

Which Metrics Should You Track When Benchmarking Your eCommerce Website 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 platforms 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:



Document Complete Time (aka Onload)

The time it takes for a page's HTML content to load.



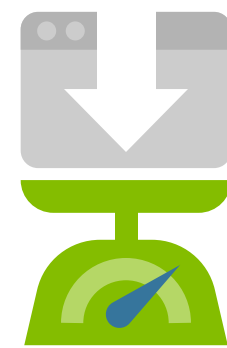
Total Number of Requests

This metric accounts for every request to your website domain.



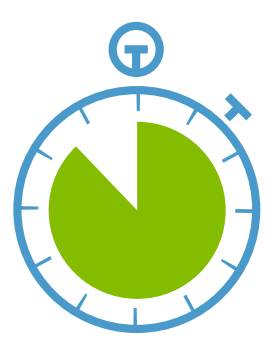
Time to First Paint

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



Total Download Size

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



Time to Interactive

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

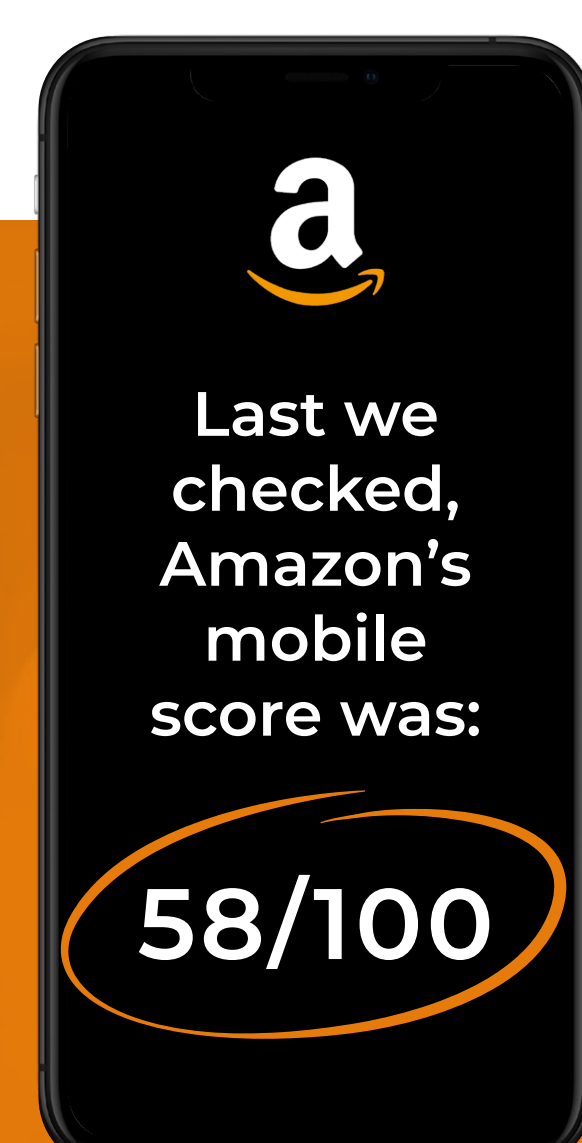


PageSpeed Insight Score

Google's tool provides its own performance rating.

Spoiler Alert

the majority of eCommerce sites score very low on PageSpeed Insights, particularly on mobile.



Could your eCommerce site be faster?

Learn what's slowing you down with a FREE site performance evaluation.