resolutions.

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