



Engaging Ecommerce

*with the*

Visual Web

@colbyfayock

# Colby Fayock

Sr Dev Experience Engineer



@colbyfayock





# Get organized with home office essentials



## Lots to love for Everyone



## Gifts she'll love



Jewelry & watches



Lingerie & more

## The going-out edit



Dresses



Accessories





NEW YEAR, NOW GLOW

## FEEL-GOOD ACTIVEWEAR

GET MOVING IN THE SEASON'S NEW BRIGHTS.

SHOP NOW



★★★★★ & Up  
★★★★★ & Up  
★★★★★ & Up

### Amazon Fashion

- Our Brands
- Premium Brands
- Popular Brands

### Brand

- adidas
- Under Armour
- New Balance
- Reebok
- Clarks
- Skechers
- Nike

✓ [See more](#)

### Price

- Up to \$25
- \$25 to \$50
- \$50 to \$100
- \$100 to \$200
- \$200 & above

### Deals & Discounts

- All Discounts
- Today's Deals

### International Shipping

- International Shipping Eligible

~~\$70.00~~ **\$59<sup>58</sup>**

Or \$11.92/month for 5 months

✓ **prime** FREE One-Day

Try it free with **Prime Try Before You Buy**



[+47 colors/patterns](#)

**adidas**

Women's Race Running Shoe

★★★★★ ∨ 67,230

~~\$70.00~~ **\$49<sup>00</sup>**

Or \$9.80/month for 5 months

FREE Delivery for Prime members  
Try it free with **Prime Try Before You Buy**

Or \$9.82/month for 5 months

✓ **prime**

Try it free with **Prime Try Before You Buy**



[+25](#)

**adidas**

Women's Grand Court Sneaker

★★★★★ ∨ 22,465

~~\$65.00~~ **\$52<sup>54</sup>**

✓ **prime** Overnight 7 AM - 11 AM  
Try it free with **Prime Try Before You Buy**

~~\$70.00~~ **\$49<sup>00</sup>**

Lowest price in 30 days

✓ **prime**



[+61](#)

**Reebok**

Men's Classic Harman Run Sneaker

★★★★★ ∨ 13,960

~~\$65.00~~ **\$44<sup>97</sup>**

Or \$9.00/month for 5 months

✓ **prime** FREE One-Day  
Try it free with **Prime Try Before You Buy**

@colbyfayock



Roll over image to zoom in

Brand: Nike

# Nike Men's Air Force 1 Low Sneaker

★★★★☆ 1,760 ratings

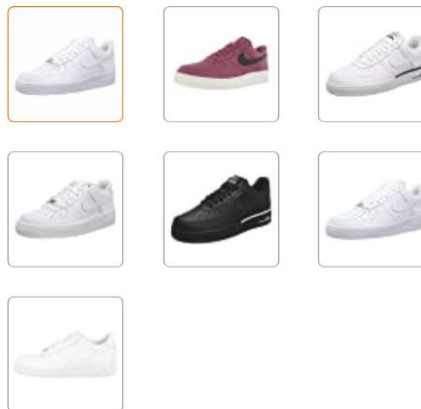
| [91 answered questions](#)

Price: **\$139.00 - \$250.00**

& [Free Returns on some sizes and colors](#)

**Fit:** [True to size. Order usual size.](#)

Color: **Gym Red/Wolf Grey/White**



Size: **Select size**



To buy, select **Size**

[Add to Cart](#)

[Add to List](#)

[Add to Wedding Registry](#)

[Add to Baby Registry](#)

[Add to Registry & Gifting](#)


Share [✉](#) [f](#) [t](#) [p](#)

Have one to sell?

[Sell on Amazon](#)


# Can we do better?

---



## ACCESSORIES

Shop Now



## STAR CADET

Shop Now



## FINAL SPACE

Shop Now



## TENNESSEE WONDER CHILD DIGITAL ALBUM

Shop Now



## MYSTERY BOX

Shop Now

Find Your Size

Filter By

Clear All x

Gender

- Women (1174)
- Men (903)

Frame Shape

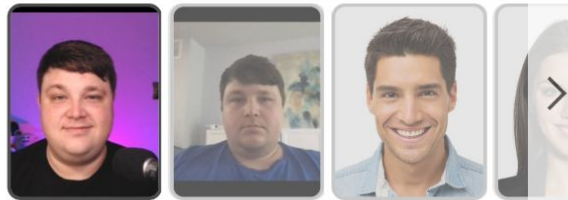
- Rectangle (350)
- Square (249)
- Round (174)
- Oval (85)
- Aviator (71)
- Geometric (47)
- Browline (48)
- Wrap (79)
- Classic Wayframe (26)
- Oversized (10)

Upload your picture or use any of our models:

To save picture or access previous uploads, [sign in here](#)



Upload Picture



Elliot

\$94 Including lenses



Ray-Ban RX5228

\$189 Including lenses



Ray-Ban RX5184 New Wayfarer

\$189 Including lenses



# Nike Air

Women's Mock Fleece

\$70

Select Fit

XS - 2XL

1X - 3X



Select Size

Size Guide

XS (0-2)

S (4-6)

M (8-10)

L (12-14)

XL (16-18)

2XL (20-22)

4 interest-free payments of \$17.50 with  
**Klarna.** [Learn more](#)



Add to Bag

[nike.com/t/air-womens-mock-fleece-KBSLS1/DD5433-816](https://nike.com/t/air-womens-mock-fleece-KBSLS1/DD5433-816)

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# What's next?

---

RTFKT is now a part of the NIKE, Inc. family.  



4:16 PM · Dec 13, 2021 · Twitter Web App



**NIKELAND**

on

**ROBLOX**





# Effective Media in Ecomm

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# Large, Clear Images & Video



WOMEN

MEN

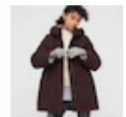
KIDS

BABY

Leggings Pants



HOME / MEN / ACCESSORIES AND SHOES / WINTER ACCESSORIES / GLOVES / HEATTECH KNITTED GLOVES SKU# 438916



## HEATTECH KNITTED GLOVES



4.1 (7)

[write a review](#)

\$14.90

Color : 03 GRAY



Size :



[Size Chart](#)

Qty : 1

[uniqlo.com/us/en/heattech-knitted-gloves-438916.html](https://uniqlo.com/us/en/heattech-knitted-gloves-438916.html)

Feedback

@colbyfayock

# Large, Clear Images & Video



## HEATTECH KNITTED GLOVES



4.1 (7)

[write a review](#)

**\$14.90**

Color : 03 GRAY



Size :

[Size Chart](#)



Qty : 1

**ADD TO CART**

[FIND IN STORE](#)

Feedback

@colbyfayock

# Features & Details



# Features & Details

## Telephoto

77 mm focal length  
3x optical zoom  
ƒ/2.8 aperture  
Focus Pixels  
6-element lens  
OIS

## Ultra Wide

13 mm focal length  
ƒ/1.8 aperture  
Faster sensor  
Focus Pixels  
6-element lens

## Wide

26 mm focal length



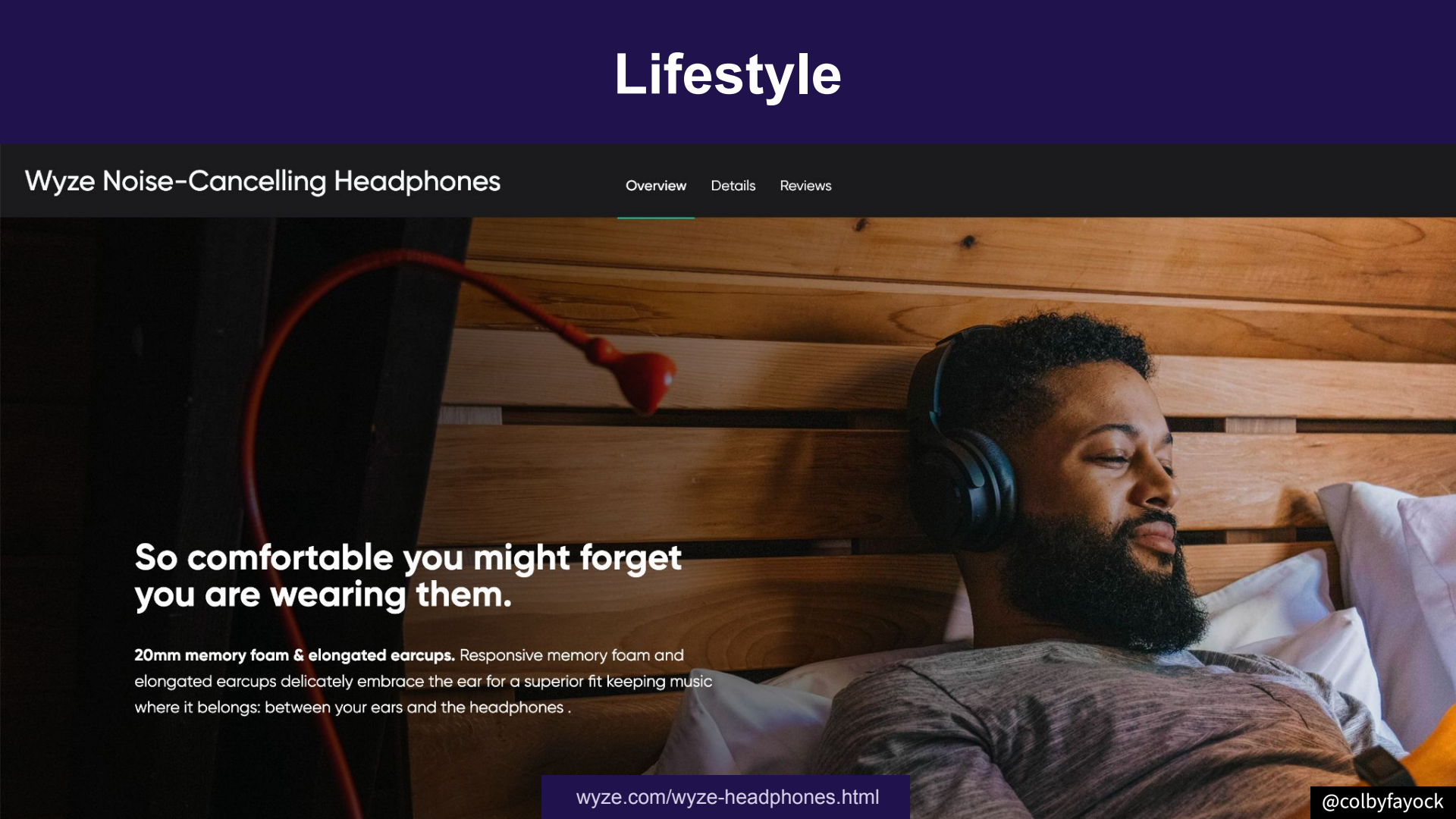
# Lifestyle



# Lifestyle

## Wyze Noise-Cancelling Headphones

[Overview](#) [Details](#) [Reviews](#)

A man with a beard is lying in bed, wearing large black headphones. He has his eyes closed and a peaceful expression. The bed has a wooden headboard and white pillows. A red lamp is visible in the background.

**So comfortable you might forget you are wearing them.**

**20mm memory foam & elongated earcups.** Responsive memory foam and elongated earcups delicately embrace the ear for a superior fit keeping music where it belongs: between your ears and the headphones .

[wyze.com/wyze-headphones.html](https://wyze.com/wyze-headphones.html)

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# Lifestyle

CLOTHING

ACCESSORIES

BAGS & BACKPACKS

HOME & OFFICE

Kitchen & Dining

Accessories & Decor

Coffee Mugs & Travel Mugs

Glassware & Drinkware

Utensils & Flatware

Dinnerware

Appliances

Food & Caffeine

Home Decor

Lighting

Bedding & Blankets

Bathroom & Towels

Wall Art & Prints

Rugs

Clocks

Office

Office & School Supplies

Home > Home & Office > Kitchen & Dining > Accessories & Decor >

## Star Wars R2-D2 Measuring Cup Set - Exclusive



### THAT \*BLEEP\* MEANS YOUR OVEN'S PREHEATED

- Set of measuring cups that look like R2-D2
- Body built from 4 measuring cups: 1/4, 1/3, 1/2, and 1 cup
- A ThinkGeek creation and exclusive!

[Read more...](#)

\$19.99

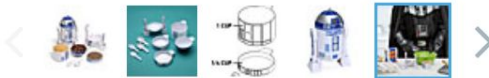
Please select... ▼

EMAIL ME

or

ADD TO WISH LIST

THIS IS THE DROID YOU'RE LOOKING FOR!



ALSO AVAILABLE



Star Wars BB-8 Meas...

CUSTOMER ACTION SHOTS



SEND US YOUR ACTION SHOTS

WATCH THE VIDEO



# Lifestyle



# Video



Roll over image to zoom in



VIDEO

## Megapro 151NAS-CS 15-In-1 Original NAS Driver, Blue/Yellow

Brand: Megapro

★★★★★ 870 ratings

\$28<sup>52</sup>

Get a \$100 Gift Card: Pay \$0.00 \$28.52 upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

<b>Color</b>	Blue/yellow
<b>Material</b>	Nylon, Alloy Steel, Resin, Acrylonitrile Butadiene Styrene
<b>Brand</b>	Megapro
<b>Item Dimensions LxWxH</b>	11.6 x 1.5 x 3.6 inches
<b>Item Weight</b>	0.5 Pounds

\$28<sup>52</sup>

FREE delivery **January 24 - 26.**  
[Details](#)

📍 Deliver to Colby - Exton 19341

**In Stock.**

Qty: 1

Add to Cart

Buy Now

🔒 Secure transaction

Ships from **DDA DISTRIBUTORS LLC**  
Sold by **DDA DISTRIBUTORS LLC**

Return policy: [Eligible for Return, Refund or Replacement.](#)

Add to List

Add to Wedding Registry

amazon.com/gp/product/B004VJY0ZM

@colbyfayock

# Video



AUBURN TIGERS  
Men's Football

## OUR GEAR. YOUR GOALS...CRUSHED.

The new gear and new innovations you need to take your game to the next level.

Shop New Arrivals



THE ONLY WAY IS THROUGH



THE ONLY WAY IS THROUGH



[underarmour.com](https://www.underarmour.com)

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# How does this work?

---

# Large, Clear Images & Video



## HEATTECH KNITTED GLOVES



4.1 (7)

[write a review](#)

**\$14.90**

Color : 03 GRAY



Size :

[Size Chart](#)



Qty : 1

**ADD TO CART**

**FIND IN STORE**

Feedback

@colbyfayock

# Large, Clear Images & Video



## HEATTECH KNITTED GLOVES



4.1 (7)

[write a review](#)

**\$14.90**

Color : 03 GRAY



Size :

[Size Chart](#)



Qty : 1

**ADD TO CART**

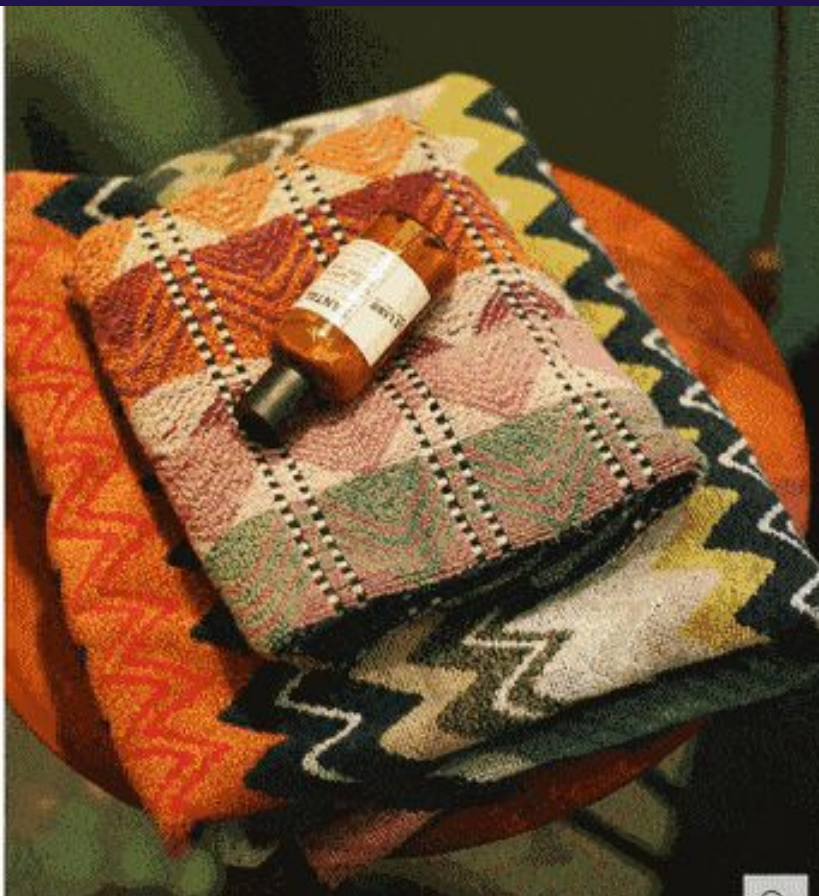


**FIND IN STORE**

@colbyfayock

Feedback

# Large, Clear Images & Video



## React Inner Image Zoom Component

Great for ecommerce product images!

**\$0**

[VIEW ON GITHUB](#)

### DETAILS

Zoom + pan on hover and zoom + drag on touch

Supports responsive images

Can be used with other popular React components

Photo credit: [Micheile Henderson](#) on [Unsplash](#)

# Large, Clear Images & Video



## HEATTECH KNITTED GLOVES



4.1 (7)

[write a review](#)

**\$14.90**

Color : 03 GRAY



Size :

[Size Chart](#)



Qty : 1

**ADD TO CART**



**FIND IN STORE**

@colbyfayock

Feedback

# Large, Clear Images & Video

HEATTECH KNITTED GLOVES

Not Actual Code

```
<style>
.my-container {
  position: relative;
}

.my-container img {
  position: absolute;
}
</style>

<div class="my-container">
  
</div>

<script>
  const image = document.querySelector('.my-container img');
  image.style.top = `[Dynamic based on Cursor Position]`;
  image.style.left = `[Dynamic based on Cursor Position]`;
</script>
```



FIND IN STORE

@colbyfayock

# Features & Details

## Telephoto

77 mm focal length  
3x optical zoom  
f/2.8 aperture  
Focus Pixels  
6-element lens  
OIS

## Ultra Wide

13 mm focal length  
f/1.8 aperture  
Faster sensor  
Focus Pixels  
6-element lens

## Wide

26 mm focal length



# Features & Details

## Telephoto

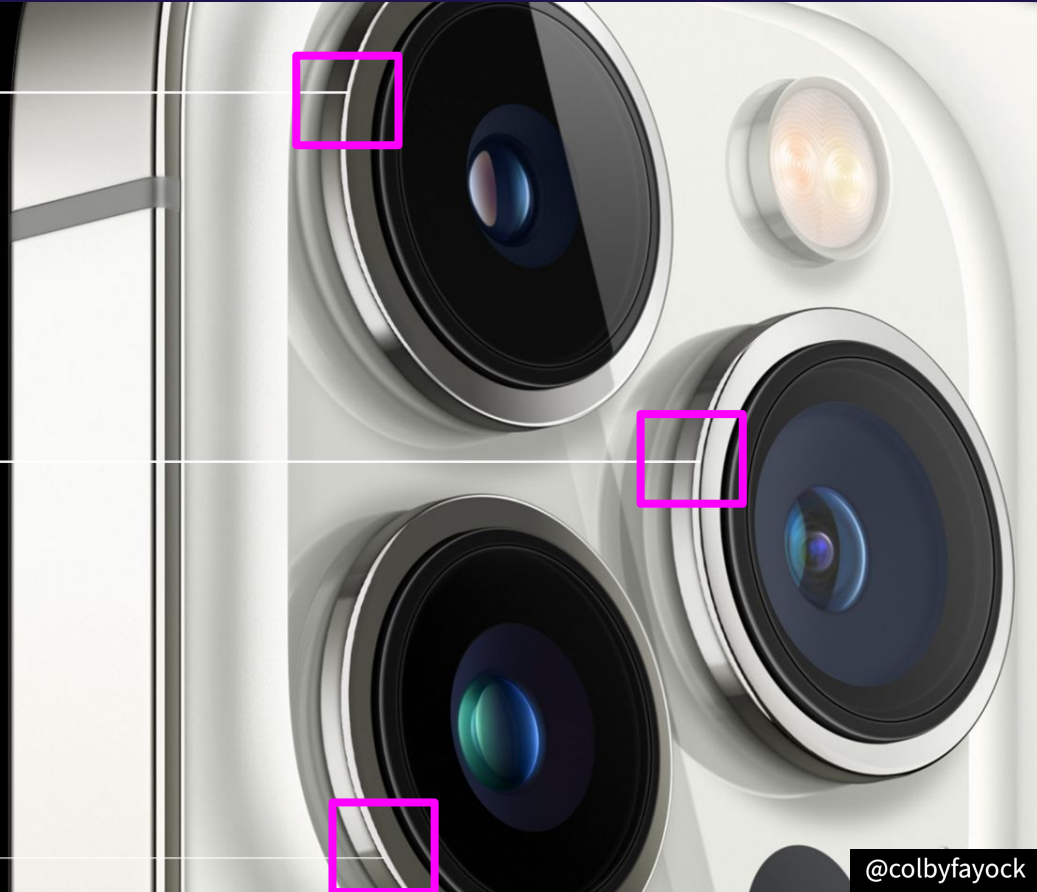
77 mm focal length  
3x optical zoom  
 $f/2.8$  aperture  
Focus Pixels  
6-element lens  
OIS

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13 mm focal length  
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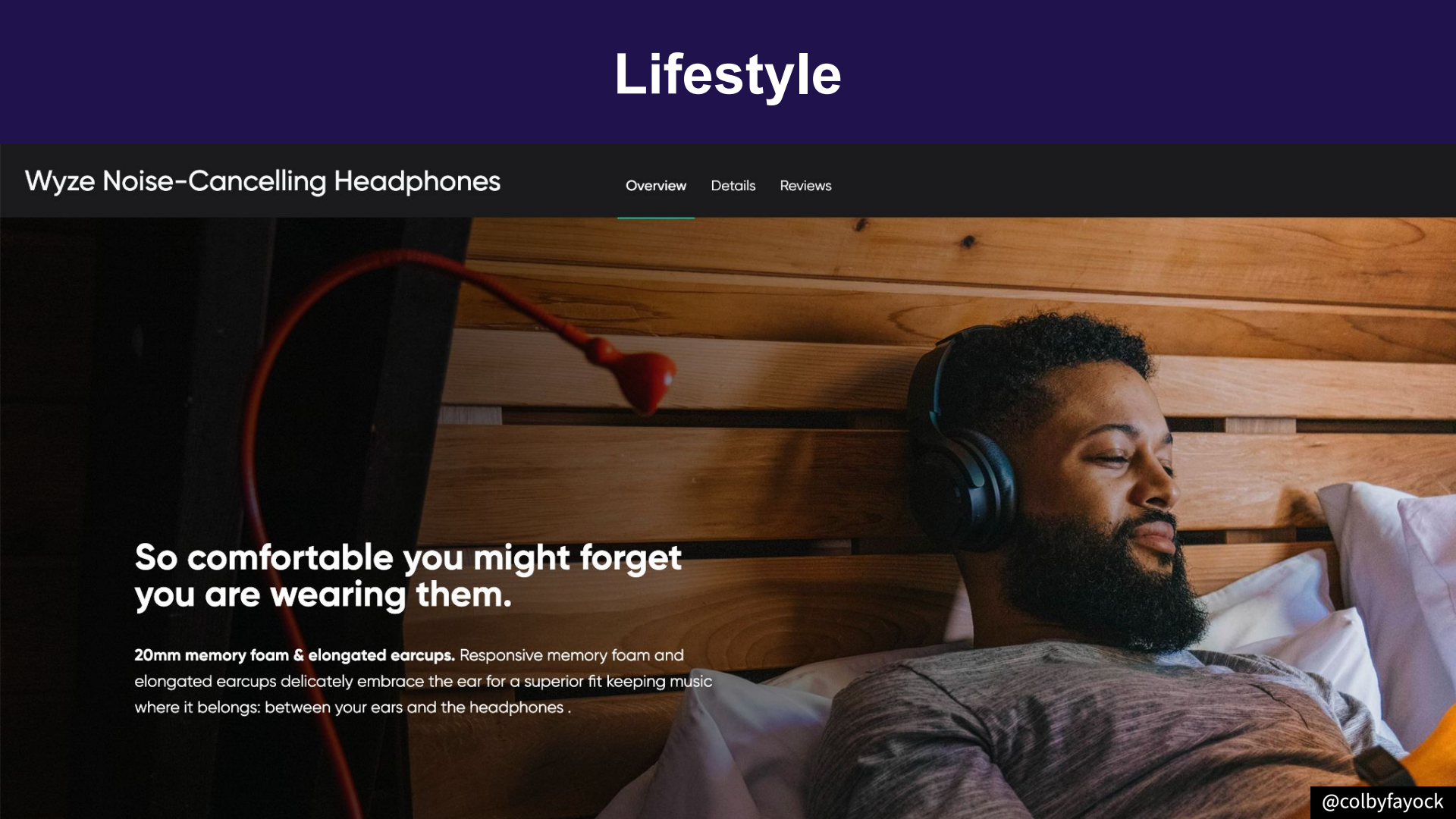
```
<div class="my-container">
  <p class="my-text">
    My Cool Image
  </p>
  
</div>
```

Not Actual Code

```
<script>
  const image = document.querySelector('.my-container img');
  const label = document.querySelector('.my-text');
  window.addEventListener('resize', () => {
    label.style.left = image.offsetWidth * .75;
    label.style.top = image.offsetWidth * .25;
  });
</script>
```

# Lifestyle

## Wyze Noise-Cancelling Headphones

[Overview](#)[Details](#)[Reviews](#)A man with a beard is lying in bed, wearing large black headphones. He has his eyes closed and a peaceful expression. The bed has a wooden headboard and white pillows. A red lamp is visible in the background.

**So comfortable you might forget you are wearing them.**

**20mm memory foam & elongated earcups.** Responsive memory foam and elongated earcups delicately embrace the ear for a superior fit keeping music where it belongs: between your ears and the headphones .

# Lifestyle

## Wyze Noise-Cancelling Headphones

Overview Details Reviews

**So comfortable you might forget you are wearing them.**

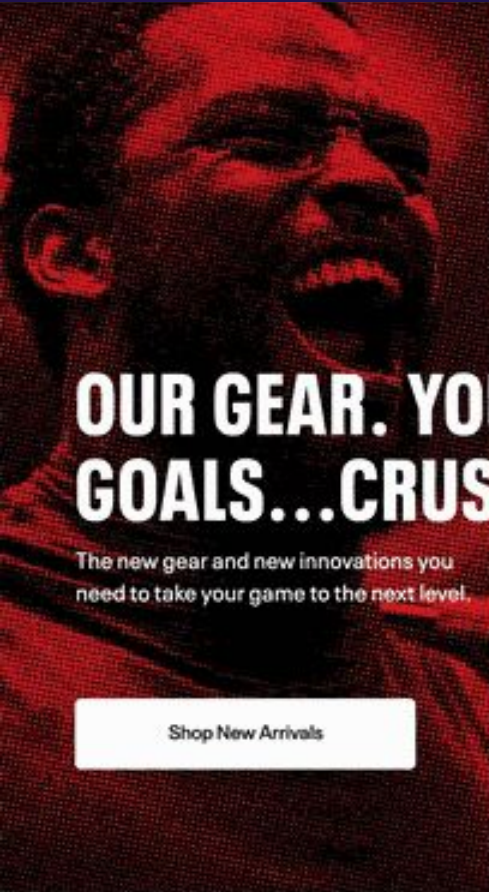
**20mm memory foam & elongated earcups.** Responsive memory foam and elongated earcups delicately embrace the ear for a superior fit keeping music where it belongs: between your ears and the headphones .

Not Actual Code

```
<style>
  .my-container {
    display: flex;
    align-items: center;
    background-image: url('myimage.png');
  }
  .my-text {
    width: 45%;
  }
</style>

<div class="my-container">
  <p class="my-text">
    My Cool Image
  </p>
</div>
```

# Video



AUBURN TIGERS  
Men's Football

**OUR GEAR. YOUR  
GOALS...CRUSHED.**

The new gear and new innovations you  
need to take your game to the next level.

[Shop New Arrivals](#)



THE ONLY WAY IS THROUGH



THE ONLY WAY IS THROUGH

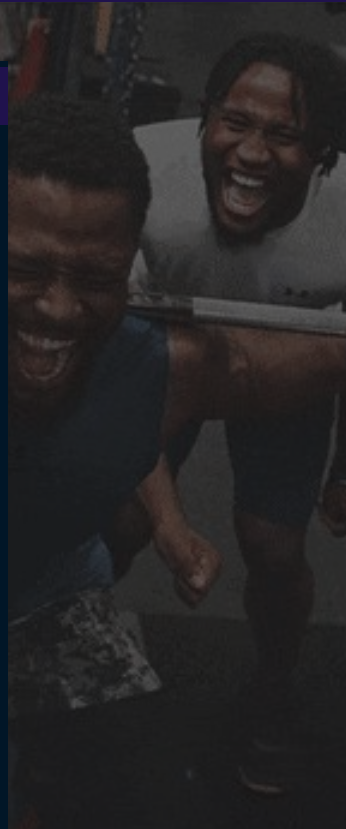


UNDER ARMOUR

# Video

```
<style>  
  .my-container {  
    display: flex;  
    align-items: center;  
    background-image: url('myimage.png');  
  }  
  .my-text {  
    width: 80%;  
  }  
</style>  
  
<div class="my-container">  
  <p class="my-text">  
    My Cool Image  
  </p>  
  <video autoplay loop>  
    <source src="myvideo.mp4" type="video/mp4">  
  </video>  
</div>
```

Not Actual Code



THE ONLY WAY IS THROUGH



THE ONLY WAY IS THROUGH

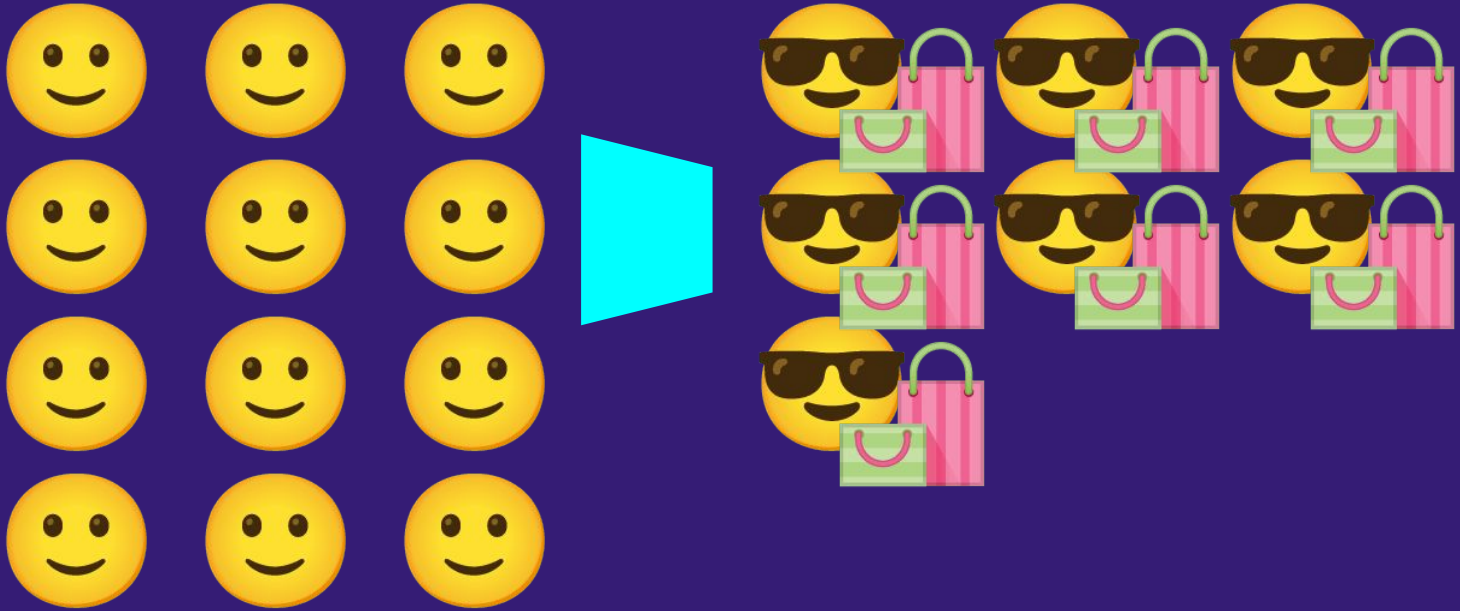


UNDER ARMOUR

# Performance & Optimization

---

# Conversion Rate



7/12 or 58.3%

# Shopping for speed on eBay.com

Optimizing the performance of eBay's sites and apps for a faster user experience.



Speed was a [company-wide initiative](#) for eBay in 2019, with many teams determined to make the site and apps as fast as possible for users. In fact, **for every 100 milliseconds improvement in search page loading time, eBay saw a 0.5% increase in "Add to Cart" count.**

100ms

Improvement in load time

0.5%

Increase in "Add to Cart" count

Through the adoption of [Performance Budgets](#) (derived after doing a competitive study with the [Chrome User Experience Report](#)) and a focus on key [user-centric performance metrics](#), eBay was able to make significant improvements to site speed.

# Conversion Rate

The image shows a screenshot of the Starcadet website and its browser developer tools. The website features a dark green hoodie with 'Star Cadet' and 'STAR CADET' text, and a 'Shop Now' button. Below it is a pink banner with 'FINAL SPACE' and another 'Shop Now' button. The browser developer tools network tab is open, showing a list of requests. A pink box highlights the summary statistics at the bottom of the network tab: 97 / 146 requests, 232 MB / 232 MB transferred, 231 MB / 234 MB resources, and Finish: 12.2.

Name	Status	Type	Initiatio	Size	Time	Waterfall
FIRST_TIME_EVE...	200	gif	lazys...	16.5 MB	702 ms	
FIRST_TIME_EVE...	200	gif	lazys...	16.5 MB	621 ms	
FIRST_TIME_EVE...	200	gif	lazys...	16.5 MB	1.17 s	
FIRST_TIME_EVE...	200	gif	Other	16.5 MB	424 ms	
NeverStopLookin...	200	gif	lazys...	8.2 MB	421 ms	
NeverStopLookin...	200	gif	lazys...	8.2 MB	234 ms	

97 / 146 requests | 232 MB / 232 MB transferred | 231 MB / 234 MB resources | Finish: 12.2

7/12 or 58.3%

# Modern Formats



**JPG (Original)**

652 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	<a href="#">mou...</a>	652 kB



**WEBP**

487 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	webp	<a href="#">mou...</a>	487 kB



**AVIF**

303 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	avif	<a href="#">mou...</a>	303 kB

With only format changes via Cloudinary, no other optimizations

# Reduced Quality

Original 652 kb



High Quality @ 95

649 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	<a href="#">mou...</a>	649 kB

Low Quality @ 30

113 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	<a href="#">mou...</a>	113 kB

Auto

436 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	<a href="#">mou...</a>	436 kB

With only quality changes via Cloudinary, no other optimizations

# Responsible Sizes



**2340 × 1561 (Original)**

652 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	<a href="#">mou...</a>	652 kB



**200x133**

8.2 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	<a href="#">mou...</a>	8.2 kB



**1200x801**

143 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	<a href="#">mou...</a>	143 kB

With only size changes via Cloudinary, no other optimizations

# All Together



**JPG / 95 / 2340×1561 (Orig.)**

652 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	<a href="#">mou...</a>	652 kB



**AVIF / Auto / 1200x801**

76.6 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	avif	<a href="#">mou...</a>	76.6 kB

With format, quality, and size changes via Cloudinary.



# Ecommerce Product Management & Storefront

NEXT.js graphcms SNIP CART

[spacejelly.dev/ecommcourse](https://spacejelly.dev/ecommcourse)

 egghead.io

parel

Accessories

Find a Store

🛒 \$50.00

ES



# Colby Fayock

Sr Dev Experience Engineer

 Cloudfare

@colbyfayock



# Thank You

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[colbyfayock.com/jsnation](https://colbyfayock.com/jsnation)