



8 Ekara Web Performance

Audit website performance
Monitor application performance
Optimize your frontend
Measure Google Core Web Vitals



“ 67% of online shoppers say long waits on a website are their main reason for abandoning their shopping cart. ”
- Source: Brand Perfect

Your issues and needs

- Do you want to know how you are positioned with Google (via Google Web Vitals) in order to improve your ranking?
- Do you need to make sure your site's pages are optimized for every type of device (desktop, mobile, tablet)?
- Are you seeking to identify improvement points for your site on the frontend, regardless of your location/connectivity?
- Are you trying to determine which page elements may slow down page display?

Treat your visitors to a 5-star experience of your website

Optimize your website for a more satisfying user experience. Identify web performance quick wins to improve quality without changing your website's architecture.

Deliverables



Website performance audit



Monitoring of application performance



Web & FEO¹



Google Core Web Vitals



The benefits of Ekara Web Performance

Strengthen your digital image

Improve application rendering performance

Increase your conversion rate and revenue

Get help with best practices in frontend optimization and gain a solid FEO¹ methodology

Discover ways to improve without changing your infrastructure

Boost your Google Web Vitals scores and page ranking

¹Frontend Optimization

Business case: e-commerce



The context

An e-commerce business, in the wake of a benchmark, called on ip-label to improve its user experience. The scope of the project was to include desktop, but most importantly mobile devices (Android & iOS), which now account for the essential part of their audience.



Our assistance

Analysis was conducted on the URLs selected by the customer. It investigated:

- errors recorded during downloading
- **Google Core Web Vitals metrics**
- differences in user experience between mobile and desktop devices



The situation

The customer was seeking to reposition based on website performance, especially on mobile devices. They wanted to implement best practices in web performance and know about the tricks of the trade and the technologies deployed by world leaders in the sector.



Benefits

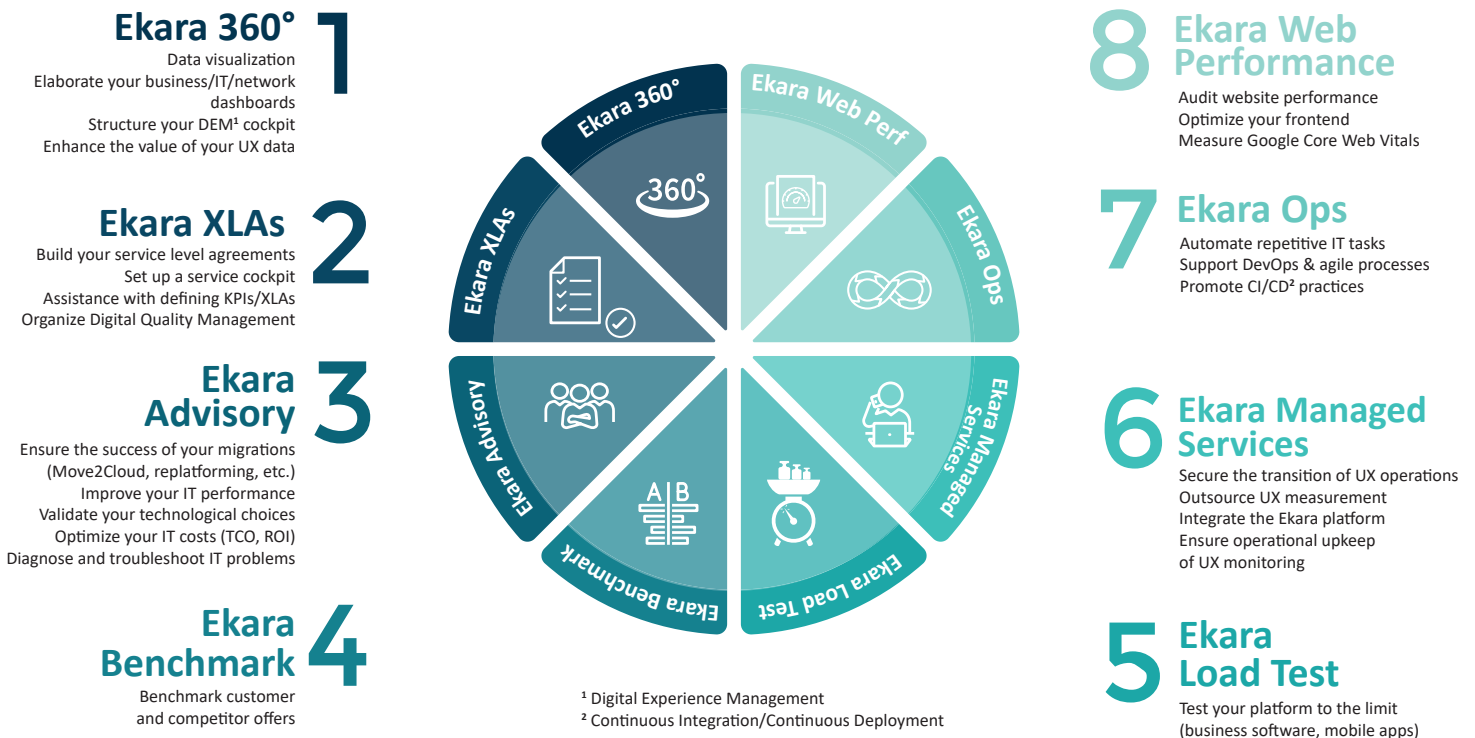
- Identification of areas for improvement:
- quick wins, like cache-control directives, fixed-size images, object minification
 - more complex changes, such as HTTP2, indirect downloading of objects

Audits also differentiated between mobile and desktop devices.

The foremost purpose of an audit is to improve web performance indicators and page rank.

A complete range of consulting services

A full-spectrum portfolio of consulting services to meet your Digital Experience Management requirements.



Ekara by ip-label: Customers in 25+ countries. 10 billion data items analyzed daily. A global measurement network. Certified ISO 9001:2015. A network of certified partners. A trusted third party.



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