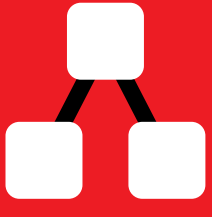


Top eCommerce Metrics

eCommerce brands are constantly seeing the relevance and benefits of measuring site performance. However, many of the metrics used to gauge site speed do not actually provide useful information. Below we have rated the most common metrics in order of impact on site speed and correlation with conversion rate.

Range of Impact on Conversion Rate:

● Low
 ● Medium
 ● High



DOM Interactive

What it means:
Only measures when the browser is finished parsing the HTML and the Document Object Model (DOM) is built.

Impact Rating: Low
Even after the DOM is completed, the rest of the page still has to load, meaning having a fast DOM Interactive doesn't equal a fast page speed.



Fully Loaded

What it means:
Measures the time from the start of the initial navigation until two seconds of no network activity after Document Complete.

Impact Rating: Low
Since end-users perceive Doc Complete as the site load time, many brands choose not to focus on background loading that is measured in Fully loaded.



First Meaningful Paint

What it means:
This is when a page's primary content appears on the screen.

Impact Rating: Medium
Measures when the first meaningful content is visible to users (who now believe the page is successfully loading).



Time to First Byte (TTFB)

What it means:
The time it takes for the client's browser to receive the first byte of information.

Impact Rating: Medium
Nothing can begin to load in the browser until this point, but it typically will not have a significant impact on overall page load.



Speed Index

What it means:
Measures how quickly the above-the-fold content is displayed

Impact Rating: Medium
One problem is the measurement is based upon visuals only - not interaction.



Time to Interactive (TTI)

What it means:
Measures how long it takes a page to become fully interactive.

Impact Rating: Medium
Different tools measure it differently so it is not always comparable/reliable.



Web Vitals

What they mean:
A group of metrics that try to "reflect the real-world experience of a critical user-centric outcome."

Impact Rating: Medium
Metrics are new and unproven, but will continue to evolve over time with additions and changes.



FID (First Input Delay)

What it means:
Measures the time from when a user first interacts with a page to the time when the browser is actually able to respond to that interaction.

Impact Rating: High
Provides much more comprehensive view than TTI.



Document Complete

What they mean:
This is when all of the static content has loaded on the page

Impact Rating: High
A faster Doc Complete time has a strong positive correlation to conversion rate.