

DATA SHEET

Third-Party Violations and JavaScript Errors

Many companies have added additional solutions to their site to enhance or extend the value of their primary platform. Some examples that help to improve conversion rates, order value and overall revenue per user, are product recommendations, ratings and reviews, chat and even user generated content. These solutions are commonly added to a website through what's known as a third-party tag. However, sometimes these tags are not operating at a level to consistently deliver an optimum digital experience. Being able to identify specific tags whose services are operating outside of desired limits (violations), and which pages those tags are running on, can allow a targeted approach to site speed optimization. It can also be a way of identifying commerce and marketing technology vendors that are underperforming. Yottaa lists the third-party tags that may need specific attention to improve site performance, shows the issues they are exhibiting, and which pages they may be impacting.



Poor customer experience on a website can lead to increased bounce rate, abandoned carts and dissatisfied customers. Bulk deferral of tags may fix one issue but introduce others. Being able to identify undesired operation of individual tags, and the pages and devices they are most prevalent on, enables fine tuning of performance for a more optimized website.

If website performance is not as desired, it is possible to investigate which services have the biggest impact on performance. Yottaa identifies the services that operate outside of desired ranges, or which are non-functional, and provides information to help assess the full impact on your website.

The Violations and JavaScript Errors on a site are captured and made available as both high level summaries and detailed descriptions. The summaries allow ease of monitoring, while the detailed breakdown enables faster identification and diagnostics, and ultimately helps for making remediation decisions.

Page Delay Violations

When a resource of a third party, or any other resource, that loads before onLoad, takes longer than a set number of milliseconds to load. By default, the threshold is set to 750 milliseconds, which can be changed globally by site. These violations delay the moment when the page becomes interactive to users, which can increase customer bounce rate and reduce conversion.

Size Violations

When a resource, usually an image, is larger than a set number of kilobytes. The default size is 1,024 kilobytes.

Performance Risk Violations

When a third party that loads after onLoad takes longer than a set number of milliseconds to load. By default, the threshold is set to 1,500 milliseconds. Performance risks do not affect onLoad. However, if they take too long, customers might not have access to site functionality like customer reviews, chat, recommendations, and so on.

Load Failure Violations

When a third party fails to load in the browser. Load failures may impact site functionality. They are often the result of ad blockers preventing advertising plug-ins from loading, but could be caused by network outages, or a third-party outage. We recommend alerting third-party vendors about load failures.

JavaScript Errors

When a browser cannot execute some portion of JavaScript, either due to a syntax or a runtime error. This can happen with both first and third parties.

Violations and errors are shown by default for the last seven days. This time period can be changed to predefined periods, from 'Today' to 'This year', or a custom range can be specified.

Each violation type is shown as the frequency of occurrence on each site over the defined time period. More detail shows the number of violations by each third party, the percentage of pages the third party is running on, and the percentage across different categories:

- **Device** (Desktop, Mobile, Tablet, Other)
- **Browser** (Chrome, Safari, Firefox, Edge, Other)
- **Page Category** (Home, Product, Category, Search, Page, Blog, Cart, Uncategorized)

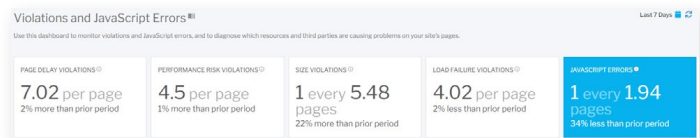
Trend graphs show the occurrence of the violations or errors over the specified time period. A real-time chart (minutes) will also display the violations or errors over the last hour, and this can be stepped back in one-hour intervals.

Diagnostics

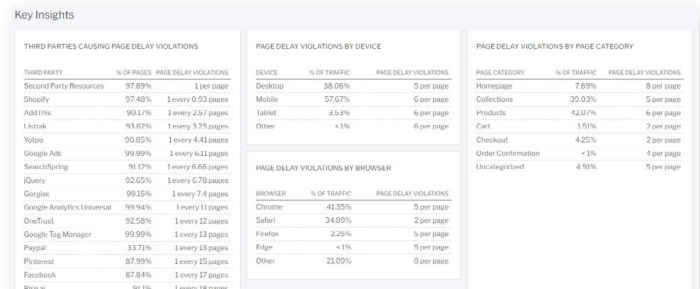
More detailed diagnostic information is collected and available for each violation type or JavaScript error. Depending on the violation selected the information displayed includes the timestamp for the occurrence, the third party, the resource URL, the page URL, the number of errors, and the error message. Real time data is collected.

Anomalies

Anomalies are tracked by Yottaa for several metrics and for violations. Data is monitored over a two-week period and will capture and display any violations or JavaScript error rates that are outside the usual limits. Email and Slack alerts can be configured to provide notification of anomalies.



Summary information for violations and JavaScript errors.



Violations by third party and category.

Being able to see detailed information on the violations and errors occurring on your website allows informed decisions on the potential impact, and how they could be handled. Both high level summary and in-depth data, along with configurable notifications allows maximum awareness and greatest site optimization to be performed.

The Next Step

Don't just assume that your eCommerce site is performing as fast as it needs to – be sure with a free, no obligation Yottaa trial.

Start the process today with a FREE Performance Snapshot. [Click HERE](#) for more information. You can't afford not to.