



Zoompf's Web Performance Blog



Note: Archived Content

This is the archived version of the Zoompf blog. Since our acquisition by Rigor (</blog/2015/10/zoompf-gets-acquired>), all our new research and posts on web performance are being published on The Rigor Blog (<http://rigor.com/blog>)

What's in your Webperf Stack?

 Zoompf Performance (</contact>) on November 3, 2015. Category: random (</blog/category/random>)



(<https://pixabay.com/en/logs-wood-timber-lumber-woodpile-498538/>)

CC0 Public Domain License

In the tech world, when we're discussing software development, we use the term "development stack" with great frequency. One simple example is "LAMP", which is the acronym for the development stack consisting of Linux, Apache, MySQL, and PHP. There are many other dev stacks, and just recently, we've started hearing of new kinds of stacks, most particularly, the "MarTech" stack, referring to marketing technologies. Sangram Vajre, CMO of Terminus Software, recently shared the Terminus martech stack here. But there's another stack that most tech folks don't think about very often, if at all: the website performance stack.

Similar to LAMP, we have an acronym for the items in the webperf stack: **TMOA**.

- Test
- Monitor
- Optimize
- Analyze

Each layer in the stack is a function, rather than a specific tool, and each has its place and order in the lifecycle of any particular piece or family of software products. Why are we talking about the webperf stack? Because, as we've written before (</blog/2015/03/treat-web-performance-issues-like-software-bugs>), software development builds for and focuses on functionality; design focuses on beauty and ease of use; and IT focuses on the hardware and connectivity of the web property's environment.

But who focuses on website performance? Webperf is – or should be – part of UX (</blog/2015/06/webperf-is-part-of-ux>), because, at the very least, if your website is dog slow or has big performance issues, the user experience will degrade quickly. For an ecommerce business in particular, even a second of delay in webperf can mean huge losses, as KISSMetrics points out here (<https://blog.kissmetrics.com/loading-time/>), specifically, these three points:

- 47% of consumers expect a web page to load in 2 seconds or less.
- 40% of people abandon a website that takes more than 3 seconds to load.
- A 1 second delay in page response can result in a 7% reduction in conversions

Webperf affects everyone involved in the development, launch, and operation of any web business, so when you're going through the development life cycle of a web property or web-based business, specific tools and emphasis should be used throughout the webperf stack:

- Test – we test for functionality and design, but do we test for performance early in the development cycle? If you find a performance bug early, it will save you pain later, just like a software functionality bug.
- Monitor – as we monitor our website's environment for bugs, user experience, and resource utilization, we should also be monitoring for performance as it relates to the users' experience on the web site.
- Optimize – performance can be optimized just like UX, software code, and IT environment. A simple task to move towards optimization can (should!) be done on a regular basis, and that is to run a simple report that shows you instantly what elements of each web page are causing poor performance. Something as simple as image optimization can be remedied in seconds, making a huge reduction in the time it takes for a given page to load.

- **Analyze** – just like we constantly analyze our web traffic, we should also constantly analyze our website’s performance. One of the most crucial elements in digital marketing today is timely, relevant, up to date content. Anytime you add content to any website, you add elements that may or may not be optimized. A simple analysis can show you what elements – links, images, video, CSS, javascript, or even 3rd party content – are causing your website to perform suboptimally.

So, what tools are in your webperf stack?

Next Post (</blog/2015/11/delicious-dogfood-how-rigor-just-reduced-a-page-load-time-38-using-zoompf>)

Earlier Post (</blog/2015/10/new-filtering-options-to-streamline-your-zoompf-workflow>)

Comments

Have some thoughts, a comment, or some feedback? Talk to us on Twitter @zoompf (<https://twitter.com/zoompf>) or use our contact us form (</contact>).

Zoompf Becomes Rigor Optimization!

Zoompf's web performance product is now Rigor Optimization. Learn more (<http://rigor.com/features>).

Get Your Free Report

Get a free detailed performance analysis of your website right now.

Free Performance Report (<http://rigor.com/free>)

Blog Topics

announcement (</blog/tag/announcement>) apache (</blog/tag/apache>) asp.net (</blog/tag/asp-net>) **best practice** (</blog/tag/best-practice>) bug (</blog/tag/bug>) caching (</blog/tag/caching>) CDN (</blog/tag/cdn>) Chrome (</blog/tag/chrome>) compression (</blog/tag/compression>) conference (</blog/tag/conference>) CSS (</blog/tag/css>) DevOps (</blog/tag/devops>) Free (</blog/tag/free>) Google (</blog/tag/google>) How Fast Is? (</blog/tag/how-fast-is>) HTML (</blog/tag/html>) HTTP (</blog/tag/http>) humor (</blog/tag/humor>) IE (</blog/tag/ie>) images (</blog/tag/images>) JavaScript (</blog/tag/javascript>) Lose The Wait (</blog/tag/lose-the-wait>) Lossless Optimization (</blog/tag/lossless-optimization>) Microsoft (</blog/tag/microsoft>)