



Is your website
fast enough?

Find out
without the help of an
IT specialist!





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Introduction

A website should be fast – this has become a kind of a cliché.

Do not think this is just a fad – we've done the math about how much money is actually at stake.

So, is your website fast enough?
It's a logical question, right?

But how can you tell if it's fast enough?

Website speed can be measured, and there are specialized service providers for this.

You can use any of them, but you'll get a long analysis from each one, with several pounds of technical mumbo-jumbo.

If you're not familiar with this stuff, you won't understand much of it.

**We have created this report
so that you can get an idea of your website's speed
without the help of an IT specialist.**

**In this ebook, you will learn about
the 5 most important metrics,
what they mean, and why they are important.**

We explain everything in plain, everyday language so that you can get it even if you have never looked into these things before.

So let's dive into it!



Getting started

Every speed test examines four areas, namely

- Performance
- Accessibility
- Best practices, and
- Search Engine Optimization (SEO).

The analysis includes the scores obtained from examining these areas.

These values show how "close" the behavior of the examined website is to what visitors expect most.

All four sections show a combined score, which can be maximum 100 per section.

The closer you get to this, the better.

Scores of 90 and above are considered good enough and these are marked in green. Orange indicates acceptable values while red marks those that need improvement.

It is also important to note that the results can change slightly from minute to minute.

Usually not much, but factors such as the current speed of the server used for the analysis or the momentary network load can influence the results.

Also, there are several tools available for such analysis, each with slightly different methodologies, so their results will also differ somewhat.



**That is why we say that these values
only indicate a direction:
they draw attention to areas that
can be and possibly should be improved.**

Here we will explain the first chapter, Performance, because that is the most important for us now, but it is also worth looking at the other areas.

We will use the free diagnostic tool of PageSpeed.

[Click on this link](#) and the diagnostic page will open.

Enter your website address (URL) at the top and press the blue Analyze button.

Wait for the results to appear.

Let's take a look at the *Performance* section together.

There is a lot of tech gibberish here, but we will discuss the five most important factors in plain English.



Performance

First Contentful Paint (FCP) – the first visual content

FCP refers to the time it takes for your browser to start displaying the first visible content (image or text).

A value of less than 1 second is considered good.

There are several ways to reduce FCP, e.g. by speeding up font loading or optimizing the images.

Largest Contentful Paint (LCP) – the largest visual content

The LCP load time shows the time needed for the largest (= most important) text or image to appear in front of the visitor from the moment they press the ENTER key (or click on the link).

This is typically the content at the top of the home page as this is how every page loads.

Aim for this to be less than 2.5 seconds.



Performance

Total Blocking Time (TBT)

The time between FCP and the page becoming interactive in milliseconds.

The page becomes interactive when you can start using it: you can scroll, clicking on a link gets some response, forms can be filled, etc.

When you open a web page, a series of programs run in the background even before anything would appear in the browser.

With current technology, the industry accepts a maximum of 50 milliseconds for each of these programs to run.

Programs that run longer than this delay (block) the display from the visitor's point of view.

Therefore, when calculating TBT, the execution time of these programs is measured and the times that exceed the 50 millisecond threshold are added up.

The best is if the TBT is less than 200 milliseconds.



Performance

Cumulative Layout Shift (CLS)

CLS provides information about the movement of elements visible in the viewport (= the page display area).

Every web page consists of multiple elements, and these cannot always be displayed at the same time. Therefore, it happens that the elements that load first do not immediately appear in their own place, but suddenly "slide over" when additional elements appear.

This can cause a problem if, for example, a clickable element moves away just when the visitor clicks on it.

For example, it makes a difference whether you press the "yes" or "no" button, and it's particularly annoying if you press the wrong button because it moved over at the very moment you clicked on it...

CLS should really be zero, but less than 0.1 is fine.

There is no unit of measurement here, it's a value calculated from ratios.



Performance

Speed Index (SI)

The SI indicates how quickly the content of a page becomes visible. It reflects all the indicators we have seen so far.

This is the most similar to your car's speedometer, although, unlike in the car, the lower the value, the faster your page is.

In general, expect a value of less than 3 seconds.

If the value is higher than this, it's worth looking at ways of changing things.

In fact, if you improve any of the problems listed in this analysis, it will also improve your SI.



Summary

The bottom line is that if the overall score in the Performance section of this analysis is below 90, then some of the scores for the areas presented here are not good enough.

In this case, you could:

- look at the recommendations for the issues in the analysis
- look for a better optimized theme
- choose a suitable optimization plugin and/or
- switch to a hosting package with a faster connection (= higher performance server) - even
- switch to another hosting provider
- have the IT guy do the analysis

I did my best to use common language but if the above still sound like Chinese, have an analysis done by a professional who knows how to improve these values noticeably.

The next step

Your PageSpeed analysis will give you a pretty good overview of your website's current state and this report will help you interpret the values you get.

Based on this, you can plan the way forward.

You already know if your site is fast enough you just need a reliable partner for further improvements.

This can be us (itbit.cc), but if you know a professional you trust more, talk to them.

One last thought

It is an absolute human reaction to expect all detected problems to disappear otherwise what does improvement mean, right?
Yeah, you're right and not entirely right.

Because not all of the problems listed in the PageSpeed analysis are equally serious.
It will also list problems that do not significantly hinder day-to-day operations, but are time-consuming and therefore costly to fix.

That is why we say that not all the problems listed are equally important to eliminate.

It is therefore worth discussing with your IT professional which problems need to be dealt with, which are worth dealing with and which can be left as they are.

There's a technical side to this, which the IT person can see, and a financial side, which you decide on.
You will need to find the balance in this formula.

We wish you success and joy in your beautifully speeding website!

Now, if your website is fast enough, congratulations, you're on the right track!
However,

**in addition to speed,
you need a few more things
to make your website generate revenue!**



If even your fast website isn't working well enough, contact us and we'll carry out a Free Website Audit.

This will tell you what else you need to address.
No obligation and it's free even if we don't get the gig in the end!

Thank you for trusting us!
We wish you a great day!