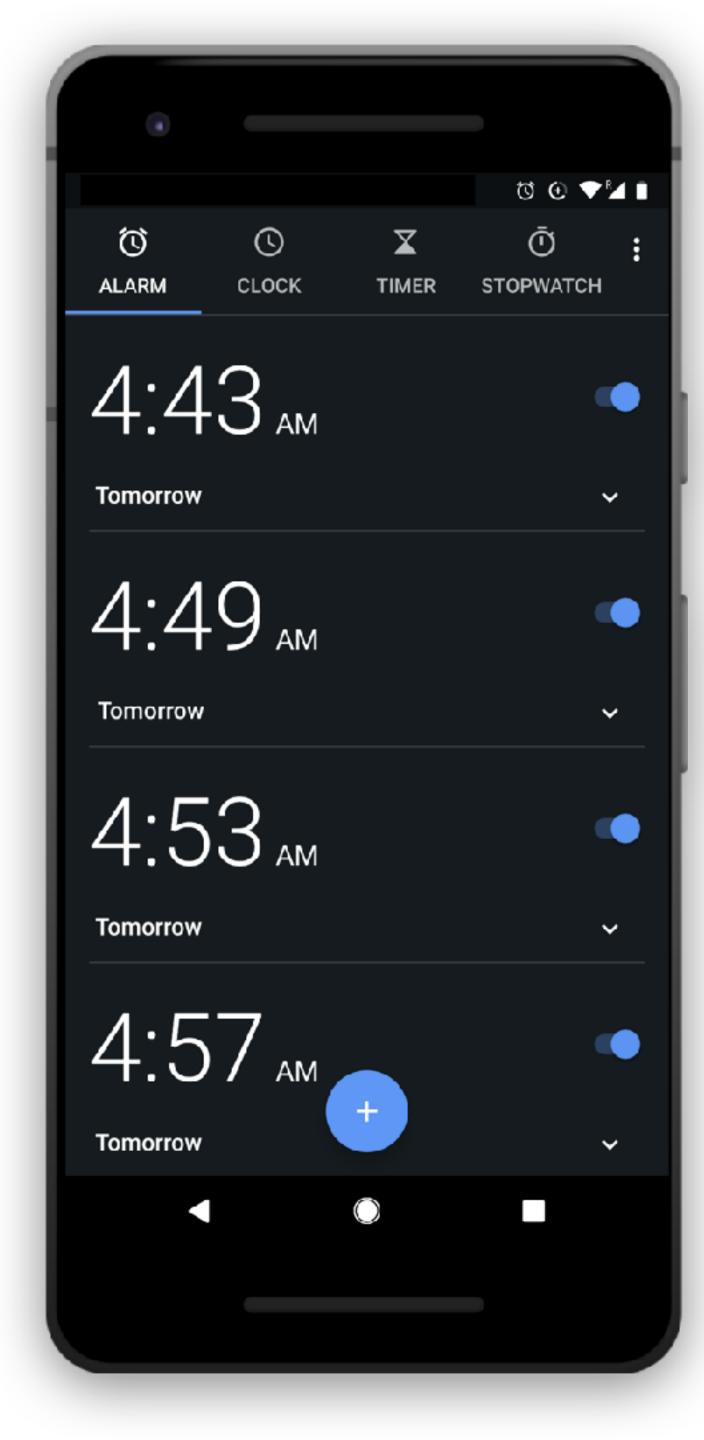
THE LONG-TAIL OF PERFORMANCE

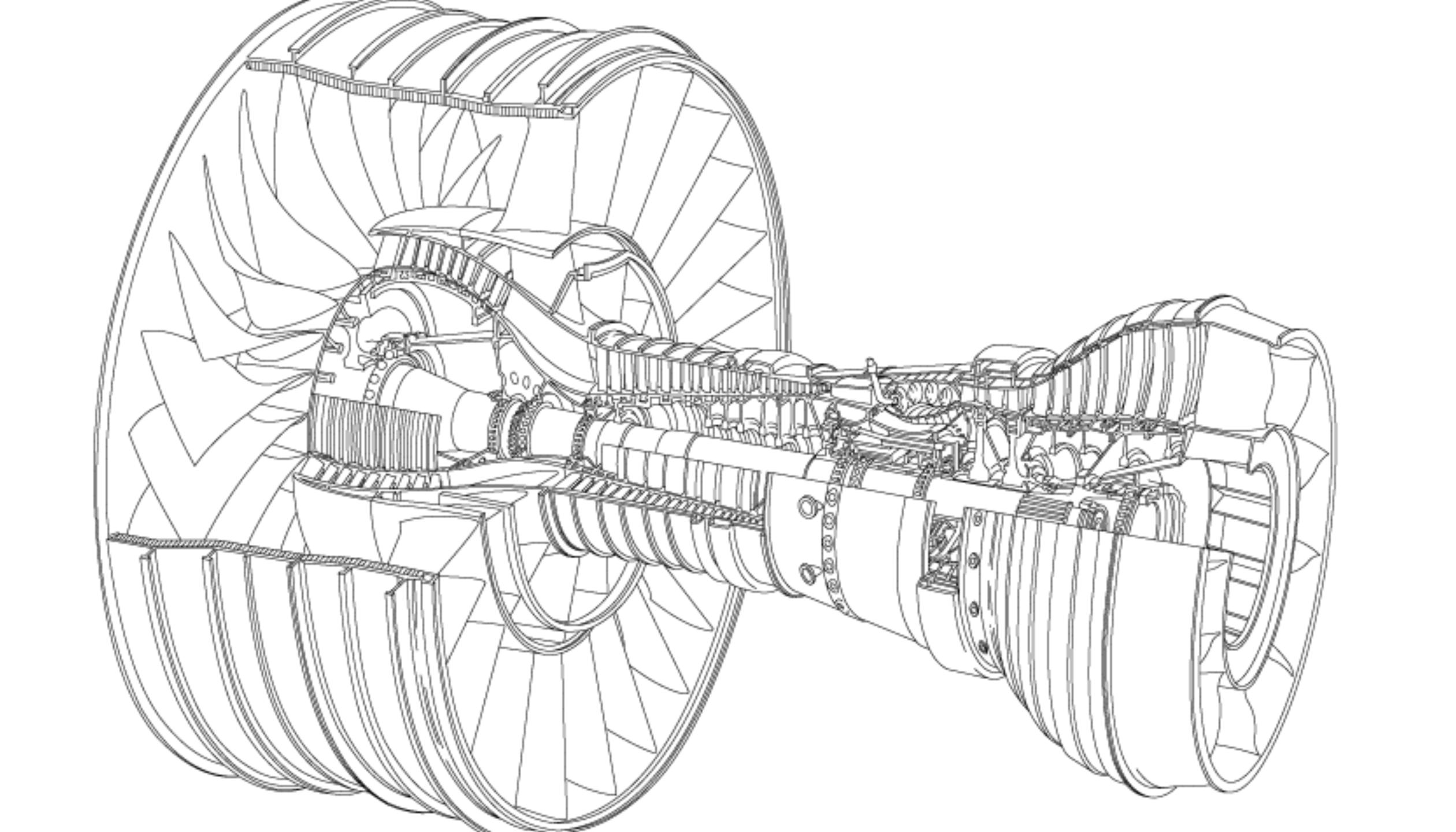
Tim Kadlec #webexpo @tkadlec



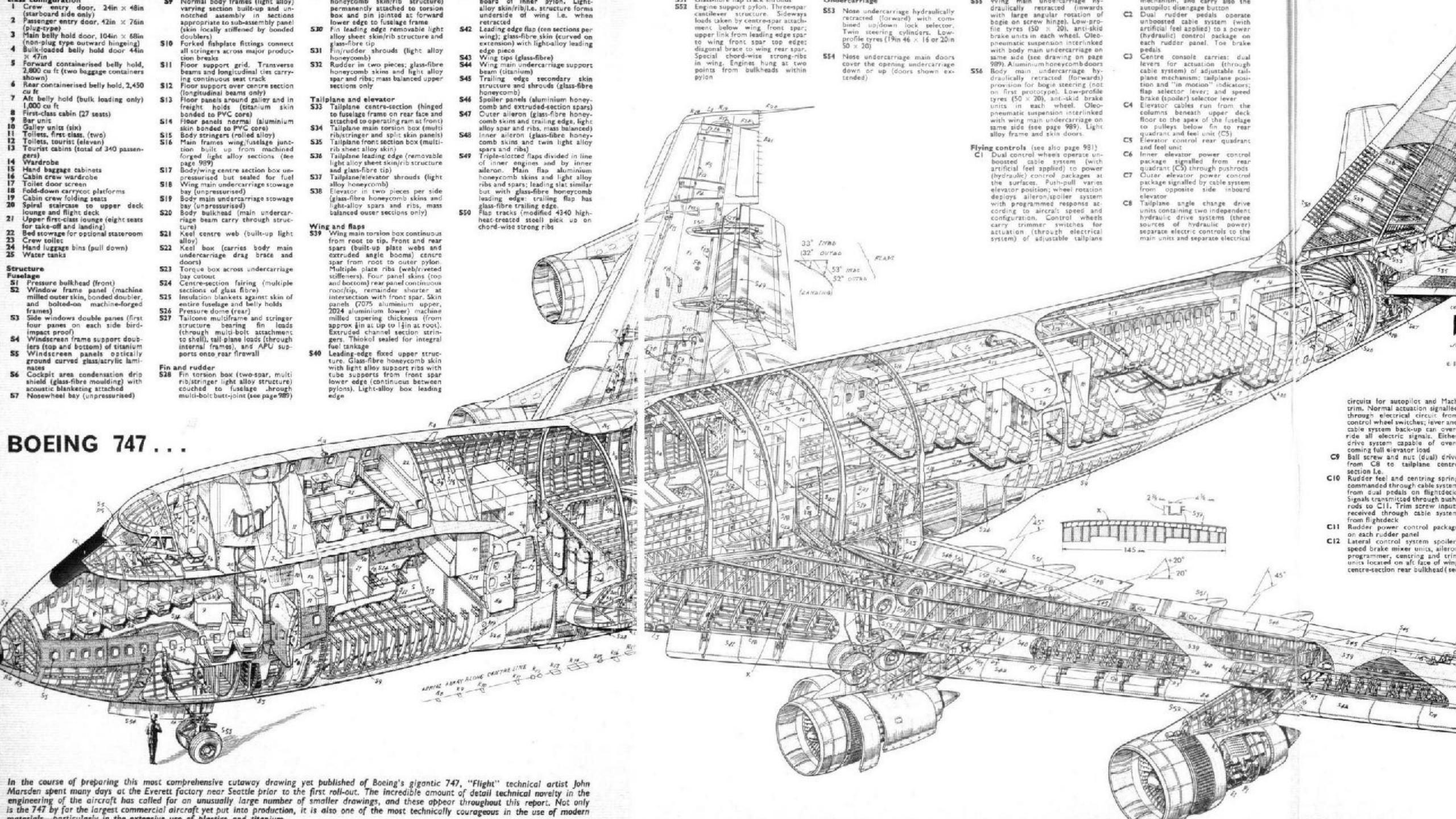


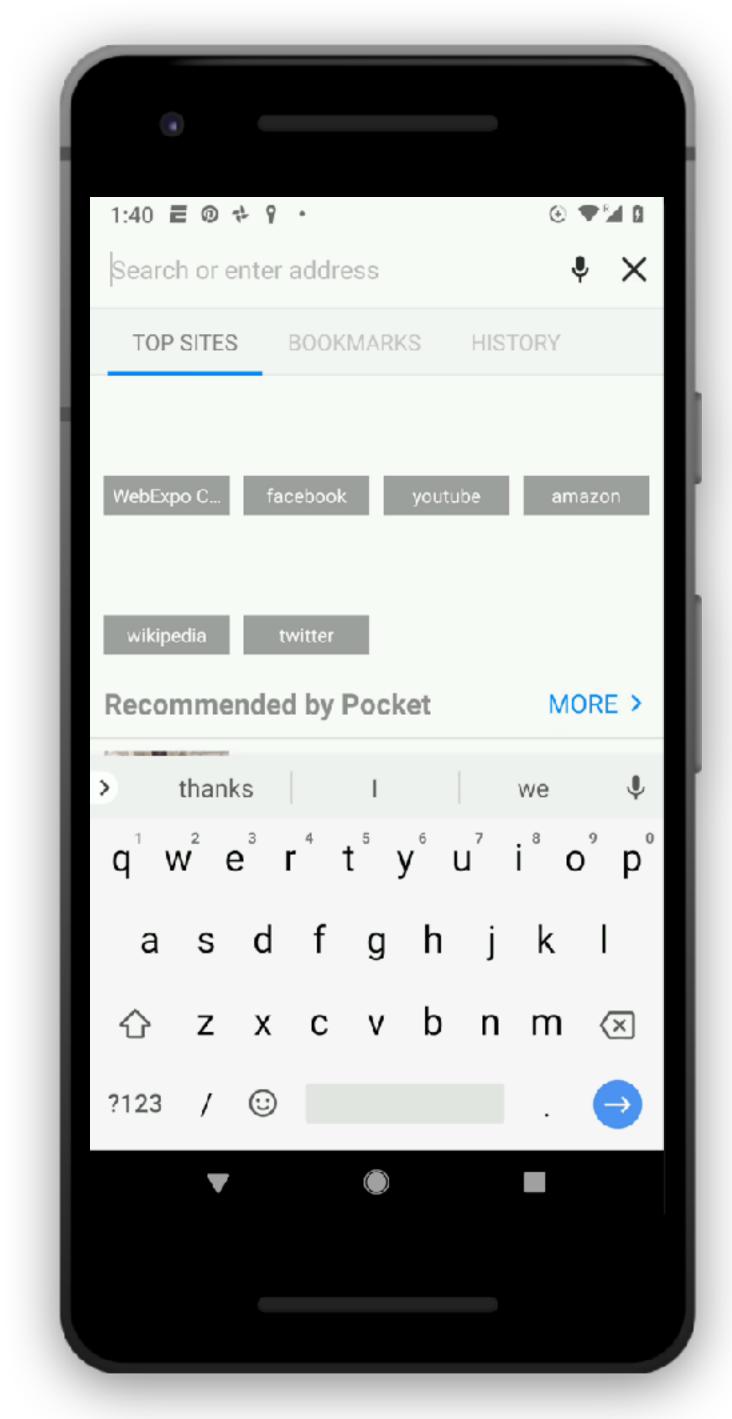












ANTCIPATE FAILURE





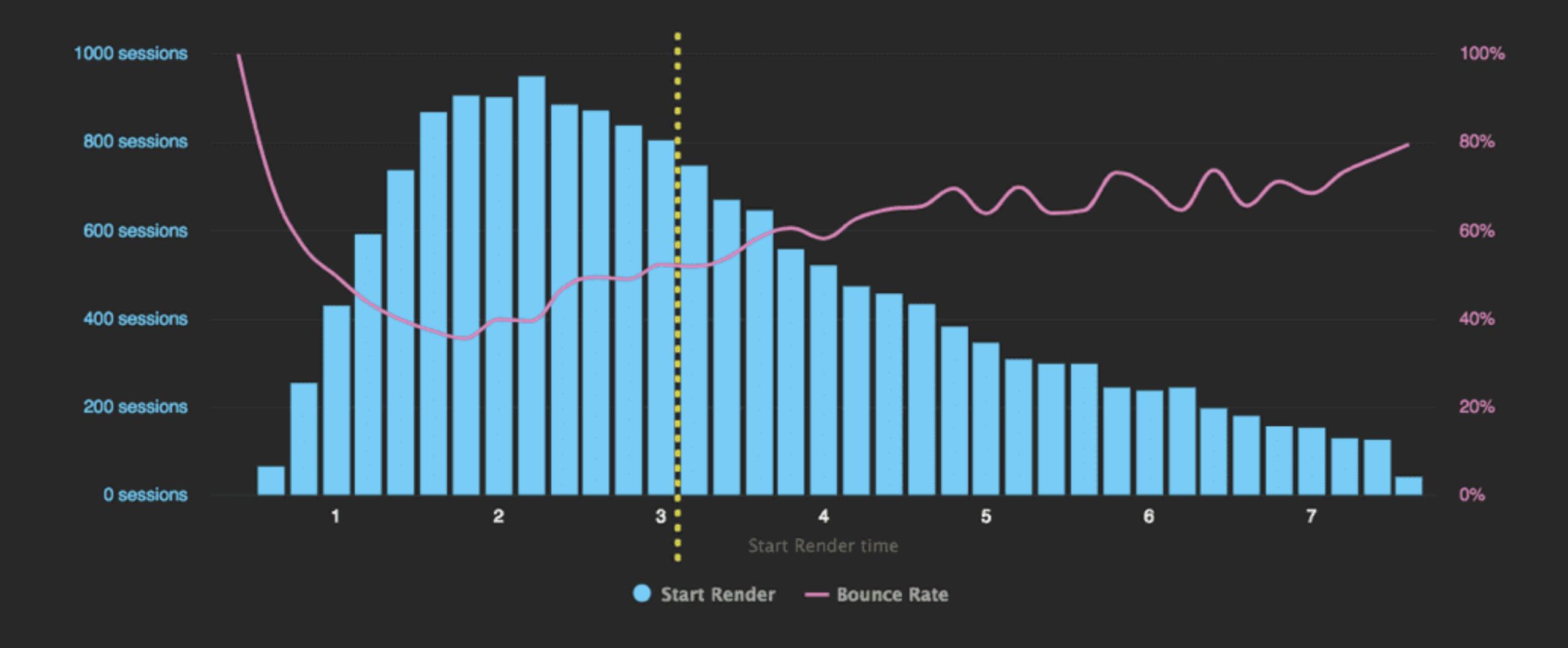
3.2MB average site

1.5 MB median site

3.2MB
average site

1.5 MB
median site

5.7mb 90% percentile

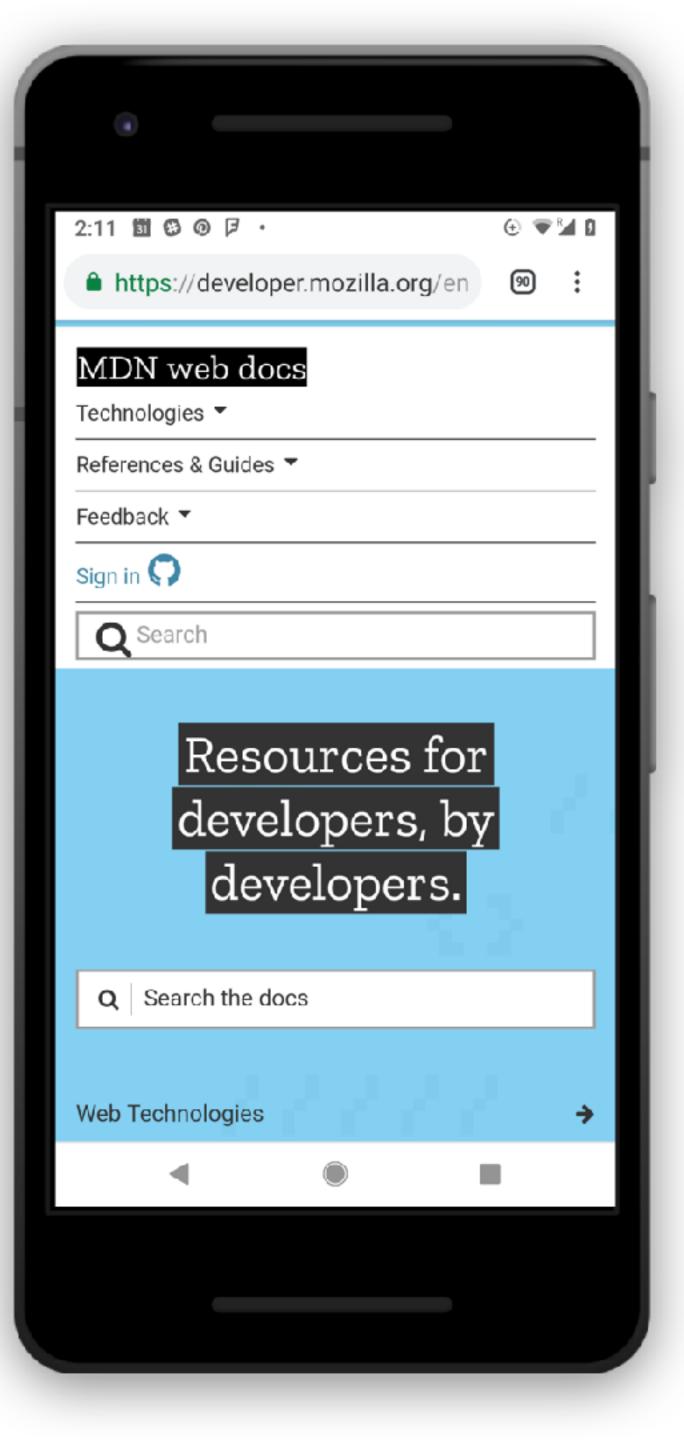


THE LONG-TAIL IS WHERE THE REAL WORLD HAPPENS



1366px twice as 510W as 1920px

CPU bound

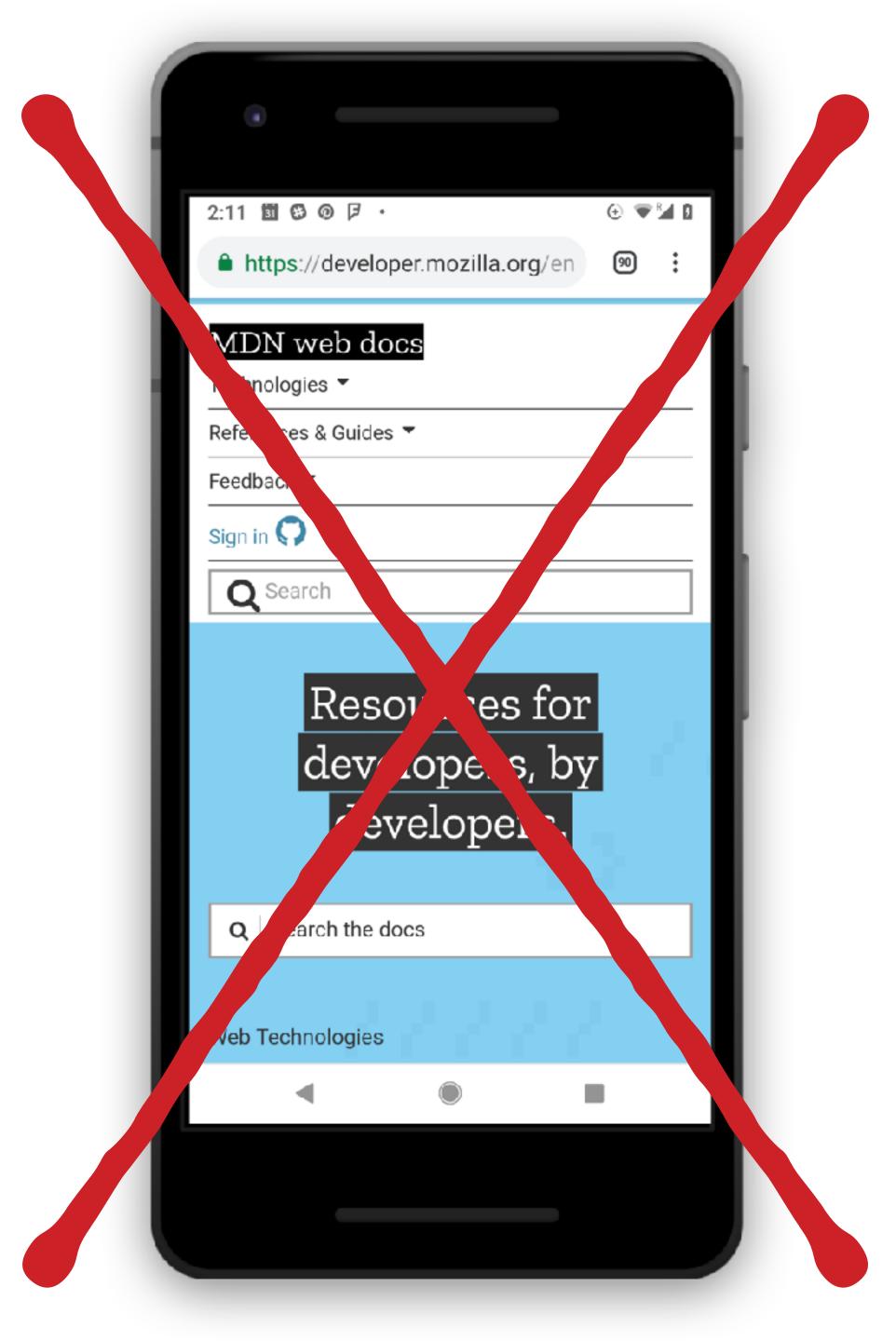




"Your website's only as strong as the weakest device you've tested it on."

Ethan Marcotte

CPU bound







← https://www.webpagetest.org/?throttle_cpu=3.6





DOCUMENTATION **HOME** TEST HISTORY FORUMS **ABOUT**

Test a website's performance

Advanced Testing

Simple Testing



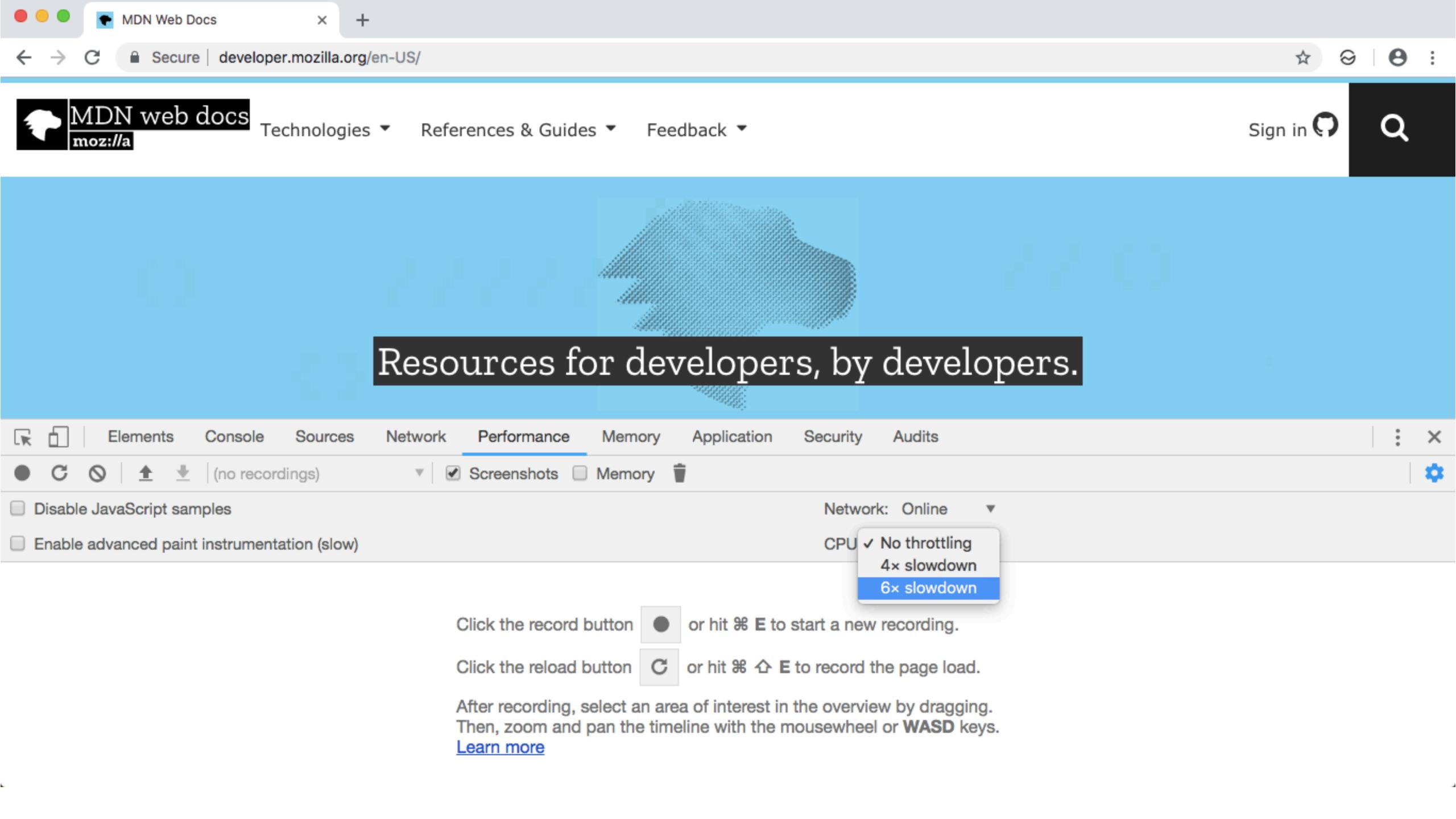
Visual Comparison

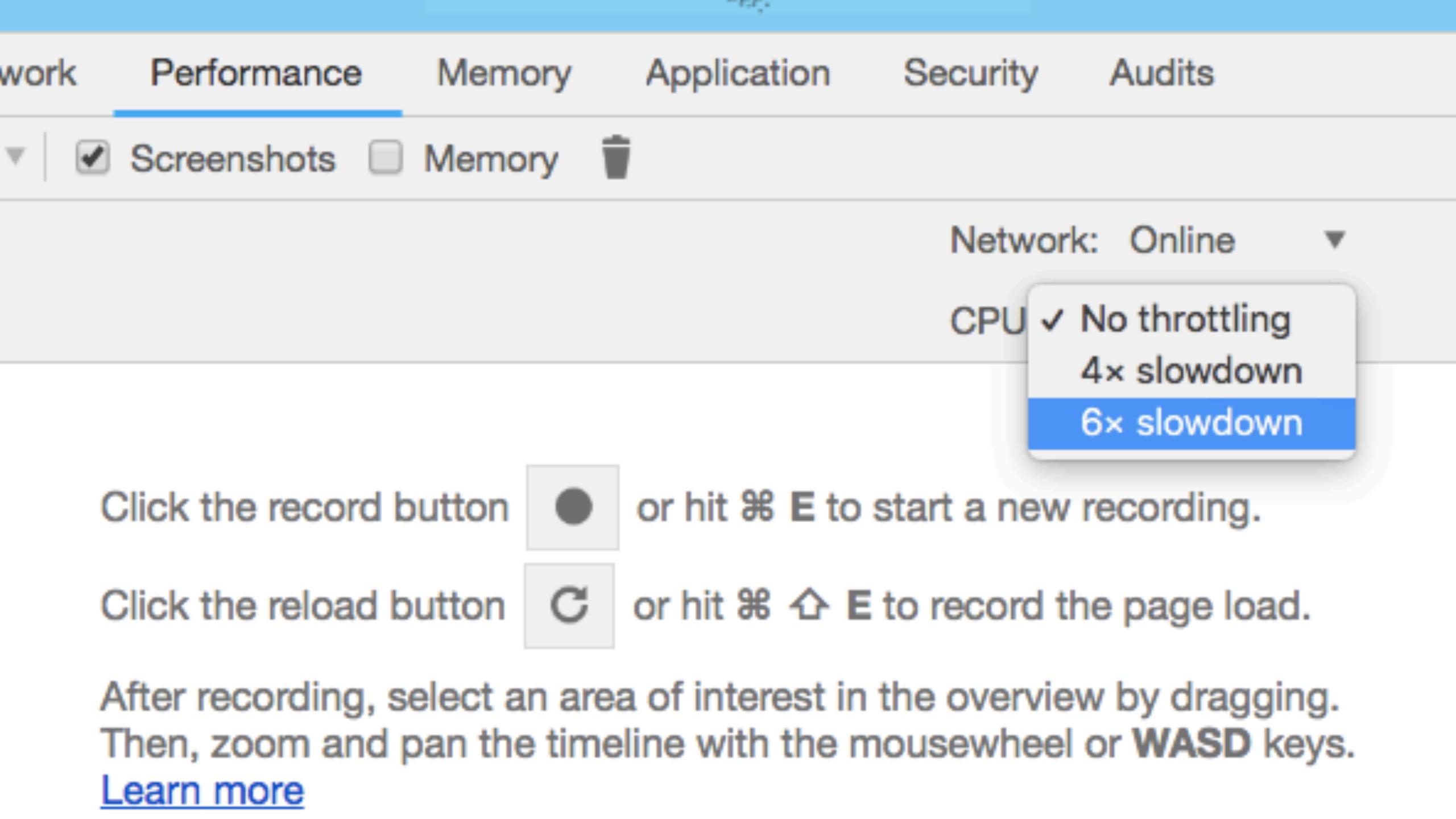
\[
\lambda_\cdot
\]
Traceroute

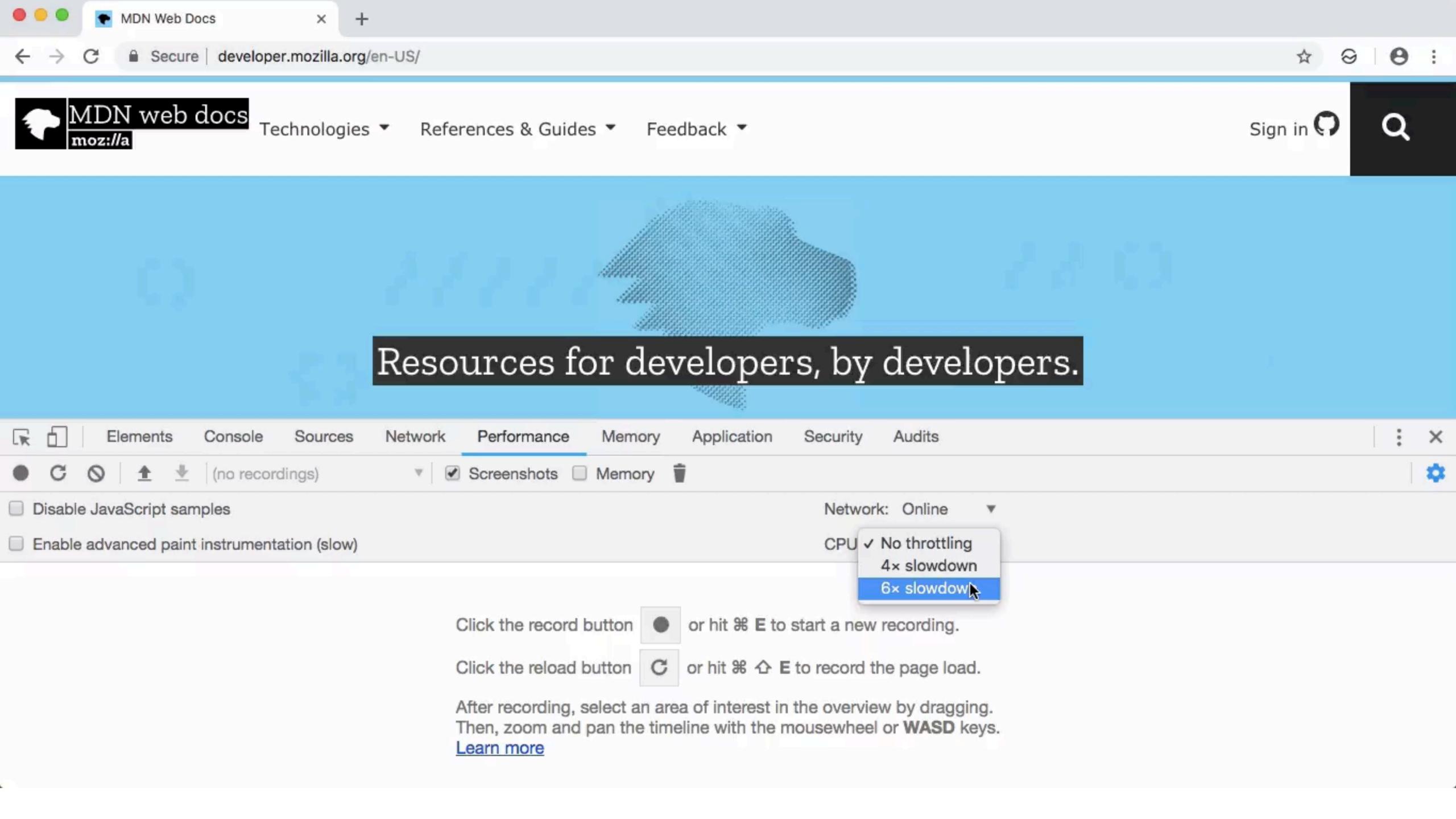
Enter a Website URL

Test Location

Dulles, VA USA (Desktop, Android, iOS)







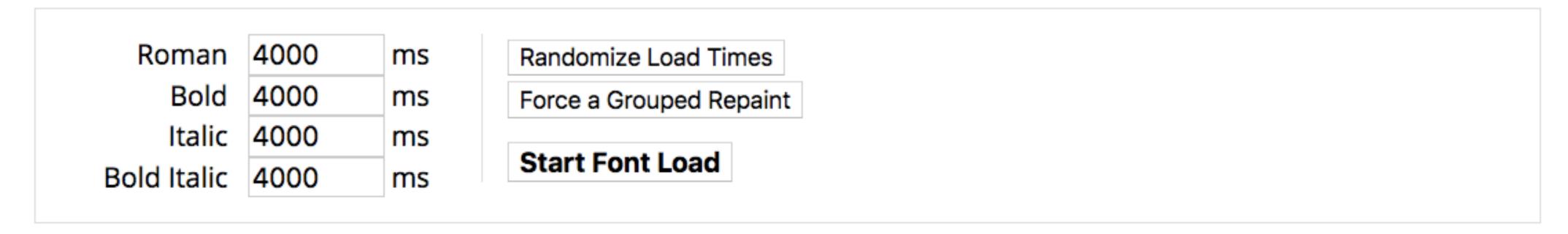
Zilla Slab Zilla Slab Bold Zilla Slab Italic Open Sans Open Sans Italic Open Sans Semibold

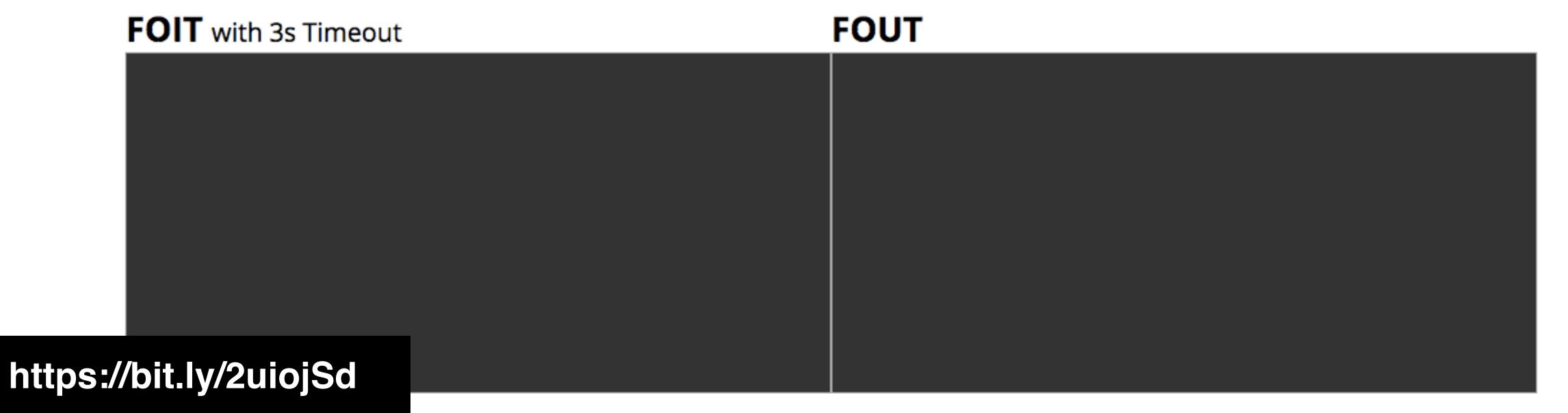
font-display: fallback;

FOIT vs. FOUT

This demo was created to show the functional differences between FOIT and FOUT. It's using Open Sans loaded from Google Web Fonts. (Not sure what <u>FOIT and FOUT</u> are?) Decide for yourself—which feels faster? Which feels more stable? Take note of the difference in page stability when you group your repaints.

Created by <u>@zachleat</u>. Read more at <u>FOIT vs. FOUT (the blog post)</u> or the <u>Comprehensive Guide to Font Loading Strategies</u>. You can always return to <u>zachleat.com</u>.

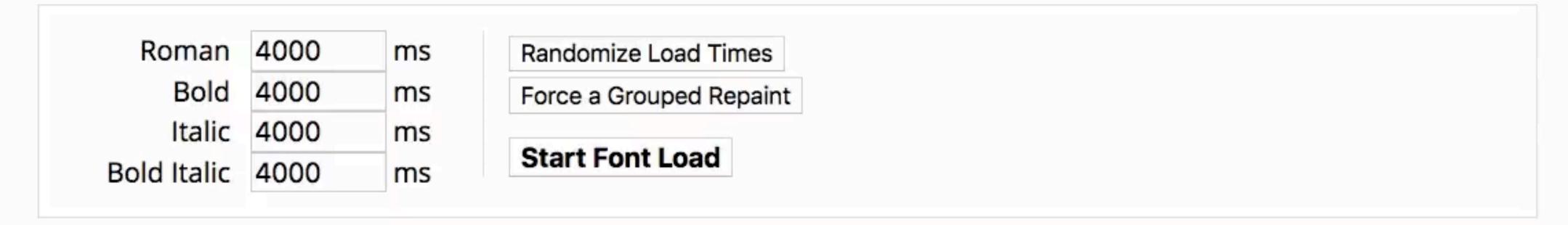


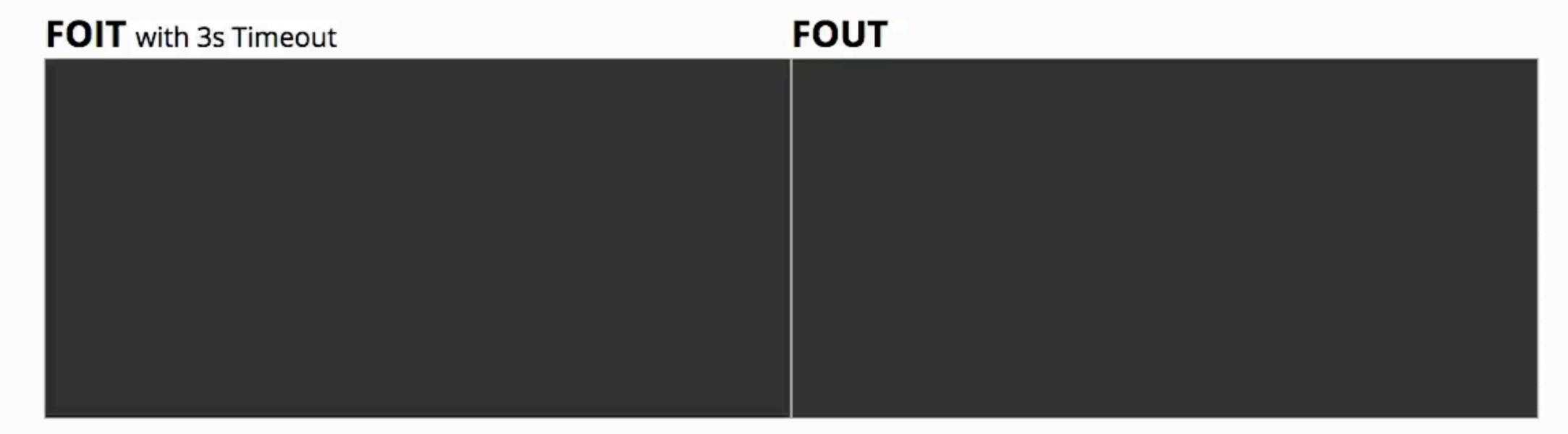


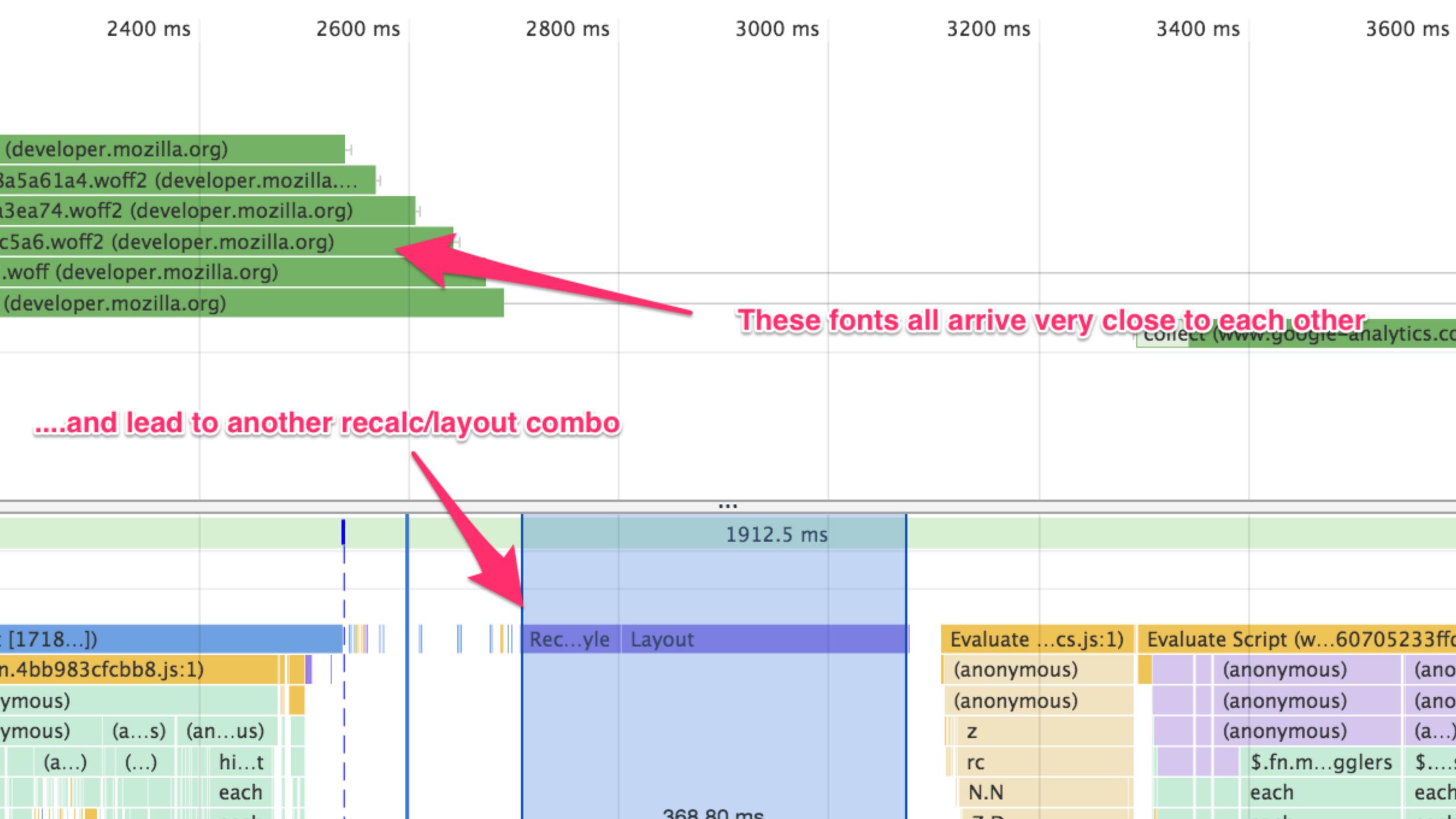
FOIT vs. FOUT

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Created by <u>@zachleat</u>. Read more at <u>FOIT vs. FOUT (the blog post)</u> or the <u>Comprehensive Guide to Font Loading Strategies</u>. You can always return to <u>zachleat.com</u>.







Open Sans Regular + Font Synthesis

The web is healthy when the financial cost of self-expression isn't a barrier.

Posted August 22, 2018 by Tara Vancil

The web is healthy when the financial cost of self-expression isn't a barrier.

Open Sans Regular, Italic, Bold

The web is healthy when the financial cost of self-expression isn't a barrier.

Posted August 22, 2018 by Tara Vancil

The web is healthy when the financial cost of self-expression isn't a barrier.

Zilla Regular + Font Synthesis

Resources for developers, by developers

read more at hacks.mozilla.org

Learn the best of web development

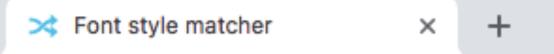
Zilla Regular, Italic, Bold

Resources for developers, by developers

read more at hacks.mozilla.org

Learn the best of web development

Zilla Slab Zilla Slab Bold Zilla Slab Italic Open Sans Open Sans Italie Open Sans Semibold







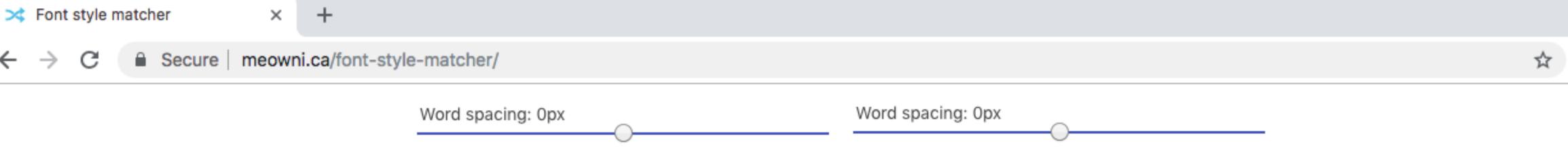


Font style matcher

If you're using a web font, you're bound to see a flash of unstyled text (or FOUC), between the initial render of your websafe font and the webfont that you've chosen. This usually results in a jarring shift in layout, due to sizing discrepancies between the two fonts. To minimize this discrepancy, you can try to match the fallback font and the intended webfont's x-heights and widths [1]. This tool helps you do *exactly* that.

Fallback font Verdana	Web font Open Sans
	Download from Google Fonts, or:
	→ Upload font
Font size: 15px	Font size: 16px
Line height: 1.7	Line height: 1
Font weight: 300	Font weight: 300
Letter spacing: -0.05px	Letter spacing: 0px
More spacing: 0px	Word spacing: 0px

opy CSS to clipboard



Copy CSS to clipboard

The fox jumped over the lazy dog, the scoundrel.

The fox jumped over the lazy dog, the scoundrel.

e :

Overlapped

In the default example, Merriweather is taller and wider than Georgia, so if you bump Georgia's **font size** up to 18px, and its **letter spacing** to 0.1px you'll get a pretty close match!

- Use different colours for each font
- ☐ See layout shift due to FOUC

The fox jumped over the lazzydog, the scoundred.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, seeblooeius moditempori iroididunttutt labore et dolore magna aliqua. Ut emim adi minim verriam, quis mostrudiexeecitationullamoo laboris nisi ut aliquip ex ea commodo consequat. Duis aute irune dolor in reprehenderit im voluptate velit esse dillum dolore eu fugiattrulla pariattur. Excepteur sinto ocaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit amim id est laborum.







JavaScript (JS) is a lightweight interpreted or JITcompiled programming language with first-class functions. While it
is most well-known as the scripting language for Web pages,
many non-browser environments also use it, such as Node.js,
Apache CouchDB and Adobe Acrobat. JavaScript is a prototypebased, multi-paradigm, dynamic language, supporting objectoriented, imperative, and declarative (e.g. functional
programming) styles. Read more about JavaScript.

This section is dedicated to the JavaScript language itself, and not the parts that are specific to Web pages or other host environments. For information about APIs specific to Web pages, please see Web APIs and DOM.

The standard for JavaScript is ECMAScript. As of 2012, all modern browsers fully support ECMAScript 5.1. Older browsers support at least ECMAScript 3. On June 17, 2015, ECMA International published the sixth major version of ECMAScript, which is officially called ECMAScript 2015, and was initially referred to as ECMAScript 6 or ES6. Since then, ECMAScript standards are on yearly release cycles. This documentation refers to the latest draft version, which is currently ECMAScript 2019.

Do not confuse JavaScript with the Java programming language. Both "Java" and "JavaScript" are trademarks or registered trademarks of Oracle in the U.S. and other countries. However, the two programming languages have very different syntax, semantics, and uses.

JavaScript

Web technology for developers >

JavaScript

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- JavaScript Guide
- Intermediate
- Advanced

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- Built-in objects
- Expressions & operators
- Statements & declarations
- Functions
- Classes
- Errors
- Misc
- New in JavaScript

Documentation:

- Useful lists
- Contribute

JavaScript (JS) is a lightweight interpreted of compiled programming language with first most well-known as the scripting language non-browser environments also use it, such CouchDB and Adobe Acrobat. JavaScript is paradigm, dynamic language, supporting of and declarative (e.g. functional programminabout JavaScript.

This section is dedicated to the JavaScript language its specific to Web pages or other host environments. Fo to Web pages, please see Web APIs and DOM.

The standard for JavaScript is ECMAScript. As of 2012, support ECMAScript 5.1. Older browsers support at le 2015, ECMA International published the sixth major officially called ECMAScript 2015, and was initially reference then, ECMAScript standards are on yearly release refers to the latest draft version, which is currently ECMAScript ECMAScript are considered.

Do not confuse JavaScript with the Java programmin "JavaScript" are trademarks or registered trademarks countries. However, the two programming languages semantics, and uses.

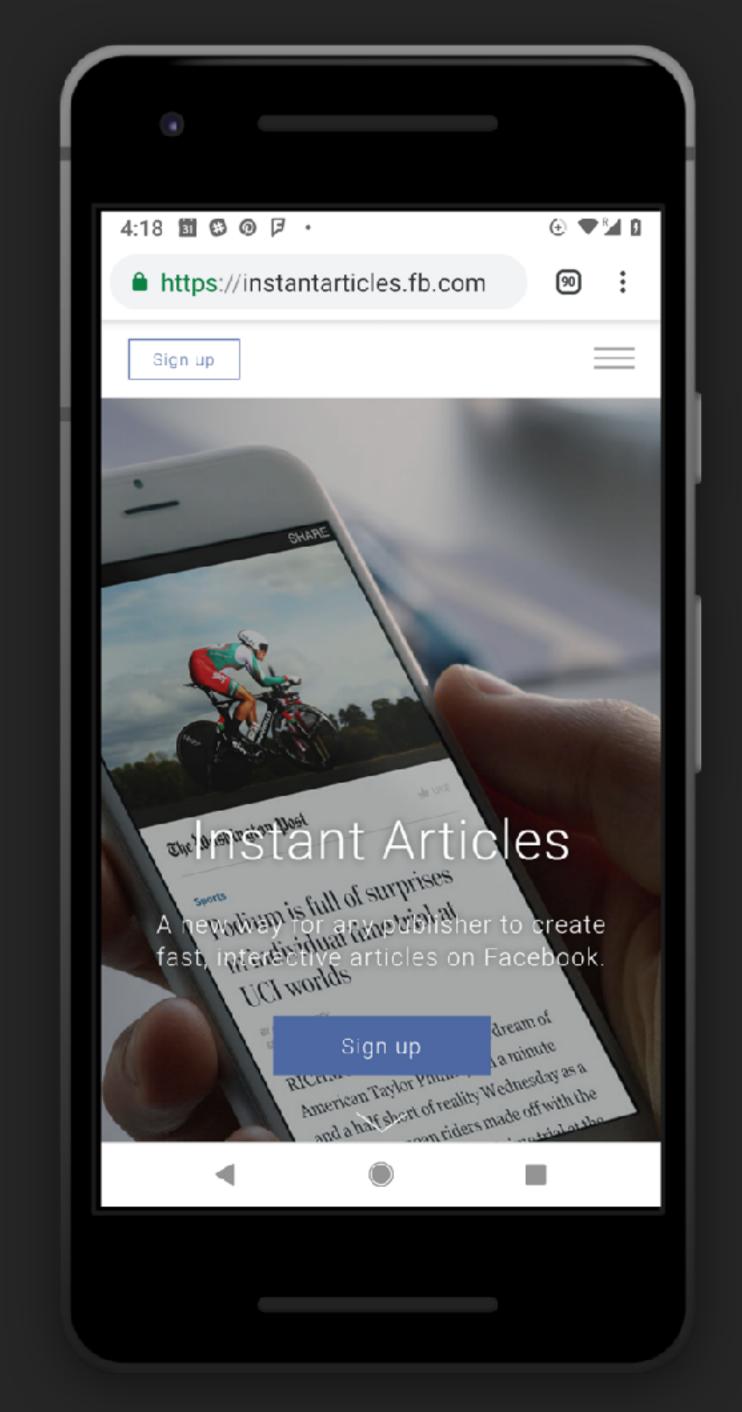
Zilla Slab Zilla Slab Bold Zilla Slab Italic Open Sans Open Sans Italie Open Sans Semibold

150kb 12% less weight

less layout

faster TTE

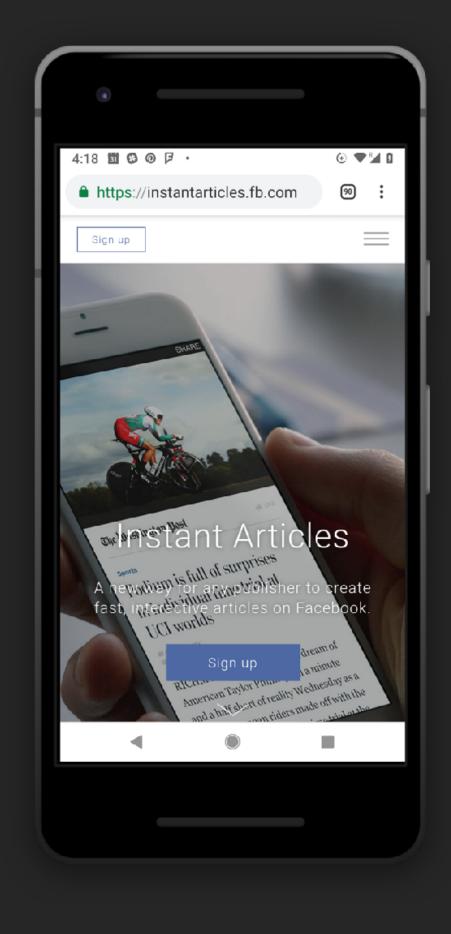
DATA USED IS A USER-CENTRIC



\$1.44



Cost (in USD, PPP)



Cost in USD

This exceeds the \$1.25 per day poverty level. Approximately 5,420,994 people in United States live below this level.

Switzerland \$1.35

This exceeds the \$1.25 per day poverty level.

Ireland \$1.29

This exceeds the \$1.25 per day poverty level.

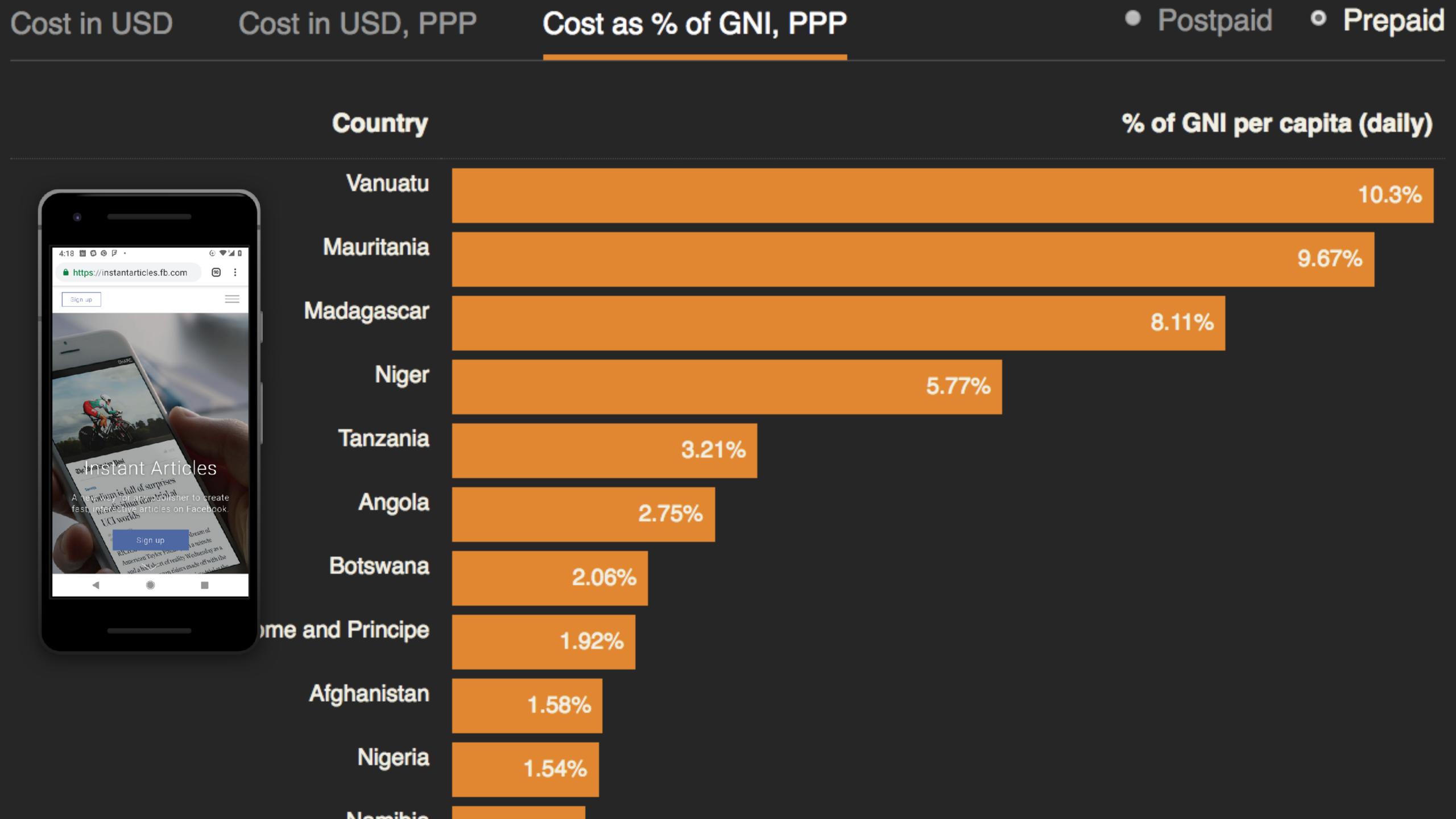
Canada \$0.90

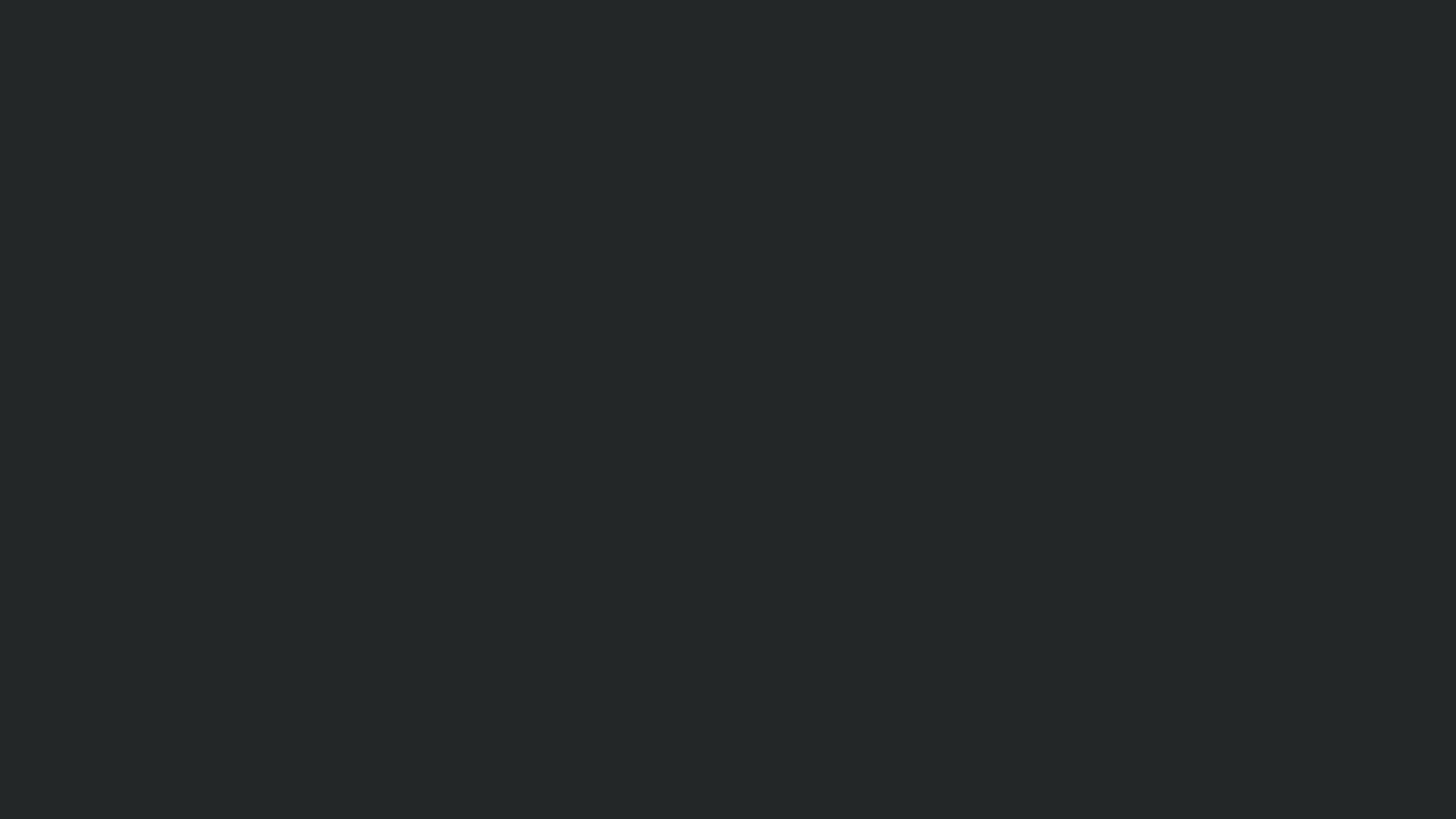
Vanuatu \$0.89

Germany \$0.78

Netherlands \$0.65

United Kingdom \$0.53







We have a text-only version of our website for anyone who needs to stay up-to-date on Hurricane Florence news and keep their battery and data usage to a minimum: n.pr/2N1Cd4j

7:40 AM - 14 Sep 2018



G

National Public Radio, Inc. [US] text.npr.org

+

Text-Only NPR.org (go to <u>full version</u>)

Home

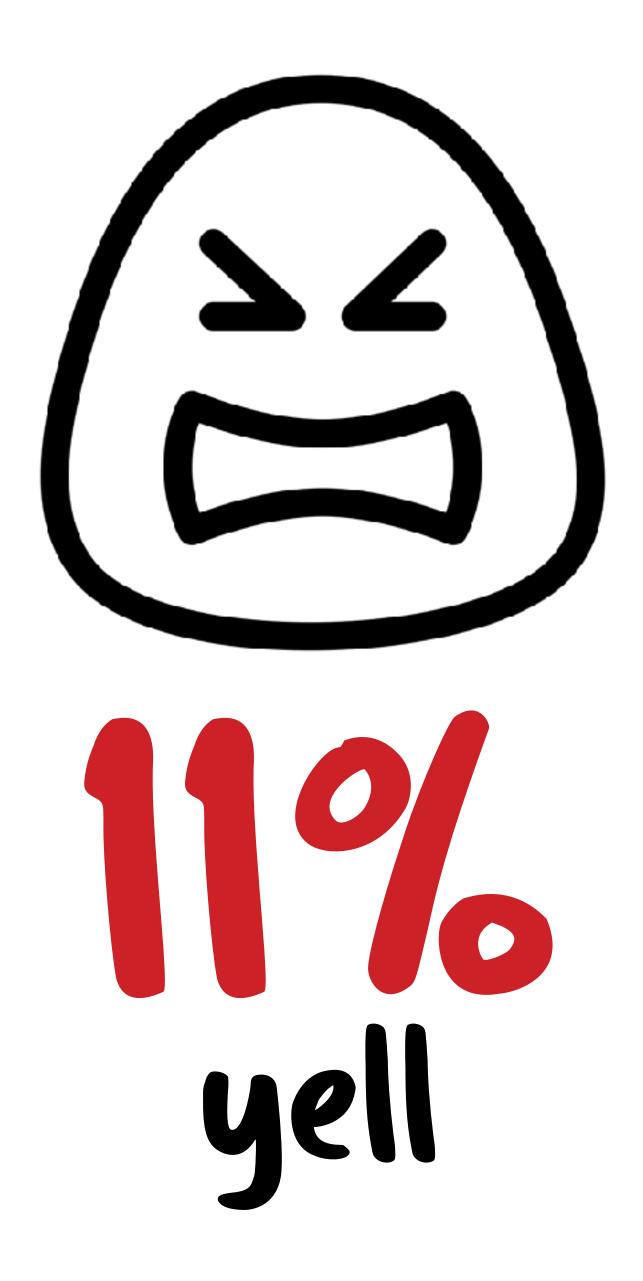
September 21, 2018

Top News Stories

- Russia's 2016 Twitter Campaign Was Strongly Pro-Gun, With Echoes Of The NRA
- Kavanaugh Accuser Open To Testifying About Sexual Assault Allegations
- The Biggest Hurdle For Beto O'Rourke In Texas Is Turning Out Latino Voters
- Imagine: Previously Unseen Footage Of John Lennon And George Harrison
- Florence Blamed For 4 More Deaths As 'Unheard Of Amounts Of Water' Keep Flowing
- Vietnamese President Tran Dai Quang Dies After 'Serious Illness'
- Hacks, Security Gaps And Oligarchs: The Business Of Voting Comes Under Scrutiny
- Parents Are Leery Of Schools Requiring 'Mental Health' Disclosures By Students
- At Least 100 Dead In Tanzania After Ferry Capsizes On Lake Victoria
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Mobile Phone Throwing World Championships

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Mobile Phone Throwing World Championships

The traditional fun sport of Mobilephone Throwing takes a break at the moment. We are making plans with local actors for the future.

Mobile Phone Throwing is light and modern Finnish sport that suits for people of all ages. It combines recycling philosophy and fun spirit in active sport. A part of the philosophy is also a spiritual freedom from being available all the time.

Why do people throw it?

Finland is known as the home country of the mobile phones and Finns have always been very fashion-





Suomeksi







The Guardian

Core content

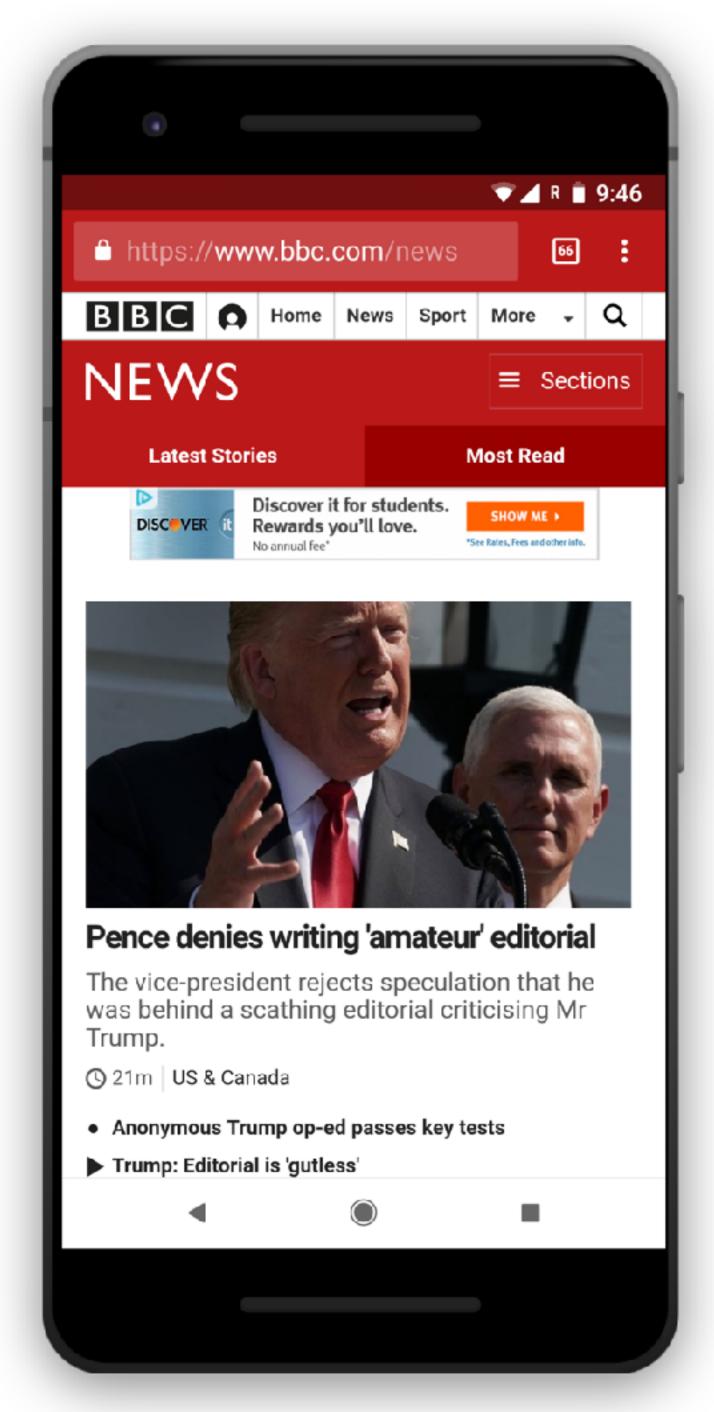
Essential HTML and CSS, usable non-JS experience

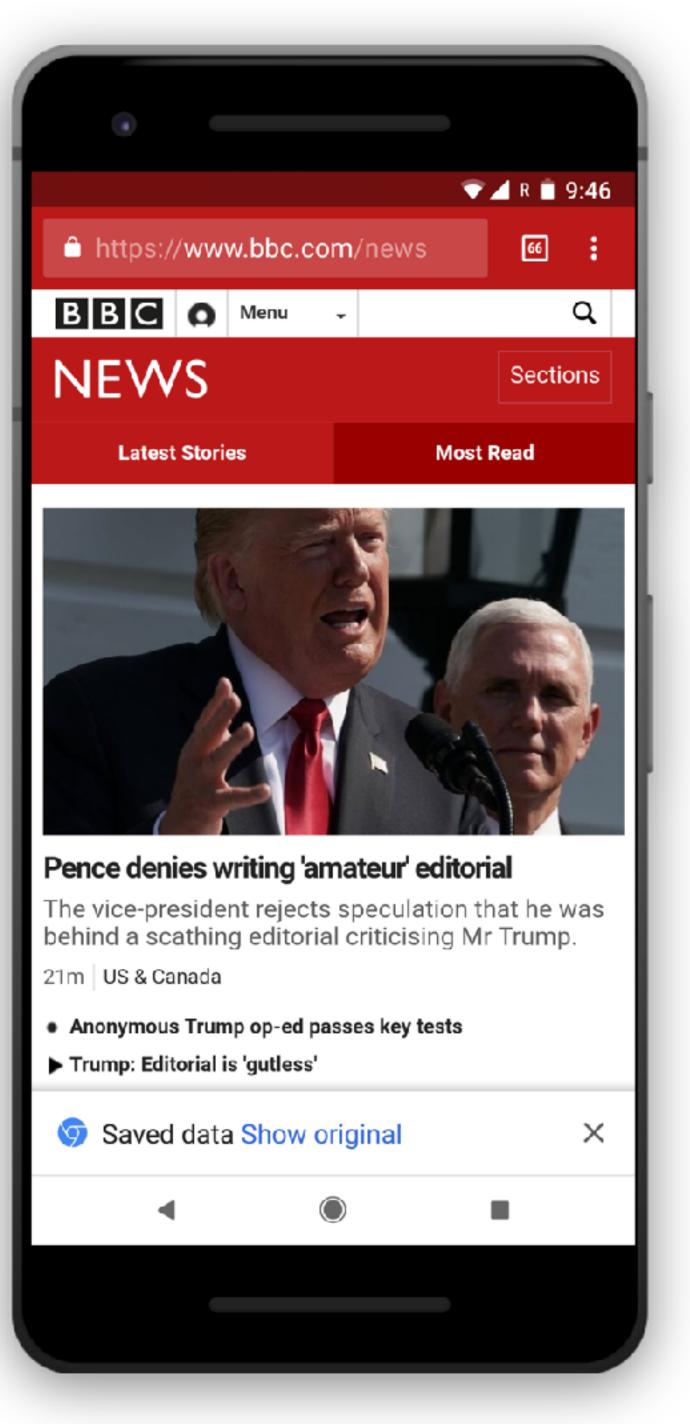
Enhancements

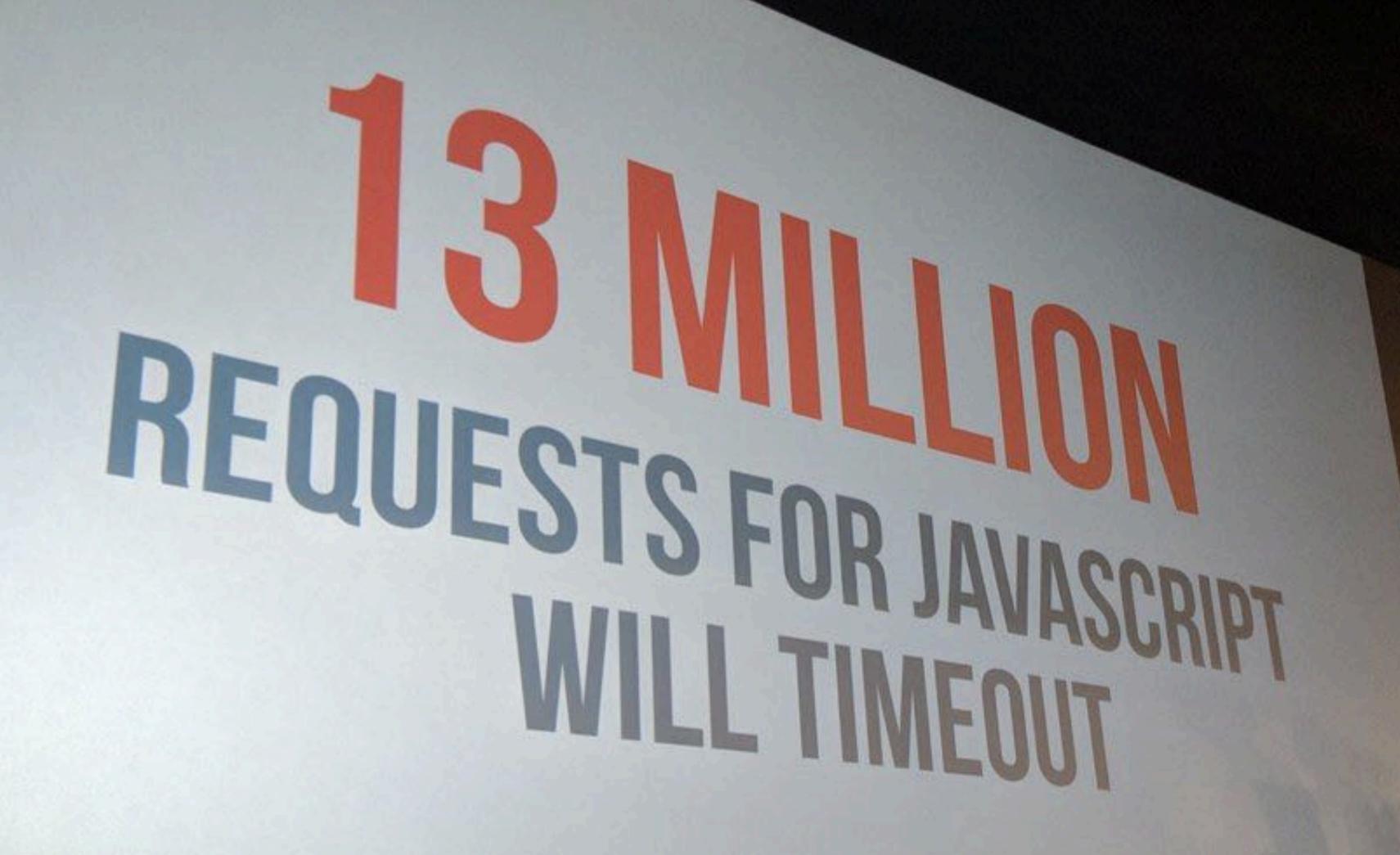
JavaScript, enhanced CSS, fonts, images, widgets

Leftoyers

Analytics, advertising, third-party content

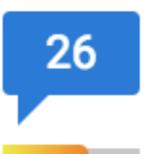






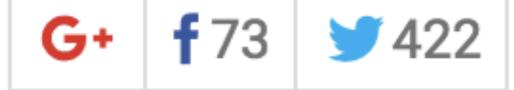


Chrome for Android may start disabling JavaScript on 2G connections



Corbin Davenport

Aug 23, 2018



Total Shares 495



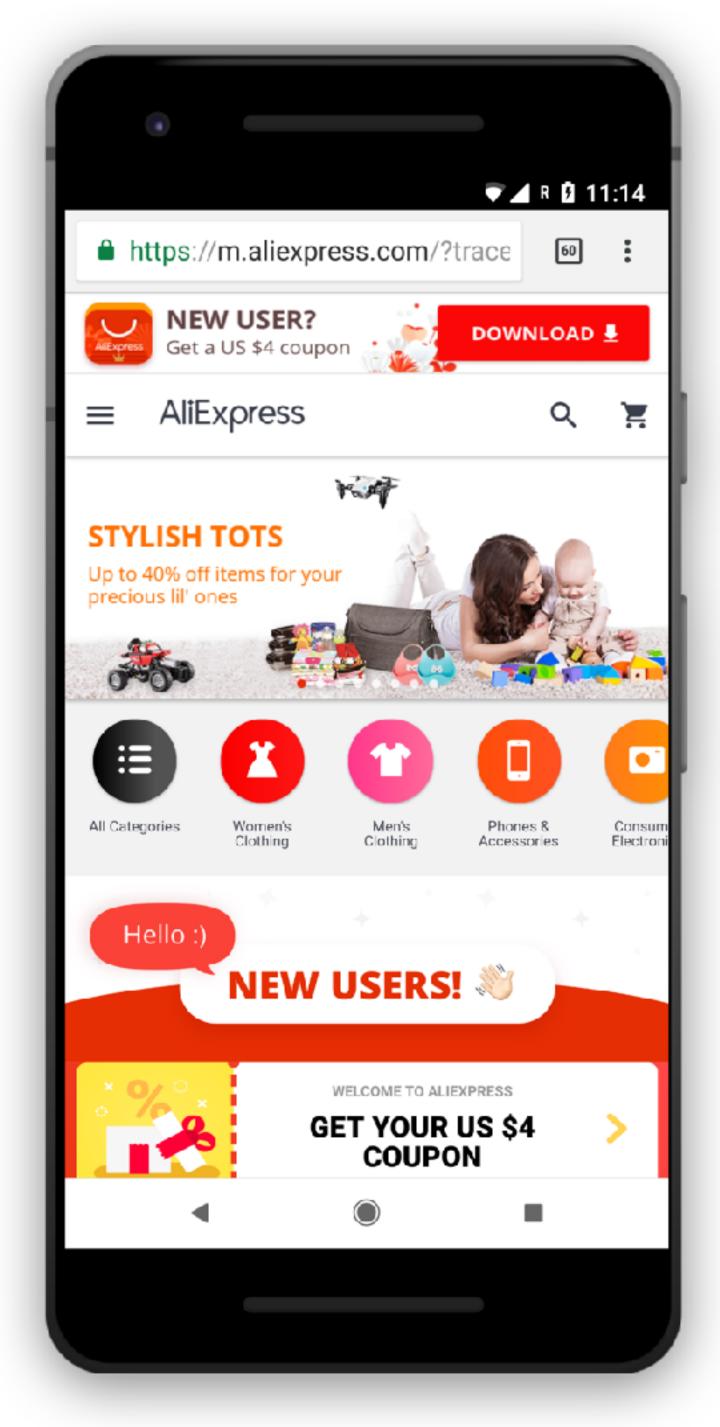
CHROME

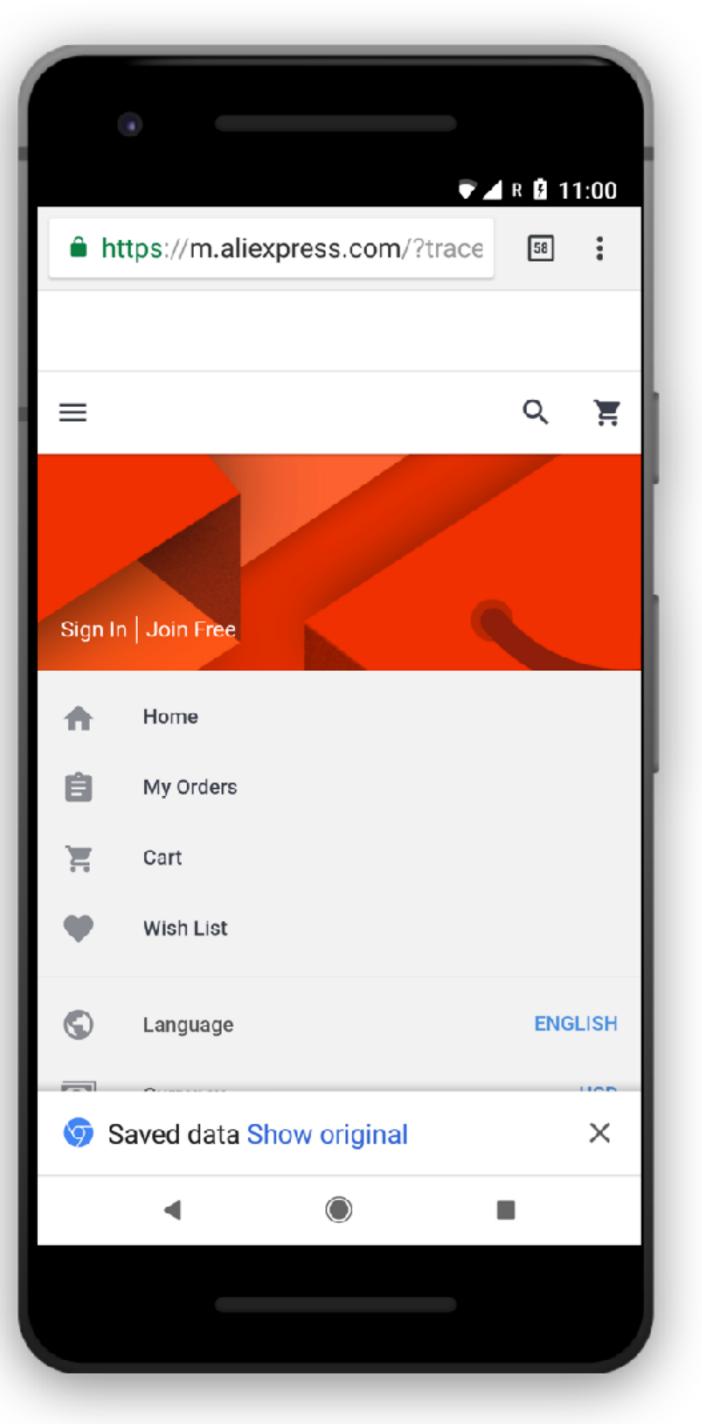
GOOGLE

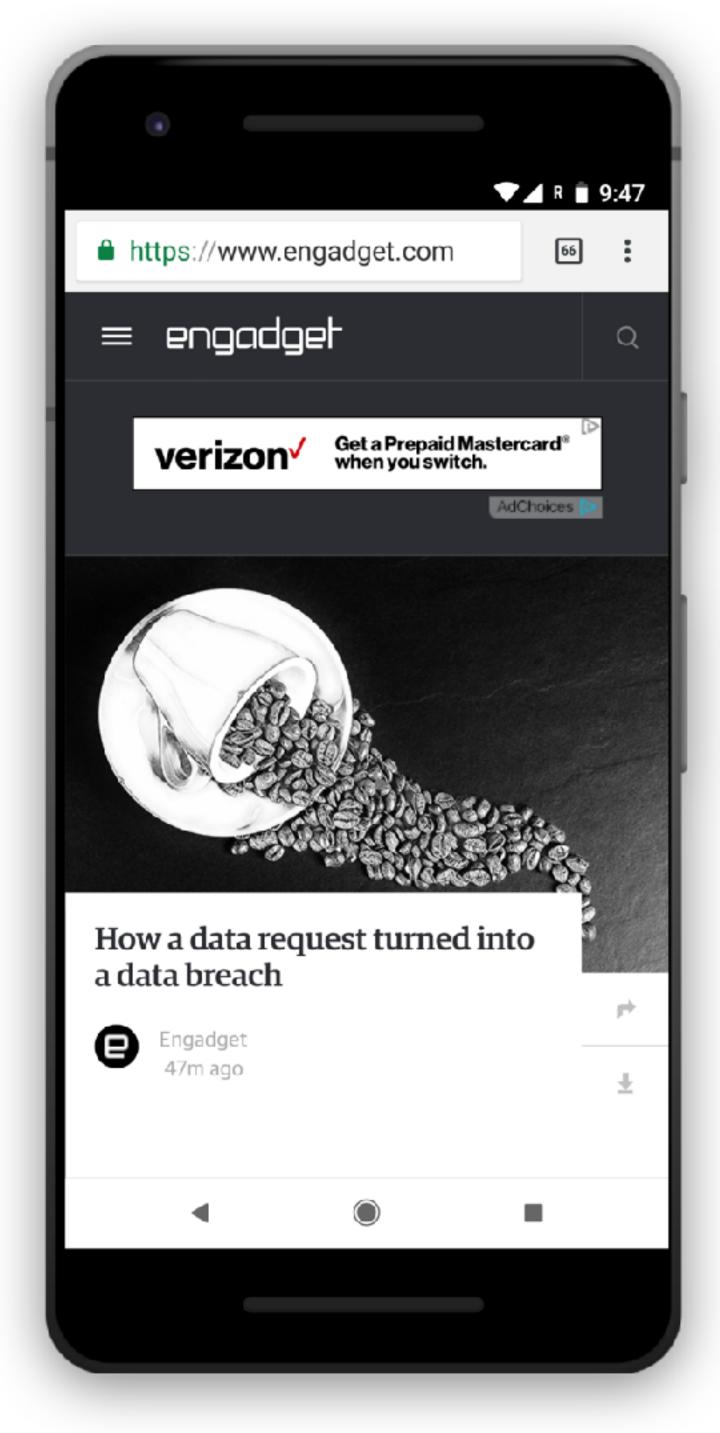


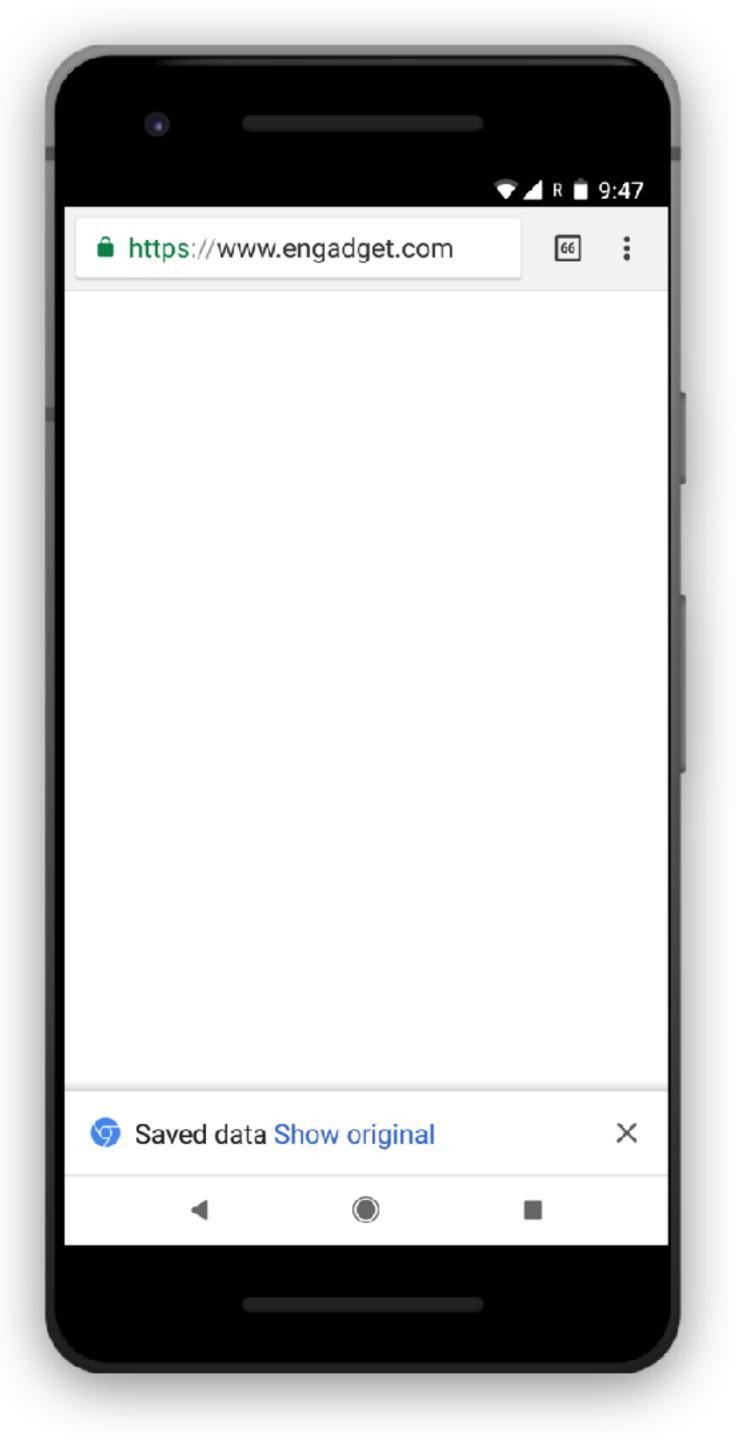
■ NEWS

URL	NOSCRIPT Weight (KB)	Original Weight (KB)	Change in Weight
https://www.wayfair.com/	164	3277	-95.0%
https://www.aliexpress.com/	72	2150	-96.6%
https://www.linkedin.com/	151	1536	-90.2%
https://www.reddit.com/	295	1126	-73.8%
https://www.bbc.com/news	354	467	-24.2%
https://www.theatlantic.com/	11673	2970	+293.0%
https://techcrunch.com/	548	2867	-80.9%
https://www.theverge.com/	68198	3174	+2048.4%
https://www.cnn.com/	418	7784	-94.6%
https://www.nytimes.com/	379	16650	-97.7%











Save-Data: On

```
let saveData = false;
if (request.headers['save-data'] == 'on') {
  saveData = true;
// OR
if ("connection" in navigator) {
    if (navigator.connection.saveData === true) {
```



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No, take me to settings

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Tanzania ferry disaster death toll doubles

At least 86 bodies are found after the overcrowded vessel overturned close to shore on Lake Victoria.

() 16m Africa





US sanctions provoke Chinese anger

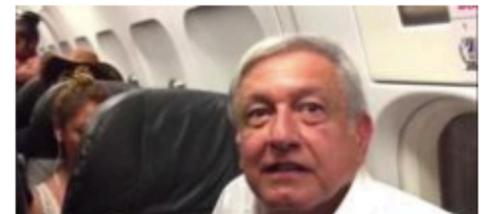
China tells the US to withdraw sanctions on its military over Russian weapons purchases.

○ 7m Asia



Tanzania country profile







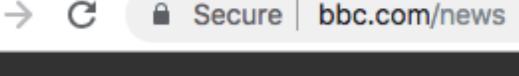


Imprisoned suffragette letter discovered

Sh Family & Education

'Five hurt' in Syracuse





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Tanzania ferry disaster death toll doubles

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() 16m Africa



US sanctions provoke Chinese anger

China tells the US to withdraw sanctions on its military over Russian weapons purchases.

O 7m Asia



Tanzania country profile

Former rap mogul Suge to serve 28 years

Death Row Records founder Marion "Suge" Knight pleads no contest over a 2015 hit-and-run incident.

Luxury-averse leader stuck on tarmac

Mexico's Andrés Manuel López Obrador insists he will sell the presidential iet, despite the delay.

Australia investigates 'horrific' emu video

The footage appears to show a man deliberately running down emus with his car.

British jihadists refusing to leave Syria

The BBC speaks to two UK extremists who have lived and fought in the country for years.

Imprisoned suffragette letter discovered

Sh Family & Education

'Five hurt' in Syracuse

```
this.addEventListener('fetch', event => {
 if(navigator.connection.saveData === true){
     if (/\.jpg$|.gif$|.png$/.test(event.request.url)) {
        //return a highly compressed or smaller image
        event.respondWith(
          fetch(saveDataUrl, {
            mode: 'no-cors'
         (event.request.url.includes('fonts.googleapis.com')) {
          // return nothing and use fallback fonts instead
          event respondWith(
            new Response('', {
              status: 408, statusText: 'Ignore fonts to save data.'
});
```





 \vee

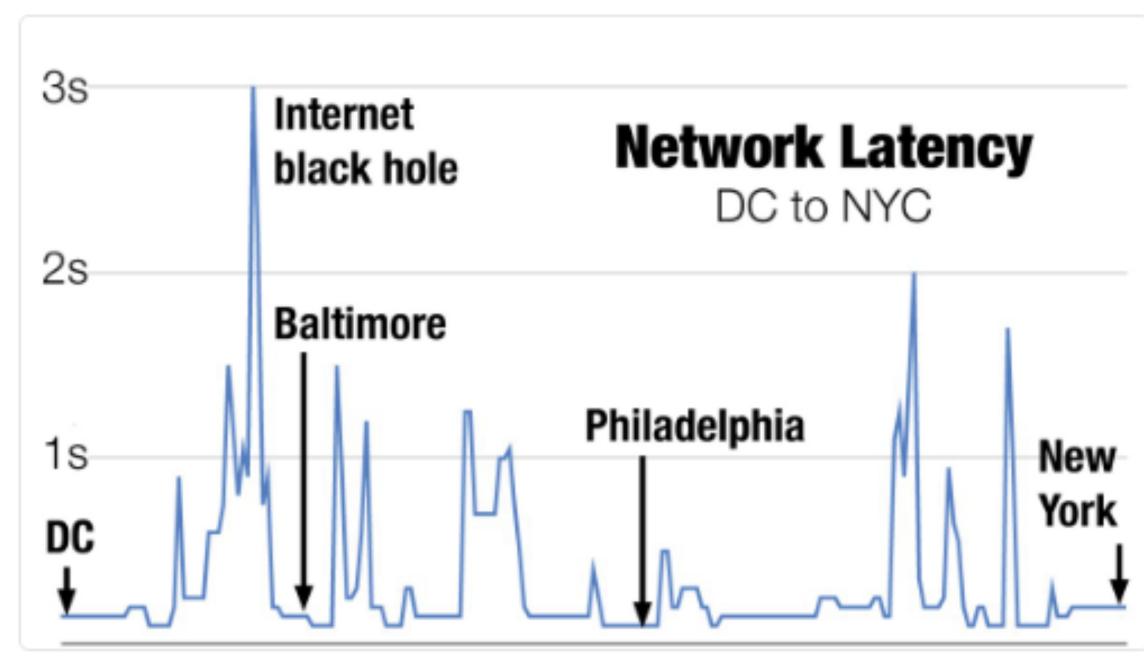
I measured network latency as I traveled between DC & NYC by train:

Max: 3 seconds (!!!!!)

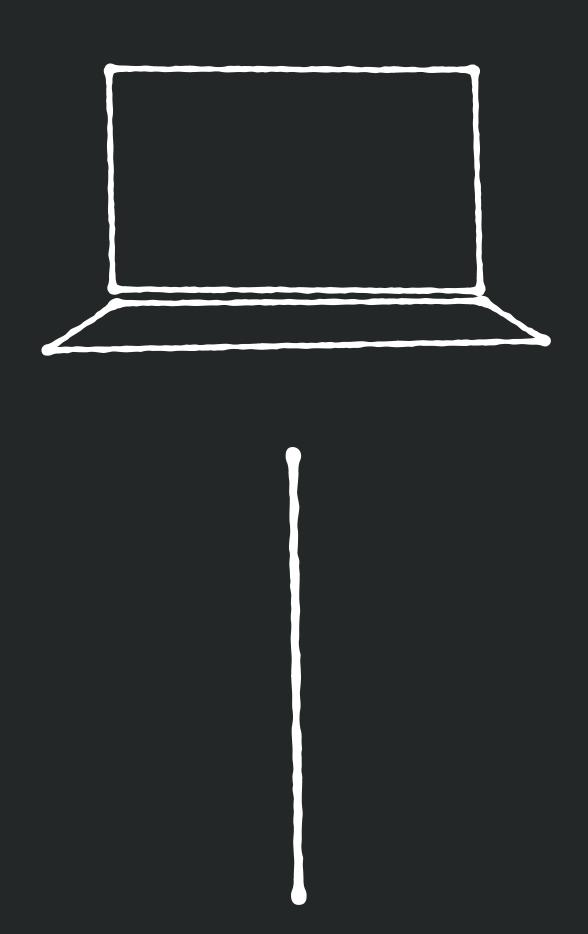
Median: 150ms

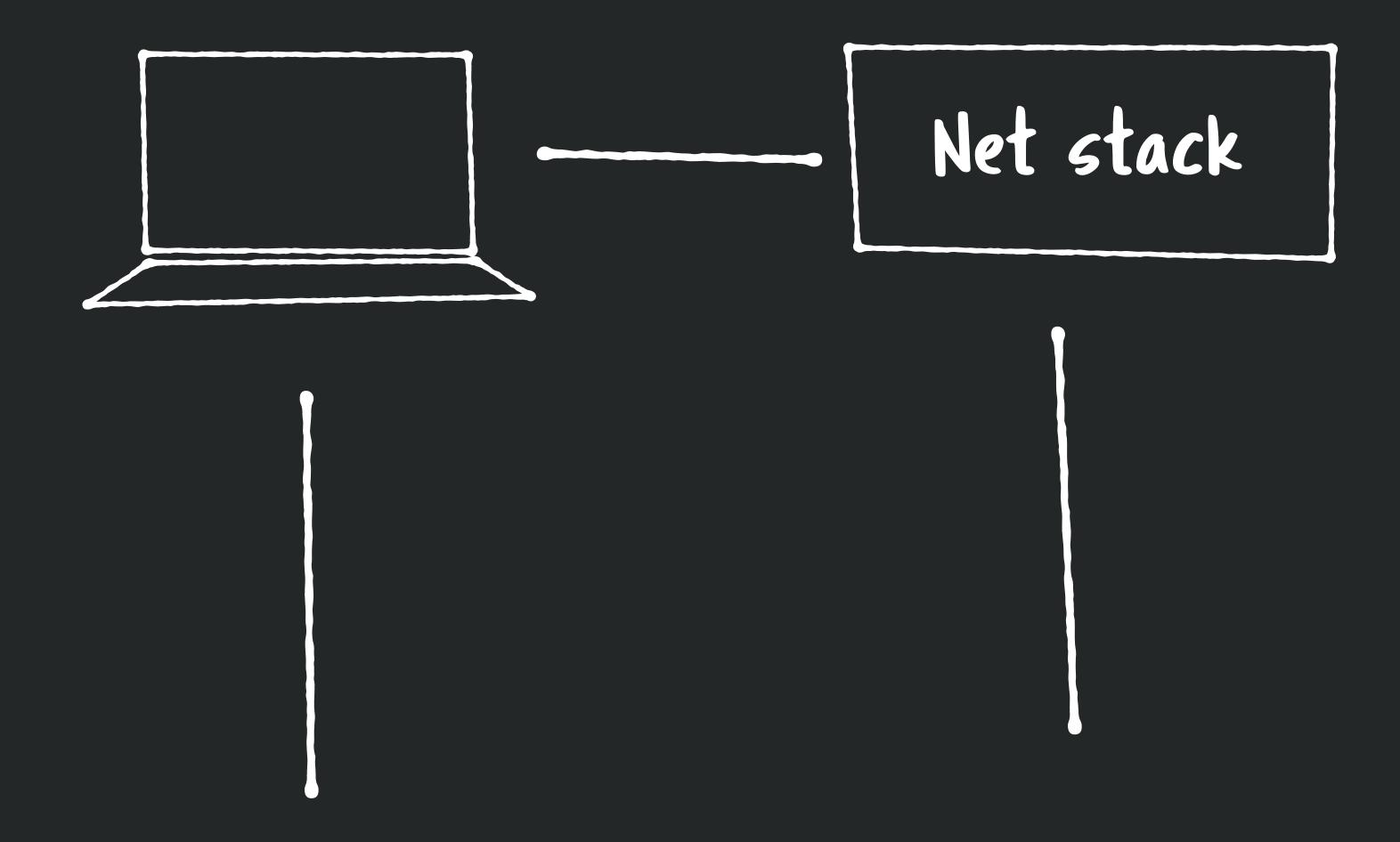
Min: 100ms

It's amazing how inconsistent cell networks can be, even in one of the most densely populated areas of the US.

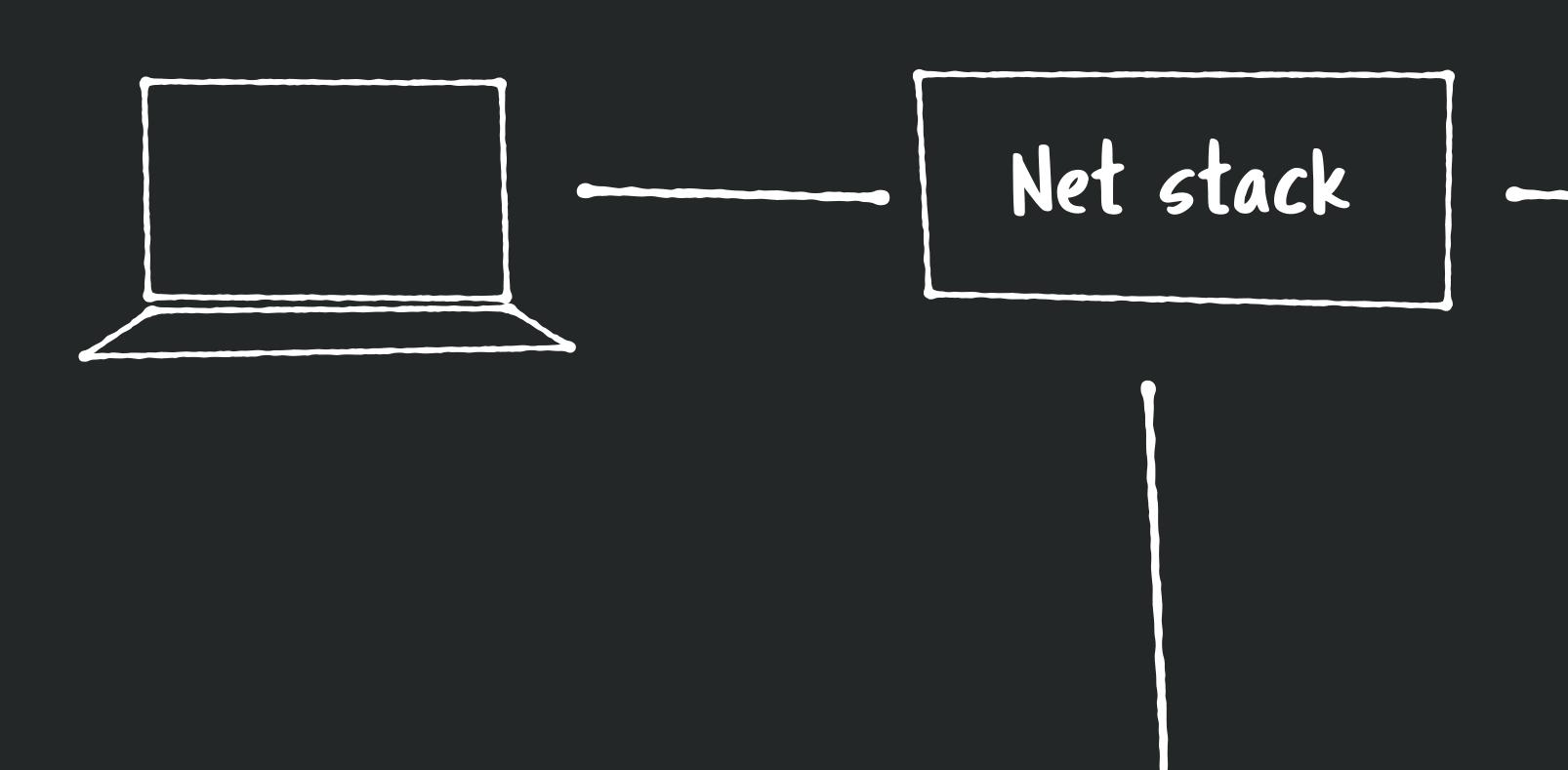


10:00 PM - 13 Sep 2018



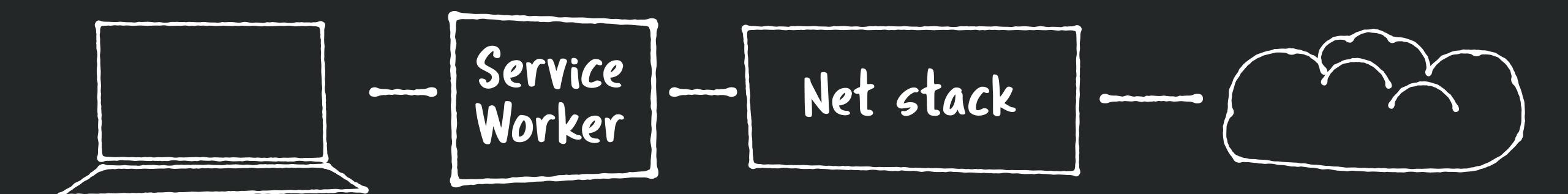


Disk cache





Disk cache



Disk cache





THANK YOU!

Tim Kadlec #webexpo

otkadlec