

Performance Report for: <https://www.bigcommerce.com/>

Report generated: Thu, May 23, 2019 9:23 PM -0500
 Test Server Region: Dallas, USA
 Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8

| | | | | |
|-------------------------------------|---------------------------------|-------------------------------------|------------------------------------|--------------------------|
| PageSpeed Score F (46%) ▾ | YSlow Score F (49%) ▾ | Fully Loaded Time 11.3s ▾ | Total Page Size 3.79MB ▾ | Requests 310 ▾ |
|-------------------------------------|---------------------------------|-------------------------------------|------------------------------------|--------------------------|

Top 5 Priority Issues

| | | | | |
|------------------------------------|--------|------------------|---------|------|
| Minimize redirects | F (0) | ▾ AVG SCORE: 90% | CONTENT | HIGH |
| Leverage browser caching | F (0) | ▾ AVG SCORE: 61% | SERVER | HIGH |
| Serve scaled images | F (28) | ▾ AVG SCORE: 71% | IMAGES | HIGH |
| Defer parsing of JavaScript | D (63) | ▾ AVG SCORE: 72% | JS | HIGH |
| Enable gzip compression | C (73) | ▾ AVG SCORE: 87% | SERVER | HIGH |

How does this affect me?

Studies show that users leave a site if it hasn't loaded in 4 seconds; keep your users happy and engaged by providing a fast performing website.

As if you didn't need more incentive, **Google has announced that they are using page speed in their ranking algorithm.**

About GTmetrix

We can help you develop a faster, more efficient, and all-around improved website experience for your users. We use Google PageSpeed and Yahoo! YSlow to grade your site's performance and provide actionable recommendations to fix these issues.

About the Developer



GTmetrix is developed by the good folks at **GT.net**, a Vancouver-based performance hosting company with over 23 years experience in web technology.

<https://gt.net/>

What do these grades mean?

This report is an analysis of your site with Google and Yahoo!'s metrics for how to best develop a site for optimized speed. The **grades you see represent** how well the scanned URL adheres to those rules.

Lower grades (C or lower) mean that the page can stand to be faster using better practices and optimizing your settings.

What's in this report?

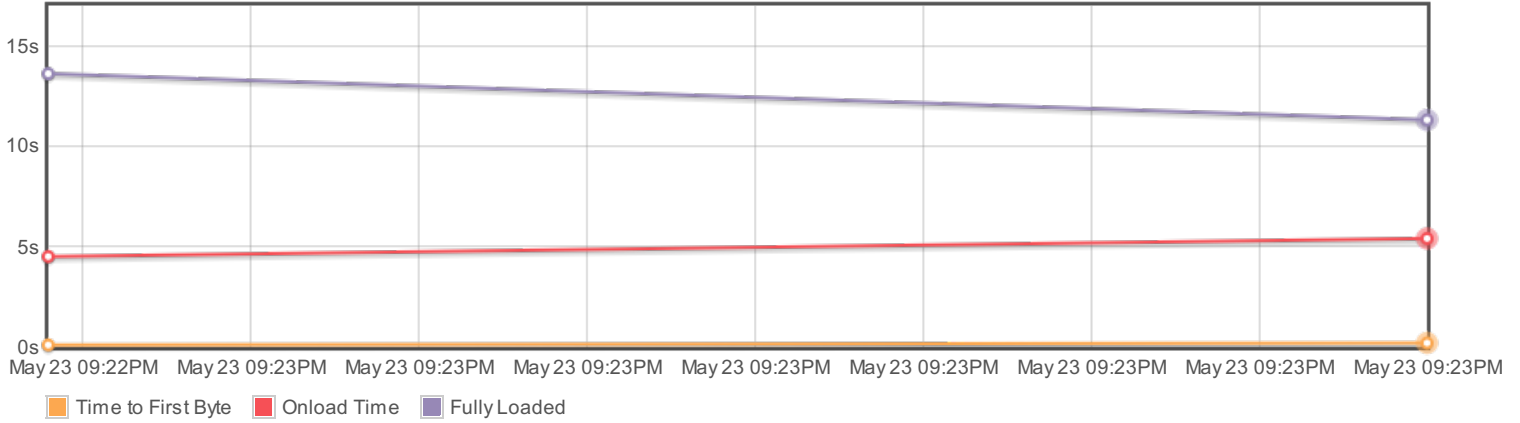
This report covers basic to technical analyses on your page. It is categorized under many headings:

- **Executive:** Overall score information and Priority Issues
- **History:** Graphed history of past performance
- **Waterfall:** Graph of your site's loading timeline
- **Technical:** In-depth PageSpeed & YSlow information

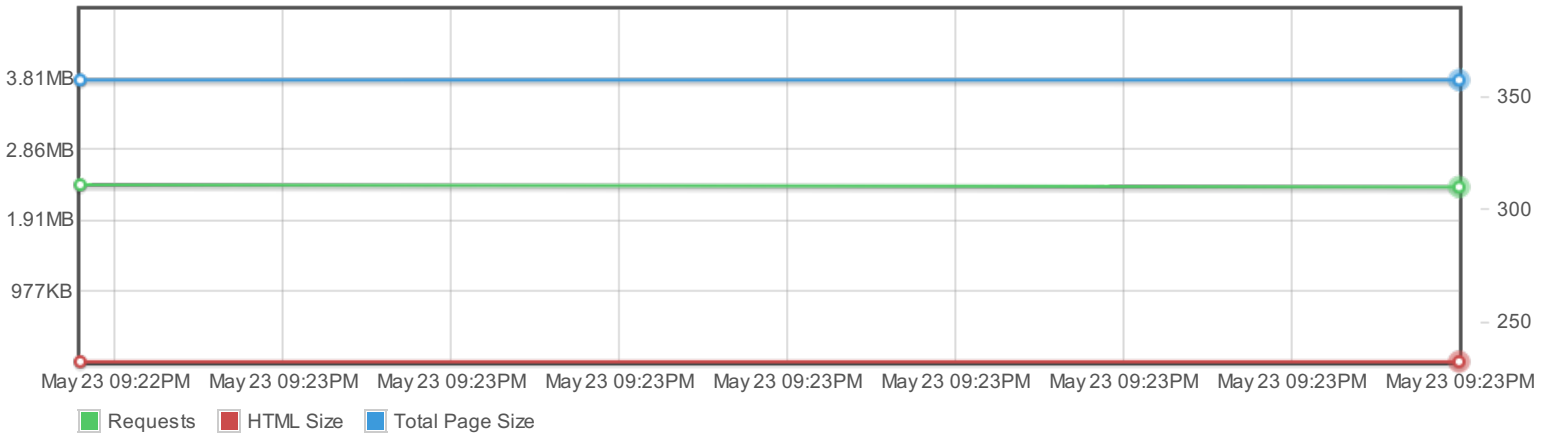
These will provide you with a snapshot of your performance.

History

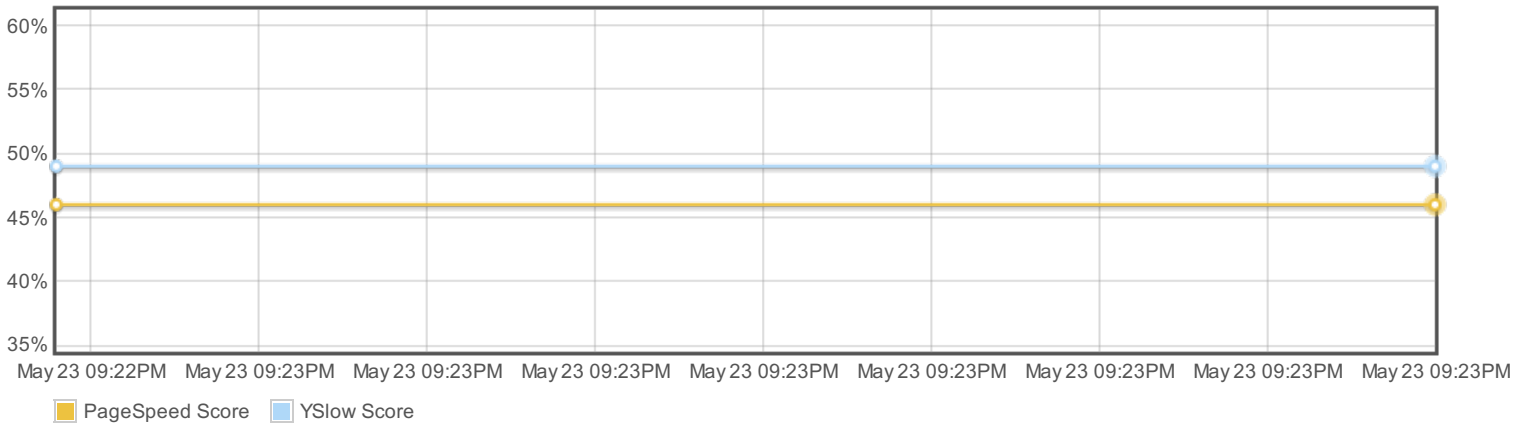
Page load times



Page sizes and request counts



PageSpeed and YSlow scores

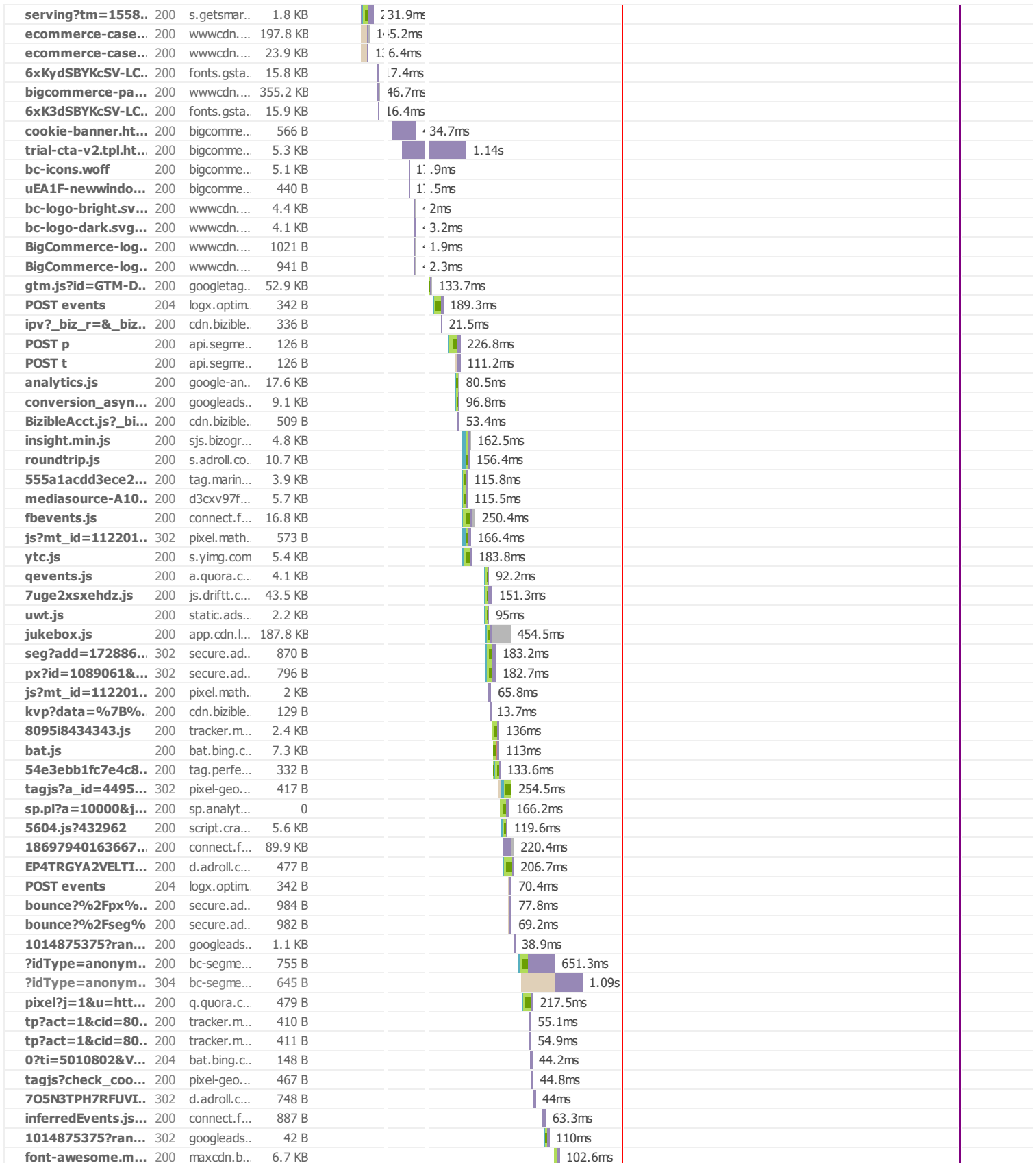


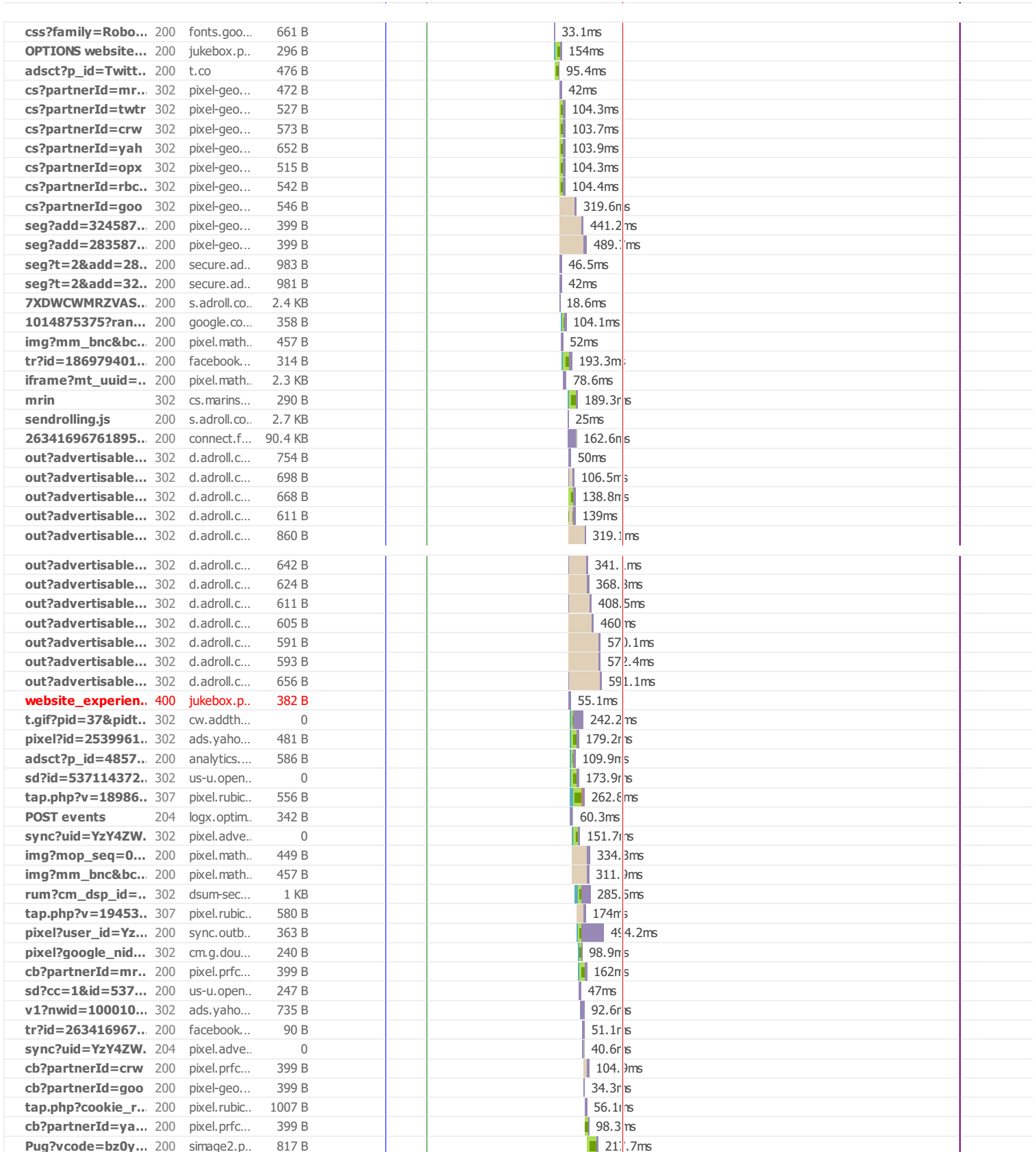
Waterfall Chart

The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

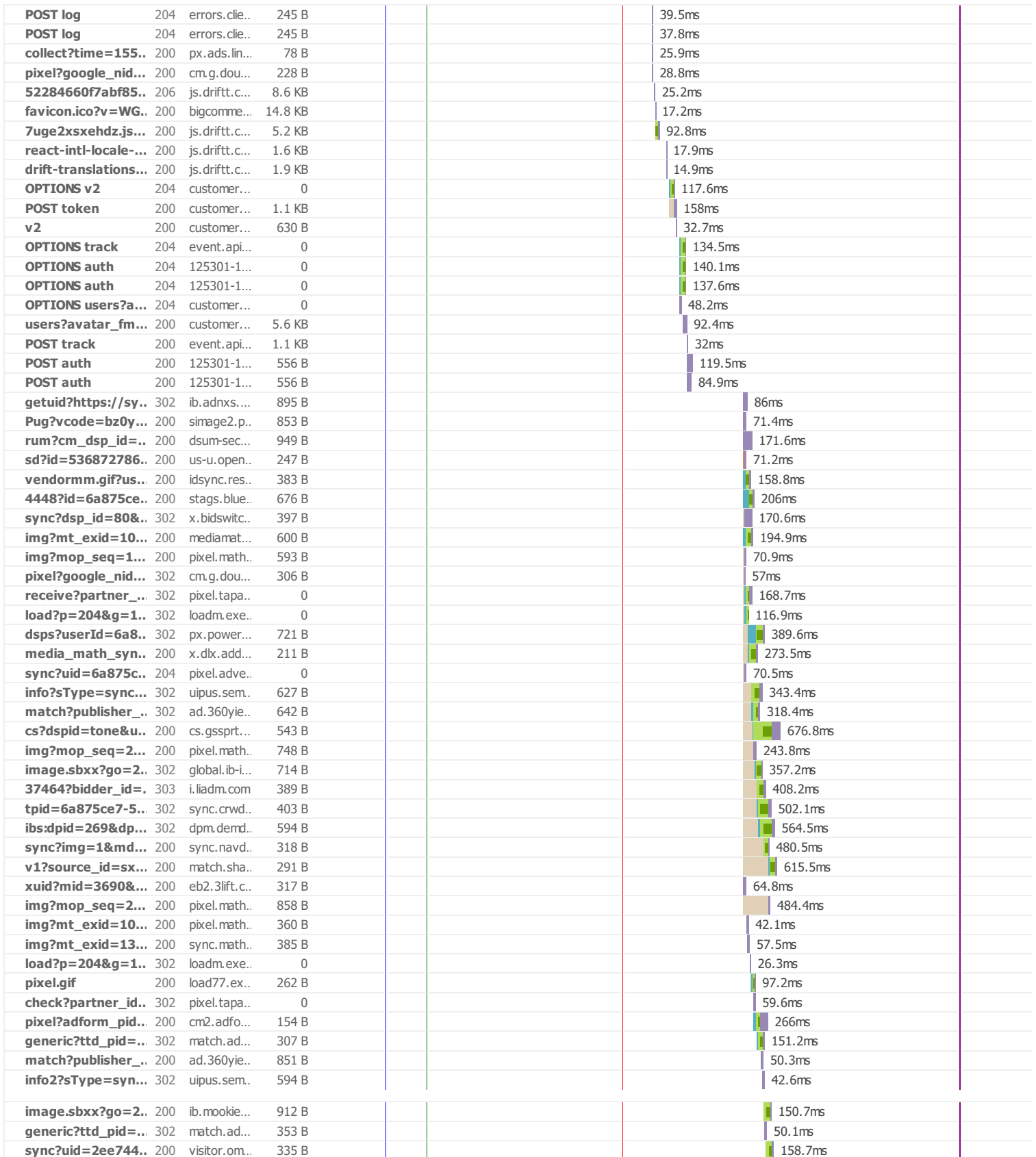
The Future of Commerce Is Yours | BigCommerce

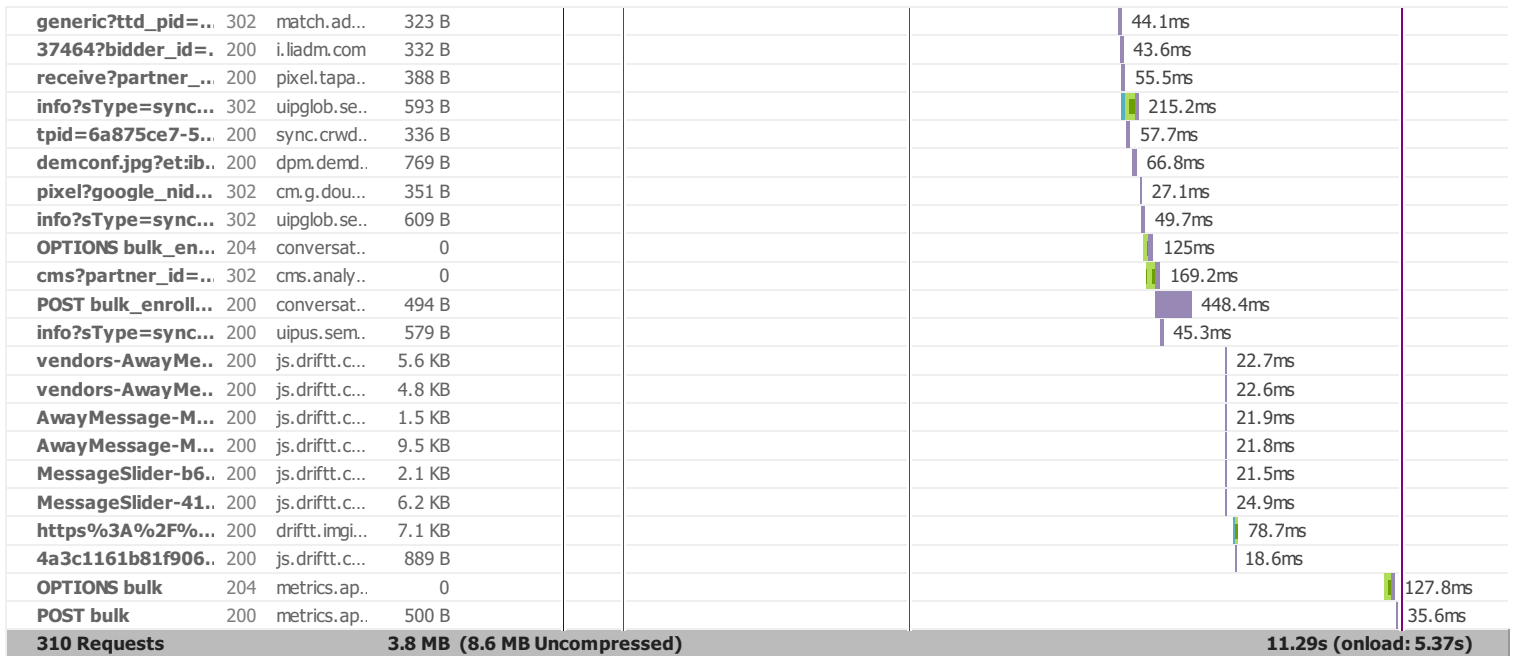
| Resource | Size | Source | Response Time |
|----------------------|----------|----------------|---------------|
| / | 12.1 KB | bigcommerce... | 183.6ms |
| fonts.css | 610 B | cloud.typ... | 134.5ms |
| bccom-3e888599... | 64.5 KB | bigcommerce... | 26.9ms |
| h.js?orgId=knbm... | 1.1 KB | tribl.io | 136.5ms |
| 134769299.js | 150.7 KB | cdn.optim... | 173.2ms |
| 6S4LD2WT.js | 17.7 KB | cdn.getsm... | 557.8ms |
| bigcommerce-en... | 122 KB | wwwcdn... | 463.4ms |
| ecommerce-case... | 79.7 KB | wwwcdn... | 482.2ms |
| Download-Retail... | 38 KB | wwwcdn... | 498.5ms |
| bigcommerce-es... | 113.9 KB | wwwcdn... | 514.7ms |
| bigcommerce-en... | 15.1 KB | wwwcdn... | 528.5ms |
| ecommerce-case.. | 17.5 KB | wwwcdn... | 542.4ms |
| retail-innovation... | 6.3 KB | wwwcdn... | 556.2ms |
| bigcommerce-es... | 16.3 KB | wwwcdn... | 571.9ms |
| ecommerce-logo... | 10.2 KB | wwwcdn... | 590.9ms |
| ecommerce-logo... | 1.3 KB | wwwcdn... | 601.8ms |
| ecommerce-logo... | 5.3 KB | wwwcdn... | 611.9ms |
| ecommerce-logo... | 3.2 KB | wwwcdn... | 611.9ms |
| ecommerce-logo... | 5.4 KB | wwwcdn... | 611.8ms |
| enterprise-ecom... | 29.3 KB | wwwcdn... | 611.9ms |
| enterprise-ecom... | 57 KB | wwwcdn... | 611.6ms |
| enterprise-ecom... | 88.4 KB | wwwcdn... | 649.4ms |
| platform-extensi... | 48.2 KB | wwwcdn... | 645.1ms |
| secure-ecommer... | 38.2 KB | wwwcdn... | 645.2ms |
| open-saas-exten... | 41.5 KB | wwwcdn... | 645.3ms |
| ecommerce-laun... | 116.4 KB | wwwcdn... | 651ms |
| ecommerce-case.. | 3.2 KB | wwwcdn... | 644.1ms |
| ecommerce-case.. | 3.3 KB | wwwcdn... | 667.4ms |
| ecommerce-case.. | 8.3 KB | wwwcdn... | 671.8ms |
| ecommerce-case.. | 4.1 KB | wwwcdn... | 671.8ms |
| jeep-people-case.. | 129.6 KB | wwwcdn... | 680.4ms |
| tylers-case-study.. | 33.5 KB | wwwcdn... | 678.5ms |
| di-bruno-bros-ca... | 24 KB | wwwcdn... | 677.8ms |
| berlin-case-study.. | 13.3 KB | wwwcdn... | 681.6ms |
| resources-backg... | 4.6 KB | wwwcdn... | 695.5ms |
| resources-backg... | 4.3 KB | wwwcdn... | 695.5ms |
| ecommerce-blog... | 16 KB | wwwcdn... | 695.5ms |
| ecommerce-blog... | 35.6 KB | wwwcdn... | 707.3ms |
| ecommerce-blog... | 21.5 KB | wwwcdn... | 703.7ms |
| ecommerce-blog... | 52.7 KB | wwwcdn... | 707.4ms |
| ecommerce-blog... | 17.1 KB | wwwcdn... | 714.4ms |
| ecommerce-blog... | 35.6 KB | wwwcdn... | 719ms |
| bc-logo-bright.svg | 1.7 KB | bigcommerce... | 26.8ms |
| deployment.js | 41 KB | c.la4-c2-d... | 266.7ms |
| vendor-87103dbc.. | 280.3 KB | bigcommerce... | 53.3ms |
| bccom-8daeefb3... | 50.8 KB | bigcommerce... | 37.3ms |
| bizable.js | 31.7 KB | cdn.bizable.. | 647.2ms |
| forms2.min.js | 57.4 KB | app-ab15... | 353.8ms |
| css?family=Sourc.. | 1012 B | fonts.goo... | 96.4ms |
| 4746558367D312.. | 168.2 KB | bigcommerce... | 21.3ms |
| analytics.min.js | 63.8 KB | cdn.segm... | 519.2ms |
| geo2.js | 701 B | cdn3.opti... | 113.8ms |





| | | | | |
|----------------------|-----|----------------|----------|---------|
| tap.php?cookie_r... | 200 | pixel.rubic.. | 1 KB | 42.4ms |
| rtb-h?taboola_h... | 204 | trc.taboo... | 257 B | 71.9ms |
| xuid?mid=4714&... | 302 | eb2.3lift.c. | 0 | 129ms |
| rum?cm_dsp_id=... | 200 | dsum-sec... | 898 B | 159.3ms |
| sync?dsp_id=44&... | 302 | x.bidswitc.. | 725 B | 189ms |
| setuid?entity=17... | 200 | ib.adnxs.... | 988 B | 113.8ms |
| xuid?ld=1&mid=... | 200 | eb2.3lift.c. | 317 B | 39.4ms |
| 377928.gif?partn... | 307 | idsync.rlc... | 0 | 70.1ms |
| sd?id=537103138.. | 200 | us-u.open... | 247 B | 42ms |
| pixel?google_sc&... | 302 | cm.g.dou... | 246 B | 27.9ms |
| sync?dsp_id=44&... | 200 | x.bidswitc.. | 575 B | 68.3ms |
| in?google_ula=15.. | 200 | d.adroll.c... | 510 B | 31.7ms |
| 1000.gif?memo=... | 307 | idsync.rlc... | 0 | 29.7ms |
| sync?pid=5324&... | 307 | pippio.com | 0 | 70.9ms |
| pixel?google_nid... | 302 | cm.g.dou... | 454 B | 40ms |
| ddp?pid=2&m=C... | 307 | pippio.com | 0 | 47.4ms |
| rct?ns=lr&uid3= | 303 | tags.rd.lin.. | 111 B | 72ms |
| 458249.gif?partn... | 200 | idsync.rlc... | 282 B | 30.4ms |
| MultiNoun.jsonp?... | 200 | d.la4-c2-d.. | 574 B | 82.9ms |
| OPTIONS log | 200 | errors.clie.. | 411 B | 172.2ms |
| OPTIONS log | 200 | errors.clie.. | 411 B | 173.2ms |
| OPTIONS log | 200 | errors.clie.. | 411 B | 173.1ms |
| collect?time=155.. | 302 | px.ads.lin... | 20 B | 89.9ms |
| OPTIONS log | 200 | errors.clie.. | 411 B | 169ms |
| OPTIONS log | 200 | errors.clie.. | 411 B | 168.5ms |
| OPTIONS log | 200 | errors.clie.. | 411 B | 168.2ms |
| adsct?p_id=Twitt.. | 200 | analytics.... | 259 B | 37.2ms |
| OPTIONS log | 200 | errors.clie.. | 411 B | 195.5ms |
| OPTIONS log | 200 | errors.clie.. | 411 B | 195.3ms |
| OPTIONS log | 200 | errors.clie.. | 411 B | 195.1ms |
| index.html | 200 | js.drifft.c... | 1.4 KB | 28.8ms |
| favicon-32x32.pn... | 200 | bigcomme... | 866 B | 21.6ms |
| normalize.min.css | 200 | cdnjs.clou.. | 1.1 KB | 81.5ms |
| widget-96aea3f2... | 200 | js.drifft.c... | 2.2 KB | 25.4ms |
| moment-92dab9... | 200 | js.drifft.c... | 42.2 KB | 38ms |
| vendors-widget-a... | 200 | js.drifft.c... | 186.2 KB | 51.8ms |
| widget-6d91c1c3... | 200 | js.drifft.c... | 72 KB | 48.9ms |
| favicon-16x16.pn... | 200 | bigcomme... | 557 B | 28.2ms |
| Settings.jsonp?si... | 200 | d.la4-c2-p.. | 686 B | 177.9ms |
| pixel?google_nid... | 302 | cm.g.dou... | 330 B | 37.1ms |
| tap.php?v=4222&... | 200 | pixel.rubic.. | 1 KB | 47.5ms |
| collect?time=155.. | 302 | px.ads.lin... | 20 B | 35.6ms |
| favicon-96x96.pn... | 200 | bigcomme... | 1.6 KB | 20.2ms |
| android-chrome-... | 200 | bigcomme... | 1.8 KB | 13.9ms |
| li_sync?redirect=... | 302 | linkedin.co.. | 20 B | 67.1ms |
| img?mt_exid=4&... | 302 | sync.math... | 557 B | 154.3ms |
| css?family=Lato | 200 | fonts.goo... | 383 B | 26.4ms |
| css?family=Open... | 200 | fonts.goo... | 550 B | 26.4ms |
| css?family=Robo... | 200 | fonts.goo... | 578 B | 23.7ms |
| css?family=Robo... | 200 | fonts.goo... | 554 B | 26.2ms |
| css?family=Over... | 200 | fonts.goo... | 392 B | 26.2ms |
| favicon-194x194... | 200 | bigcomme... | 2.8 KB | 15.2ms |
| POST log | 204 | errors.clie.. | 245 B | 43ms |
| POST log | 204 | errors.clie.. | 245 B | 41.7ms |
| POST log | 204 | errors.clie.. | 245 B | 40.9ms |
| POST log | 204 | errors.clie.. | 245 B | 71.4ms |
| POST log | 204 | errors.clie.. | 245 B | 70.8ms |
| POST log | 204 | errors.clie.. | 245 B | 70.2ms |
| POST log | 204 | errors.clie.. | 245 B | 36ms |



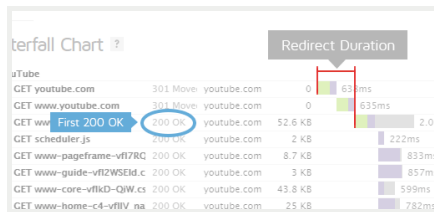


Page Load Timings

RUM Speed Index: 1,908

| | | | |
|-----------------------|---------------------------|---------------------|--------------------------|
| Redirect 0ms | Connect 83ms | Backend 99ms | TTFB 182ms |
| DOM int. 1.2s | DOM loaded 1.2s (0.5s) | First paint 1.9s | Contentful paint 1.9s |
| Onload 5.4s (56ms) | | | |

Redirect duration



This is the time spent redirecting URLs before the final HTML page is loaded. Common redirects include:

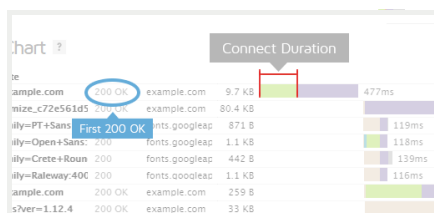
- Redirect from a non-www to www (eg. example.com to www.example.com)
- Redirect to a secure URL (eg. http:// to https://)
- Redirect to set cookies
- Redirect to a mobile version of the site

Some sites may even perform a chain of multiple redirects (eg. non-www to www, then to a secure URL). This timing is the total of all this time that's spent redirecting, or 0 if no redirects occurred.

In the Waterfall Chart, Redirect duration consists of the time from the beginning of the test until just before we start the request of the final HTML page (when we receive the first 200 OK response).

During this time, the browser screen is blank! Ensure that this duration is kept to short by [minimizing your redirects](#).

Connection duration



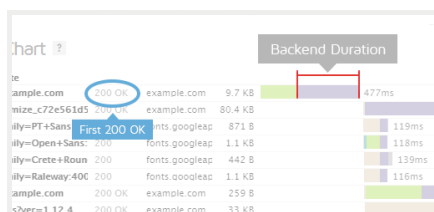
Once any redirects have completed, Connection duration is measured. This is the time spent connecting to the server to make the request to the page.

Technically speaking, this duration is a combination of the blocked time, DNS time, connect time and sending time of the request (rather than *just* connect time). We've combined those components into a single Connection duration to simplify things (as most of these times are usually small).

In the Waterfall Chart, Connection duration consists of everything up to and including the "Sending" time in the final HTML page request (the first 200 OK response).

During this time, the browser screen is still blank! Various causes could contribute to this, including a slow/problematic connection between the test server and site or slow response times from the site.

Backend duration

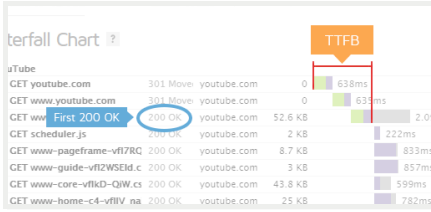


Once the connection is complete and the request is made, the server needs to generate a response for the page. The time it takes to generate the response is known as the Backend duration.

In the Waterfall Chart, Backend duration consists of purple waiting time in the page request.

There are a number of reasons why Backend duration could be slow. We cover this in our ["Why is my page slow"](#) article.

Time to First Byte (TTFB)

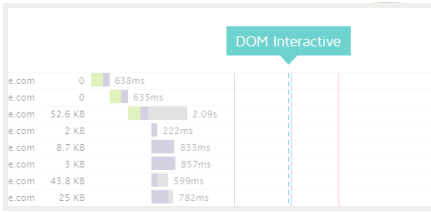


Time to First Byte (TTFB) is the total amount of time spent to receive the first byte of the response once it has been requested. It is the sum of "Redirect duration" + "Connection duration" + "Backend duration". This metric is one of the key indicators of web performance.

In the Waterfall Chart, it is calculated at the start of the test until just before receiving on the page request and represented by the orange line.

Some ways to improve the TTFB include: optimizing application code, implementing caching, fine-tuning your web server configuration, or upgrading server hardware.

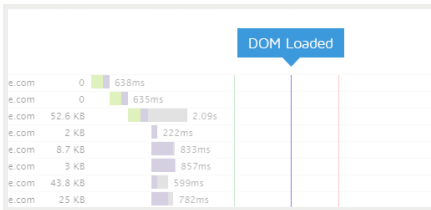
DOM interactive time



DOM interactive time is the point at which the browser has finished loading and parsing HTML, and the DOM (Document Object Model) has been built. The DOM is how the browser internally structures the HTML so that it can render it.

DOM interactive time isn't marked in the Waterfall Chart as it's usually very close in timing to DOM content loaded.

DOM content loaded time



DOM content loaded time (DOM loaded or DOM ready for short) is the point at which the DOM is ready (ie. DOM interactive) and there are no stylesheets blocking JavaScript execution.

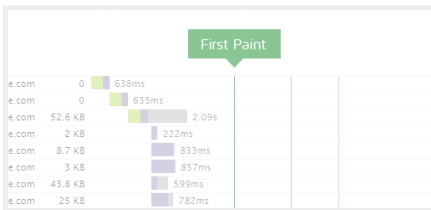
If there are no stylesheets blocking JavaScript execution and there is no parser blocking JavaScript, then this will be the same as DOM interactive time.

In the Waterfall Chart, it is represented by the blue line.

The time in brackets is the time spent executing JavaScript triggered by the DOM content loaded event. Many JavaScript frameworks use this event as a starting point to begin execution of their code.

Since this event is often used by JavaScript as the starting point and delays in this event mean delays in rendering, it's important to make sure that [style and script order is optimized](#) and that [parsing of JavaScript is deferred](#).

First paint time



First paint time is the first point at which the browser does any sort of rendering on the page. Depending on the structure of the page, this first paint could just be displaying the background colour (including white), or it could be a majority of the page being rendered.

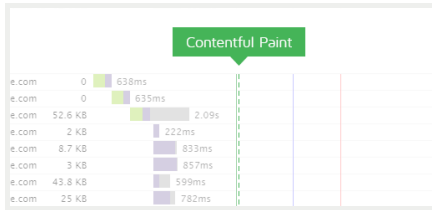
In the Waterfall Chart, it is represented by the green line.

This timing is of significance because until this point, the browser will have only shown a blank page and this change gives the user an indication that the page is loading. However, we don't know how much of the page was rendered with this paint, so having an early first paint doesn't necessarily

indicate a fast loading page.

If the browser does not perform a paint (ie. the html results in an blank page), then the paint timings may be missing.

■ First contentful paint time



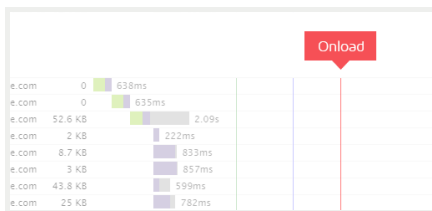
First Contentful Paint is triggered when any *content* is painted - i.e. something defined in the DOM (Document Object Model). This could be text, an image or canvas render.

This timing aims to be more representative of your user's experience, as it flags when actual content has been loaded in the page, and not just any change - but it may often be the same time as First Paint.

Because the focus is on content, the idea is that this metric gives you an idea of when your user receives consumable information (text, visuals, etc) - much more useful for performance assessment than when a background has changed or a style has been applied.

If the browser does not perform a paint (ie. the html results in an blank page), then the paint timings may be missing.

■ Onload time



Onload time occurs when the processing of the page is complete and all the resources on the page (images, CSS, etc.) have finished downloading. This is also the same time that DOM complete occurs and the JavaScript window.onload event fires.

Note that there may be JavaScript that initiates subsequent requests for more resources, hence the reason why Fully loaded timing is preferred.

In the Waterfall Chart, it is represented by the red line.

The time in brackets is the time spent executing JavaScript triggered by the Onload event.

Note that Onload time was the previous default for when to stop the test prior to February 8th, 2017.

PageSpeed Recommendations

| RECOMMENDATION | GRADE | RELATIVE | TYPE | PRIORITY |
|--|---------|-------------------|---------|----------|
| Minimize redirects | F (0) | ▼ AVG SCORE: 90% | CONTENT | HIGH |
| Leverage browser caching | F (0) | ▼ AVG SCORE: 61% | SERVER | HIGH |
| Serve scaled images | F (28) | ▼ AVG SCORE: 71% | IMAGES | HIGH |
| Defer parsing of JavaScript | D (63) | ▼ AVG SCORE: 72% | JS | HIGH |
| Enable gzip compression | C (73) | ▼ AVG SCORE: 87% | SERVER | HIGH |
| Specify a cache validator | C (79) | ▼ AVG SCORE: 94% | SERVER | HIGH |
| Avoid CSS @import | B (83) | ▼ AVG SCORE: 98% | CSS | MEDIUM |
| Minimize request size | B (89) | ▼ AVG SCORE: 96% | CONTENT | HIGH |
| Specify image dimensions | A (90) | ▼ AVG SCORE: 98% | IMAGES | MEDIUM |
| Serve resources from a consistent URL | A (92) | ◆ AVG SCORE: 89% | CONTENT | HIGH |
| Optimize the order of styles and scripts | A (92) | ◆ AVG SCORE: 95% | CSS/JS | HIGH |
| Minify JavaScript | A (92) | ◆ AVG SCORE: 89% | JS | HIGH |
| Optimize images | A (99) | ▲ AVG SCORE: 70% | IMAGES | HIGH |
| Minify HTML | A (99) | ◆ AVG SCORE: 98% | CONTENT | LOW |
| Minify CSS | A (99) | ◆ AVG SCORE: 96% | CSS | HIGH |
| Specify a character set early | A (99) | ◆ AVG SCORE: 100% | CONTENT | MEDIUM |
| Specify a Vary: Accept-Encoding header | B (88) | ▼ AVG SCORE: 95% | SERVER | LOW |
| Avoid bad requests | A (100) | ◆ AVG SCORE: 98% | CONTENT | HIGH |
| Avoid landing page redirects | A (100) | ◆ AVG SCORE: 98% | SERVER | HIGH |
| Enable Keep-Alive | A (100) | ◆ AVG SCORE: 96% | SERVER | HIGH |
| Inline small CSS | A (100) | ◆ AVG SCORE: 96% | CSS | HIGH |
| Inline small JavaScript | A (100) | ◆ AVG SCORE: 95% | JS | HIGH |
| Put CSS in the document head | A (100) | ◆ AVG SCORE: 100% | CSS | HIGH |
| Combine images using CSS sprites | A (100) | ▲ AVG SCORE: 92% | IMAGES | HIGH |
| Prefer asynchronous resources | A (100) | ◆ AVG SCORE: 100% | JS | MEDIUM |
| Avoid a character set in the meta tag | A (100) | ◆ AVG SCORE: 100% | CONTENT | LOW |

YSlow Recommendations

| RECOMMENDATION | GRADE | RELATIVE | TYPE | PRIORITY |
|---|---------|-------------------|---------|----------|
| Add Expires headers | F (0) | ▼ AVG SCORE: 27% | SERVER | HIGH |
| Make fewer HTTP requests | F (0) | ▼ AVG SCORE: 31% | CONTENT | HIGH |
| Use a Content Delivery Network (CDN) | F (0) | ▼ AVG SCORE: 23% | SERVER | MEDIUM |
| Avoid URL redirects | F (0) | ▼ AVG SCORE: 89% | CONTENT | MEDIUM |
| Use cookie-free domains | F (0) | ▼ AVG SCORE: 55% | COOKIE | LOW |
| Reduce DNS lookups | F (0) | ▼ AVG SCORE: 71% | CONTENT | LOW |
| Minify JavaScript and CSS | F (30) | ▼ AVG SCORE: 71% | CSS/JS | MEDIUM |
| Compress components with gzip | D (67) | ▼ AVG SCORE: 88% | SERVER | HIGH |
| Configure entity tags (ETags) | B (89) | ◆ AVG SCORE: 94% | SERVER | LOW |
| Make AJAX cacheable | A (100) | ◆ AVG SCORE: 100% | JS | MEDIUM |
| Remove duplicate JavaScript and CSS | A (100) | ◆ AVG SCORE: 100% | CSS/JS | MEDIUM |
| Avoid AlphasLoader filter | A (100) | ◆ AVG SCORE: 99% | CSS | MEDIUM |
| Avoid HTTP 404 (Not Found) error | A (100) | ◆ AVG SCORE: 98% | CONTENT | MEDIUM |
| Reduce the number of DOM elements | A (100) | ▲ AVG SCORE: 92% | CONTENT | LOW |
| Use GET for AJAX requests | A (100) | ◆ AVG SCORE: 100% | JS | LOW |
| Avoid CSS expressions | A (100) | ◆ AVG SCORE: 99% | CSS | LOW |
| Reduce cookie size | A (100) | ◆ AVG SCORE: 100% | COOKIE | LOW |
| Make favicon small and cacheable | A (100) | ◆ AVG SCORE: 100% | IMAGES | LOW |
| Make JavaScript and CSS external | (n/a) | | CSS/JS | MEDIUM |