

WHICH METRICS SHOULD YOU TRACK WHEN BENCHMARKING YOUR ECOMMERCE WEBSITE FOR SPEED?

Site speed benchmarking is a useful analytical tool you can use to assess the scale of your site's competitive advantage or disadvantage.

BEFORE YOU BEGIN...

...we recommend benchmarking against two segments:

1 YOUR INDUSTRY

Learn what your customers are experiencing and expecting when they shop online.

2 YOUR ECOMMERCE PLATFORM

Evaluate where you fall within your platform's expected performance levels.

METRICS TO BENCHMARK

By comparing benchmark metrics, you can start setting goals for each metric for your own website — whether it is to close the gap if you are behind, or maintain the gap if you are ahead. The following metrics reflect site performance:



Page Load Time

(aka Document Complete Time)
The time it takes for a page's HTML content to load.



Total Download Size

The size of each page directly affects how long it will take to load.



Total Number of Requests

This metric accounts for every request to your website domain.



Time to Interactive

How long it takes for the shopper to be able to interact with the page.



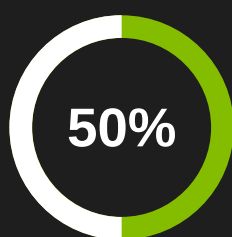
Time to First Paint

The time it takes for the page's primary content to appear on screen.



PageSpeed Insight Score

Google's tool provides its own performance rating.



Spoiler Alert: the majority of eCommerce sites score very low on PageSpeed Insights, particularly on mobile. Last we checked, Amazon's mobile score was 50/100.

To help get you started, we have created a spreadsheet template for benchmarking that captures the above metrics across the main page category types.

