the WPO Industry is Here

2004

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17 💬

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Fred Wilson's 10 Golden Principles of Successful Web Apps

BY KEIR WHITAKER

FUTURE OF WEB APPS
CONFERENCE 14 MAY 2010 DUBLIN

In February 2010 Fred Wilson, a New York-based tech investor, spoke at the annual Future of Web Apps Dublin. His talk, clocking in at just under 30 minutes, looks at his top 10 principles for creating a successful web app. A full transcript is available below.

The 10 Golden Principles of Successful Web Apps

27:41

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CONFERENCE 17-19 MAY 2010, LONDON

DAN CEDERHOLM, JON
SH DAVIS, ELLIOT JAY
DAN RUBIN, PAUL BOAG

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Think Vitamin Radio: Episode #5   0:00

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Recent Articles

#1. Speed: "First and foremost, we believe that speed is more than a feature. Speed is the most important feature."

Server Delays Experiment: Results

	Distinct Queries/User	Query Refinement	Revenue/User	Any Clicks	Satisfaction	Time to Click (increase in ms)
50ms	-	-	-	-	-	-
200ms	-	-	-	-0.3%	-0.4%	500
500ms	-	-0.6%	-1.2%	-1.0%	-0.9%	1200
1000ms	-0.7%	-0.9%	-2.8%	-1.9%	-1.6%	1900
2000ms	-1.8%	-2.1%	-4.3%	-4.4%	-3.8%	3100

- Means no statistically significant change

- Strong negative impacts
- Roughly linear changes with increasing delay
- Time to Click changed by roughly double the delay

bing

Search Traffic Impact

Type of Delay	Delay (ms)	Experiment Duration (weeks)	Impact on Average Daily Searches Per User
Pre-header	50	4	Not measurable
Pre-header	100	4	-0.20%
Post-header	200	6	-0.29%
Post-header	400	6	-0.59%
Post-ads	200	4	-0.30%

- Increase in abandonment heuristic = less satisfaction
  - Abandonment heuristic measures if a user stops interacting with search engine before they find what they are looking for
- Active users (users that search more often a priori) are more sensitive

Google

Importance of performance

- Yahoo!: 400 ms slower = 5-9% drop in full-page traffic

Blog of Metrics

Browsing all articles in **website optimization**

APR

5

19

FIREFOX & PAGE LOAD SPEED – PART II

Blake Cutler   speed, website optimization

Let's start with the punchline. By making a few minor tweaks to our top landing pages, we can drive an additional 60,000,000 Firefox downloads per year.

60 million is a big number, so let's add a little context. Looking back at our record breaking download day during the Firefox 3 release on June 17th, 2008, over 8,000,000 people downloaded Firefox in 24 hours. So the equivalent of 7.5 Download Day campaigns per year.

What are the tweaks?

It comes down just one factor — speed. As it stands, our landing pages can be painfully slow. Take a look:

…shaved 2.2 seconds off the average page load time and increased download conversions by 15.4%!

Mozilla.com IE Landing Page

Firefox

Chrome

Opera

4.0

Archives
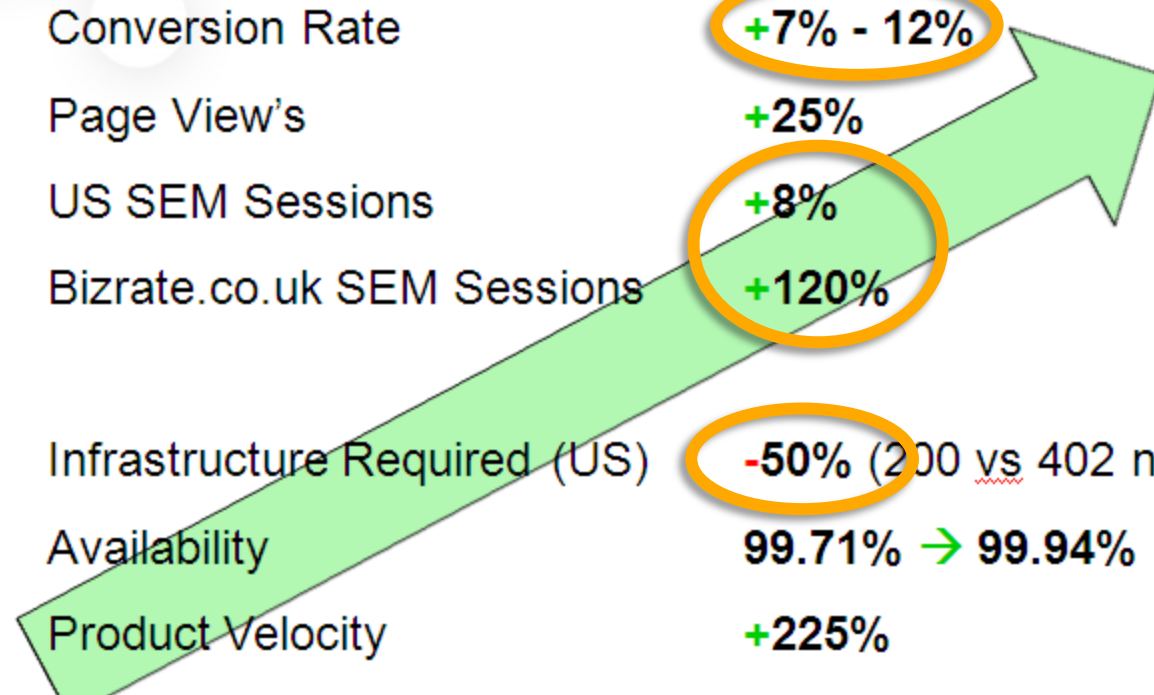
Performance Summary

- Conversion Rate **+7% - 12%**
- Page View's **+25%**
- US SEM Sessions **+8%**
- Bizrate.co.uk SEM Sessions **+120%**

- Infrastructure Required (US) **-50% (200 vs 402 nodes)**
- Availability **99.71% → 99.94%**
- Product Velocity **+225%**
- Release Cost **$1,000's → $80**

Velocity

Web Performance and
Operations Conference

Improving Performance: Gzip

- Payload reduced in some cases 15x (typically in half)

Empty Cache		Primed Cache	
804.8K	1HTML/Text	804.8K	1HTML/Text
284.5K	3JavaScript Files	284.5K	3JavaScript Files
73.4K	2Stylesheet Files	73.4K	2Stylesheet Files
8.0K20	CSS Images	0.0K20	CSS Images
55.0K60	Images	0.0K60	Images
1225.8K	Total size	1162.8K	Total size
86	**HTTP requests**	**86**	**HTTP requests**

Empty Cache		Primed Cache	
51.6K	1HTML/Text		
0.0K	1XMLHttpRequest		
63.9K	3JavaScript Files	51.6K	1HTML/Text
15.4K	2Stylesheet Files	0.0K	1XMLHttpRequest
21.9K23	CSS Images	0.0K23	CSS Images
56.3K61	Images	0.0K61	Images
209.3K	Total size	51.6K	Total size
91	**HTTP requests**	**86**	**HTTP requests**

- User experience performance improvement 13% - 25%

- Network outbound traffic cut in half
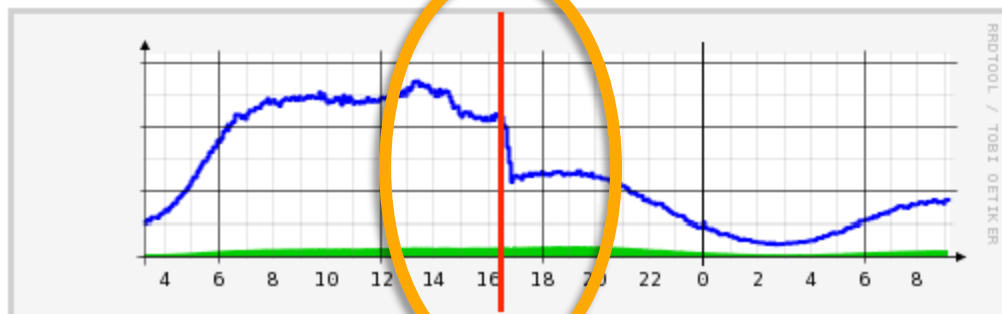
NETFLIX

…we've decided to take site speed into account in our search rankings.

Using site speed in web search ranking

Friday, April 09, 2010 at 11:00 AM
Webmaster Level: All

You may have heard that here at Google we're obsessed with speed, in our products and on the web. As part of that effort, today we're including a new signal in our search ranking algorithms: site speed. Site speed reflects how quickly a website responds to web requests.

Speeding up websites is important — not just to site owners, but to all internet users. Faster sites create happy users and we've seen in our internal studies that when a site responds slowly, visitors spend less time there. But faster sites don't just improve user experience; recent data shows that improving site speed also reduces operating costs. Like us, our users place a lot of value in speed — that's why we've decided to take site speed into account in our search rankings. We use a variety of sources to determine the speed of a site relative to other sites.

If you are a site owner, webmaster or a web author, here are some free tools that you can use to evaluate the speed of your site:

- Page Speed, an open source Firefox/Firebug add-on that evaluates the performance of web pages and gives suggestions for improvement.
- YSlow, a free tool from Yahoo! that suggests ways to improve website speed.
- WebPagetest shows a waterfall view of your pages' load performance plus an optimization checklist.
- In Webmaster Tools, Labs > Site Performance shows the speed of your website as experienced by users around the world as in the chart below. We've also blogged about site performance.

Site performance

This page shows you performance statistics of your site. You can use this information to improve the speed of your site and create a faster experience for your users. Learn more

85081 readers
BY FEEDBURNER

Google Translate
Select Language
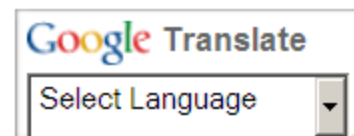
Gadgets powered by Google

Useful links

Google Webmaster Central

Webmaster Help Center

Google Webmaster Tools

Webmaster Central on YouTube

google.com | https://www.google.com/webmasters/tools/labs-site-performance-1?hl=en&siteUrl=http%3A' | webmaster tools

Webmaster Tools - Site performance

stevesoudersorg@gmail.com | My Account | Help | Sign

Google webmaster tools

stevesouders.com

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- Dashboard
- ⊞ Site configuration
- ⊞ Your site on the web
- ⊞ Diagnostics
- ⊟ Labs
    - Fetch as Googlebot
    - Sidewiki
    - Site performance

Site performance

This page shows you performance statistics of your site. You can use this information to improve the speed of your site and create faster experience for your users. Learn more

Performance overview

On average, pages in your site take **1.4 seconds to load** (updated on Apr 13, 2010). This is **faster than 83% of sites**. These estimates are of **medium accuracy** (between 100 and 1000 data points). The chart below shows how your site's average page load time has changed over the last few months. For your reference, it also shows the 20th percentile value across all sites, separating slow and fast load times.
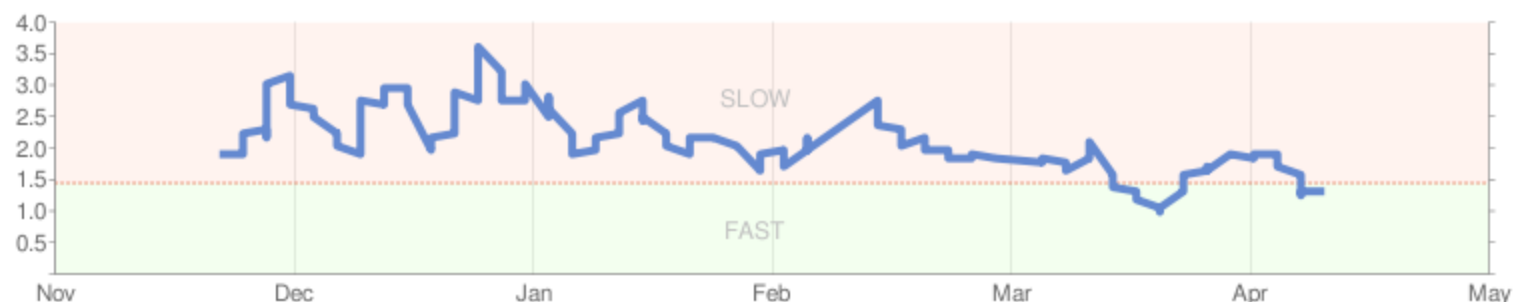
Example pages

These are some example pages from your site and the time that they take to load in a browser (in seconds).

URL	Load tim
/hpws/imagemap-no.php	1.
/hpws/expireson.php	0.

Both

- combine scripts
- combine stylesheets
- add an Expires header
- gzip responses
- put stylesheets at the top
- put scripts at the bottom
- avoid CSS expressions
- make JS and CSS external
- reduce DNS lookups
- minify JS and CSS
- avoid redirects
- remove duplicate scripts
- make Ajax cacheable
- reduce cookie size
- use cookie-free domains
- don't scale images

YSlow

- use CSS sprites
- use a CDN
- configure ETags
- use GET for Ajax requests
- reduce # of DOM elements
- no 404s
- avoid image filters
- optimize favicon

Page Speed

- defer loading JS
- remove unused CSS
- use efficient CSS selectors
- optimize images
- optimize order of CSS & JS
- shard domains
- leverage proxy caching

WEBPAGETEST

Share |

TEST A WEBSITE'S PERFORMANCE

Analytical Review   **Visual Comparison**

START TEST

Provided by

AOL.

http://www.wikipedia.org/

Test Location   Dulles, VA USA   Change

Browser   IE 8

Advanced Settings ▼

Connection   DSL (1.5 Mbps/384 Kbps 50ms RTT)

Number of Tests to Run
Up to 10   1

Repeat View   ● First View and Repeat View   ○ First View Only

Keep Test Private   ☐

Label

Test Settings | Auth | Script | Block | Video

☑ Capture Video
(Beta)

This is an early stage feature

Page Speed Score: 87/100

➕ Share | 🐦 f 🔲 ✉

Web Page Performance Test for
www.wikipedia.org/

From: Dulles, VA - IE8 - DSL
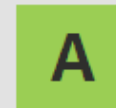
A	A	F	F	A	F
Keep-alive Enabled	Compress Text	Compress Images	Cache Static Content	Combine JS/CSS Files	Use of CDN
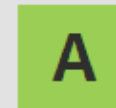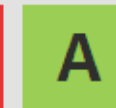
Summary　　Details　　Performance Review　　Page Speed　　Content Breakdown　　Domains　　Screen Shot

Raw page data - Raw object data
Export HTTP Archive (.har)

	Load Time	First Byte	Start Render	Document Complete			Fully Loaded		
				Time	Requests	Bytes In	Time	Requests	Bytes In
First View	1.968s	0.411s	1.671s	1.968s	15	90 KB	1.968s	15	90 KB

	Waterfall	Optimization Checklist	Screen Shot	Video
First View (1.968s)				Filmstrip View - Watch Video - Compare to

Content Breakdown

Requests

image/png
text/html
text/css

Bytes

image/png
text/html
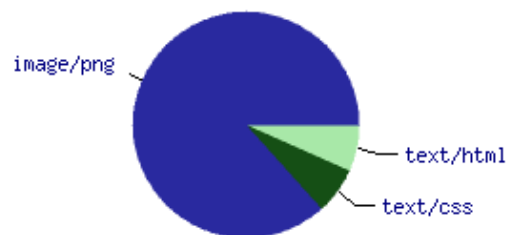
Share |

| 1.6s | 1.7s | 1.8s | 1.9s |

☑ www.wikipedia.org/

Export filmstrip as an image...

☐ Slow Motion

Select up to 9 tests and [Create Video]

Thumbnail Size
- ○ Small
- ○ Medium
- ◉ Large

Thumbnail Interval
- ◉ 0.1 sec
- ○ 0.5 sec
- ○ 1 sec
- ○ 5 sec

	0.2	0.4	0.6	0.8	1.0	1.2	1.4	1.6	1.8

http://www.wikipedia.org/

1: www.wikipedia.org – /   730 ms
2: bits.wikimedia.org – main.css   549 ms
3: upload.wikimedi...kipedia-word1_7.png   393 ms
4: upload.wikimedi... Wikipedia-logo.png   745 ms
5: upload.wikimedi...kshelf-40x201_6.png   259 ms
6: upload.wikimedi...ry-logo-en-35px.png   259 ms
7: upload.wikimedi...x-Wikinews-logo.png   268 ms
8: upload.wikimedi...iquote-logo.svg.png   283 ms
9: meta.wikimedia....ikimedia-button.png   377 ms
10: upload.wikimed...ibooks-logo.svg.png   143 ms
11: upload.wikimed...pecies-logo.svg.png   140 ms
12: upload.wikimed...source-logo.svg.png   149 ms
13: upload.wikimed...ersity-logo.svg.png   147 ms
14: upload.wikimed...ommons-logo.svg.png   168 ms
15: upload.wikimed...munity_Logo.svg.png   125 ms

	0.2	0.4	0.6	0.8	1.0	1.2	1.4	1.6	1.8

WPO | Web Performance Optimization

drives traffic
improves UX
increases revenue
reduces costs

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Fred Wilson's 10 Golden Principles ~~**of Successful Web**~~ **Apps**

BY KEIR WHITAKER

FUTURE OF WEB APPS
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The 10 Golden Principles of Successful Web Apps

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Response Time, Page Weight, YSlow Grade

yahoo search (2716145) - 1 Month
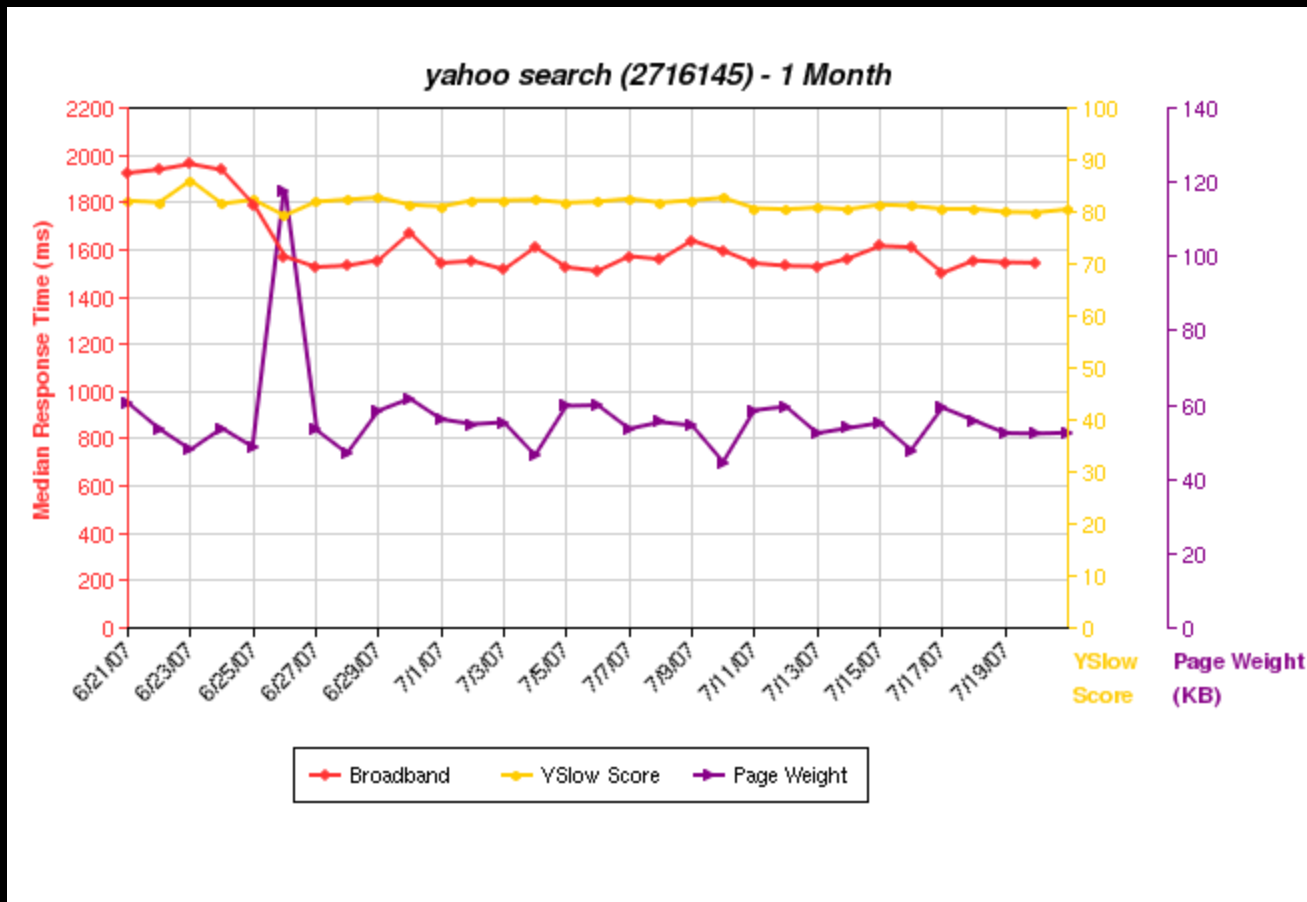
Strong Correlation
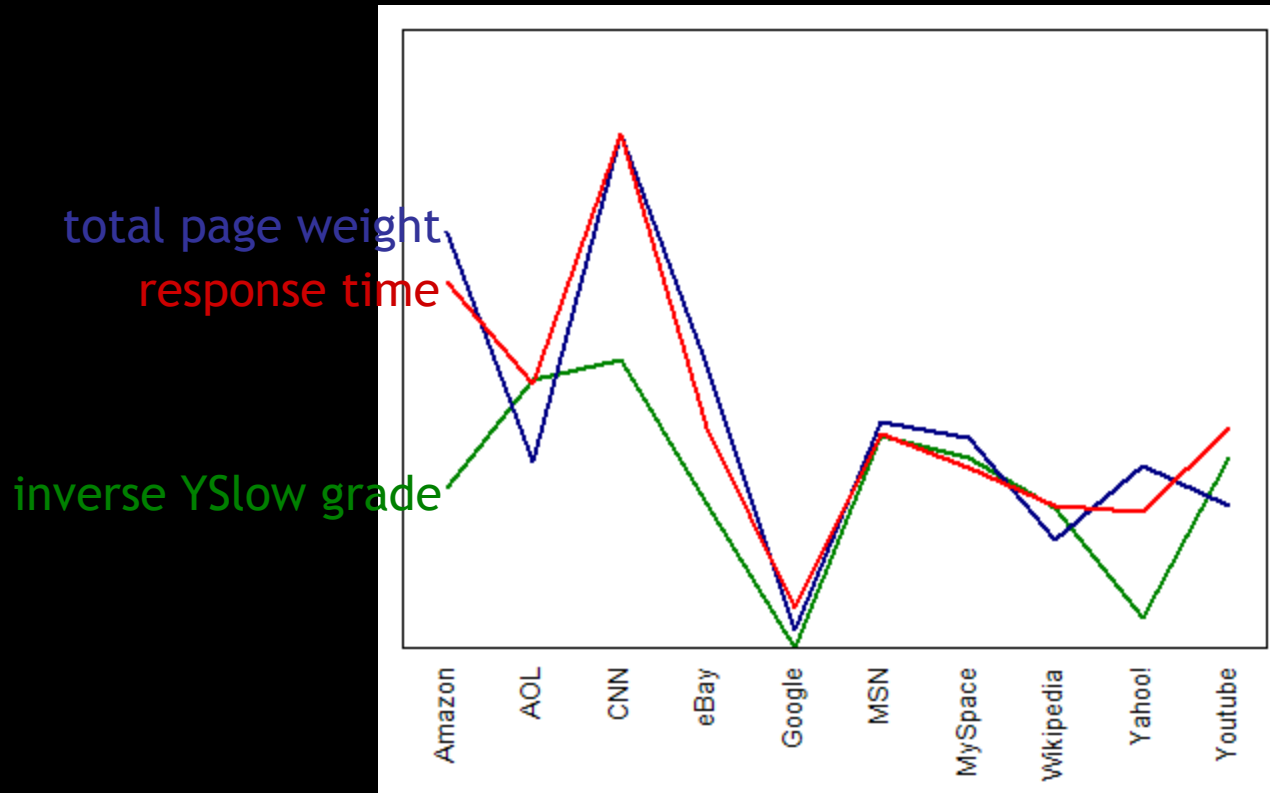
correlation(resp time, page weight) = 0.94
correlation(inverse YSlow, resp time) = 0.76
correlation(inverse YSlow, page weight) = 0.59
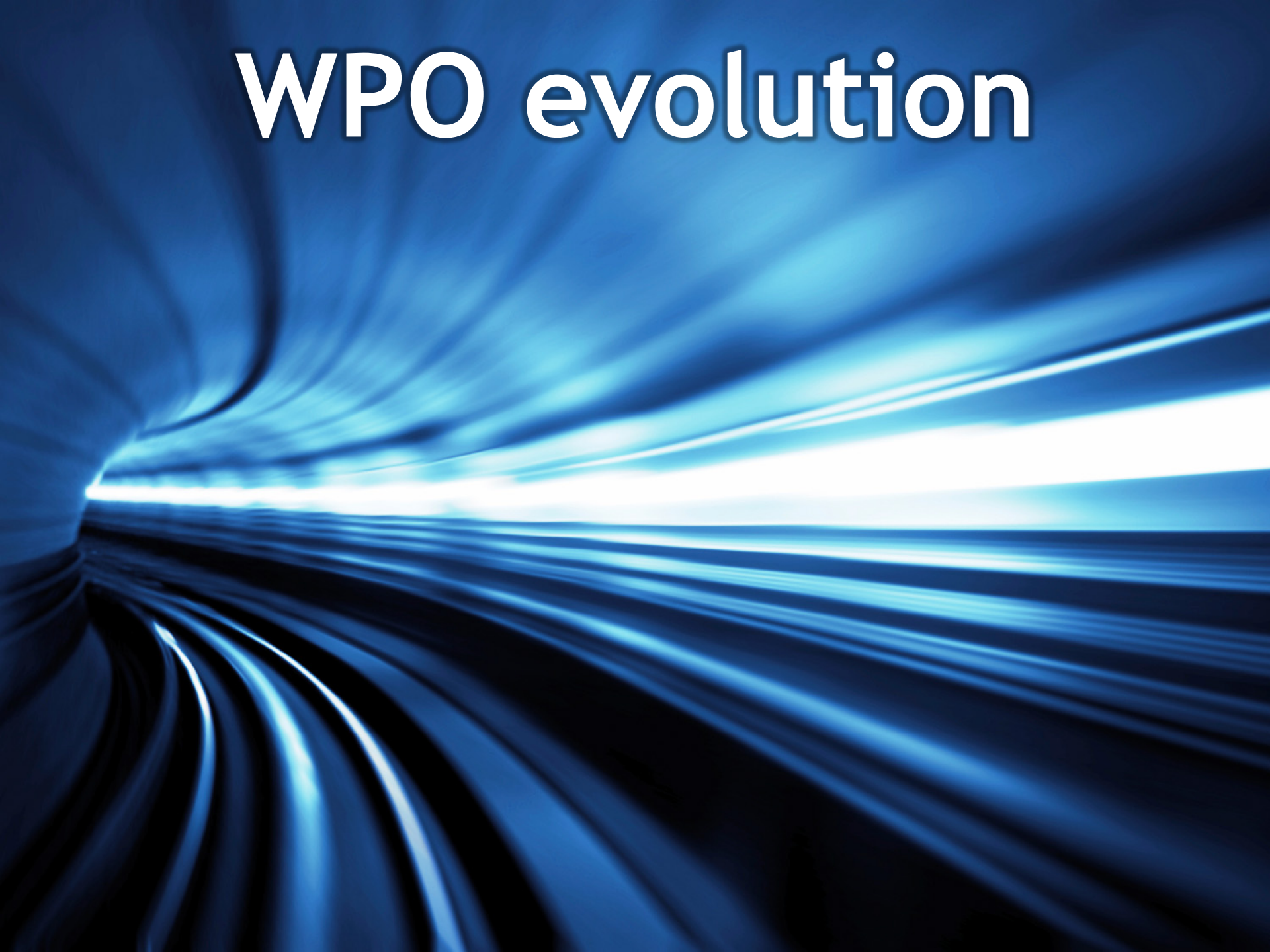
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measure

Yahoo! Boomerang

stevesouders.com/episodes

Jiffy

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Tue July 24, 2007

YSlow Release on YDN

by Steve Souders (@stevesouders)

11 Comments   🅑 Buzz up!   ▪️ Bookmark   📘 Share   ᴇ Tweet

Yahoo! has released YSlow, their web performance tool, on YDN under an open source license. Steve Souders, Yahoo!'s Chief Performance Yahoo!, made the announcement during his session at OSCon.

YSlow measures web page performance based on the best practices evangelized by Yahoo!'s Exceptional Performance team. Since many of these best practices focus on the frontend, YSlow is integrated with Joe Hewitt's Firebug, the web development tool of choice for frontend developers.

YSlow has three main views: Performance, Stats, and Components. Performance view scores the page against each performance rule, generates an overall YSlow grade for the page, and lists specific recommendations for making the page faster. Stats view summarizes the total page weight, cookie size, and HTTP request count. Components view lists each component (image, stylesheet, script, Flash object, etc.) in the page along with HTTP information relevant to page load times. It also contains several tools including JSLint. Try it out!

Steve Souders (@stevesouders)

11 Comments   🅑 Buzz up!   ▪️ Bookmark   📘 Share   ᴇ Tweet

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Press Release

September 12, 2007

High Performance Web Sites--New from O'Reilly Media: Yahoo's Efficiency Expert Outlines 14 Rules for Faster Pages

🖨 Print

✉ Email press release link

Sebastopol, CA--As every web developer knows, Internet users don't like waiting for tiresome page reloads. Unfortunately, the features used by popular sites to make their pages appealing--extensive graphics, rich layout, and the inventive Web 2.0 movement with more responsive features and interactive content--have also pushed browsers to their limits. Without optimization, the frustrating result can be turtle-paced, teeth-grinding web site load times.

So where do you turn if you want to learn how to rev things up? **High Performance Web Sites** ($29.99, O'Reilly) by Steve Souders provides the answer.

"The success of Web 2.0 is dependent on rich applications being fast," says Steve Souders, Yahoo!'s chief performance expert. "And to ensure rich Internet applications provide good user experiences, web developers need to have advanced performance guidelines that go along with these advanced web development paradigms."

Souders has attracted standing-room-only crowds at Web 2.0 Expo and the Open Source Conference by discussing his research and solutions on web performance. He has also racked up an impressive roster of private speaking engagements, including Microsoft, Amazon.com, and other major companies.

Now, in his highly anticipated and important new title, Souder presents what he's learned in an elegant series of engineering steps--14 succinct rules, in fact--that, if implemented, can chip 25 to 50 percent off the response time when users request a page.

Souders developed these rules while optimizing some of the most visited pages on the Web. Even sites already thoroughly vetted, including Yahoo! Search and Yahoo! Front Page, improved from Souders' surprisingly simple performance guidelines. Souders, in his job as Chief Performance Yahoo!, builds tools for performance analysis and evangelizes these best practices and tools across Yahoo!'s product teams.

"The performance best practices I identified at Yahoo! are simple and yet make web pages much faster," observes Souders. "I wanted to share these insights with other web developers to improve the web experience for all users."

"The performance golden rule reveals that only 10 to 20 percent of the user experience is spent retrieving the HTML document, and yet that's where most performance optimization efforts have historically been focused," notes Souders. "The key to dramatically improving web page response times is focusing on the other 80 to 90 percent--the content that is downloaded and the functionality that is executed by the browser after the HTML document arrives. Knowing where to focus is the most important take away from my book."

In his book, each performance rule is supported by specific examples, and code snippets are available on the book's companion web site.

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Russell

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Ed Robinson
CEO, optimize

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Test it ➤

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Talk to an Expert | Test Your Website

Test your website

We'll run your site through our cloud-based **Site Optimizer** service and show you how much faster your site can be.

Enter your URL

Run Test ▸▸

"Our goal is a two-second page load time for our site's visitors. Before testing Site Optimizer, 12% of our site traffic hit that goal. After, that number leaped to 87%. **The decision to implement was clear.**"

Allen Noren, Vice President of Online at O'Reilly Media

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Test Your Website

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SPEED, AVAILABILITY and RELIABILITY
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yottaa BETA

Monitoring & Scoring the performance of **17,908** websites.

Google.com loads in 1.0 seconds...

| *How fast is your site? Find out: www.yourcompany.com* | **GO!** |

How does your site compare?

83 Bing.com is better than **98%** of all sites

44 Boston.com is better than **17%** of all sites

43 Nytimes.com is better than **15%** of all sites

56 Amazon.com is better than **59%** of all sites

46 Cnn.com is better than **22%** of all sites

Performance matters because...

You only have less than a second to make a good impression

why web performance matters

Yottaa will help you

Watch our video

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Improve remote worker productivity with 30% to 500% faster thin client software performance

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500% faster video playback and smooth streaming without hiccups and delays

CDN Acceleration

Serve dynamic content 30% faster from the edge and accelerate your backbone 500%

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Transfer 3D geospatial maps, satellite images, and video-based instruction 500% faster

Gomez Test Results

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No software or hardware installation required. With our cloud based solution you'll get a faster website within minutes.

Boost visitor satisfaction

Faster websites have higher customer satisfaction and retention rates. 40% of people will leave a site if it takes more than 3 seconds to load. [1]

Improve Google rankings

Google takes the speed of your website into consideration when they rank your website. A faster site means more Google traffic!

Increase revenue!

Amazon loses 1% of sales for every 100ms it takes their site

See it in action

Join our BETA

* Name

* Email

* Website URL
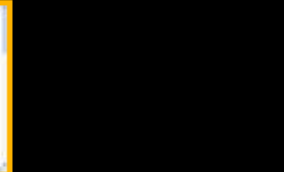
Search

Shopping

	0.0s	2.0s	4.0s	6.0s	8.0s
eBay					
Amazon					
Netflix					
Target					
Best Buy					

Jenn Lukas
Happy Cog

Ray Morgan
Zappos.com
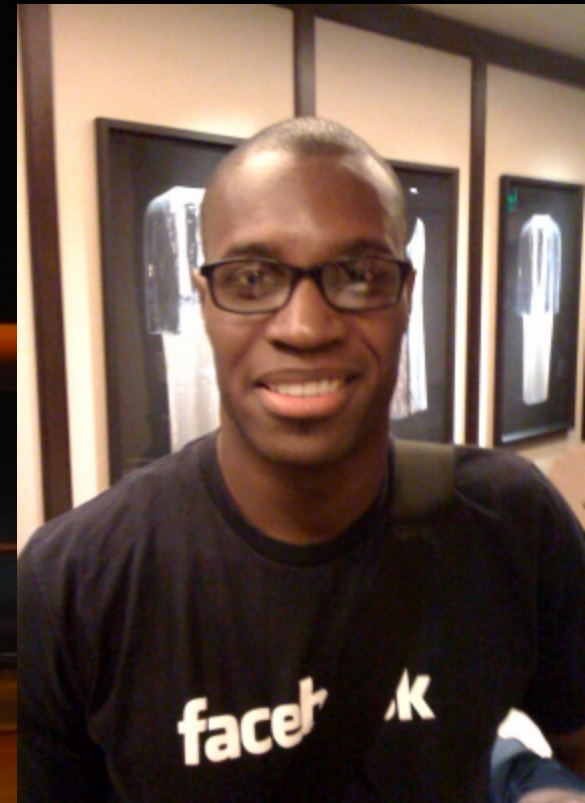
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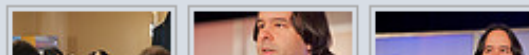**VELOCITY CHINA** —

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