Performance
Wake-up

Speed was a company-wide initiative for eBay starting in 2019, with many teams determined to make the site and apps as fast as possible for users.

For every 100 milliseconds improvement in search page loading time, eBay saw a 0.5% increase in "Add to Cart" count.

https://medium.com/@addyosmani/shopping-for-speed-on-ebay-com-6229711d7573

Would you be willing to slow your site down **0.1 second**?

Uncomfortable, isn’t it?

"A 2012 detailed study at Bing (Kohavi et al.2013) showed that every 100 ms speedup improves revenue by 0.6%."*

*Kohavi, Ron; Tang, Diane; Xu, Ya. Trustworthy Online Controlled Experiments: A Practical Guide to A/B Testing (p. 82).

Performance optimization is
just... optimization.

SnipesUSA.com decreased page load speed by 30% and saw its average conversion rate double to from 1% to 2%.

PERMALINK SHARE ON TWITTER

#conversion #2020

Yelp reduced First Contentful Paint (75th percentile) by 45% and Yelp Page Complete (75th percentile) by 25% and saw a 15% improvement in their conversion rate.

PERMALINK SHARE ON TWITTER

#user timing #conversion #2021

Bing observed that an engin
performance by 10ms (that'
blink) more than pays for hi
millisecond counts

AliExpress reduced load time by 36% and saw a 10.5% increase in orders and a 27% increase in conversion for new customers.

PERMALINK SHARE ON TWITTER

Fashion retailer Missguided removed BazaarVoice for Android visitors. Median page load time improved by 4 seconds, and revenue increased by 26%

PERMALINK SHARE ON TWITTER

#revenue #2018

A Google study over millions of page impressions found that when a site meets the recommended thresholds for the Core Web Vitals metrics, users are at least 24% less likely to abandon a page before it finishes loading.

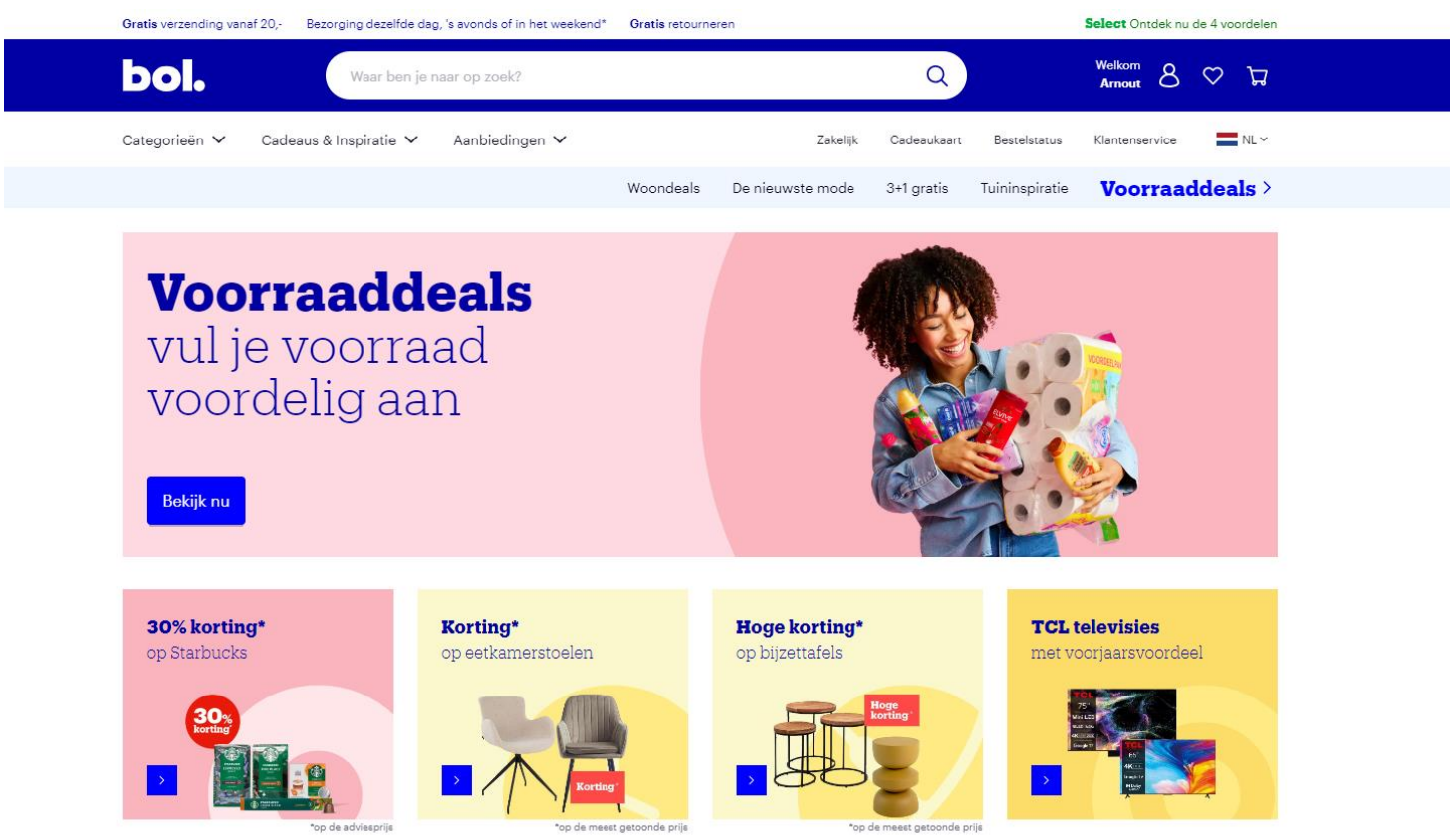
PERMALINK SHARE ON TWITTER

#abandonment #2020 #core web vitals

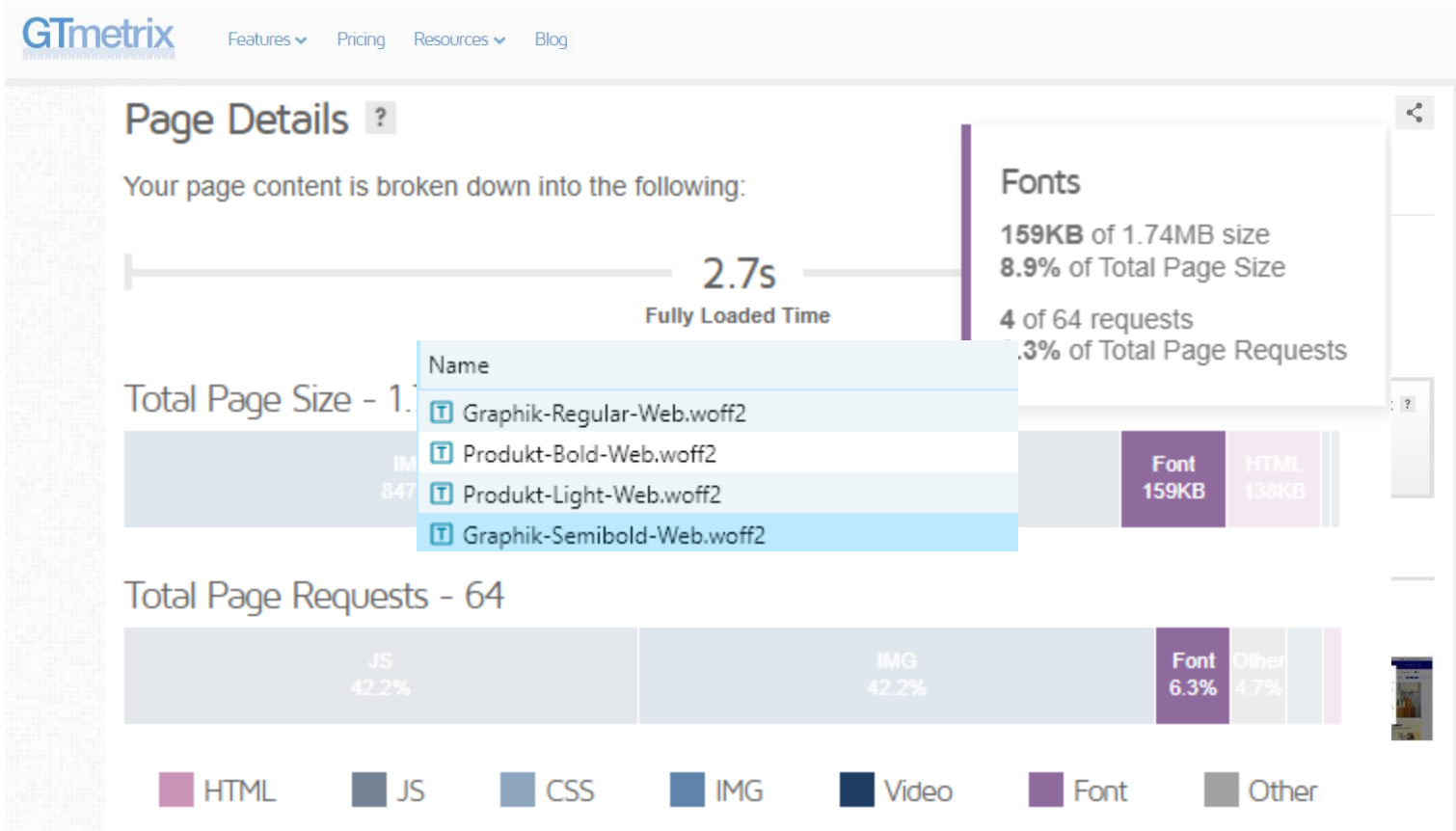
WPO Stats, wpostats.com

You’re competing for
subconscious attention

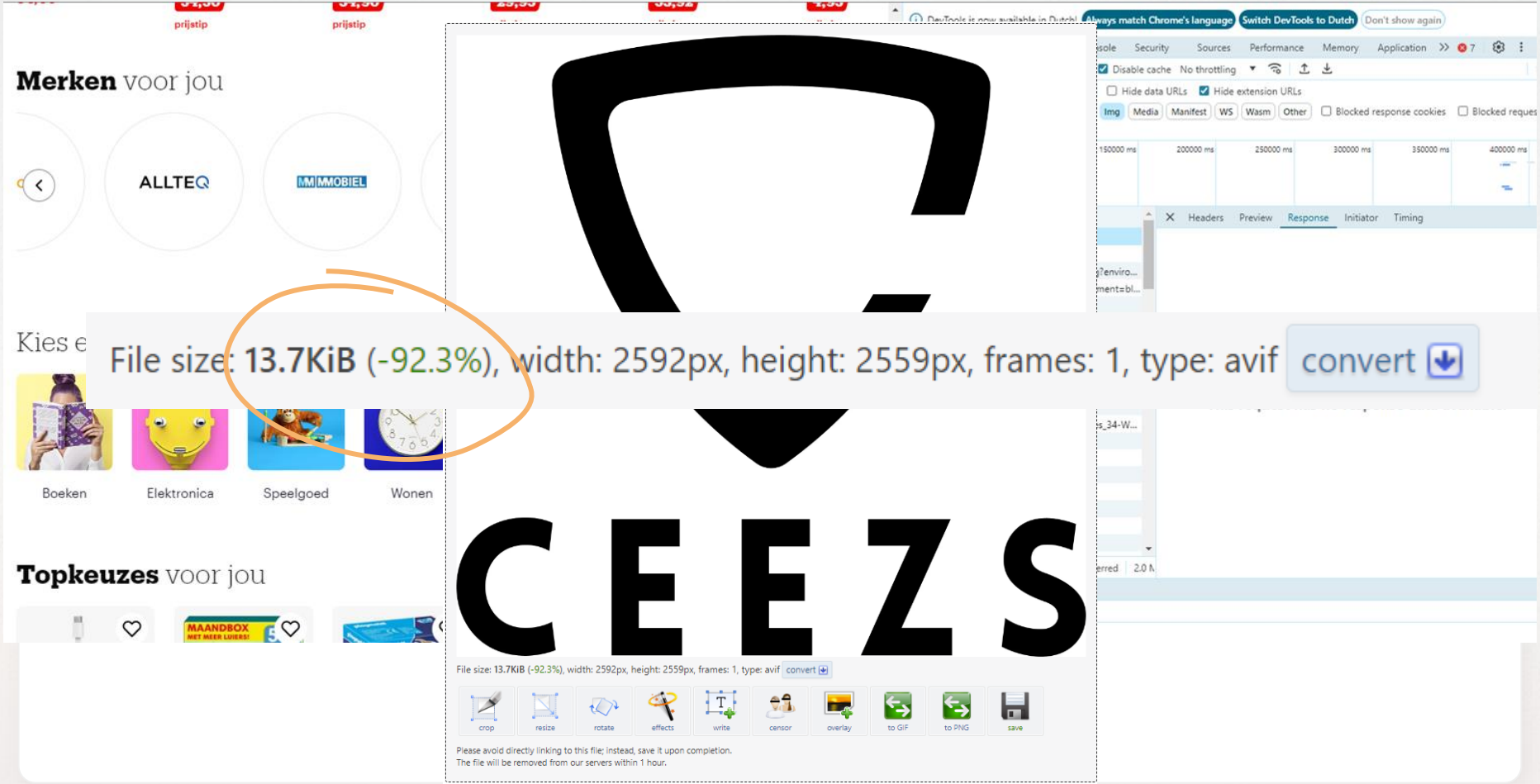
So, how are we doing?


Gratis verzending vanaf 20,-
Bezorging dezelfde dag, 's avonds of in het weekend*
Gratis retourneren
Select Ontdek nu de 4 voordelen
bol.
Waar ben je naar op zoek?
Welkom Arnout
Categorieën
Cadeaus & Inspiratie
Aanbiedingen
Zakelijk
Cadeaukaart
Bestelstatus
Klantenservice
NL
Woondeals
De nieuwste mode
3+1 gratis
Tuininspiratie
Voorraaddeals
Voorraaddeals
vul je voorraad
voordelig aan
Bekijk nu
30% korting*
op Starbucks
Korting*
op eetkamerstoelen
Hoge korting*
op bijzettafels
TCL televisies
met voorjaarsvoordeel
*op de adviesprijs
*op de meest getoonde prijs
*op de meest getoonde prijs
Topdeals voor jou

[Bol.com]



gtmetrix.com


Merken voor jou
ALLTEQ
MMOBIEL
Kies e
Boeken
Elektronica
Speelgoed
Wonen
Topkeuzes voor jou
MAANDBOX
MET MEER LUIERS!
File size: 13.7KiB (-92.3%), width: 2592px, height: 2559px, frames: 1, type: avif convert
CEEZS
File size: 13.7KiB (-92.3%), width: 2592px, height: 2559px, frames: 1, type: avif convert
crop
resize
rotate
effects
write
censor
overlay
to GIF
to PNG
save
Please avoid directly linking to this file; instead, save it upon completion.
The file will be removed from our servers within 1 hour.
Always match Chrome's language
Switch DevTools to Dutch
Don't show again
Security
Sources
Performance
Memory
Application
Disable cache
No throttling
Hide data URLs
Hide extension URLs
Img
Media
Manifest
WS
Wasm
Other
Blocked response cookies
Headers
Preview
Response
Initiator
Timing

SEJ · Ranking Factors

Core Web Vitals as a Google Ranking Factor: What You Need to Know

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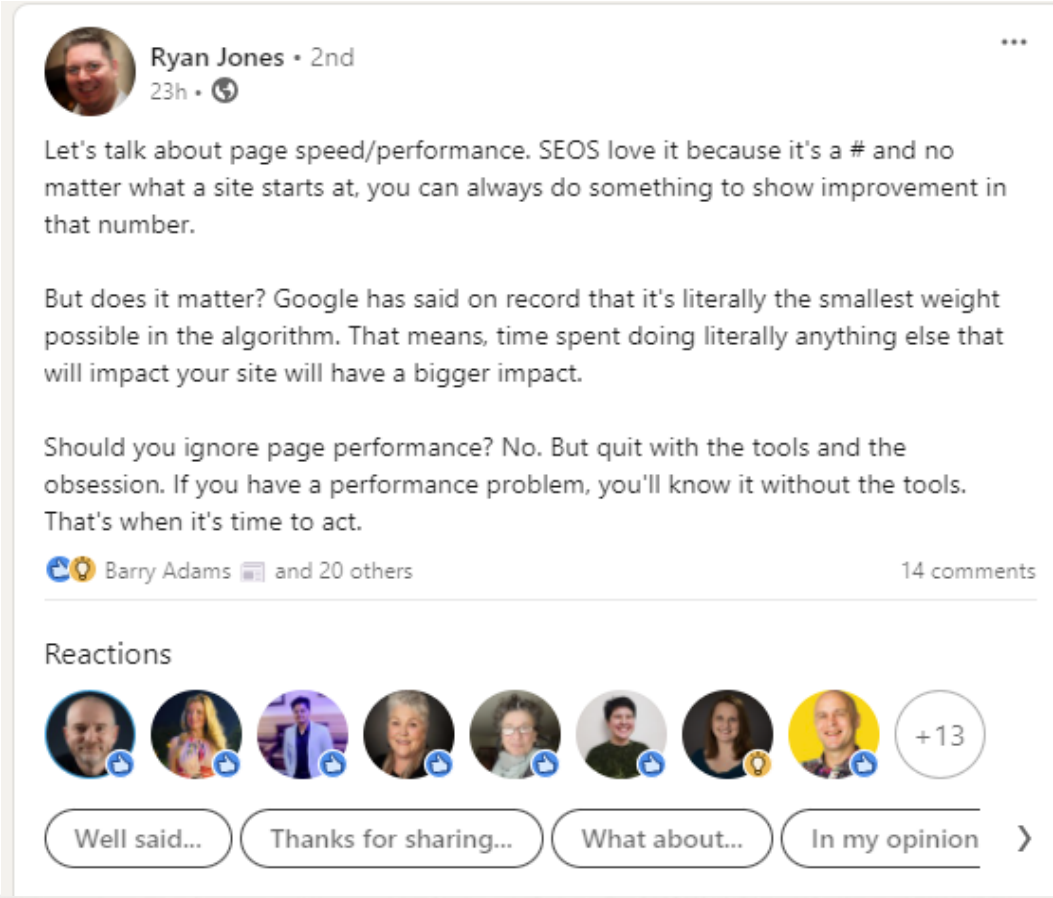
https://www.searchenginejournal.com › ... · Vertaal deze pagina

Core Web Vitals as a Google Ranking Factor: What You Need ...

18 okt. 2021 — **Google has confirmed that yes, Core Web Vitals are a ranking factor.** Google's web.dev offers great advice on how to improve your LCP, FID, and ...

Are CWV a "ranking factor"?



https://www.linkedin.com/feed/update/urn:li:activity:7173681294403358721/

Johan Terpstra • 1st

E-Commerce Consultant / MarTech Engineer at Yawiss

3h •••

There's SEOs who only care about bringing in traffic. For them, indeed there's almost no gain to be had.

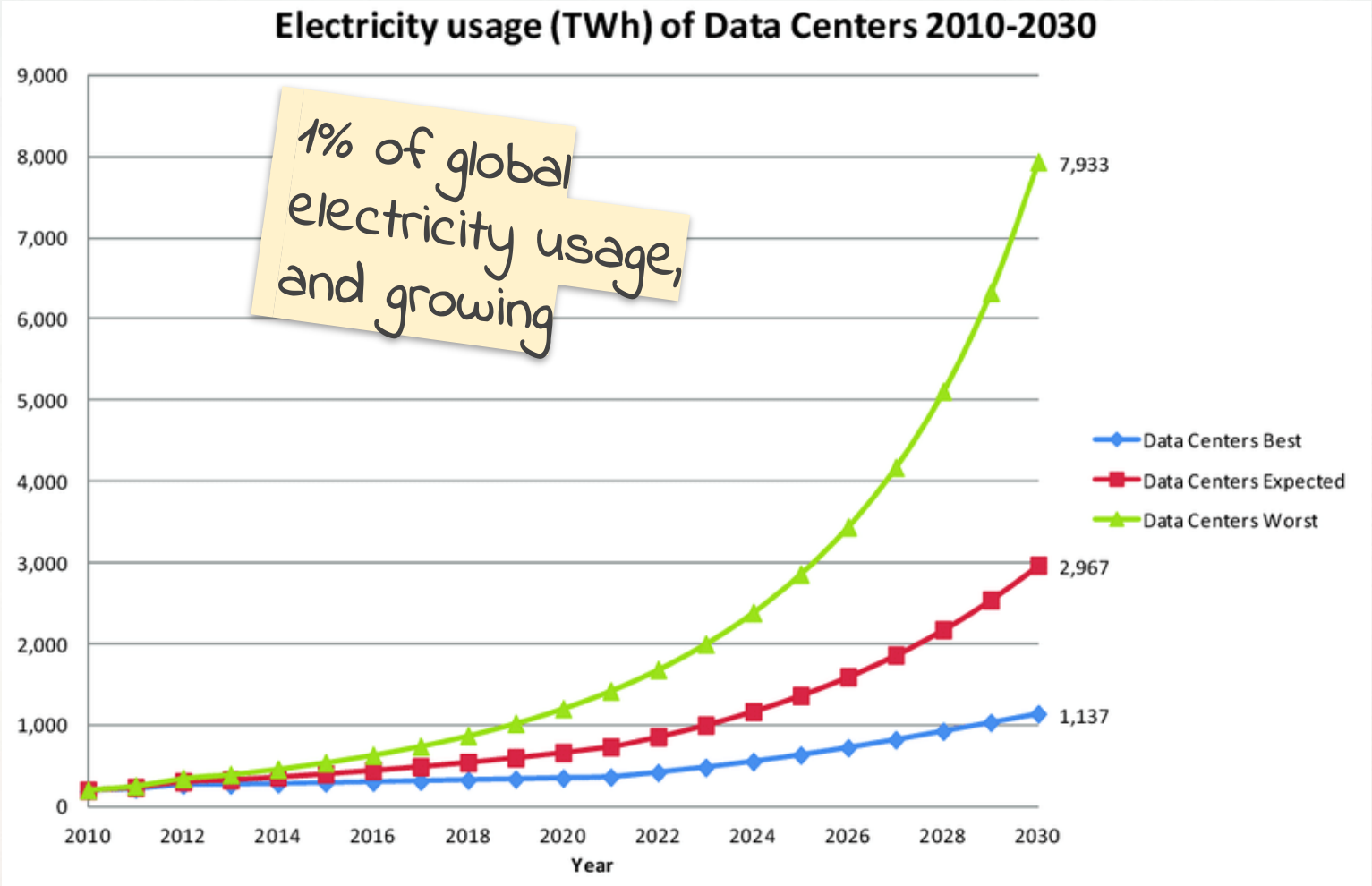
But then there's the better SEOs who not only bring in traffic, but get judged on how well it converts. For those, Core Web Vitals, web performance and perceived performance does matter of course. No performance = fewer conversions.

So the "anything else will have a bigger impact" part only applies to traffic acquisition. Not on actual business KPIs like revenue and profit.

Love · 1 | Reply

Johan his excellent comment

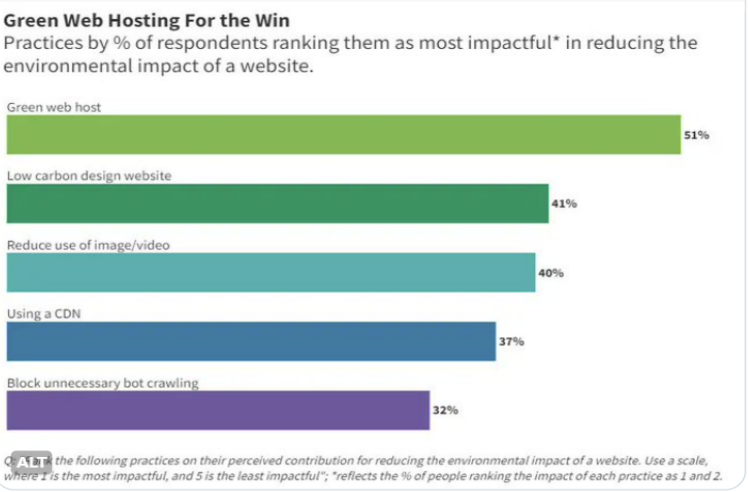
Is this just
academic?


Electricity usage (TWh) of Data Centers 2010-2030
1% of global electricity usage, and growing
9,000
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
2010
2012
2014
2016
2018
2020
2022
2024
2026
2028
2030
Year
7,933
2,967
1,137
Data Centers Best
Data Centers Expected
Data Centers Worst

John
@JohnMu

If you want to prepare for things to come - this is a great topic. It won't silently go away, and it will only become more important. If you're annoyed by the crypto/AI-hype, this is a nice balance, there's a lot to learn, to coordinate, and to help others with.

> **Matt Tutt** @MattTutt1 · Mar 13
>
> Recently I published the results of my climate change and SEO survey over at @sengineland
>
> I'm sharing those results here again in tweet form.
> ...
> Show more
> Show this thread



9:08 AM · Mar 14, 2024 · **8,938** Views

https://twitter.com/JohnMu/status/1768187387698364518

Most websites are
~~slow~~ rotten.
Why?

developers and their decisions

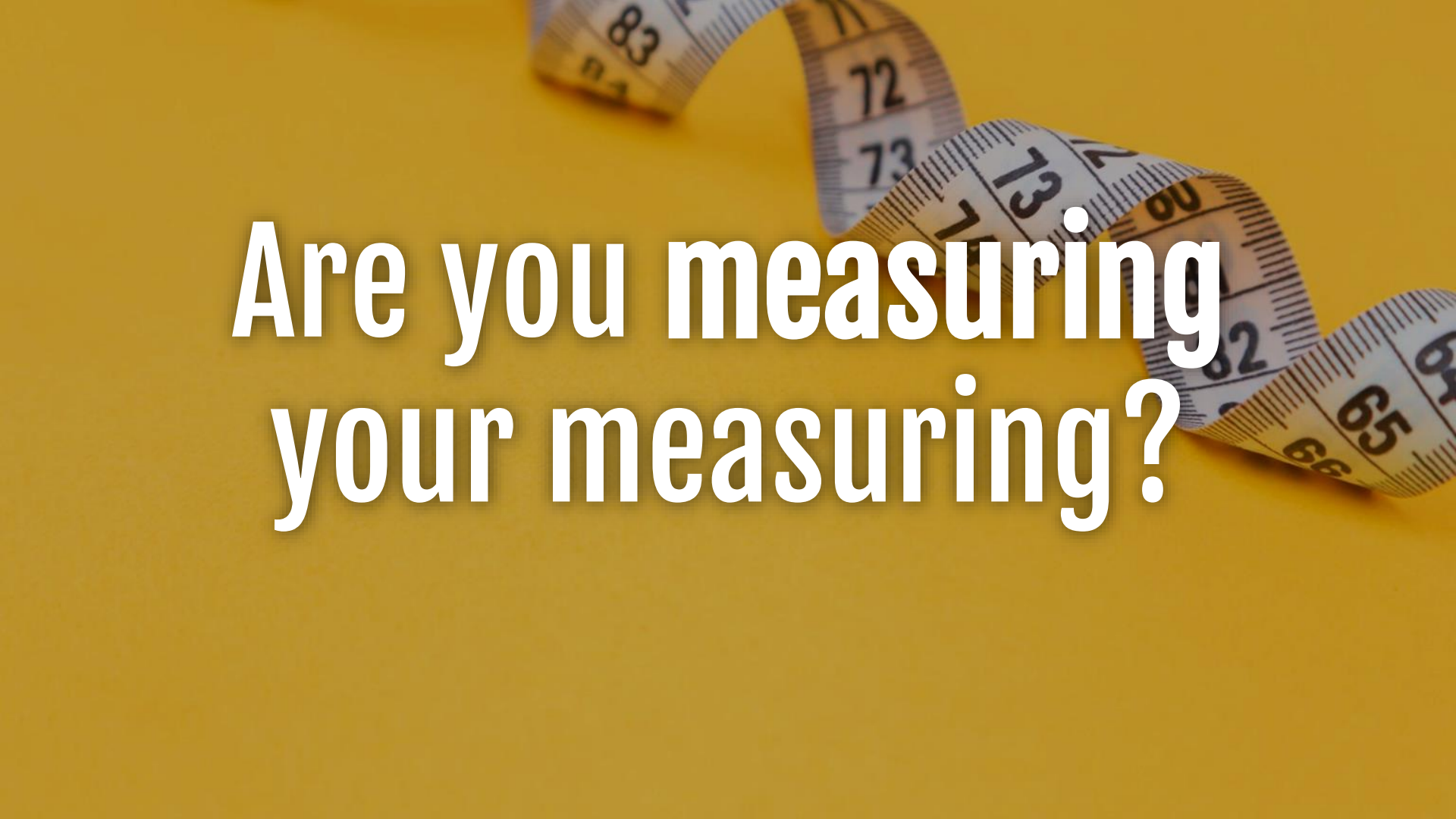
servers and systems

scripts and styles

ads and analytics

measurement and monitoring

tools and testing


Are you measuring
your measuring?

Latest Performance Report for:

https://yoast.com/

Report generated: Tue, Nov 15, 2022 7:17 AM -0800

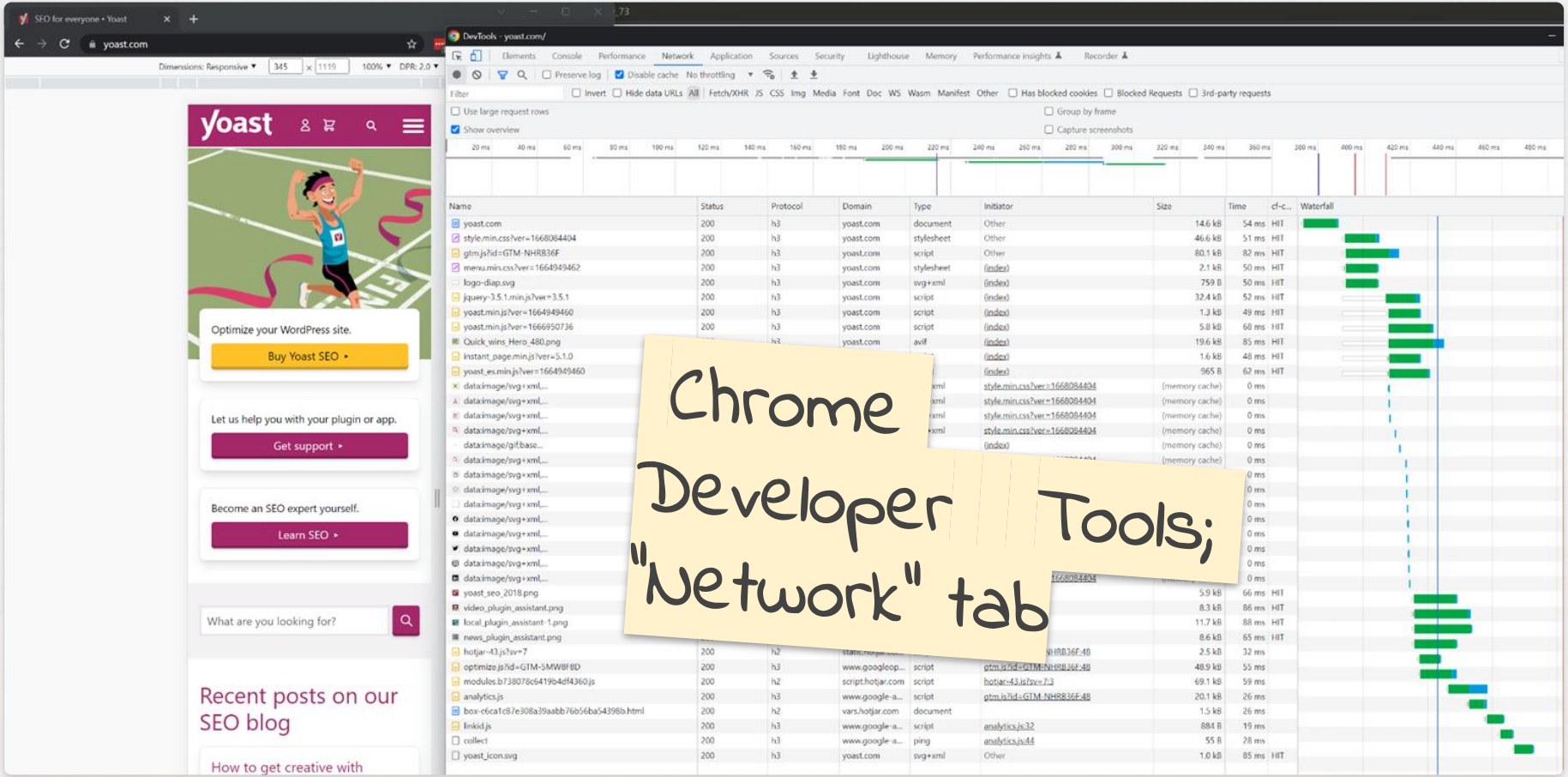
Test Server Location: Vancouver, Canada

Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade ?

A	Performance ?	Structure ?
	90%	99%

https://gtmetrix.com/reports/yoast.com/AVp6lGIT/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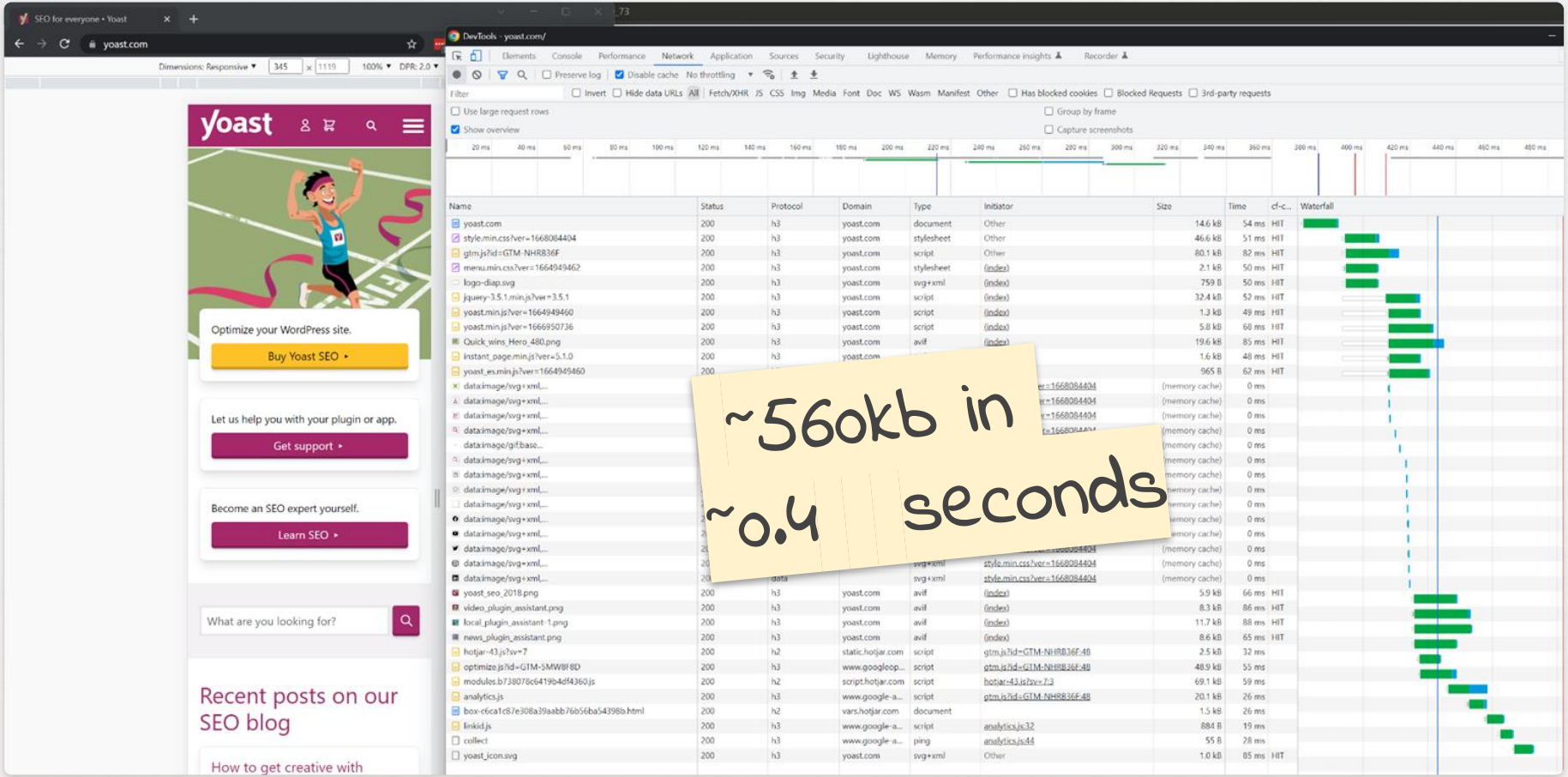
Chrome Developer Tools; "Network" tab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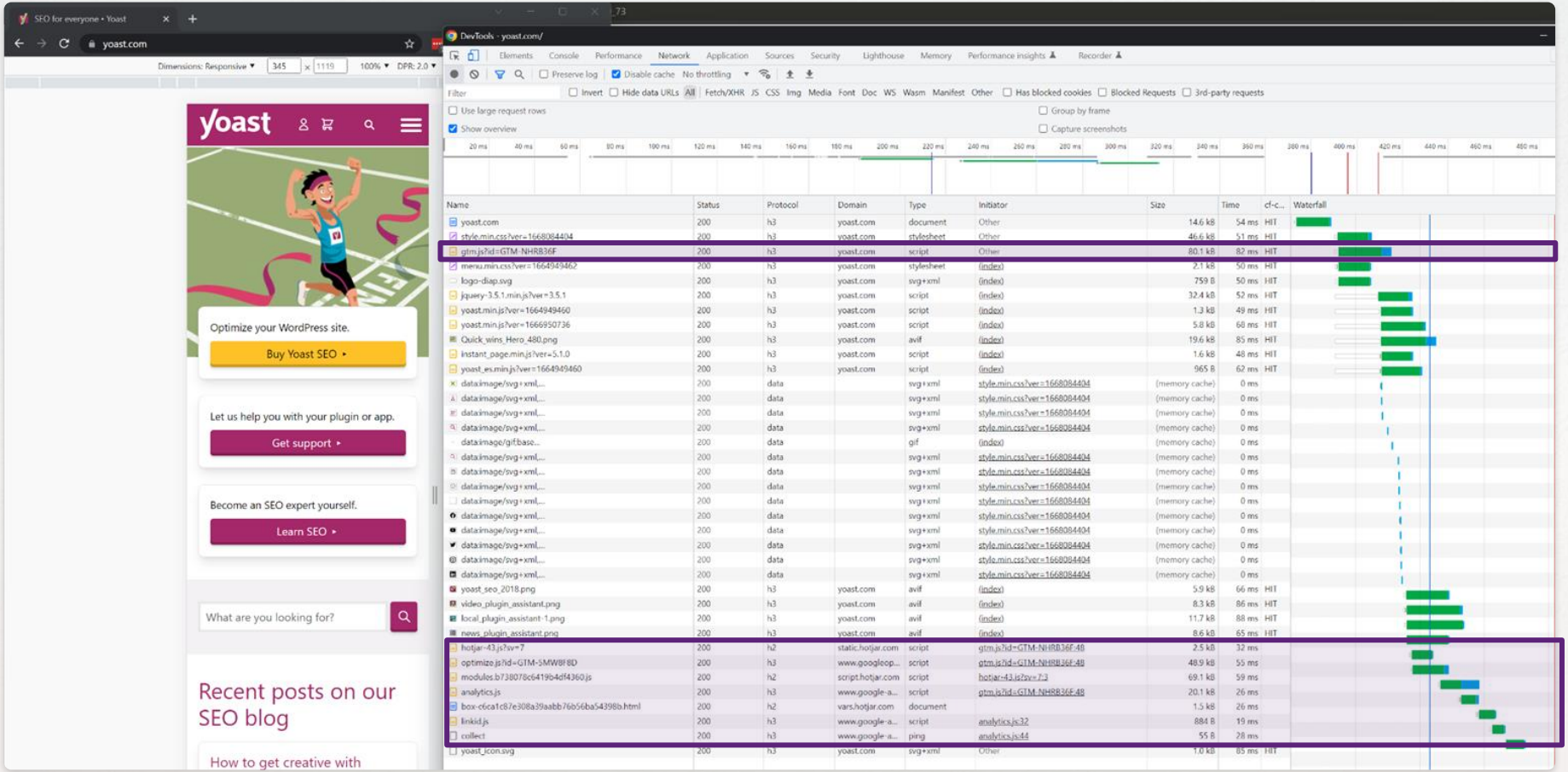
~560kb in
~0.4 seconds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Dimensions: Responsive
345
1119
100%
DPR: 2.0
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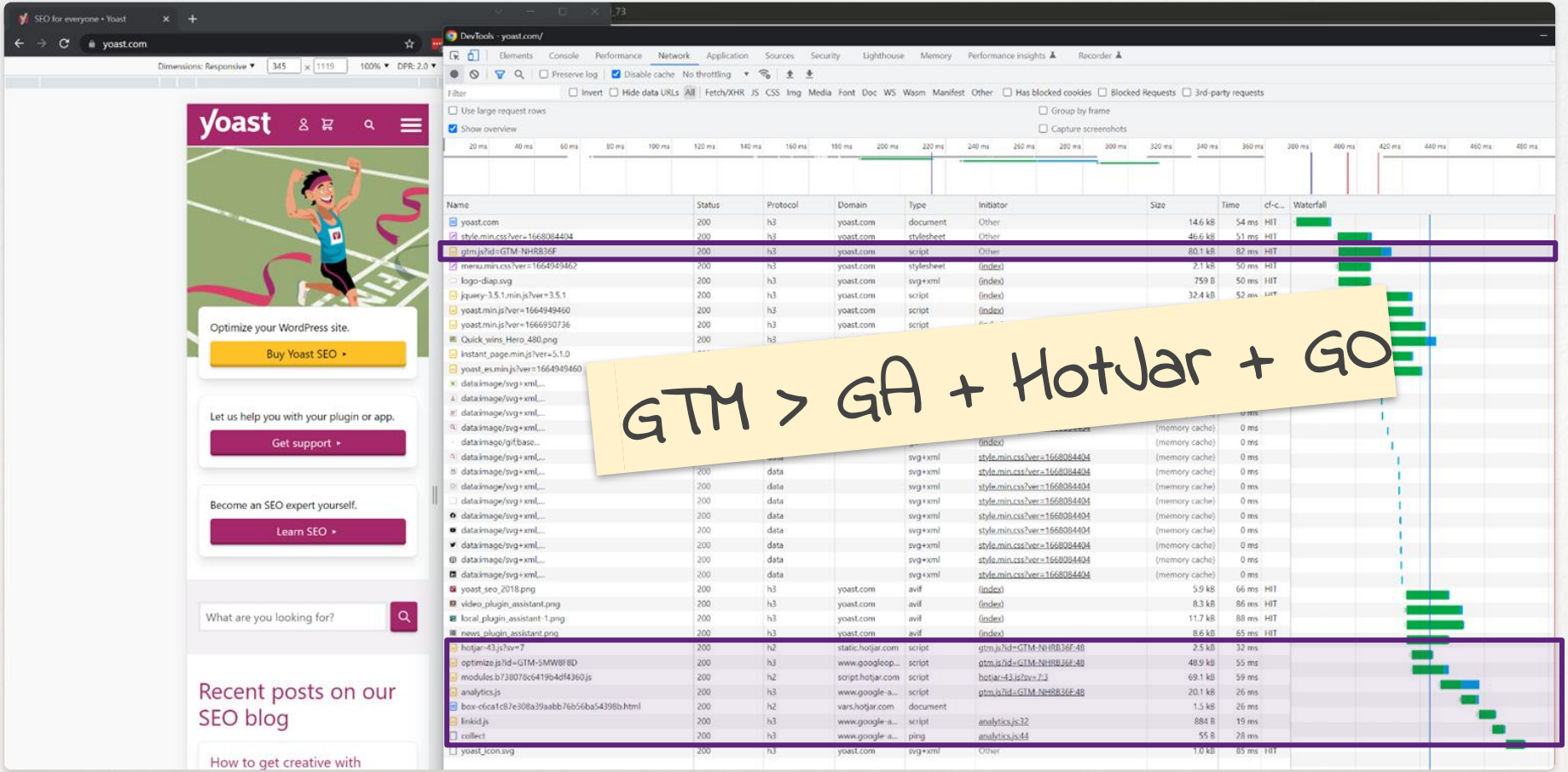
Preserve log
Disable cache
No throttling
Filter
Invert
Hide data URLs
All
Fetch/XHR
JS
CSS
Img
Media
Font
Doc
WS
Wasm
Manifest
Other
Has blocked cookies
Blocked Requests
3rd-party requests
Use large request rows
Show overview
Group by frame
Capture screenshots
Name
Status
Protocol
Domain
Type
Initiator
Size
Time
cf-c...
Waterfall
yoast.com 200 h3 yoast.com document Other 14.6 kB 54 ms HIT
style.min.css?ver=1668084404 200 h3 yoast.com stylesheet Other 46.6 kB 51 ms HIT
gtm.js?id=GTM-NHRB36F 200 h3 yoast.com script Other 80.1 kB 82 ms HIT
menu.min.css?ver=1664949462 200 h3 yoast.com stylesheet (index) 2.1 kB 50 ms HIT
logo-diap.svg 200 h3 yoast.com svg+xml (index) 759 B 50 ms HIT
jquery-3.5.1.min.js?ver=3.5.1 200 h3 yoast.com script (index) 32.4 kB 52 ms HIT
yoast.min.js?ver=1664949460 200 h3 yoast.com script (index) 1.3 kB 49 ms HIT
yoast.min.js?ver=1666950736 200 h3 yoast.com script (index) 5.8 kB 68 ms HIT
Quick_wins_Hero_480.png 200 h3 yoast.com avif (index) 19.6 kB 85 ms HIT
instant_page.min.js?ver=5.1.0 200 h3 yoast.com script (index) 1.6 kB 48 ms HIT
yoast_es.min.js?ver=1664949460 200 h3 yoast.com script (index) 965 B 62 ms HIT
data:image/svg+xml,... 200 data svg+xml style.min.css?ver=1668084404 (memory cache) 0 ms
data:image/gif;base... 200 data gif (index) (memory cache) 0 ms
yoast_seo_2018.png 200 h3 yoast.com avif (index) 5.9 kB 66 ms HIT
video_plugin_assistant.png 200 h3 yoast.com avif (index) 8.3 kB 86 ms HIT
local_plugin_assistant-1.png 200 h3 yoast.com avif (index) 11.7 kB 88 ms HIT
news_plugin_assistant.png 200 h3 yoast.com avif (index) 8.6 kB 65 ms HIT
hotjar-43.js?sv=7 200 h2 static.hotjar.com script gtm.js?id=GTM-NHRB36F:48 2.5 kB 32 ms
optimize.js?id=GTM-5MW8F8D 200 h3 www.googleop... script gtm.js?id=GTM-NHRB36F:48 48.9 kB 55 ms
modules.b738078c64119b4df4360.js 200 h2 script.hotjar.com script hotjar-43.js?sv=7:3 69.1 kB 59 ms
analytics.js 200 h3 www.google-a... script gtm.js?id=GTM-NHRB36F:48 20.1 kB 26 ms
box-c6ca1c87e308a39aabb76b56ba54398b.html 200 h2 vars.hotjar.com document 1.5 kB 26 ms
linkid.js 200 h3 www.google-a... script analytics.js:32 884 B 19 ms
collect 200 h3 www.google-a... ping analytics.js:44 55 B 28 ms
yoast_icon.svg 200 h3 yoast.com svg+xml Other 1.0 kB 85 ms HIT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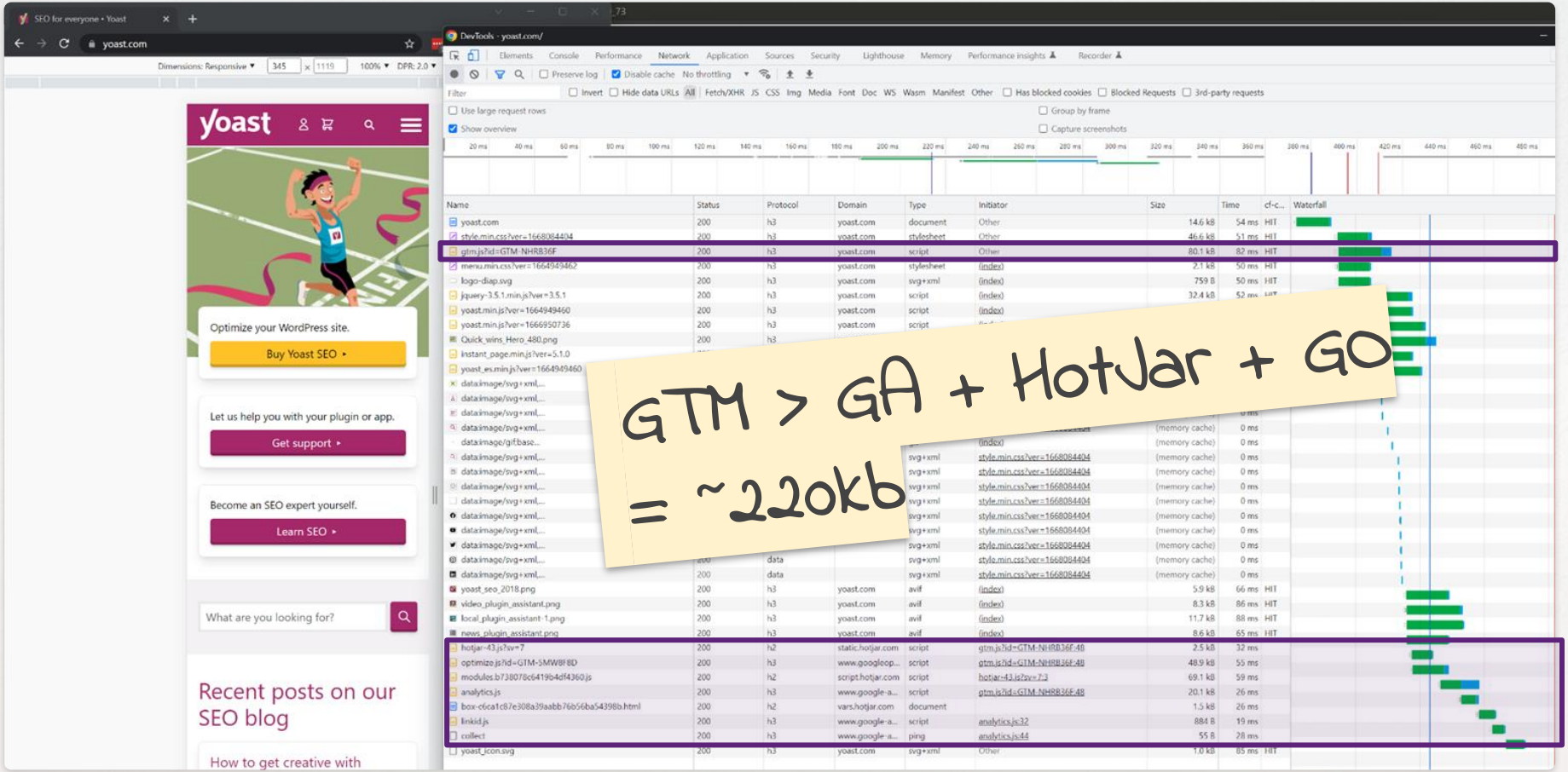
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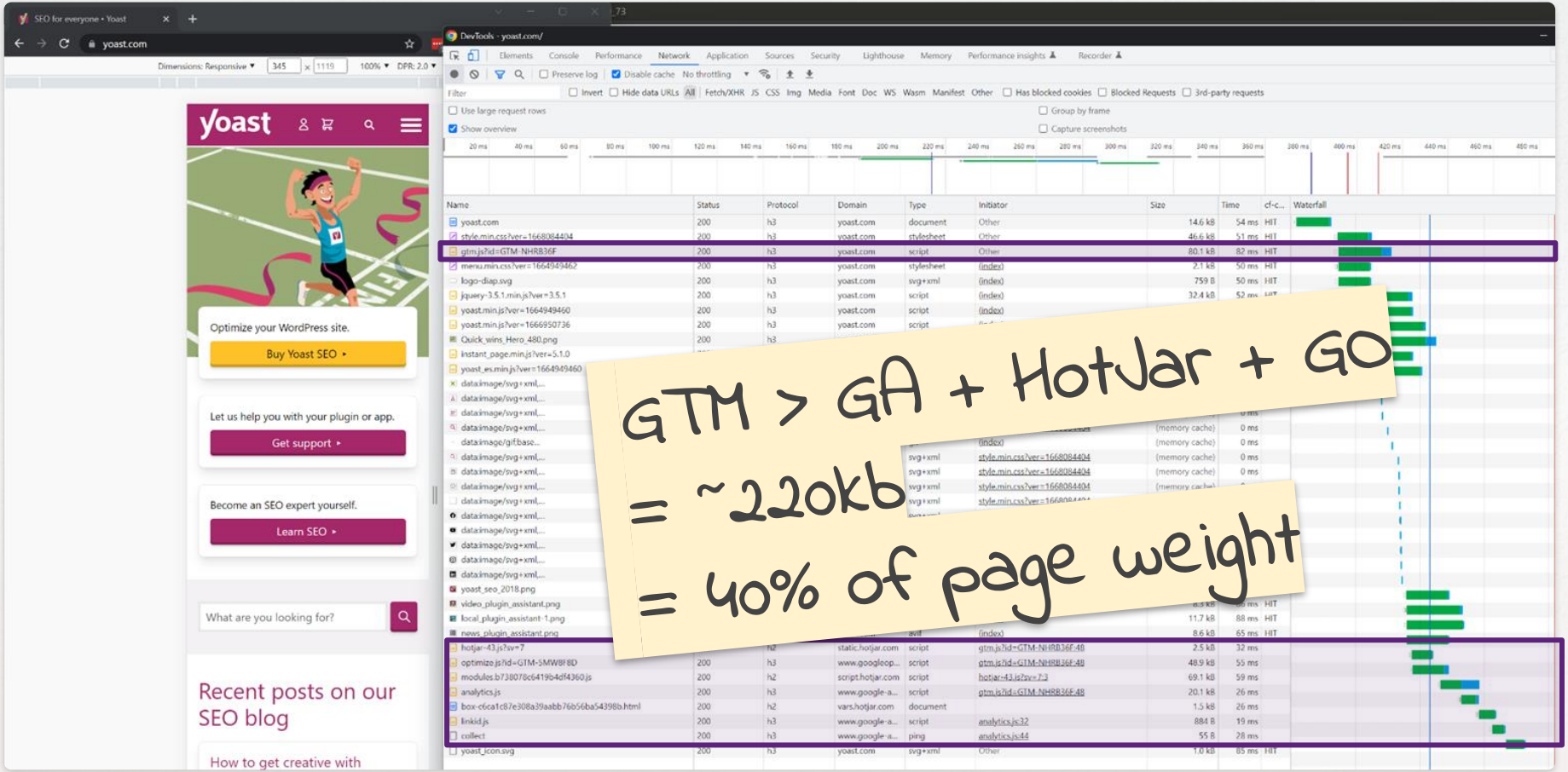
GTM > GA + HotJar + GO
= ~220kb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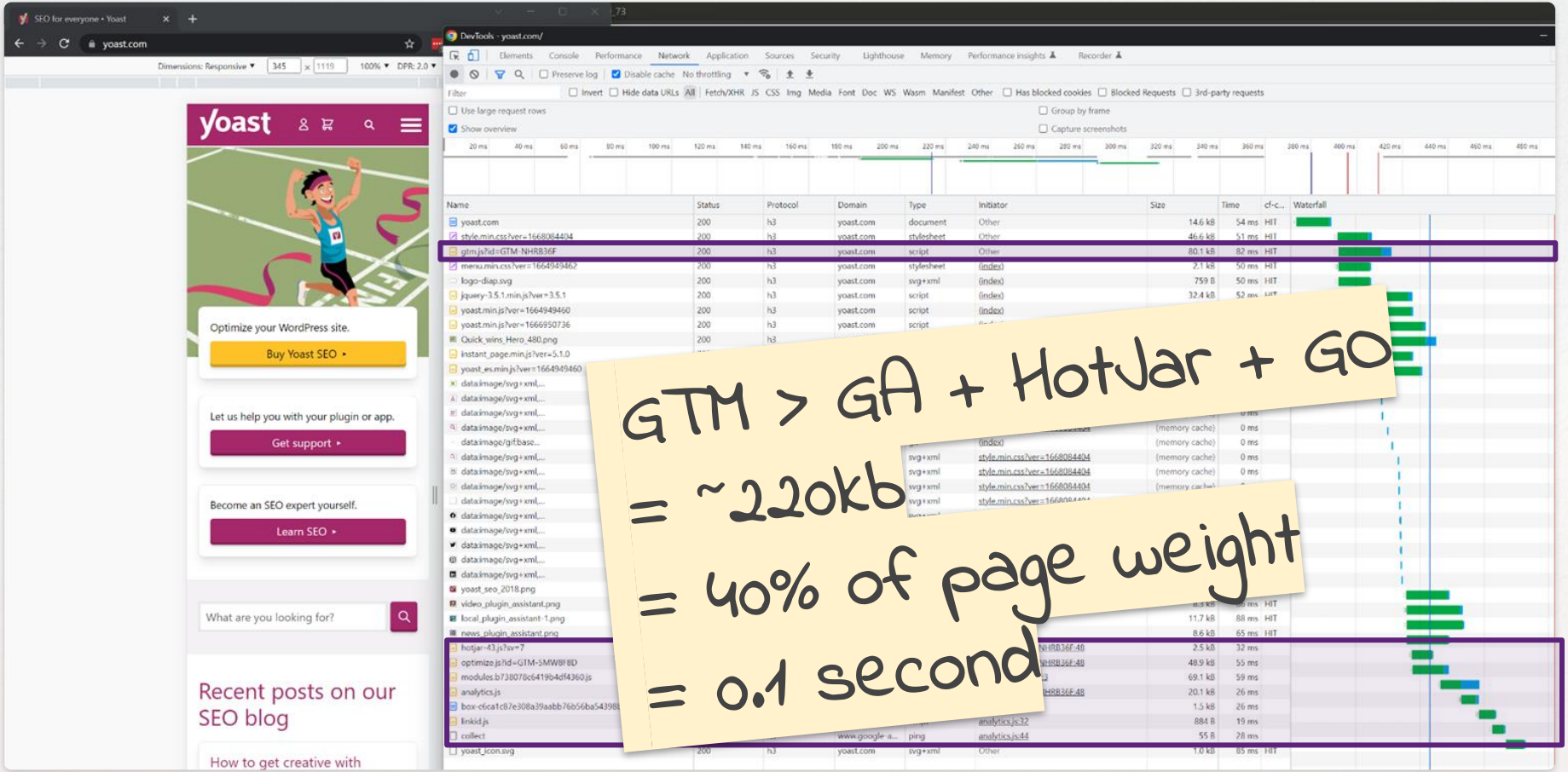
= ~220kb
= 40% of page weight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How to get creative with
GTM > GA + HotJar + GO
= ~220kb
= 40% of page weight
= 0.1 second

What’s the real world impact?

Carbon results for

yoast.com/

Share

This page was last tested on 15 Sep, 2022. Test again

Hurrah! This web page is cleaner than 84% of web pages tested

Over a year, with ±10,000 monthly page views, yoast.com/ produces

19.71kg of CO2 equivalent.

The same weight as 0.13 sumo wrestlers and as much CO2 as boiling water for 2,671 cups of tea

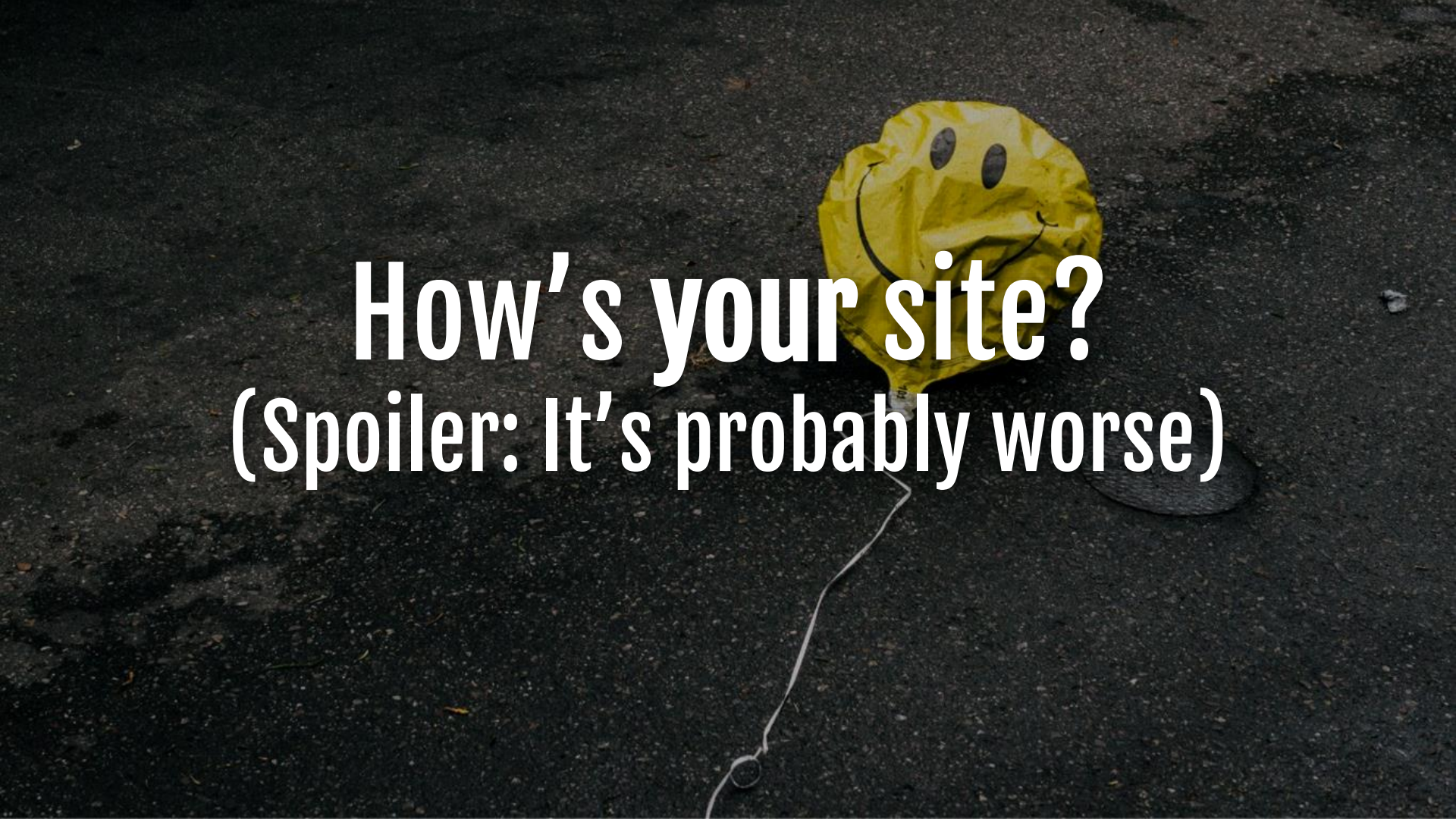
2 trees

Over a year, with ±1,000,000,000,000
monthly page views,
yoast.com/
produces

1.97126840535972e+27kg of CO2 equivalent.

The same weight as 1.31417893690648e+25 sumo wrestlers and as much CO2 as boiling water for 2.6710954002164228e+29 cups of tea

Lots of trees
Yikes.

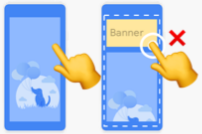

How’s your site?
(Spoiler: It’s probably worse)

You have to optimize
your optimizing.

“But this stuff is hard / new / alien”
How do I do it?

Core Web Vitals

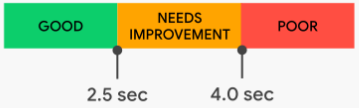
May 2020



(Loading)

LCP

Largest Contentful Paint



(Interactivity)

FID

First Input Delay

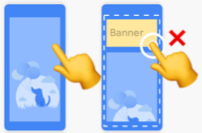
(Visual Stability)

CLS

Cumulative Layout Shift

web.dev/vitals/

Core Web Vitals



(Loading)

LCP

Largest Contentful Paint

(Interactivity)

"INP"

Interaction to Next Paint

(12 March, 2024)

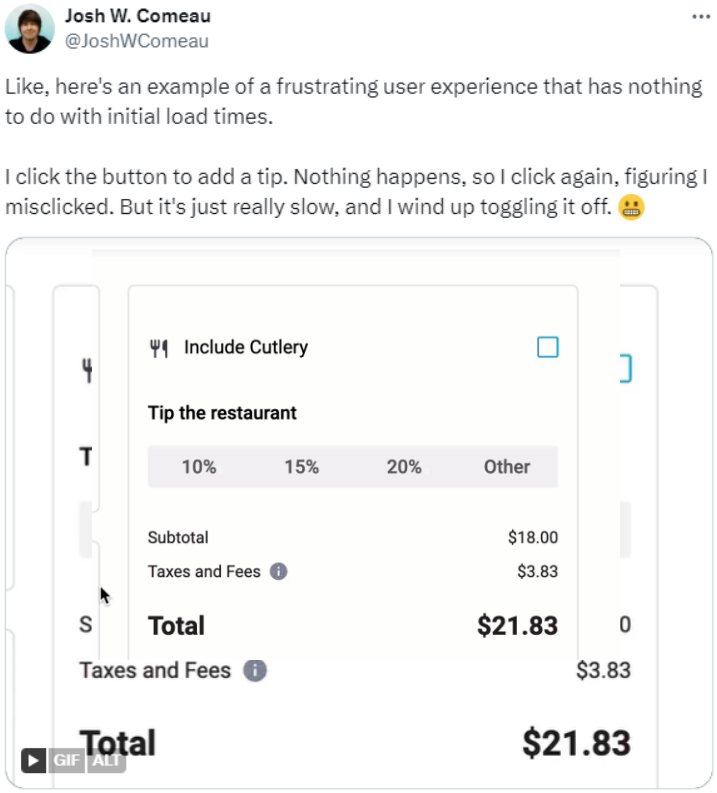
(Visual Stability)

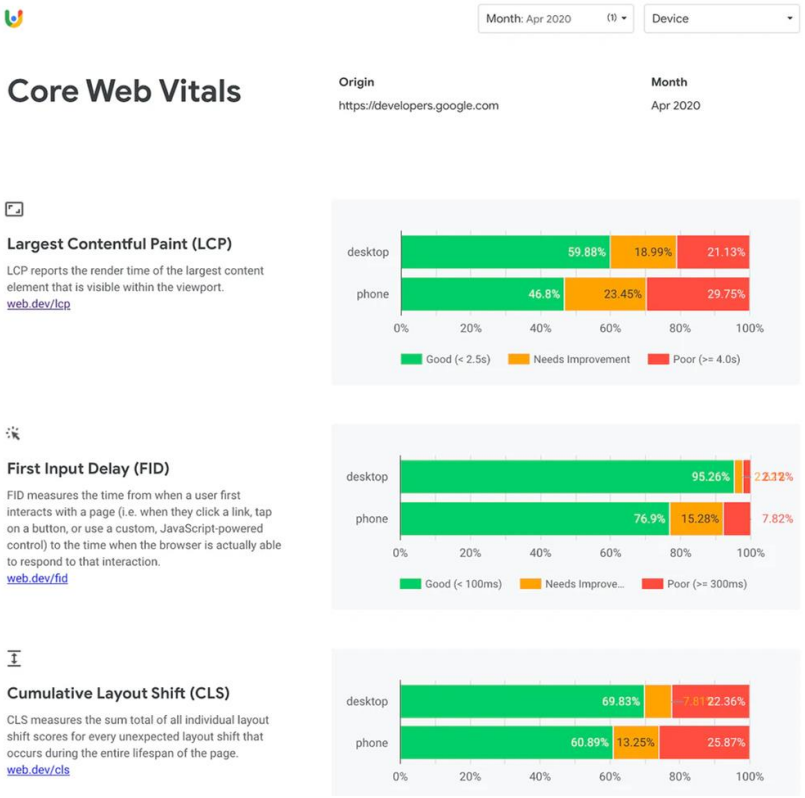
CLS

Cumulative Layout Shift

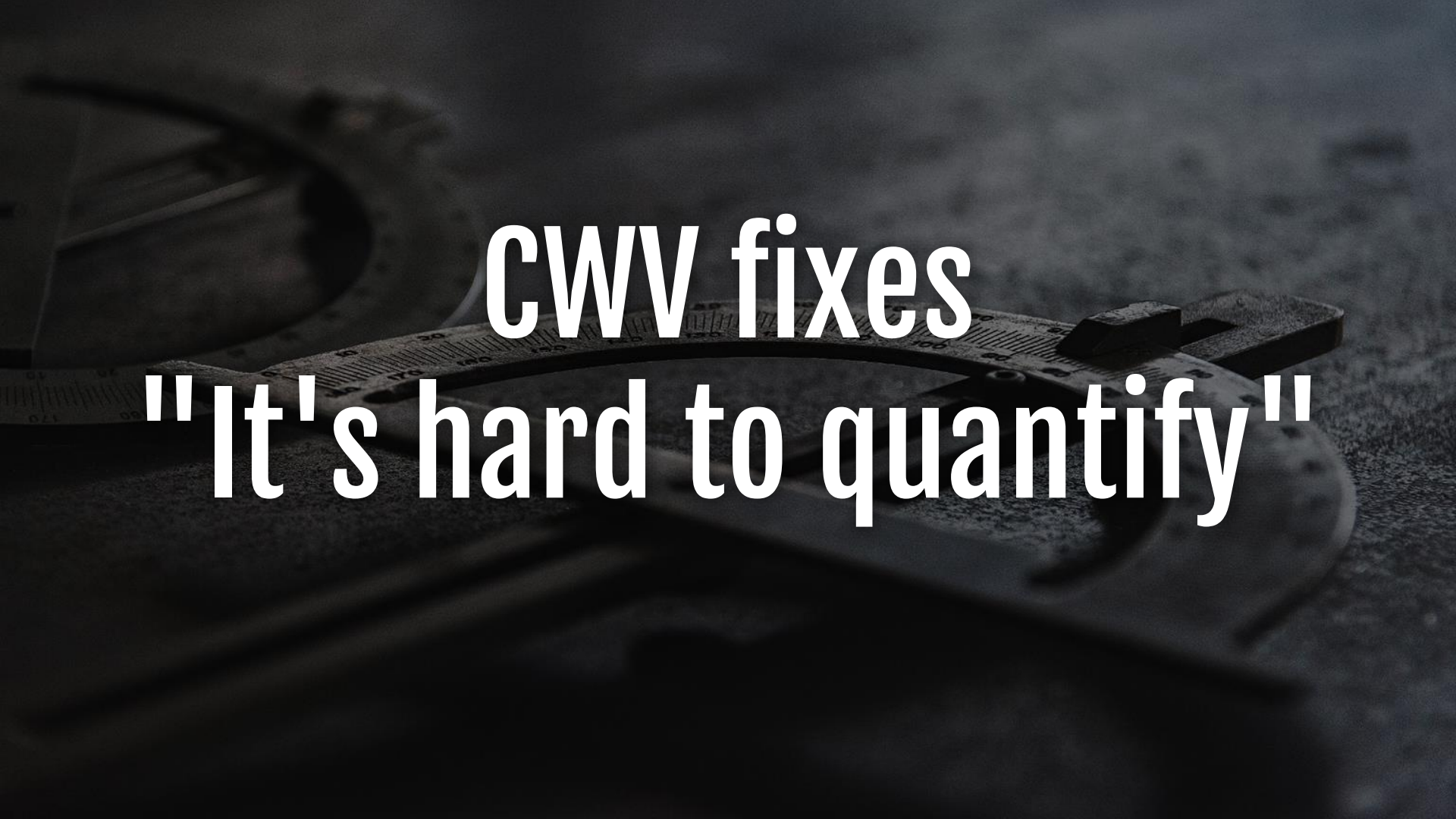
web.dev/vitals/

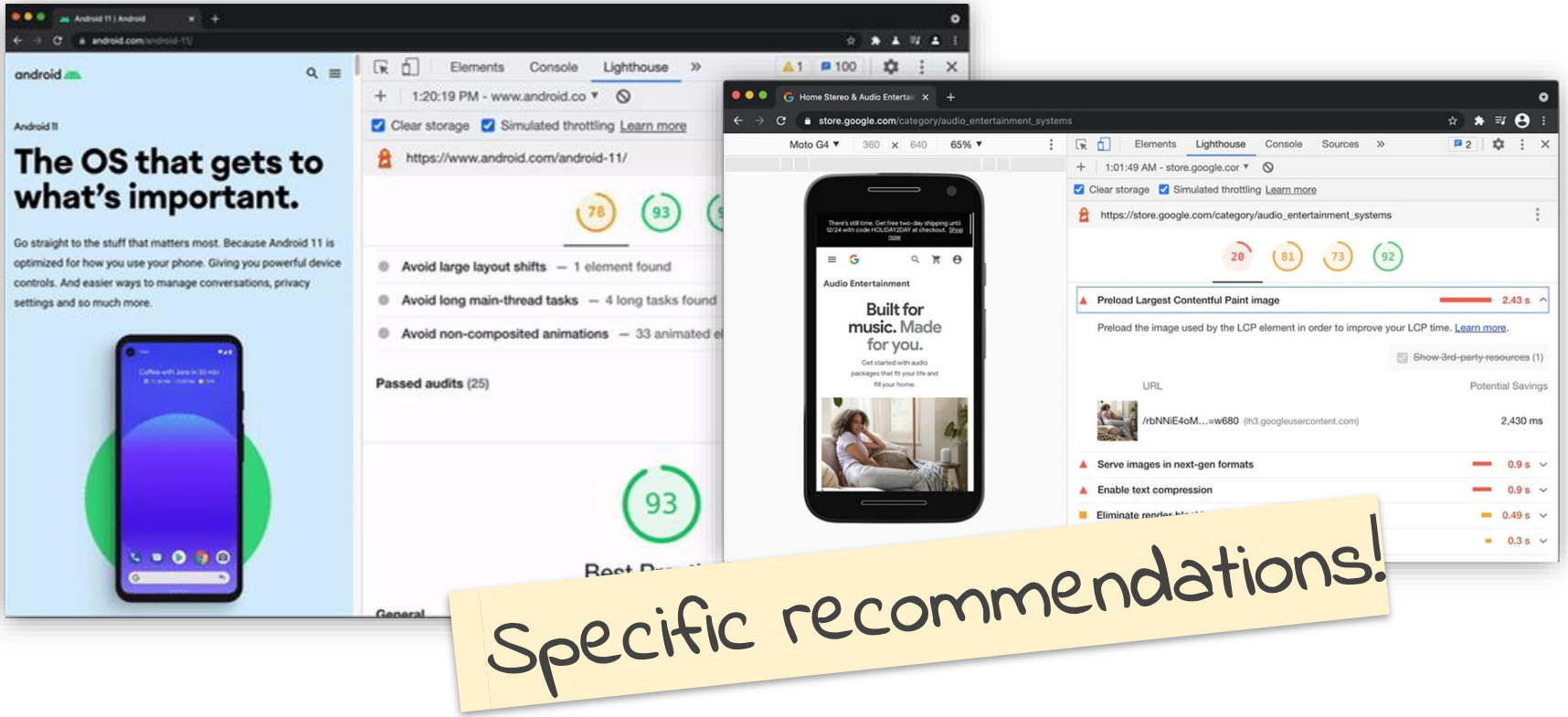
INP example


Josh W. Comeau
@JoshWComeau
Like, here's an example of a frustrating user experience that has nothing to do with initial load times.
I click the button to add a tip. Nothing happens, so I click again, figuring I misclicked. But it's just really slow, and I wind up toggling it off. 😬
Include Cutlery
Tip the restaurant
10%
15%
20%
Other
Subtotal
$18.00
Taxes and Fees
$3.83
Total
$21.83
Taxes and Fees
$3.83
Total
$21.83
GIF
ALT
12:23 AM · Mar 13, 2024 · 19.4K Views
2
3
27
6



web.dev/chrome-ux-report-data-studio-dashboard/


CWV fixes
"It's hard to quantify"



web.dev/optimize-vitals-lighthouse/

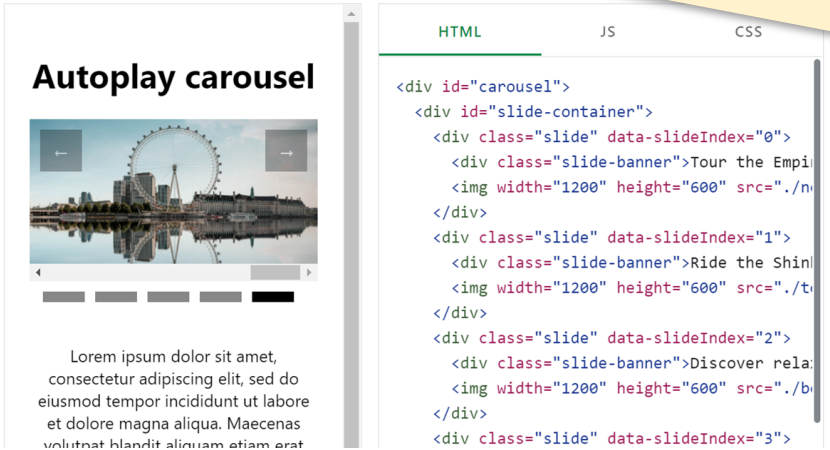
Carousels

A carousel is a UX component that displays content in a slideshow-like manner. Large, above-the-fold carousels often contain a page's Largest Contentful Paint (LCP) element, and therefore can have a significant impact on LCP. In addition, a surprising number of carousels use non-composited animations that can contribute to Cumulative Layout Shift (CLS). On pages with autoplaying carousels, this has the potential to cause infinite layout shifts.

To learn about performance and UX best practices for carousels, see Car

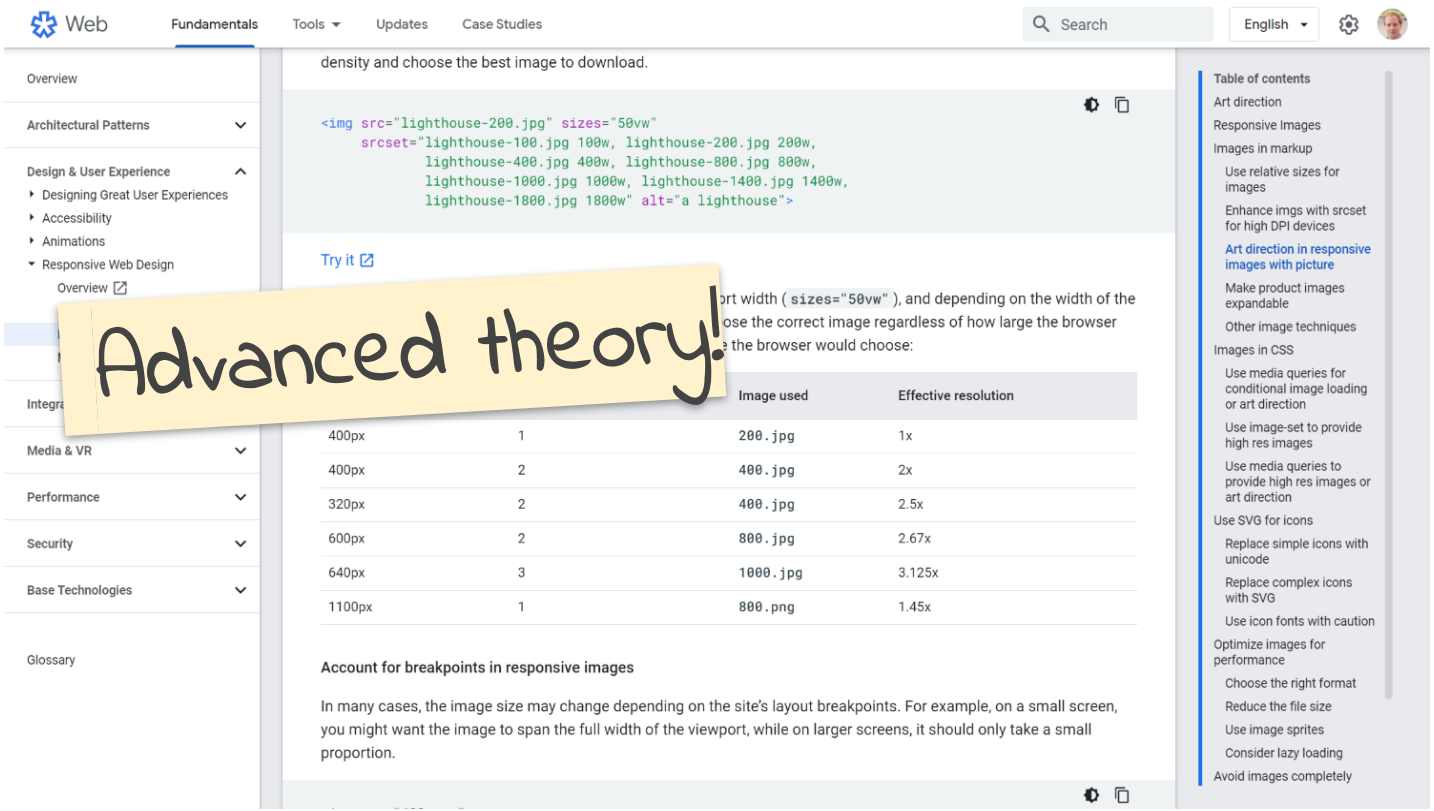
Patterns!

Autoplay carousel



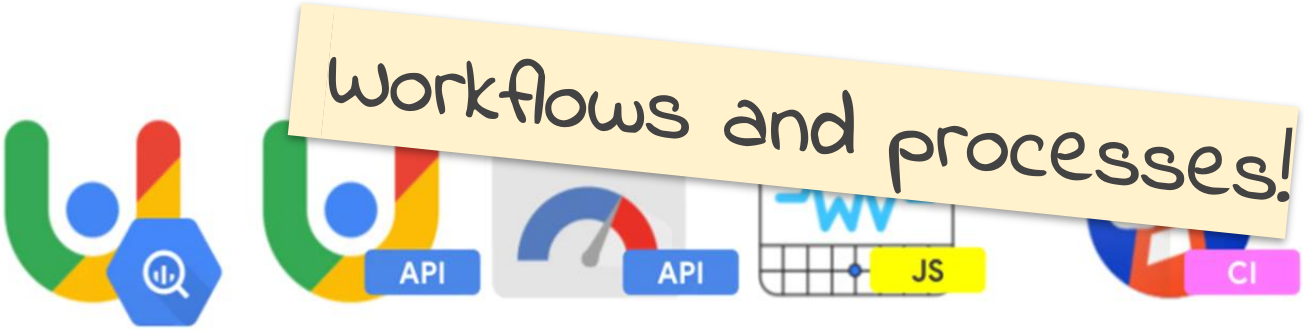
All
Carousels
Fonts
Images
Infinite Scroll
Banners and notices
Placeholders
Video

web.dev/patterns/web-vitals-patterns/



developers.google.com/web/fundamentals/design-and-ux/responsive/images

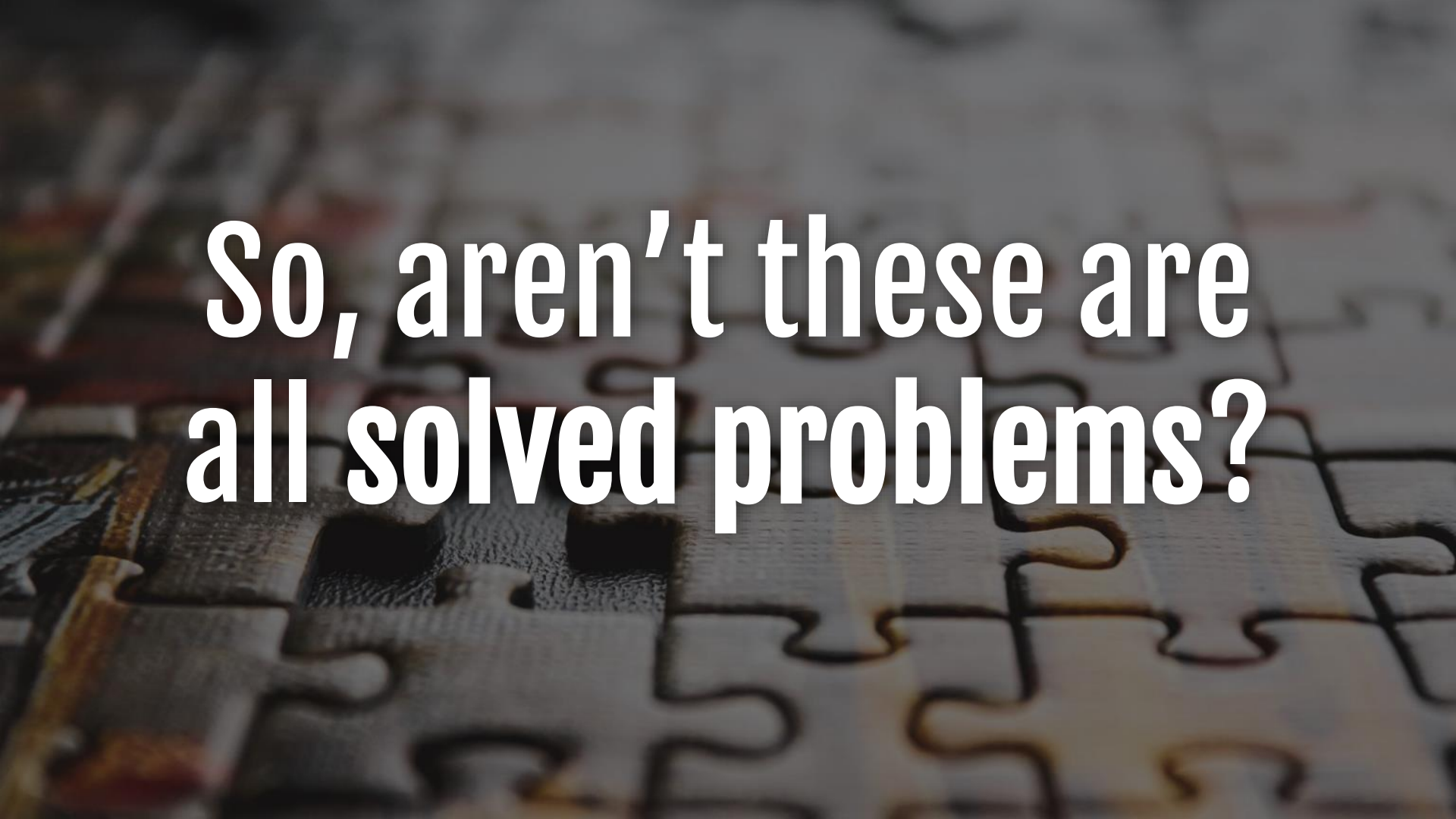
Step C: Monitor and continuous development



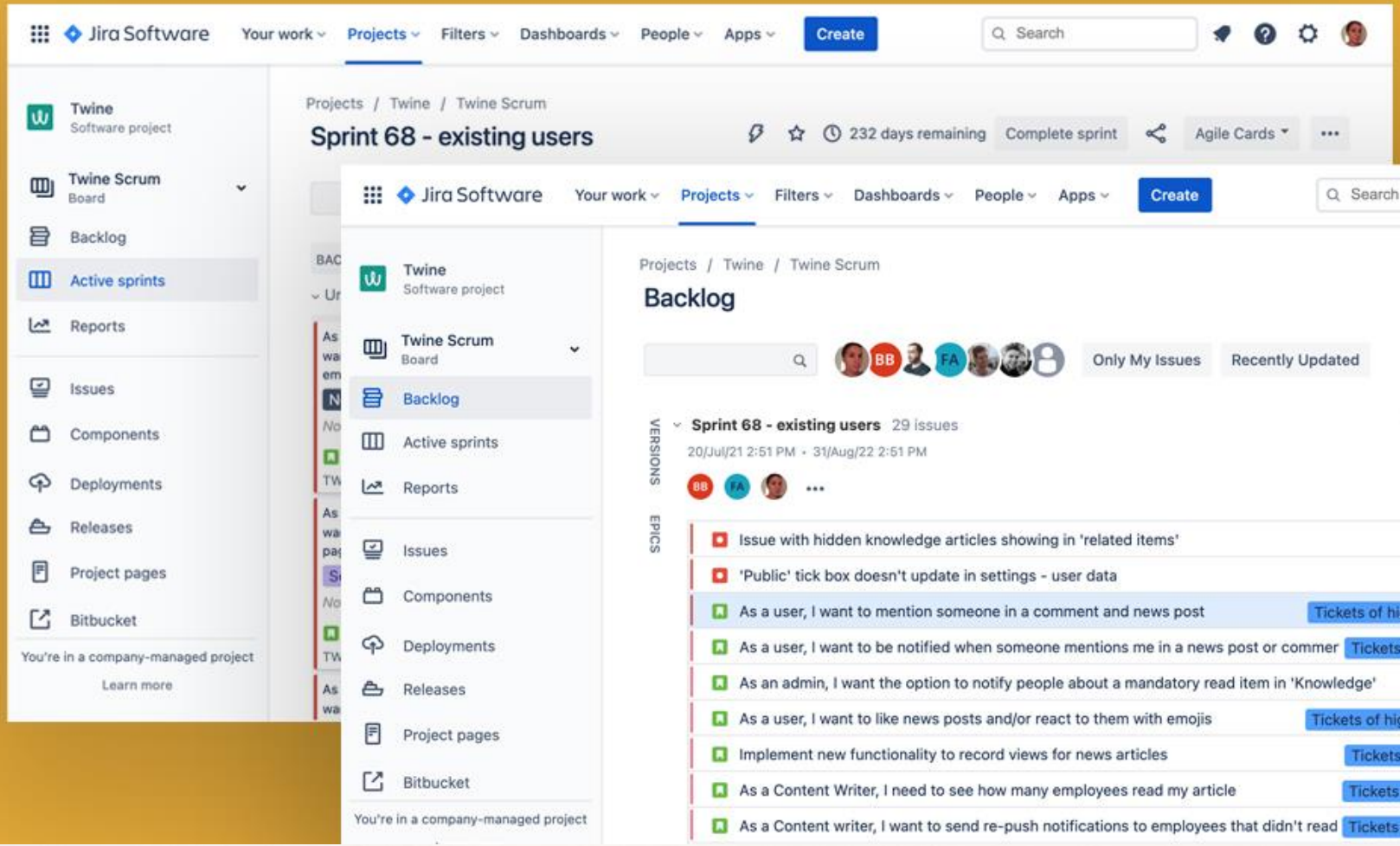
CrUX on BigQuery, CrUX API, PSI API, web-vitals.js **Lighthouse-CI**

1. Use CrUX on BigQuery, CrUX API, PSI API and web-vitals.js to automate a website's real user data collection, to power custom dashboards and build alerting systems.
2. Use Lighthouse-CI to automate lab tests and prevent regressions.

web.dev/vitals-tools-workflow/

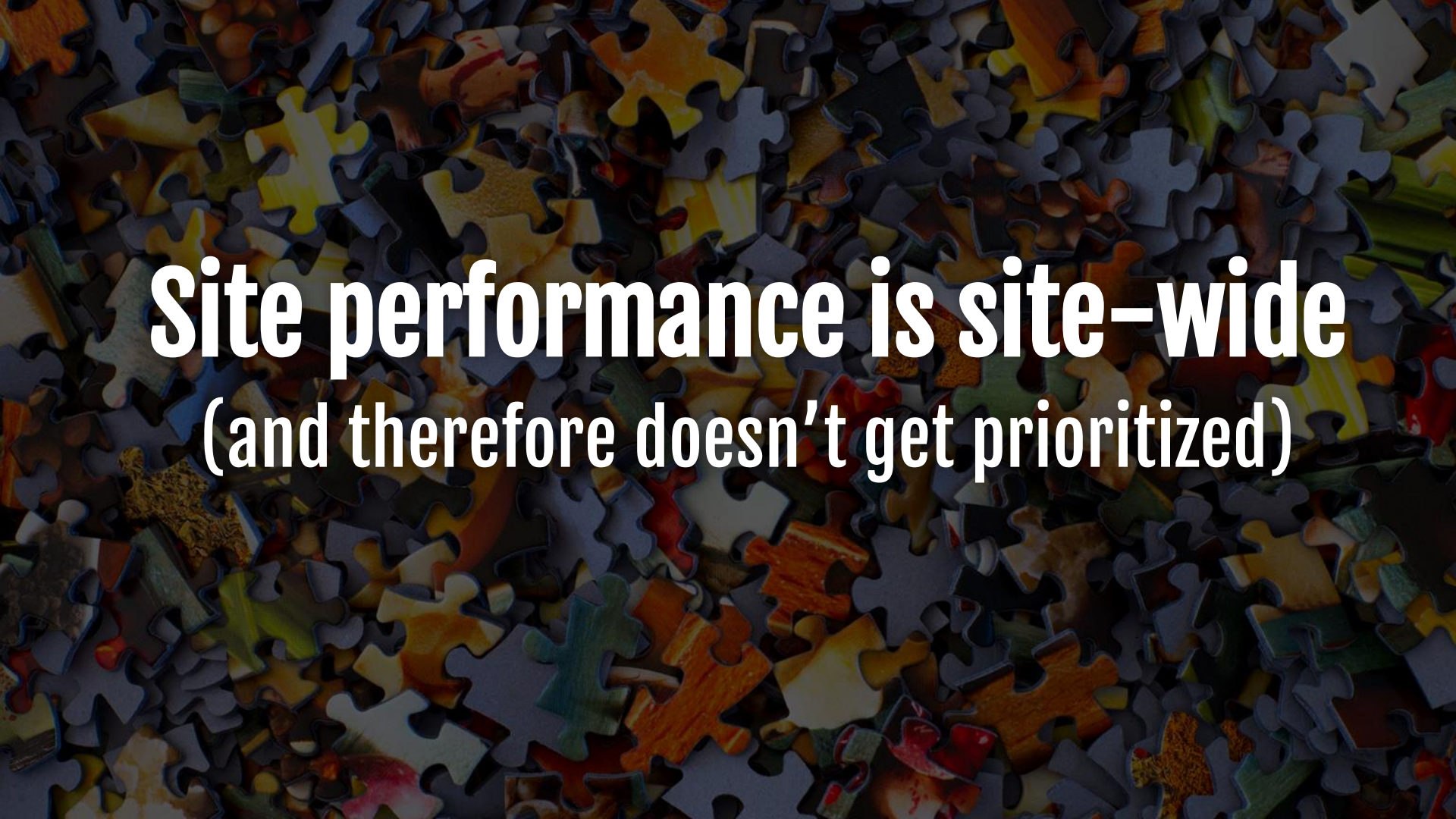

So, aren’t these are
all solved problems?

What happens in a
real world scenario?


Jira Software
Your work
Projects
Filters
Dashboards
People
Apps
Create
Search
Twine
Software project
Twine Scrum
Board
Backlog
Active sprints
Reports
Issues
Components
Deployments
Releases
Project pages
Bitbucket
You're in a company-managed project
Learn more
Projects / Twine / Twine Scrum
Sprint 68 - existing users
232 days remaining
Complete sprint
Agile Cards
Jira Software
Your work
Projects
Filters
Dashboards
People
Apps
Create
Search
Twine
Software project
Twine Scrum
Board
Backlog
Active sprints
Reports
Issues
Components
Deployments
Releases
Project pages
Bitbucket
You're in a company-managed project
Projects / Twine / Twine Scrum
Backlog
Share
Only My Issues
Recently Updated
VERSIONS
EPICS
Sprint 68 - existing users 29 issues
20/Jul/21 2:51 PM - 31/Aug/22 2:51 PM
Plan spri
Issue with hidden knowledge articles showing in 'related items'
Knowledge
TWN-35
'Public' tick box doesn't update in settings - user data
People
TWN-35
As a user, I want to mention someone in a comment and news post
Tickets of high import...
TWN-35
As a user, I want to be notified when someone mentions me in a news post or commer
Tickets of high import...
TWN-35
As an admin, I want the option to notify people about a mandatory read item in 'Knowledge'
Notifications
TWN-26
As a user, I want to like news posts and/or react to them with emojis
Tickets of high import...
TWN-35
Implement new functionality to record views for news articles
Tickets of high import...
TWN-35
As a Content Writer, I need to see how many employees read my article
Tickets of high import...
TWN-35
As a Content writer, I want to send re-push notifications to employees that didn't read
Tickets of high import...
TWN-35

Maybe the wrong people (or nobody) own this?

Start with a
business case


Site performance is site-wide
(and therefore doesn't get prioritized)

Align with company values / goals
Environment (greener)
Cost Saving
Inclusivity
Profitability
Agility / Velocity

e.g., CO2 impact

CO2 impact x pageviews
= number of trees to plant to offset
28,000
trees!

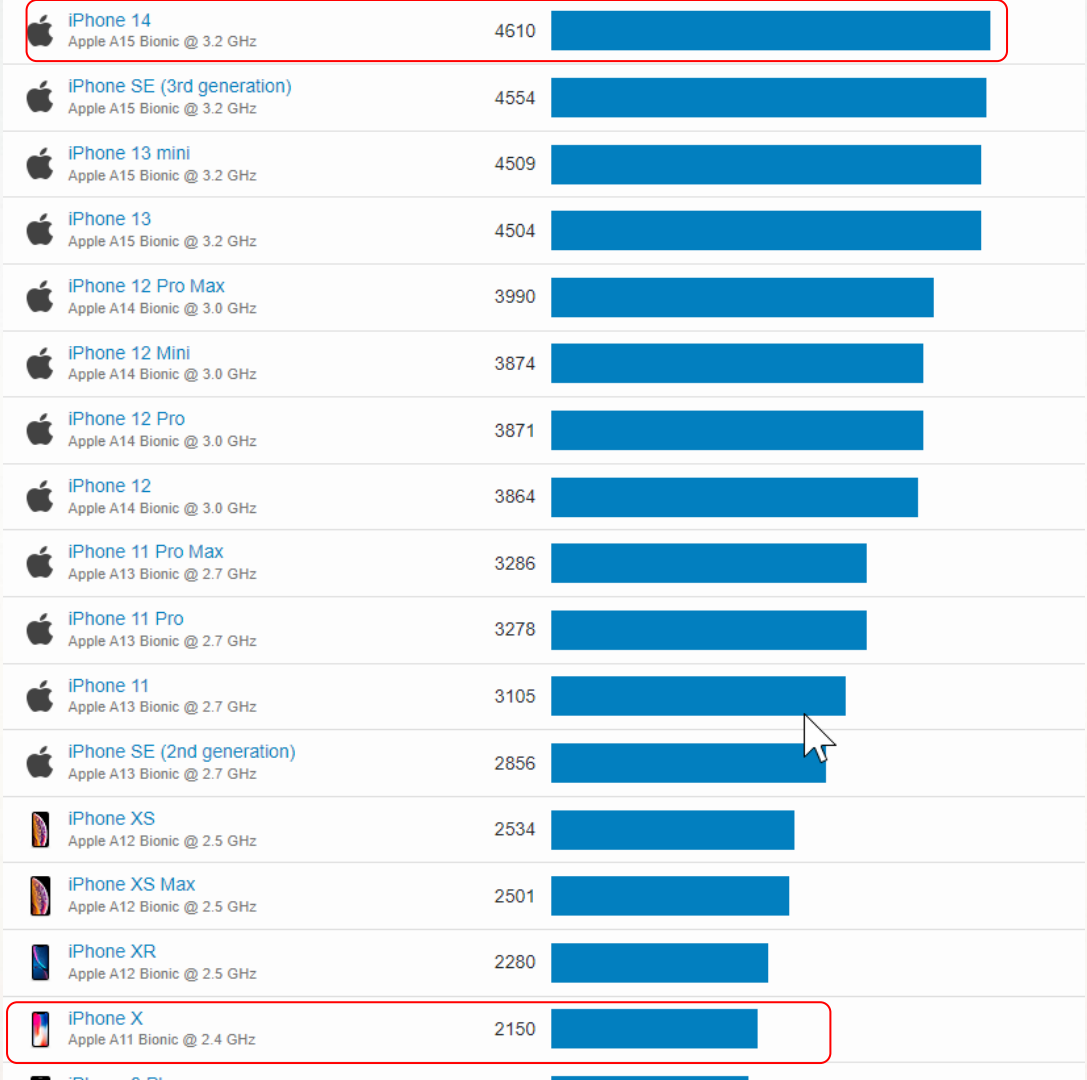
or cost saving

Page transfer size
x number of requests
x $

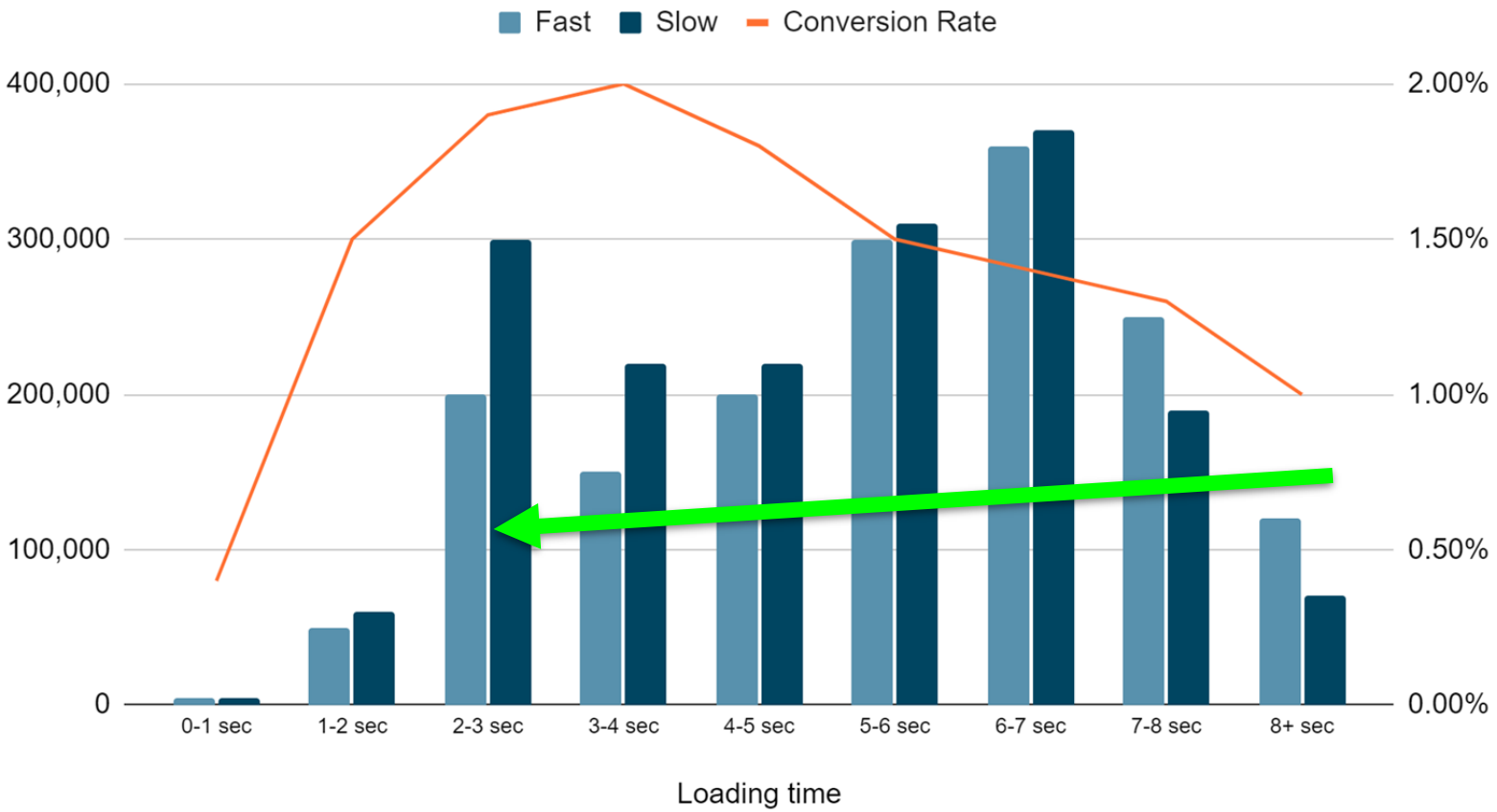
and code quality...

Optimised code leads to:
Fewer errors
Easier a/b testing
faster development (velocity)
Easier to scale development resources

And don’t forget
about device tax...


iPhone 14
Apple A15 Bionic @ 3.2 GHz
4610
iPhone SE (3rd generation)
Apple A15 Bionic @ 3.2 GHz
4554
iPhone 13 mini
Apple A15 Bionic @ 3.2 GHz
4509
iPhone 13
Apple A15 Bionic @ 3.2 GHz
4504
iPhone 12 Pro Max
Apple A14 Bionic @ 3.0 GHz
3990
iPhone 12 Mini
Apple A14 Bionic @ 3.0 GHz
3874
iPhone 12 Pro
Apple A14 Bionic @ 3.0 GHz
3871
iPhone 12
Apple A14 Bionic @ 3.0 GHz
3864
iPhone 11 Pro Max
Apple A13 Bionic @ 2.7 GHz
3286
iPhone 11 Pro
Apple A13 Bionic @ 2.7 GHz
3278
iPhone 11
Apple A13 Bionic @ 2.7 GHz
3105
iPhone SE (2nd generation)
Apple A13 Bionic @ 2.7 GHz
2856
iPhone XS
Apple A12 Bionic @ 2.5 GHz
2534
iPhone XS Max
Apple A12 Bionic @ 2.5 GHz
2501
iPhone XR
Apple A12 Bionic @ 2.5 GHz
2280
iPhone X
Apple A11 Bionic @ 2.4 GHz
2150

Inclusivity = Device tax or Connection tax


Conversion rate vs site speed, before & after optimization
Fast
Slow
Conversion Rate
400,000
300,000
200,000
100,000
0
2.00%
1.50%
1.00%
0.50%
0.00%
0-1 sec
1-2 sec
2-3 sec
3-4 sec
4-5 sec
5-6 sec
6-7 sec
7-8 sec
8+ sec
Loading time

12 million EUR / per 0.5 second

Manage (control)
stakeholder expectations
You can
be "creative"
with forecasts...

"Quality" isn't a one-off process!
Got a dedicated/ embedded team

CONGRATULATIONS
We’ve made your roadmap for 2024.

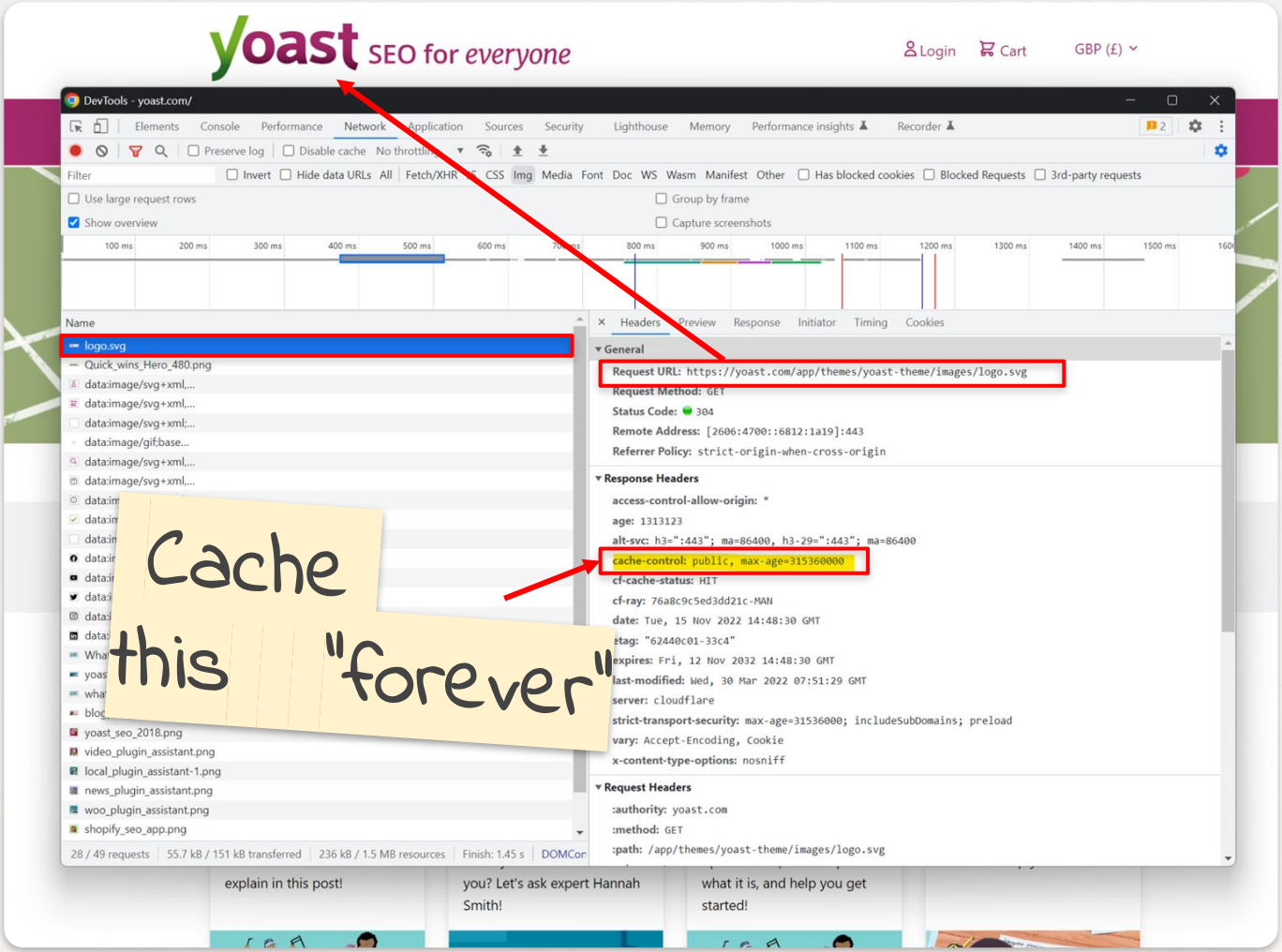
So, where do I start?

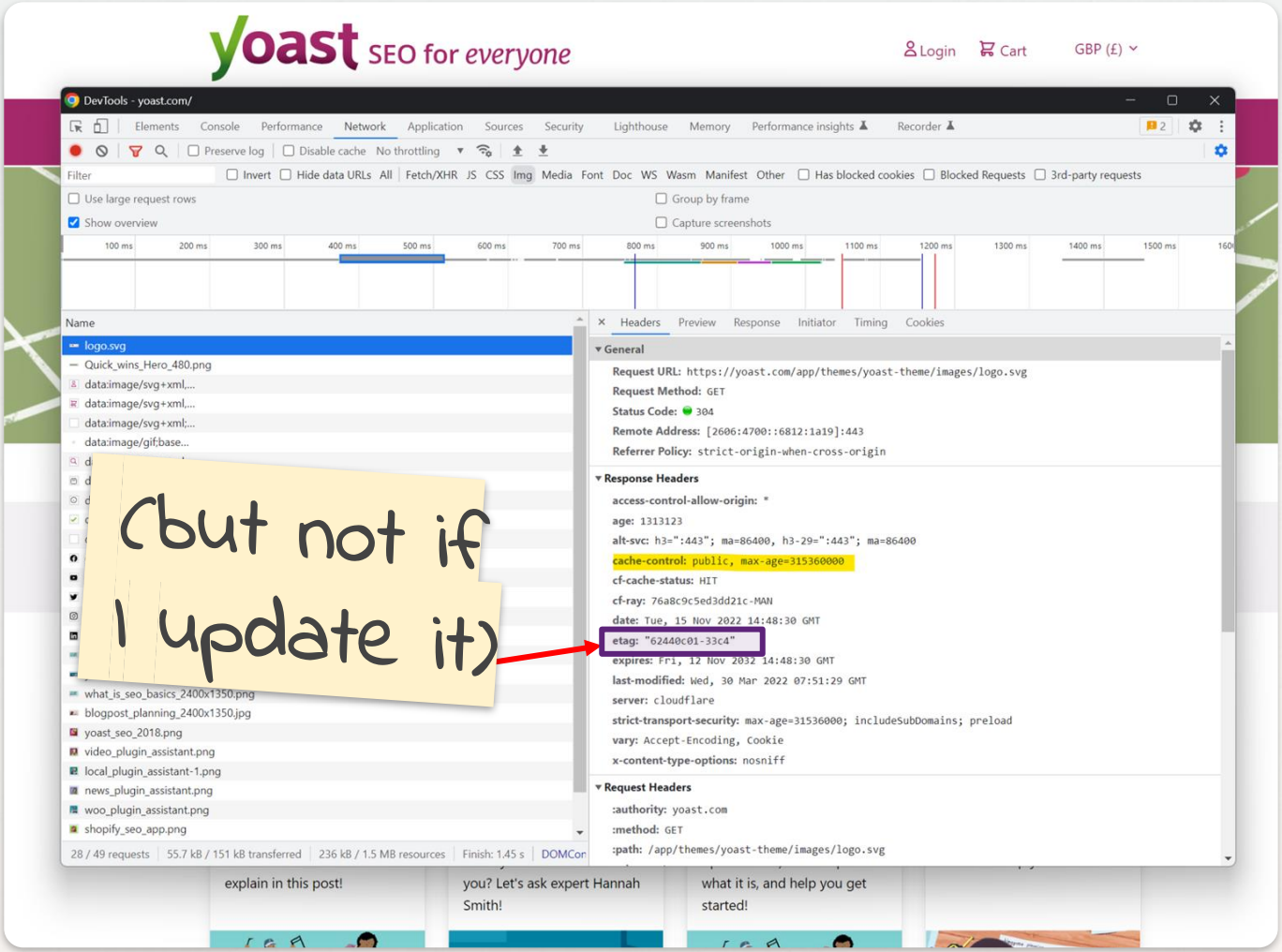
Four tactical focus areas

Code & nerdy stuff coming up!

1. Caching

What’s the fastest way
to load something?


yoast SEO for everyone
Login
Cart
GBP (£)
DevTools - yoast.com/
Elements
Console
Performance
Network
Application
Sources
Security
Lighthouse
Memory
Performance insights
Recorder
Preserve log
Disable cache
Filter
Invert
Hide data URLs
All
Fetch/XHR
CSS
Img
Media
Font
Doc
WS
Wasm
Manifest
Other
Has blocked cookies
Blocked Requests
3rd-party requests
Use large request rows
Group by frame
Show overview
Capture screenshots
Name
logo.svg
Quick_wins_Hero_480.png
yoast_seo_2018.png
video_plugin_assistant.png
local_plugin_assistant-1.png
news_plugin_assistant.png
woo_plugin_assistant.png
shopify_seo_app.png
28 / 49 requests
55.7 kB / 151 kB transferred
236 kB / 1.5 MB resources
Finish: 1.45 s
Headers
Preview
Response
Initiator
Timing
Cookies
General
Request URL: https://yoast.com/app/themes/yoast-theme/images/logo.svg
Request Method: GET
Status Code: 304
Remote Address: [2606:4700::6812:1a19]:443
Referrer Policy: strict-origin-when-cross-origin
Response Headers
access-control-allow-origin: *
age: 1313123
alt-svc: h3=":443"; ma=86400, h3-29=":443"; ma=86400
cache-control: public, max-age=315360000
cf-cache-status: HIT
cf-ray: 76a8c9c5ed3dd21c-MAN
date: Tue, 15 Nov 2022 14:48:30 GMT
etag: "62440c01-33c4"
expires: Fri, 12 Nov 2032 14:48:30 GMT
last-modified: Wed, 30 Mar 2022 07:51:29 GMT
server: cloudflare
strict-transport-security: max-age=31536000; includeSubDomains; preload
vary: Accept-Encoding, Cookie
x-content-type-options: nosniff
Request Headers
:authority: yoast.com
:method: GET
:path: /app/themes/yoast-theme/images/logo.svg
Cache this "forever"
explain in this post!
you? Let's ask expert Hannah Smith!
what it is, and help you get started!


yoast SEO for everyone
Login
Cart
GBP (£)
DevTools - yoast.com/
Elements
Console
Performance
Network
Application
Sources
Security
Lighthouse
Memory
Performance insights
Recorder
Preserve log
Disable cache
No throttling
Filter
Invert
Hide data URLs
All
Fetch/XHR
JS
CSS
Img
Media
Font
Doc
WS
Wasm
Manifest
Other
Has blocked cookies
Blocked Requests
3rd-party requests
Use large request rows
Group by frame
Show overview
Capture screenshots
100 ms
200 ms
300 ms
400 ms
500 ms
600 ms
700 ms
800 ms
900 ms
1000 ms
1100 ms
1200 ms
1300 ms
1400 ms
1500 ms
Name
logo.svg
Quick_wins_Hero_480.png
data:image/svg+xml,...
data:image/svg+xml,...
data:image/svg+xml;...
data:image/gif;base...
what_is_seo_basics_2400x1350.png
blogpost_planning_2400x1350.jpg
yoast_seo_2018.png
video_plugin_assistant.png
local_plugin_assistant-1.png
news_plugin_assistant.png
woo_plugin_assistant.png
shopify_seo_app.png
28 / 49 requests
55.7 kB / 151 kB transferred
236 kB / 1.5 MB resources
Finish: 1.45 s
Headers
Preview
Response
Initiator
Timing
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Request URL: https://yoast.com/app/themes/yoast-theme/images/logo.svg
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Status Code: 304
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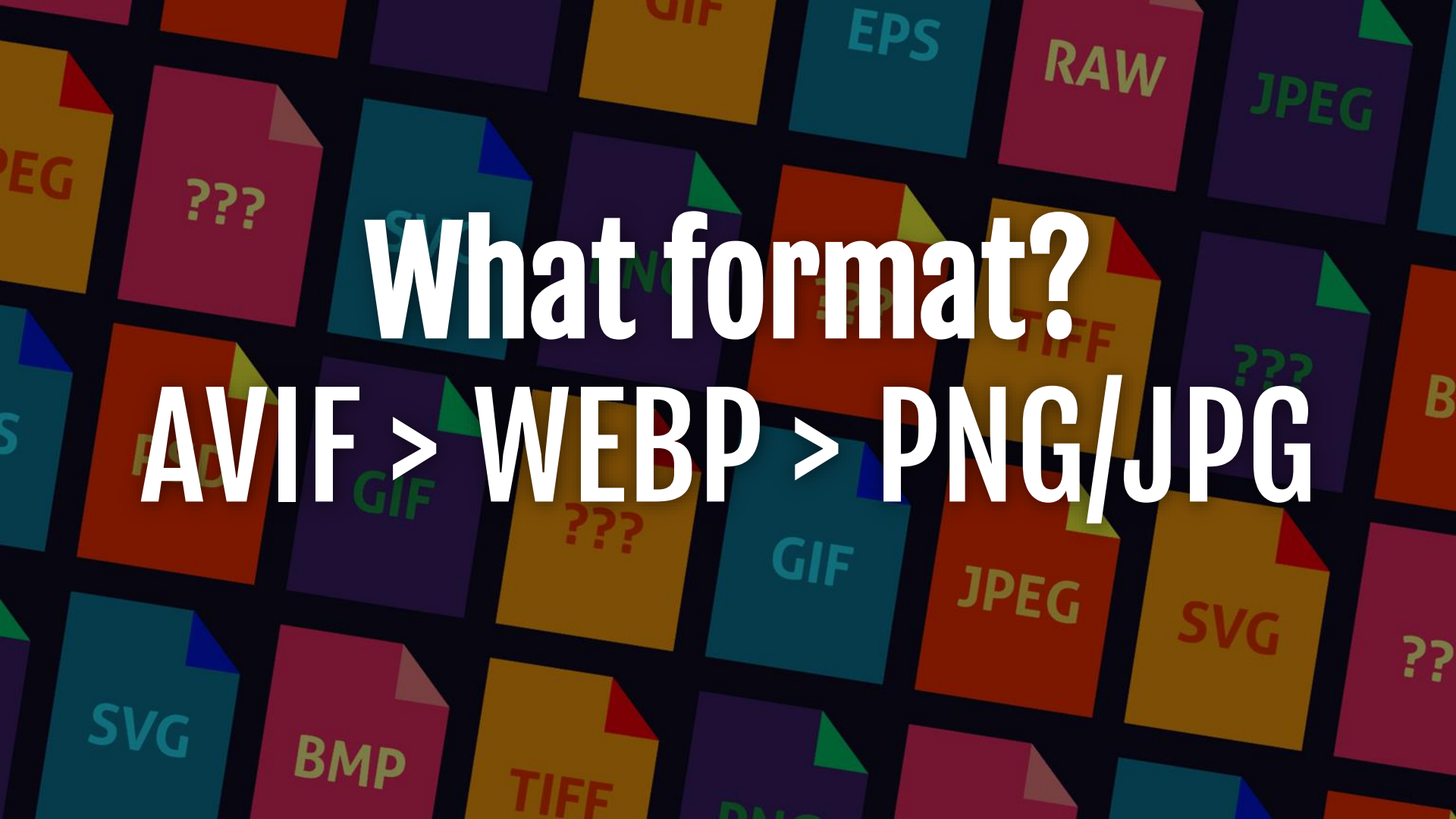
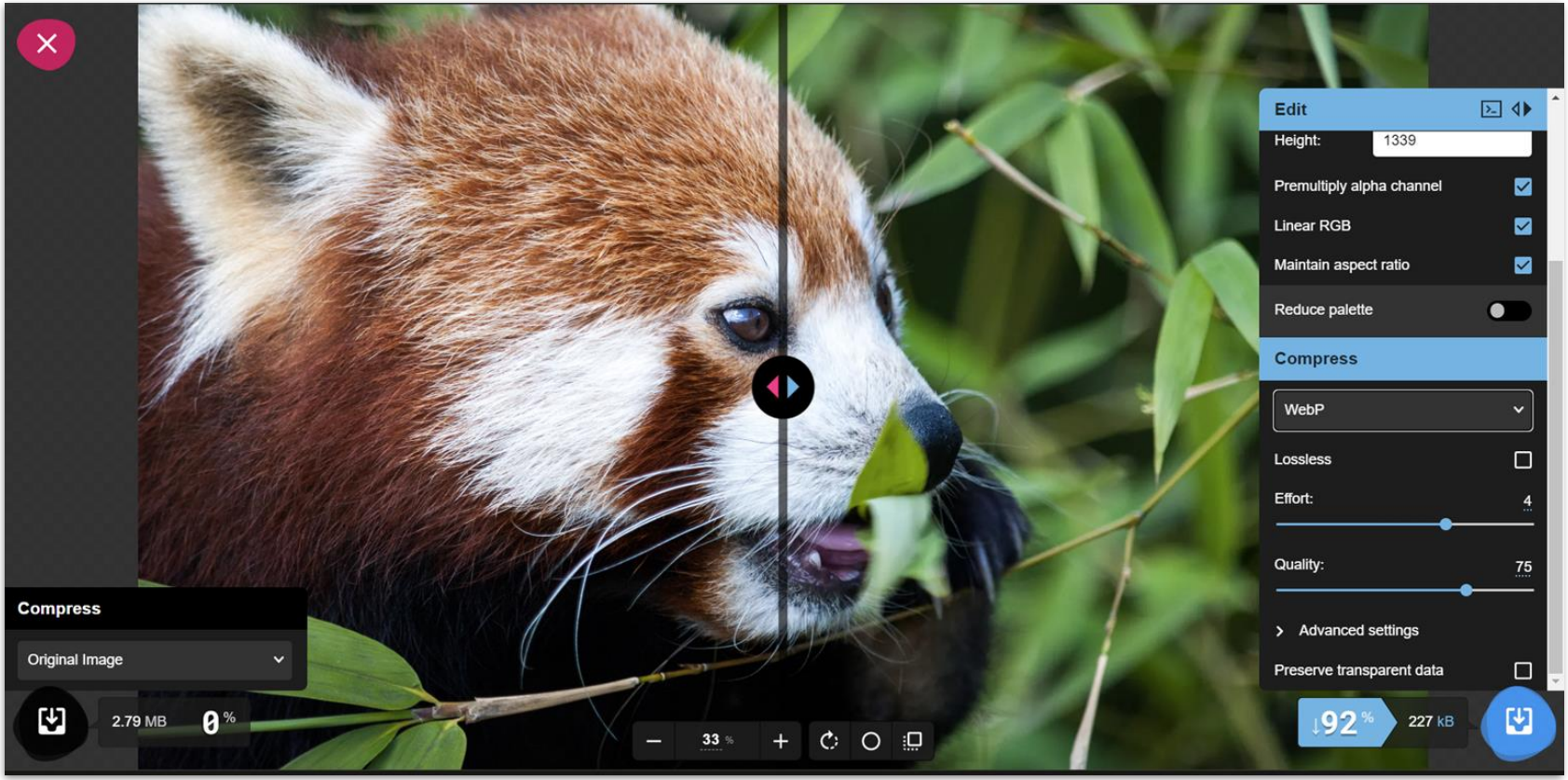
Referrer Policy: strict-origin-when-cross-origin
Response Headers
access-control-allow-origin: *
age: 1313123
alt-svc: h3=":443"; ma=86400, h3-29=":443"; ma=86400
cache-control: public, max-age=315360000
cf-cache-status: HIT
cf-ray: 76a8c9c5ed3dd21c-MAN
date: Tue, 15 Nov 2022 14:48:30 GMT
etag: "62440c01-33c4"
expires: Fri, 12 Nov 2032 14:48:30 GMT
last-modified: Wed, 30 Mar 2022 07:51:29 GMT
server: cloudflare
strict-transport-security: max-age=31536000; includeSubDomains; preload
vary: Accept-Encoding, Cookie
x-content-type-options: nosniff
Request Headers
:authority: yoast.com
:method: GET
:path: /app/themes/yoast-theme/images/logo.svg
(but not if
I update it)
explain in this post!
you? Let's ask expert Hannah Smith!
what it is, and help you get started!

2. Images


What format?
AVIF > WEBP > PNG/JPG



Squoosh.app

3. Fonts

```
<link rel="preconnect" href="https://fonts.gstatic.com">

<link
href="https://fonts.googleapis.com/css2?family=Rubik&displ
ay=swap" rel="stylesheet">
```

Third-party resources = slow

```
<link rel="preload" as="font" type="font/woff2"
href="/fonts/rubik.woff2" fetchpriority="high"/>

<style type="text/css">
@font-face {
  font-family:'Rubik'; src: url('/fonts/rubik.woff2');
}
</style>
```

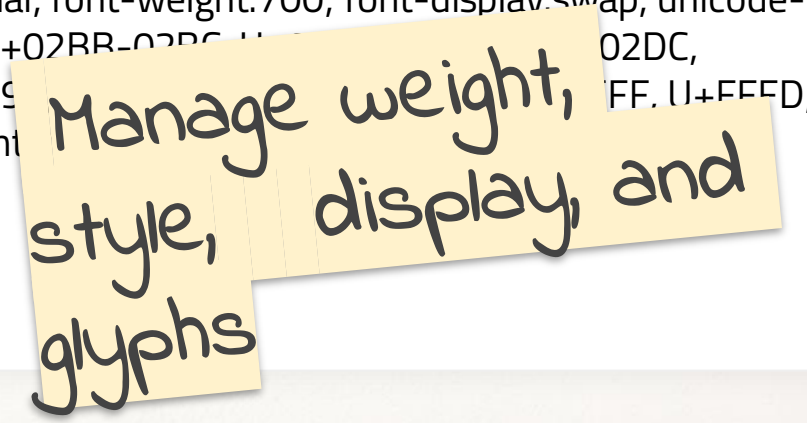
self-hosting = faster
woff2 = faster
fetchpriority = new

```
<style type="text/css">

@font-face { font-family:'Rubik'; font-style:normal; font-weight:400; font-display:swap; unicode-range:U+0000-00FF, U+0131, U+0152-0153, U+02BB-02BC, U+02C6, U+02DA, U+02DC, U+2000-206F, U+2074, U+20AC, U+2122, U+2191, U+2193, U+2212, U+2215, U+FEFF, U+FFFD; src:local('Rubik'), local('Rubik-Regular'), url('/fonts/rubik-latin-400.woff2?ver=1606167081') format('woff2'); }

@font-face { font-family:'Rubik'; font-style:normal; font-weight:700; font-display:swap; unicode-range:U+0000-00FF, U+0131, U+0152-0153, U+02BB-02BC, U+02C6, U+02DA, U+02DC, U+2000-206F, U+2074, U+20AC, U+2122, U+219
src:local('Rubik Bold'), local('Rubik-Bold'), url('/font
format('woff2'); }

</style>
```



4. JavaScript & CSS

<script src="/scripts/example.js" />

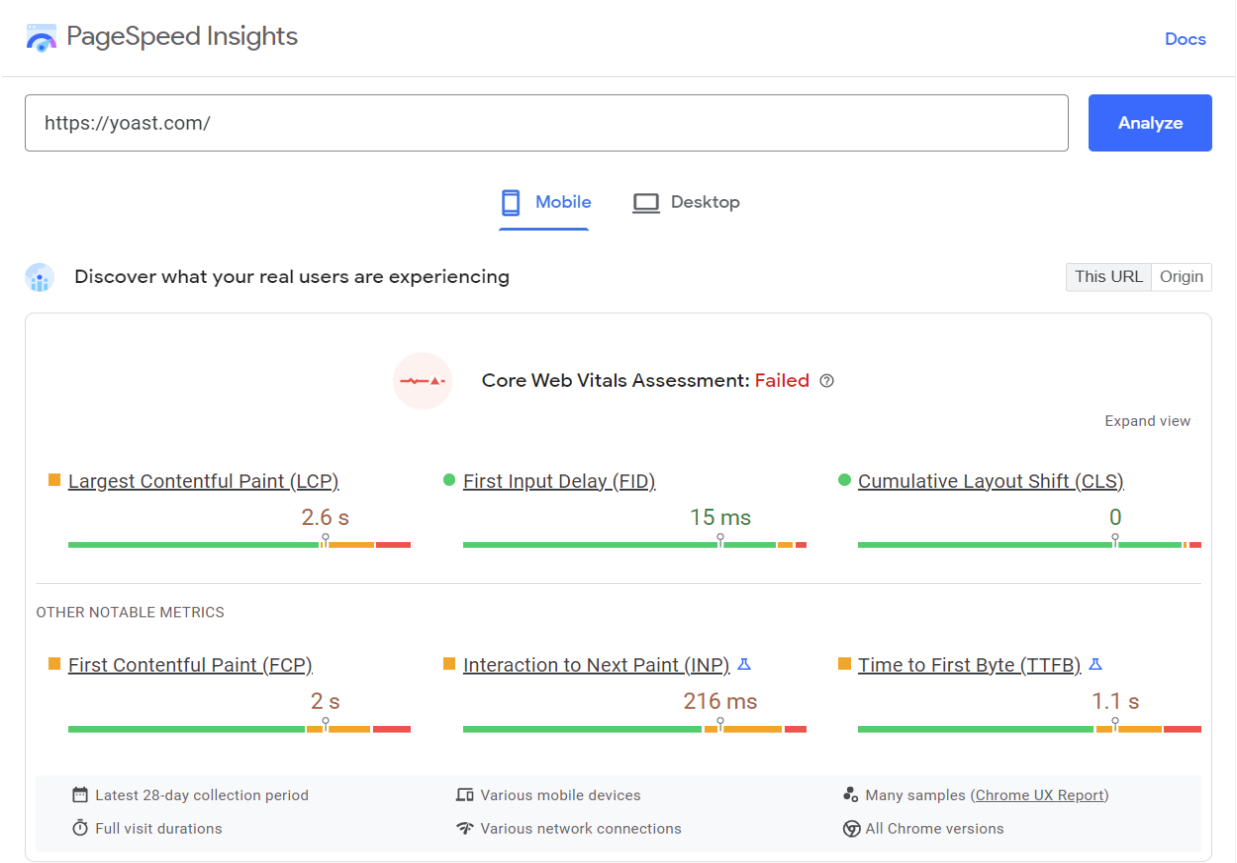
<script async src="/scripts/example.js" />

<script defer src="/scripts/example.js" />

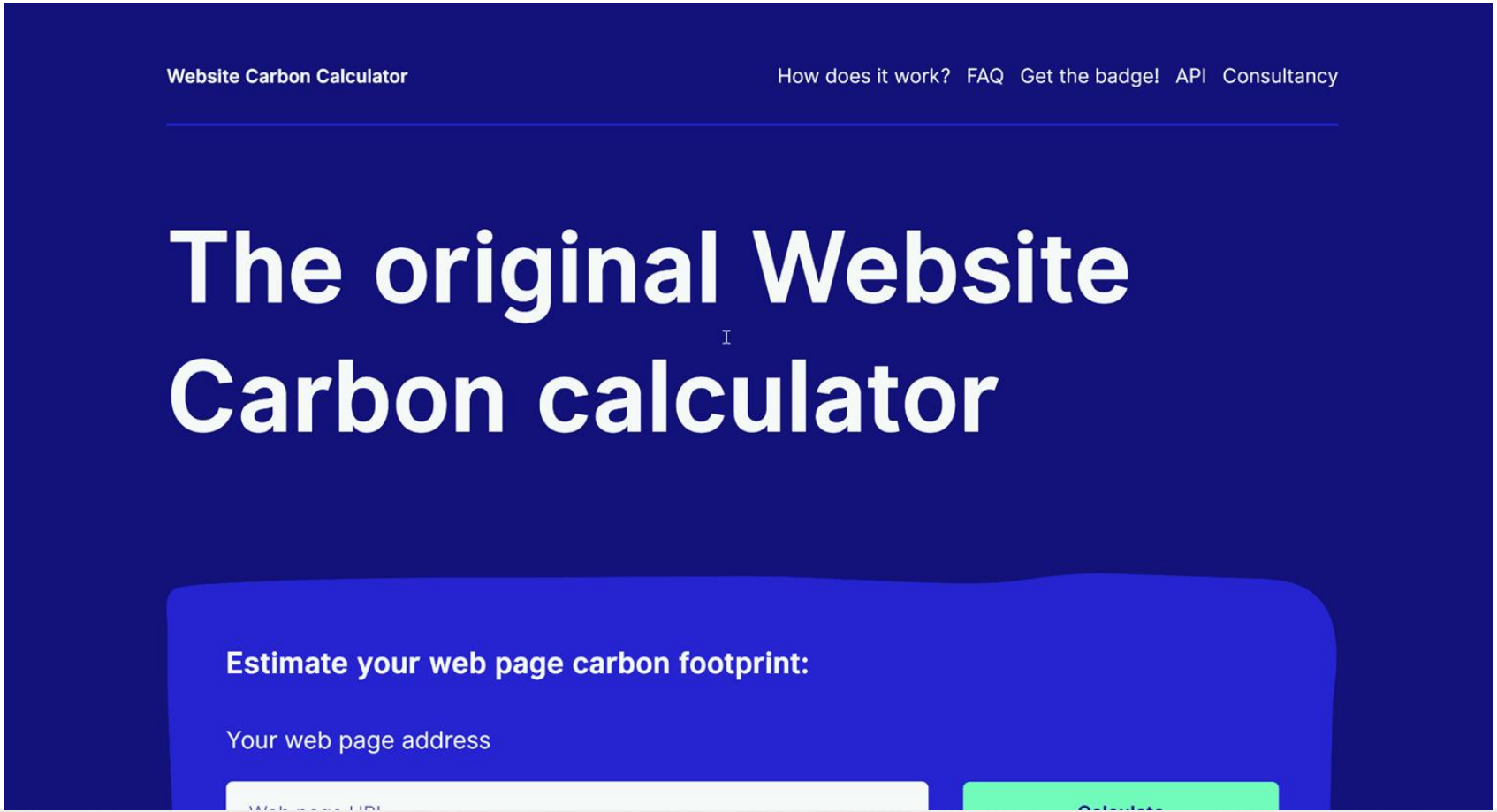
Honestly...
Just use Lighthouse,
then go read web.dev

CONGRATULATIONS
You're at step one.
Your site is no longer *on fire*

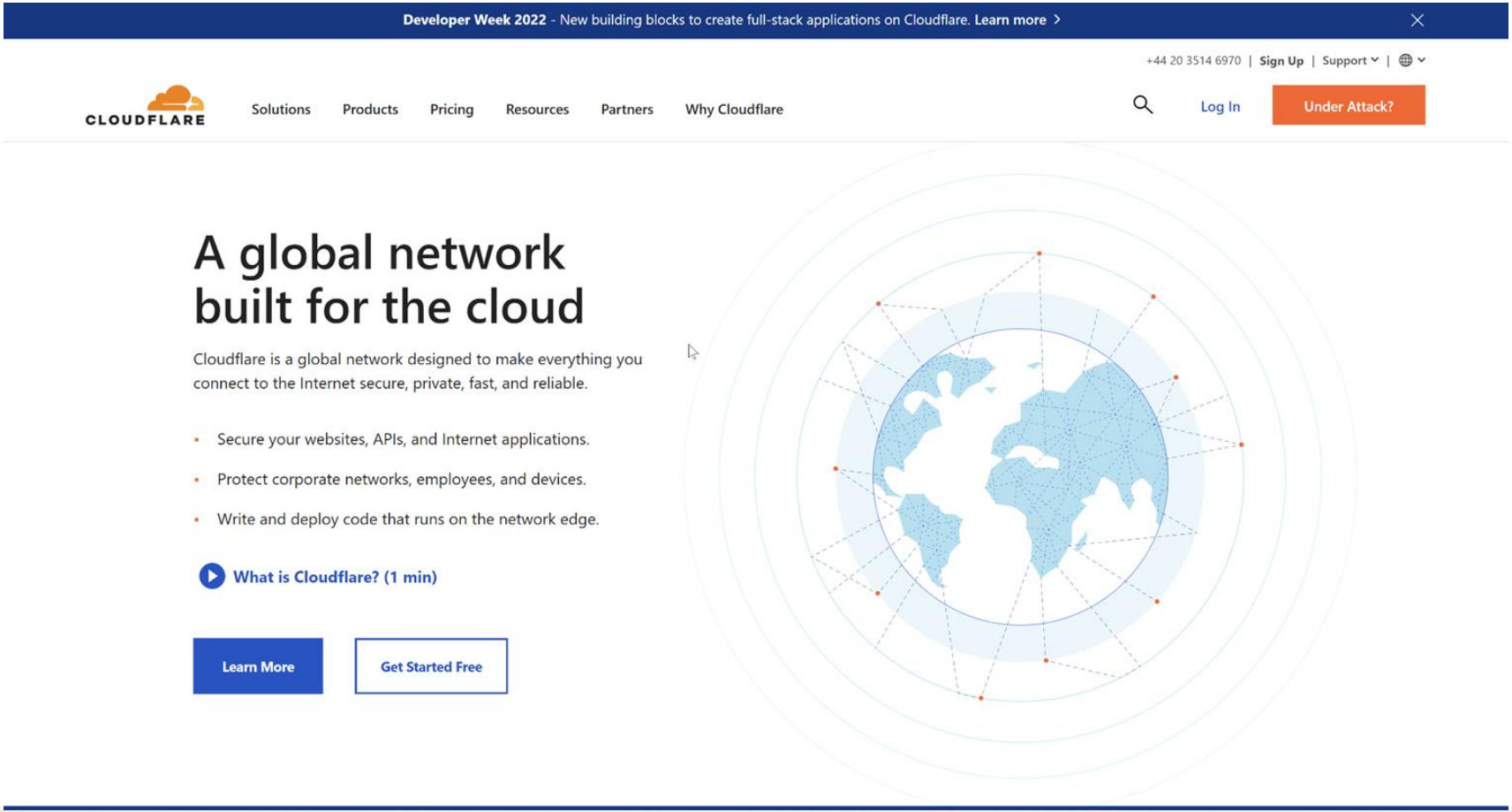
Tools



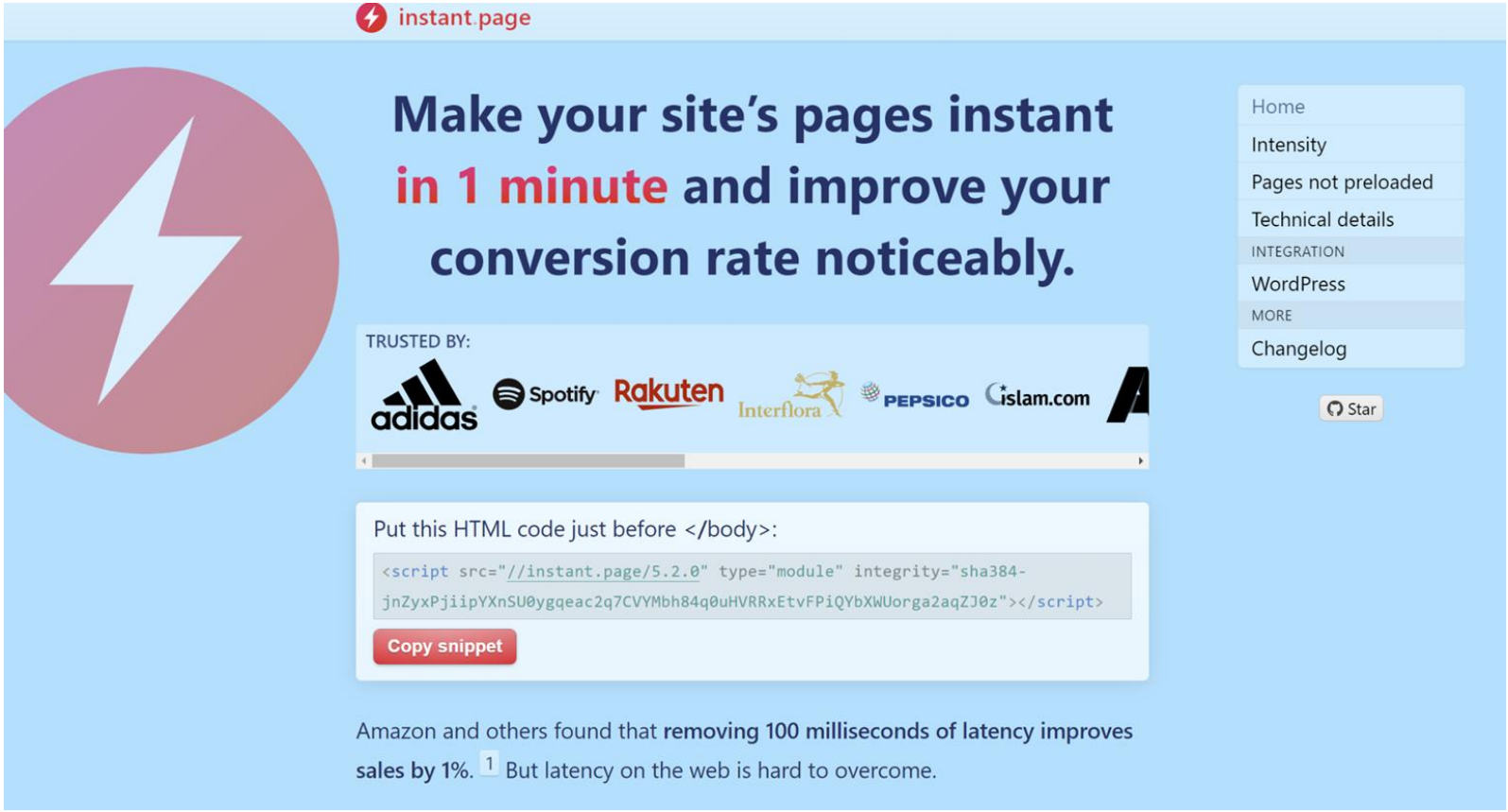
pagespeed.web.dev



websitecarbon.com

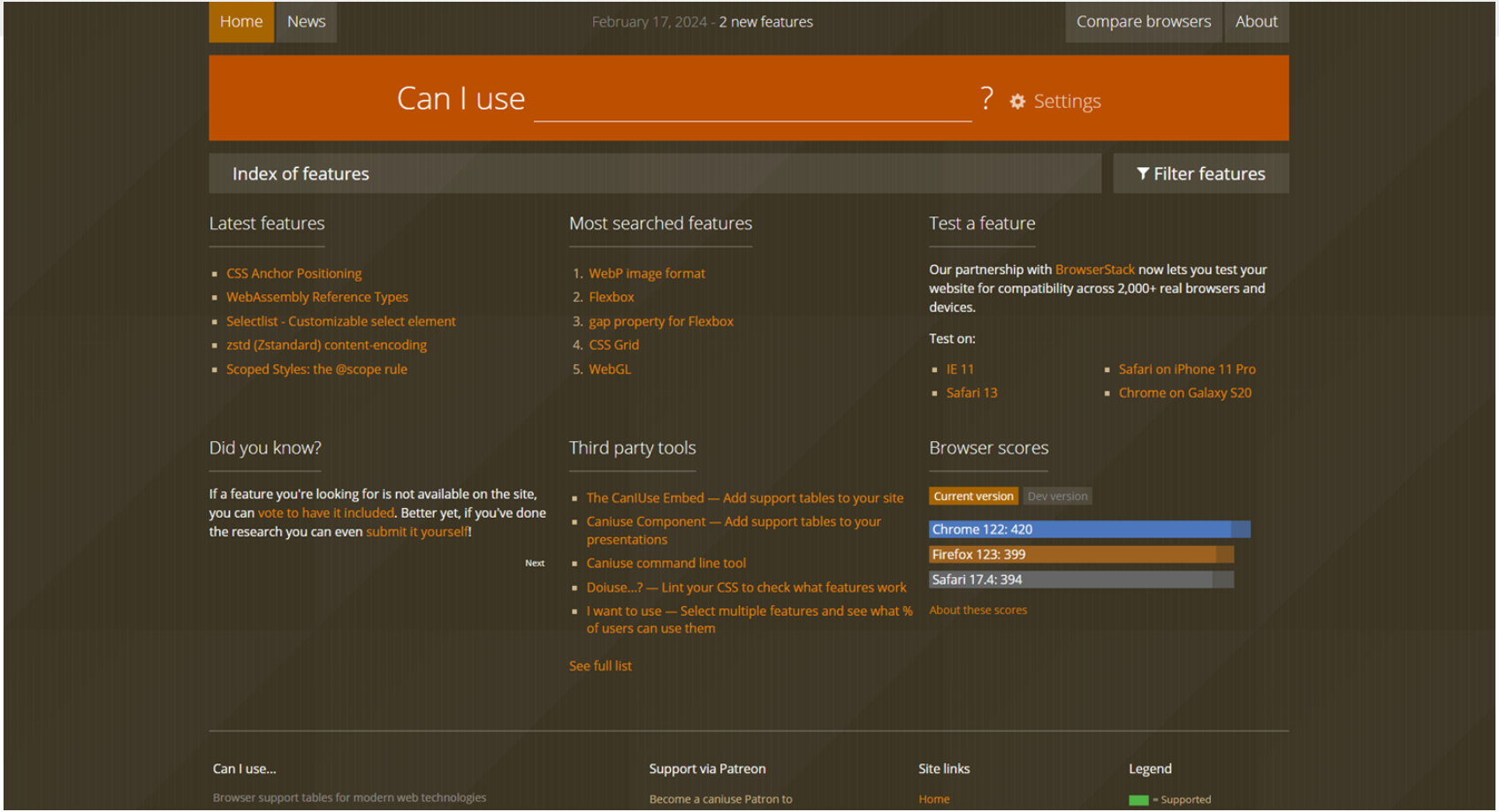


cloudflare.com



instant.page

Squoosh.app


Home
News
February 17, 2024 - 2 new features
Compare browsers
About
Can I use
?
Settings
Index of features
Filter features
Latest features
CSS Anchor Positioning
WebAssembly Reference Types
Selectlist - Customizable select element
zstd (Zstandard) content-encoding
Scoped Styles: the @scope rule
Most searched features
1. WebP image format
2. Flexbox
3. gap property for Flexbox
4. CSS Grid
5. WebGL
Test a feature
Our partnership with BrowserStack now lets you test your website for compatibility across 2,000+ real browsers and devices.
Test on:
IE 11
Safari 13
Safari on iPhone 11 Pro
Chrome on Galaxy S20
Did you know?
If a feature you're looking for is not available on the site, you can vote to have it included. Better yet, if you've done the research you can even submit it yourself!
Next
Third party tools
The CanIUse Embed — Add support tables to your site
Caniuse Component — Add support tables to your presentations
Caniuse command line tool
Doiuse...? — Lint your CSS to check what features work
I want to use — Select multiple features and see what % of users can use them
See full list
Browser scores
Current version
Dev version
Chrome 122: 420
Firefox 123: 399
Safari 17.4: 394
About these scores
Can I use...
Browser support tables for modern web technologies
Support via Patreon
Become a caniuse Patron to
Site links
Home
Legend
= Supported

caniuse.com

Partytown Beta

INTRODUCTION

How Does It Work?

Trade-Offs

Browser Support

GETTING STARTED

Overview

Partytown Scripts

Copy Library Files

Atomics

Distribution

INTEGRATIONS

Angular

Astro

Gatsby

HTML

NextJS

Nuxt

React

Remix

Shopify

Run Third-Party Scripts From A Web Worker

Partytown is a lazy-loaded library to help relocate resource intensive scripts into a web worker, and off of the main thread. Its goal is to help speed up sites by dedicating the main thread to your code, and offloading third-party scripts to a web worker.

Even with a fast and highly tuned website following all of today's best practices, it's all too common for your performance wins to be erased the moment third-party scripts are added. By third-party scripts we mean code that is embedded within your site, but not directly under your control. A few examples include: analytics, metrics, ads, A/B testing, trackers, etc.

Partytown is maintained by Builder.io and is currently in Beta.

Smashing Magazine: How Partytown Eliminates Website Bloat From Third-Party Scripts

Goals

We set out to solve this situation, so that apps of all sizes will be able to continue to use third-party scripts without the performance hit. Some of Partytown's goals include:

- Free up main thread resources to be used only for the primary web app execution.
- Sandbox third-party scripts and allow or deny their access to main thread APIs.
- Isolate long-running tasks within the web worker thread.
- Reduce layout thrashing coming from third-party scripts by batching DOM setters/getter into group updates.

ON THIS PAGE

Overview

Goals

Web Workers

Negative Impacts from Third-Party Scripts

Use-Cases

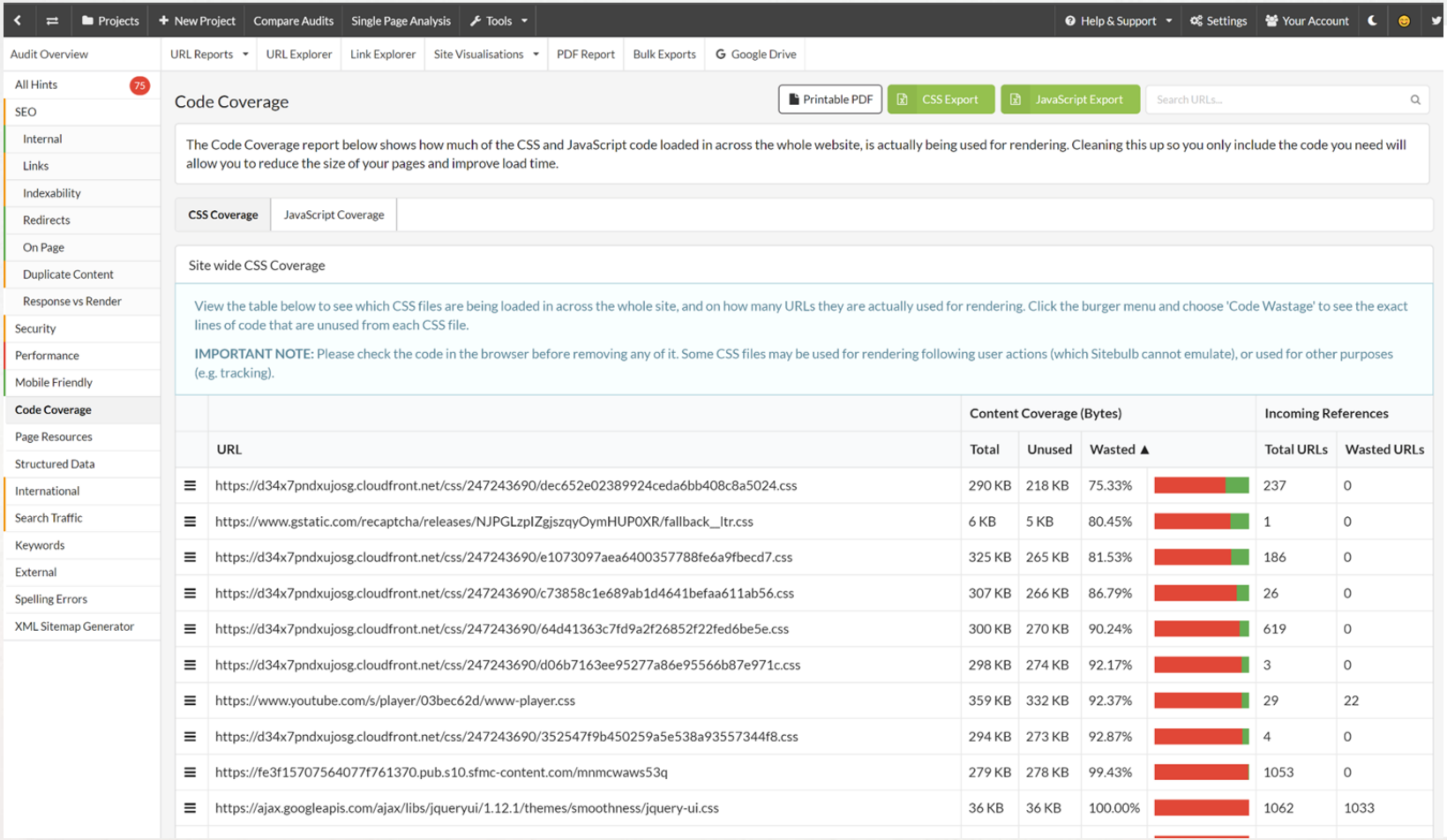
"Ready to Party" Plugins / Libraries

Articles

Edit this page

Table of Contents

partytown.builder.io



sitebulb.com

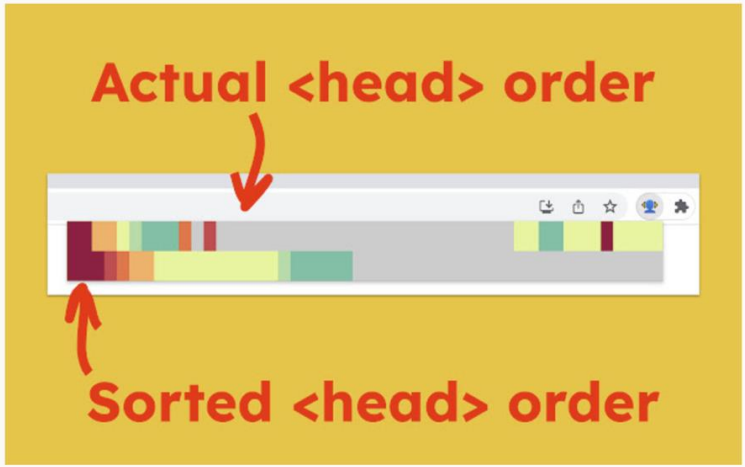
Capo: get your <head> in order

rviscomi.dev

★★★★★ 1 | Developer Tools | 1,000+ users

Remove from Chrome

Overview | Privacy practices | Reviews | Support | Related



GAME 0412