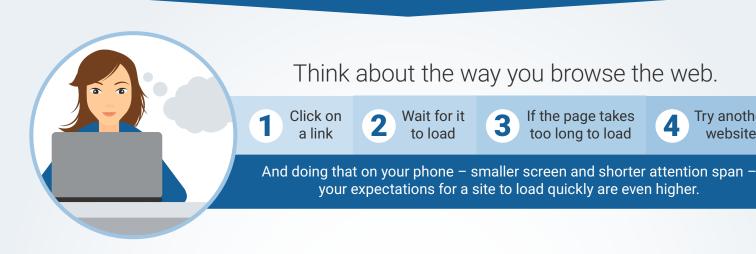
Image Performance Matters

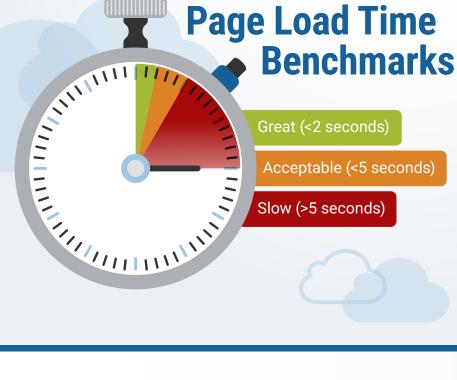


According to companies like

Google & YAHOO!

Page load time is an important performance indicator for a web page.

Page Load Time



Load Time affects the Bottom Line

> Bing

A page that is 2 seconds slower can result in a 4.3% drop in revenue per user.



Try another

website

Google

A 400 millisecond delay can cause a 0.59% drop in searches per user.





slowdown can result

YAHOO! A 400 millisecond

in a 5-9% drop in full-page traffic.



Images account for 63% of downloaded bytes on a web page. Optimizing images can often yield crucial byte

savings and performance improvements.



Image Optimization is both an art and science:

Pick the right image format

Experiment with optimal quality settings

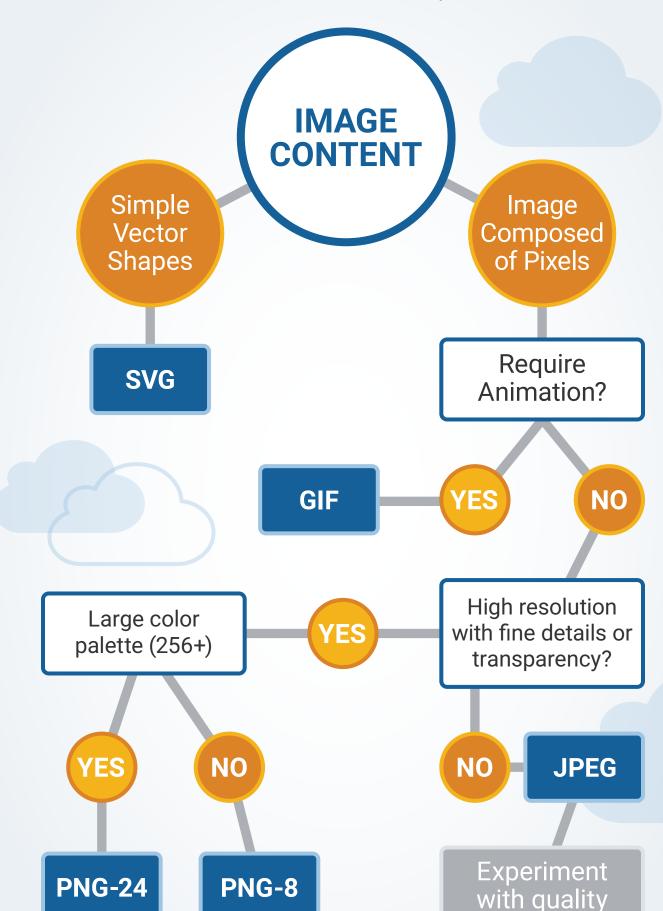
images

Serve scaled

Automate!

Image Format Conundrum: The "right format" for an image depends on the desired

visual results and functional requirements.



For adopting modern formats,

consider adding an additional

logic for WebP and JPEG XR.



~30%

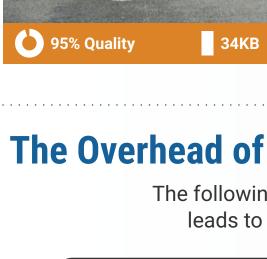
file size

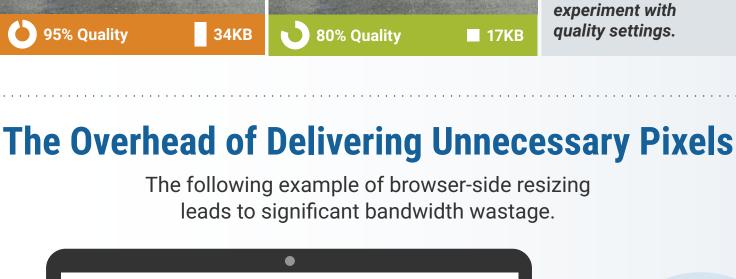
reduction

half the bandwidth which means it'll load

Don't be afraid to experiment with quality settings.

twice as fast.

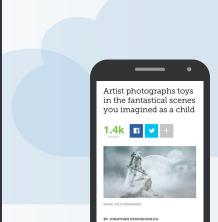




Artist photographs toys in the fantastical

scenes you imagined as a child

f Share on Facebook





Original Dimensions: 950 x 534px

File size: 93KB

Display Dimensions: 354 x 199px

File size using browser-side resizing: 93KB

Automatically detect a user's browser and then deliver the file in the best

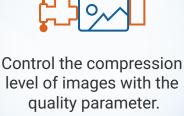


format for that browser.





(DPR).







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https://developers.google.com/speed/webp/docs/webp_study

Responsive Images.

https://community.dynatrace.com/community/display/PUB/Best+Practices+on+Web+Site+Performance+Optimization http://www.stevesouders.com/blog/2010/05/07/wpo-web-performance-optimization/

https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency/image-optimization http://mashable.com/2016/04/07/intense-childrens-toys/#wQW8M8kvmOql

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