



THE MAGENTO USER'S GUIDE TO
LOVABLE
USER EXPERIENCES

PRESENTED BY



+



IS THIS BOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.

INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

INTERMEDIATE

THIS BOOK

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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40%

**OF YOUR SHOPPERS WILL LEAVE A WEBSITE
IF IT TAKES MORE THAN 3 SECONDS TO LOAD**

Introduction

In short: Inbound ecommerce is about creating an end to end experience that people love, from marketing through to sales. If you have the world's greatest content and it's inaccessible or not user friendly, you've failed as an inbound marketer. You need to build a user experience that is easy and intuitive for people to convert, or risk losing them forever after their first visit.



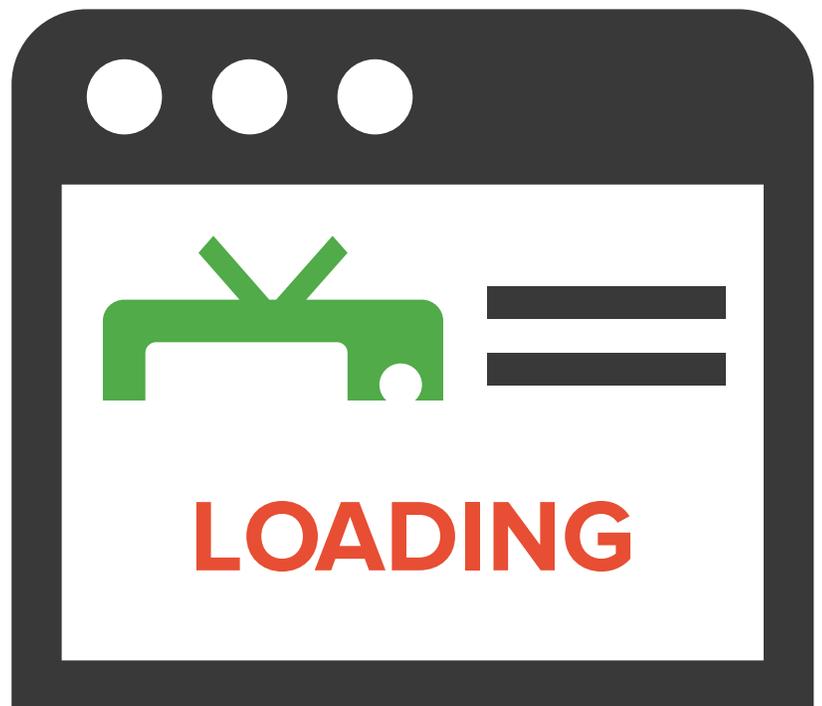
59.8%

**OF BUYERS ABANDON THEIR CARTS BEFORE
CHECKING OUT**

Web Performance, User Experience and User Engagement

Creating a great user experience is among the most challenging aspects of running a website today. On one hand, users expect websites to offer tons of information, media, and interactivity – all with quick response times. Businesses are incorporating new features, like social media widgets, live chat windows, and large images to capture visitors' attention.

On the other hand, the Internet's growing complexity makes it increasingly difficult to achieve great performance. What many of these new components also do is put a burden on your web performance, leading to a frustratingly slow and suboptimal end user experience.



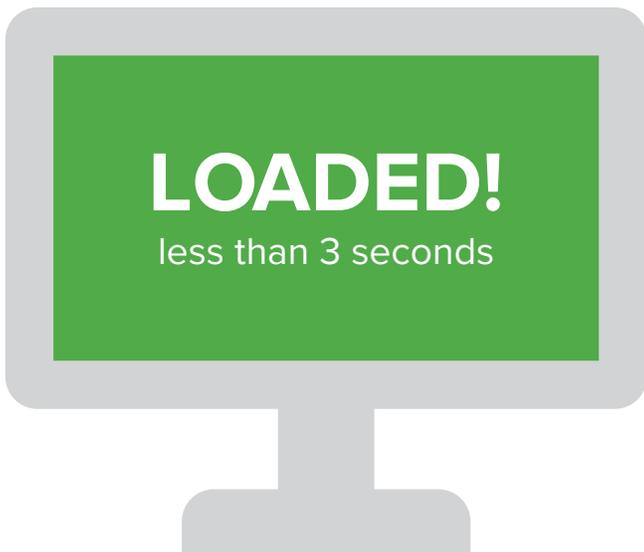
Optimizing your website's performance is about creating a faster, more engaging experience for all users. When user expectations aren't met, it shows in numbers: a 1-second delay in page load time equals a 3% drop in revenue per visitor, 7% fewer conversions, and a 16% decrease in customer satisfaction. Great user engagement, on an ecommerce site that exceeds expectations, however, means higher conversion rates, increased online revenue, more time on site, and a lower abandonment rate. In fact poor engagement can affect the way users perceive your site's design and usability, potentially negating months of strategic, creative work.

**MODERN BUSINESSES NEED TO MEET THE NEEDS
OF USERS WHO EXPECT FASTER, SAFER, AND MORE
ACCESSIBLE WEBSITES.**

This means quick-loading pages, a simple purchase process, an engaging experience and 100% uptime, because they are ready to purchase at any time, from any device, in any location.

Slow Page Speeds

Let's face it: Website visitors can be hard to please! In fact, 40% of visitors will abandon a website that takes more than 3 seconds to load, and 80% of those who leave won't return, but instead opt for faster competitor sites. This high homepage bounce rate and immediate competitive advantage are two huge strikes against your sales and marketing team, and also degrade the effectiveness of your website to convey your brand and entice prospects. When it comes to web performance, every millisecond counts.



Destructive Downtime

Page speed isn't the only performance factor preventing users from converting. What happens when your website is down completely? That's the pinnacle of performance problems. A typical site's availability is around 98%, which equates to a full eight days of downtime in a year. So, for that same site, that's an additional \$40,000 loss due to site downtime alone. Improving performance means ensuring uptime, increasing revenue and satisfying users.



Shopping Cart Abandonment

Shopping cart abandonment plagues today's ecommerce websites, with about two-thirds of carts abandoned by customers on average. Of this, 46% cite slow website speed as the reason.

**\$3,000,000,000 IS LOST ANNUALLY FROM
CART ABANDONMENT DUE SOLELY TO SLOW
WEBSITE PAGES.**

It's not just about abandoned carts; it's also about the overall spending potential of a visitor. An extra second of page load time reduces per-user revenue 1.8%; two seconds reduces it by 4.3%.

Causes of Poor Performance

Picture yourself going to get a bunch of mail from your mailbox.

In this example, you are the browser, making trips to retrieve all the assets needed to download your webpage. Would it make sense to make a separate trip for every single piece of mail in your mailbox? No. But that's how a browser is programmed to behave when it downloads assets of a web page. It makes a separate trip for every individual file. Granted, the browser does this very quickly—often in milliseconds. The more individual files there are, however, the longer it will take the browser to process all of those requests.

Your Magento site, then, relies on how quickly it can connect to and be fetched from a server (the back-end) and how quickly it can retrieve all of these page assets (the front end). Slow page load, page errors, and downtime result from a number of reasons, including:

- Server congestion or failure
- Traffic spikes
- Heavy and un-optimized assets
- Too many components
- Network latency
- Third party assets (Facebook or Twitter widgets and Google Analytics)

Number of Assets

 Avg. # of assets: 59	 Avg. # of assets: 84 (on a Magento site)
 Avg. # of images: 33	 Avg. # of images: 45 (on a Magento site)
 Avg. # of Javascript files: 11	 Avg. # of JavaScript files: 22 (on a Magento site)
 Avg. # of CSS files: 5	 Avg. # of CSS files: 7 (on a Magento site)

**Numbers taken from a Yottaa study of over 1,000 Magento websites.*

Too many assets or website components severely slow a site. When optimizing for performance, designers should reduce the number of files as the number one priority. Most Magento sites have a higher number of assets than the average website, making them that much slower.

Asset Size

Large page size is another key indicator of poor performance. Bigger files take more time for browsers to download. Let's return to the mailbox analogy we just used. It's easy to carry a few envelopes of mail, but what if there were several heavy boxes and packages? Suddenly, you won't be able to carry your mail as quickly or easily. The same holds true for browsers. If you have massive files on your website, browsers will have a tougher time downloading and delivering them to end users.



Avg. size of website: 1.1MB



Avg. size of images: 653KB



Avg. size of Javascript files: 173KB



Avg. size of CSS files: 34KB



Avg. size of website: 1.3MB
(Magento site)



Avg. size of images: 901KB
(Magento site)



Avg. size of JavaScript files: 309KB
(Magento site)



Avg. size of CSS files: 75KB
(Magento site)

**Numbers taken from a Yottaa study of over 1,000 Magento websites.*

JavaScript & CSS

When it comes to poor performance, JavaScript is generally the worst offender, especially as it relates to the number of JavaScript files. CSS can be a contributing factor too, especially in terms of its size. Since CSS paints the visual display of a webpage, larger CSS files have a higher amount of display work that the browser needs to execute.

Why UX Designers and Developers Need to Factor in Web Performance

Given what we've learned about visitor expectations and the rise of content marketing, it's no surprise that in recent years website content has exploded in quantity, size, and complexity. The popularity of social media and advances in web development have made sites full of JavaScript, HTML5, media files, and other dynamic content commonplace. In short, the average website has become a complex, distributed web application.

PUT IN NUMERICAL TERMS, THE AVERAGE WEBSITE GREW 13X BETWEEN 2002 AND 2012.

So, why should UX designers care? Because 80%-90% of performance occurs on the front end, which is where designers operate. Only 10%-20% happens via back-end performance. In other words, all of the content a designer or developer is responsible for creating and building—HTML, CSS, JavaScript, images, etc.—accounts for almost all of a page's load time.

Magento's History With Performance

Magento is a fantastic tool for business owners. As a platform, it provides an exhaustive and an incredibly powerful feature list that if used effectively can set your business up for growth. Its ease of use and management capabilities has helped Magento capture 31% of the market, with more than 800,000 members in its community.



Over the years, however, Magento has a garnered a reputation for slow load times. This is true, but typically only for Magento sites that are put to use without any modifications. In order to create Magento's simple interface and platform flexibility, the system isolates each feature so that changing one doesn't affect the rest of the site. Doing so results in a huge number of files that are stored in thousands of folders for every visitor.

With this in mind, what really comes into play here is the size and complexity of your website content, not just the platform in use, and back-end ability to scale with traffic and avoid crashing.

We pulled performance data for over 1,000 Magento websites and found most suffered from slow load times and heavy assets when compared to industry benchmarks:

		Magento Averages		Industry Benchmarks		
Metric	Unit	Value	Percentile	Top 10%	Median	Bottom 10%
Time to Display	msec	7,684	Bottom 25%	2,296	5,232	11,424
Time to Interact	msec	8,545	Bottom 30%	2,834	6,304	13,835
Asset Count	#	84	Bottom 20%	13	47	114
Asset Weight	Bytes	1,392,405	Bottom 23%	109,151	681,252	2,349,266

Time to Display shows the total time the first element of a page takes to appear, and Time to Interact is the total time it takes for the page to load completely. Magento sites tend to be in the bottom percentiles of both, with the average Time to Interact at around 8.5 seconds—a far cry from the preferred 2-3 seconds of users.

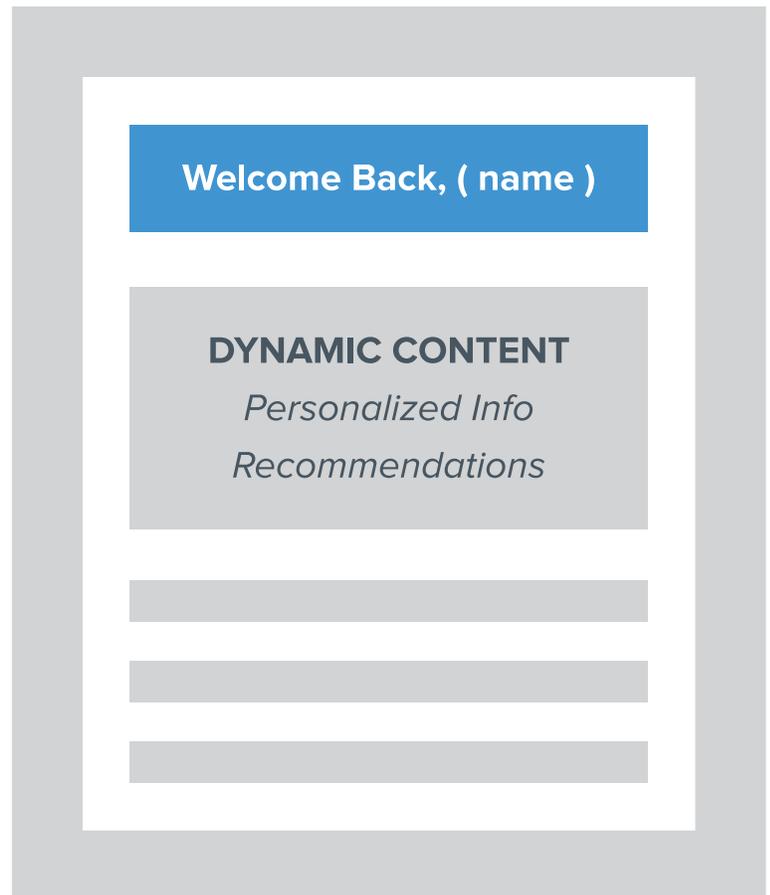
This is mainly because both the asset count and weight of Magento sites are larger than the average website. The nature of the platform and its isolated files lend to this problem, as well as the fact that Magento users tend to have heavier sites.

So, how do you create an interactive, personalized, and user friendly Magento site that still pulls off prime performance? Easy. We've got the how-to for you!

Website Best Practices

Ecommerce has created a nearly silent buyer experience. Therefore, an ecommerce site becomes the sales representative. This sales rep must answer all buyer questions, from the discovery phase through post-purchase relationships. A well-designed site includes content that reaches potential and return buyers at every phase of the buying cycle, including blogs, landing pages, rich media, and smart calls-to-action. All of these aspects must then load quickly so as not to discourage visitors.

Personalized, dynamic content performs 42% better than static content, according to a study of more than 93,000 calls-to-action. Websites designed to interact with the user and change according to each individual's needs will result in better engagement and better sales. A sales representative in a store remembers customers' names, items purchased before, and questions asked about products if he wants to keep his buyers happy. An ecommerce site should do the very same.

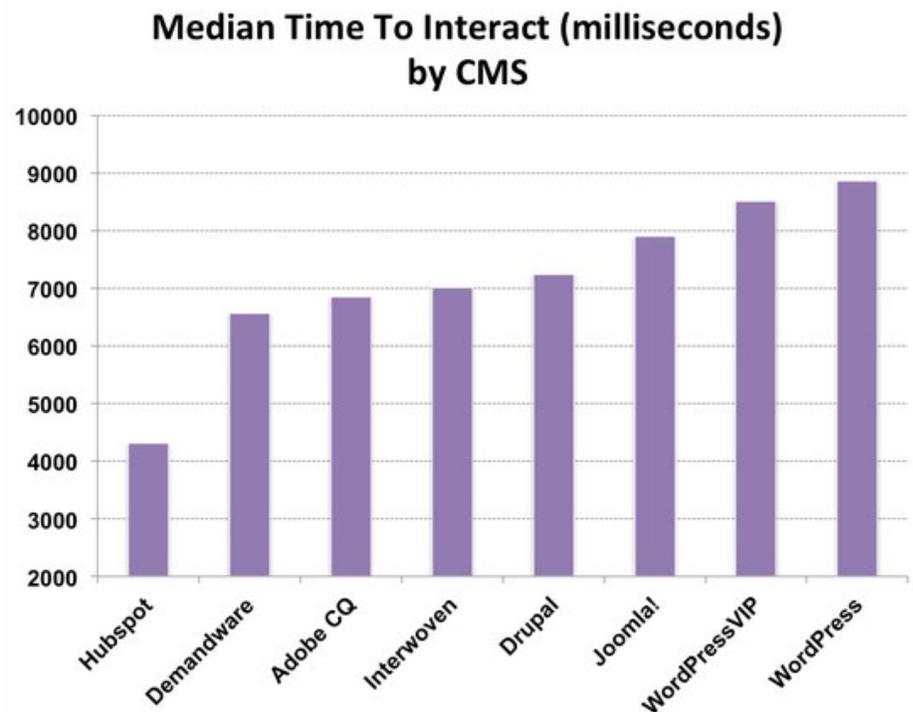


Best Practice Optimization Techniques

Choose a CMS with a History of Strong Performance

An integral part of each website is the content management system (CMS) it's built on—not only for ease-of-use, but because different CMSs are built in different ways. WordPress, for example, is very plug-in heavy, which often substantially slows down a hosted site.

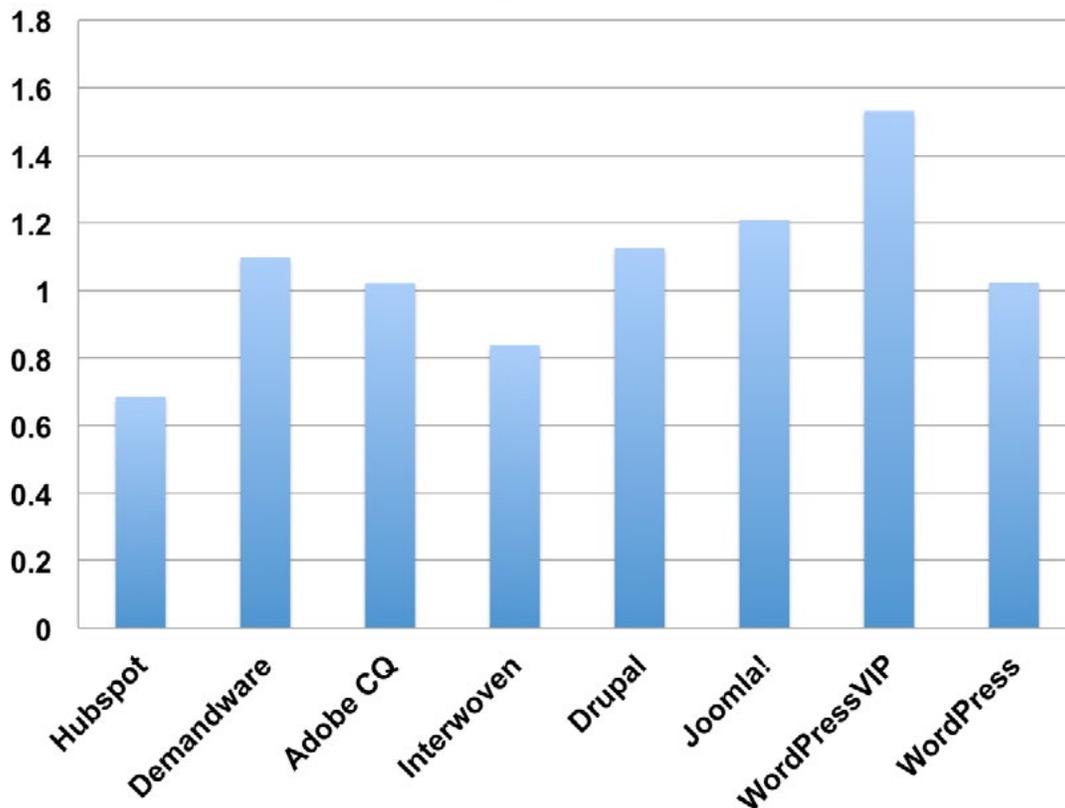
We recently completed a study of the eight most-used CMS platforms to see how they typically perform. While the data is a general portrayal, we tested thousands of sites to get some solid results.



What we found was a much wider array of performance times than we'd expected. HubSpot was the clear winner with an average four-second page load time, but the least successful, WordPress, was an astounding nine seconds. That might not sound like much, but when considering 15,000 sites, a 35% difference in median figures is not insignificant. On the right site, a difference between six seconds and nine seconds can mean to millions of dollars in revenue lost or gained.

HubSpot websites tend to be lighter, have fewer assets, and have faster back-end performance. Because it's built for a less-technical crowd and streamlines many potentially problematic features, HubSpot is able to effectively save users from making decisions that will be bad for performance, since all assets are pre-packed and light.

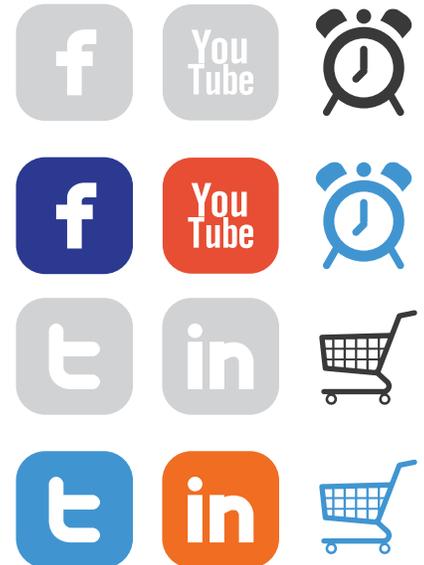
Median Page Weight in MB By CMS



Combine Images in CSS Sprites

Use CSS sprites to combine many image files into one. This significantly reduces the number of image requests and overall total page size. This technique also allows for faster parallelization of asset downloads. Here are some great free CSS sprite creator tools:

- [SpriteMe](#)
- [Compass](#)
- [SpritePad](#)
- [SpriteBox](#)



Put CSS in the Head Section and JavaScript at the Bottom

It's a best practice to always place your CSS in the <head> section of your HTML document. Removing inline style blocks and using <link> CSS files in the <head> section improves the browser's render and display load times. Similarly, putting JavaScript files at the bottom of the document allows all of the crucial content to load before touching the JavaScript, which can often block subsequent assets, like images and stylesheets, from downloading in parallel.

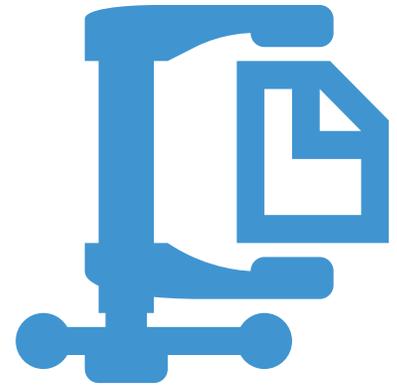
Specify a Character Set

By specifying a character set in the HTTP response headers of your HTML document, this allows the browser to begin parsing HTML and executing scripts immediately.

```
<meta http-equiv="content-type" content="text/html; charset=utf-8">
```

Gzip Components

Gzip compression is a method of decreasing the size of your website's assets so they can be downloaded more quickly. Gzip is versatile and can be applied to almost every asset on your website. Looking at the request/response header information of any major website will reveal that Gzip is applied to many of the assets.



There are a number of ways to implement Gzip, including the common method of using the .htaccess of an Apache server. Perhaps the simplest way, though, is to stick a script into the PHP of your site's header.

Blog

Websites with blogs receive up to 55% more visits than those without. The reasons for this particular statistic are vast. First, and perhaps most importantly, blogs answer consumer questions, helping to position your company as an expert in your field. Second, each blog becomes an indexed page on Google, as long as word count limits are met and content meets quality guidelines. Those pages help improve websites' search rankings, which then results in even more clicks. An ecommerce site can't deny the importance of a blog when that many visitors are on the line.

Content should be tailored to meet the needs of customers throughout all stages of the buying cycle. Many ecommerce site visitors will first seek information before making a purchase, so blogs that inform and educate are as important as, if not more than, content designed to sell products.

The most current search algorithm from Google has changed the way blogs are optimized. While keywords are important, they aren't what the search engine relies on to find sites that fit a searcher's request. Creating blogs that answer questions will help search rankings more than keywords. Other options for optimizing a blog are also available.



Blog Optimization Techniques

Load Social Sharing and Analytics in parallel

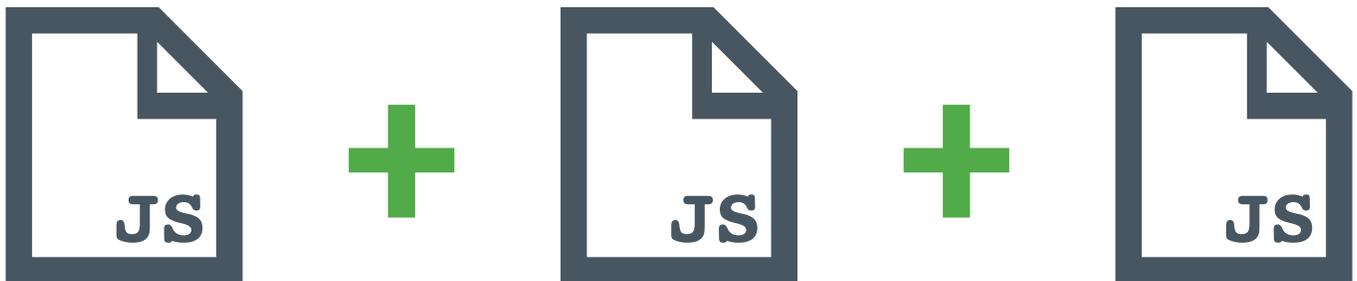
Third-party assets, like the social media widgets and Google analytics implemented on your blog for sharing and tracking capabilities, default to loading one after the other and sometimes prevent crucial content from loading at the same time. But these assets, which aren't needed to construct the display of a webpage, most notably JavaScript files, can be loaded asynchronously so they do not block important resources from loading.

```
<script>
  var node = document.createElement('script');
  node.type = 'text/javascript'; node.async = true;
  node.src = 'example.js';
  // Now insert the node into the DOM, perhaps using
  insertBefore()
</script>
```

Combine JavaScript and CSS Files

Combining, or “concatenating,” as many CSS files together as possible decreases the number of requests and round trips the browser has to make, which accelerates the page load time and reduces latency. JavaScript files can also be combined for the same effect.

While these techniques can be done manually within the website code, there’s an easier way to implement it through the Magento console. In the Magento Admin Panel, go to System > Configuration and, from the left navigation bar, select the Developer link from the Advance panel. Under JavaScript Settings and CSS Settings, select “yes” for the merge files option in both.



Compress and Optimize Images

Compress the file size of your images. You can manually tune the save settings for your images in design software such as Photoshop, Illustrator, etc, or you can use free online tools that automatically compress your images.

Here are some great tools to automatically compress your images:

- [Yahoo! Smush.it](#)
- [JPEG-Optimizer](#)
- [Trimage](#)

Specify Image Dimensions

When possible, you should specify image dimensions in the HTML or CSS and serve a properly resized image that fits such dimensions. This will reduce the actual image file size and also prevent reflows the browser needs to make when loading the images.

```

```

Landing Pages

When buyers arrive to a site via PPC ads, CTAs, or internal links, landing pages should contain information relevant to individual consumers. Not every visitor is ready to buy, so landing pages should also be designed to capture information so that every visit provides more information to move that buyer through the buying cycle.

Asking for information in exchange for a particular offer will net you the facts needed for content personalization. Some of the pertinent questions include:

- **Name** – Use to greet customers by name upon their next visit.
- **Email address** – Use to deliver offer and ask for permission to provide more information through newsletters.
- **Product use cases** – Discover why buyers are interested in the offer so content can be tailored for future visits.
- **Purchasing timeframe** – Discover how soon a purchase may be made so marketing frequency can be adjusted accordingly.
- **Qualitative investigation** – Discover how serious a buyer is about the product and how much additional assistance is needed.

Landing Page Optimization Techniques

Minify HTML

Compressing your HTML file to remove comments, whitespace between tags, and unnecessary closing tags (such as ``) can reduce the overall HTML file size and speed up the parsing and execution of a web page.

Here are some great tools to automatically minify your HTML files:

- [HTML Compressor](#)
- [Google HTML Compressor and Minifier](#)
- [TextFixer](#)

Minify JavaScript & CSS

Compressing, or “minifying,” your JavaScript files includes eliminating unnecessary line breaks, extra spaces, and indentation, which reduces the overall size of the JavaScript files and increases page load times.

Here are some great tools to automatically minify your JavaScript files:

- [JavaScript Compressor](#)
- [JSCompress](#)
- [Online YUI Compressor](#)

Similarly, compressing, or “minifying”, your CSS files includes removing all whitespace and semicolons for the last property of a CSS declaration, which reduces the overall size of the CSS files and increases page load times.

Here are some great tools to automatically minify your CSS files:

- [CSS Compressor](#)
- [CSS Drive](#)
- [Minify CSS](#)
- [Online YUI Compressor](#)

Avoid Bad Requests

Be sure to remove any broken links, missing images, or other asset requests that result in 404 errors. Failing to do so creates a higher number of requests for non-existent assets that slows down the loading of the page. This is especially important for landing pages that may get lost in website redesigns or over time, as they're not standard secondary pages.



NOT FOUND

Rich Media

It is said that a picture is worth a 1000 words, and we know that a 30-second video contains 1,500 pictures. Well, you can only imagine how powerful videos are.

Using video for each phase of the buying cycle is one way to ensure your rich media is moving people through the process from relevance to purchase and then on through “delightion.” Because video can cause users to experience slower load times, precise placement is recommended. Simply providing video content for the sake of entertainment could result in a higher bounce rate as potential buyers seek sites that move at quicker speeds.



Rich Media Optimization Techniques

Use a Content Delivery Network

Using a content delivery network (CDN) will help to offload many assets and relieve strain on infrastructure. A CDN offloads additional server hits away from your server by caching these assets on our global network and serving them directly from a closer location. That benefit comes in addition to the performance benefit of delivering content to users faster.

When it comes to rich media like video, establishing a quick back-end process is crucial to ensuring that the server can properly stream the file without interruption.



Compress Video Files

Video files tend to be larger and heavier than images and most other media types, and can weigh between 4 GB-100 GB alone. Because of their popularity amongst visitors and marketers, however, they are becoming more prevalent across websites. Though you cannot compress a video while editing it, make sure to compress the final version before it goes up on your website.

Here are some of the best tools to compress video files on a Mac or on Windows:

- [Sorenson Squeeze Video Encoder](#)
- [Adobe Media Encoder](#)
- [iSkysoft Video Converter for Mac](#)
- [iSkysoft Video Converter Ultimate](#)

Avoid Flash

Flash has been on its way out for years, and from a performance perspective, that's especially important. Heavy Flash files are detrimental to page load times, most notably from Google's perspective, as they recommend you "use rich-media technologies like Flash primarily for decorative purposes, and instead use HTML for content and navigation."

Only Use Parallax Scrolling If It's the Ideal Design Choice For You

To build parallax scrolling, you create a website that is one page. In essence, this means combining all of the assets you would normally have on hundreds of pages within a website into one to tell a fluid story. While this can be an effective design technique, it also makes for a heavy, slow-loading page. With this in mind, only use parallax scrolling if it is the ideal design choice to represent your brand online. Otherwise, it could turn into a performance mess!



Shopping Cart

The shopping cart, while considered the last step in the buying process, is actually just the beginning. A customer isn't a customer until a purchase is made, so a customer relationship can't begin until that point. To continue the relationship, information gathered from shopping carts can be used to strengthen trust. That trust is strengthened by providing relevant content in post-purchase emails, smart CTAs, and personalized offers.

Information gathered from shopping carts can also be used to nurture abandoned carts. By using the knowledge gained from items selected and abandoned, a campaign can be created to entice shoppers back to an ecommerce site.

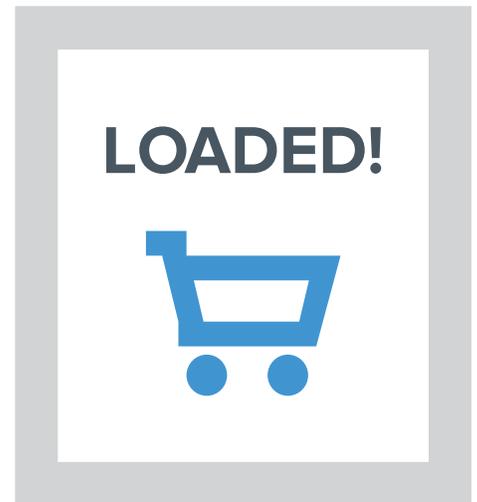


Carts may be abandoned for a variety of reasons, including poor design. The process should be linear, load quickly, and explain each step fully. Any steps that lead back instead of forward could result in abandonment. Steps that don't clarify the next page could intimidate buyers and break trust. These factors should be considered when developing shopping cart checkout pages.

Shopping Cart Optimization Techniques

Optimize Thumbnail Images With Data URIs

Within shopping carts, many product images exist that don't live elsewhere on the site, such as thumbnails. These shouldn't be overlooked in the optimization process, despite their small size. For smaller images, data URIs are a great technique to cut down image requests by "inlining images" into HTML or CSS files. The image is immediately available when its host document is downloaded. Data URIs use Base64 encoding and follow this basic format:



```
data:[<mime type>][;charset=<charset>][;base64],<encoded data>
```

Stick to Third-Party SLAs

When it comes to third-party services that provide credit card authorization and address validation, optimization may seem out of your hands, but the truth is these providers should have a standing service-level agreement in place with your business. What does this mean? That they have agreed to perform to a certain standard, most notably when it comes to uptime and asset speed. They also may have monitoring and reporting features available, giving you added insight anytime an asset acts up.

Speed Up Security

Many times, security features slow down checkout the most. Encrypting and decrypting alone can add crucial milliseconds and cause abandonment.

To help them along, you can enable the browser to cache your HTTPS content,

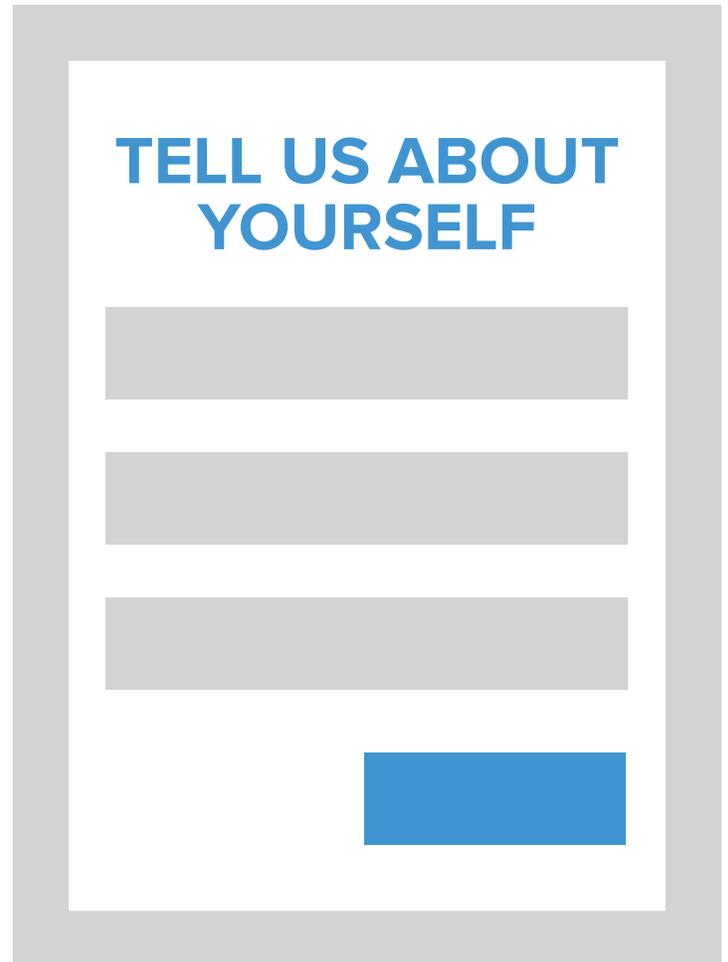
which can be done with response headers. Enabling caching simply means allowing the browser to store data about the website that is static so that it can be loaded immediately and not fetched individually each time.



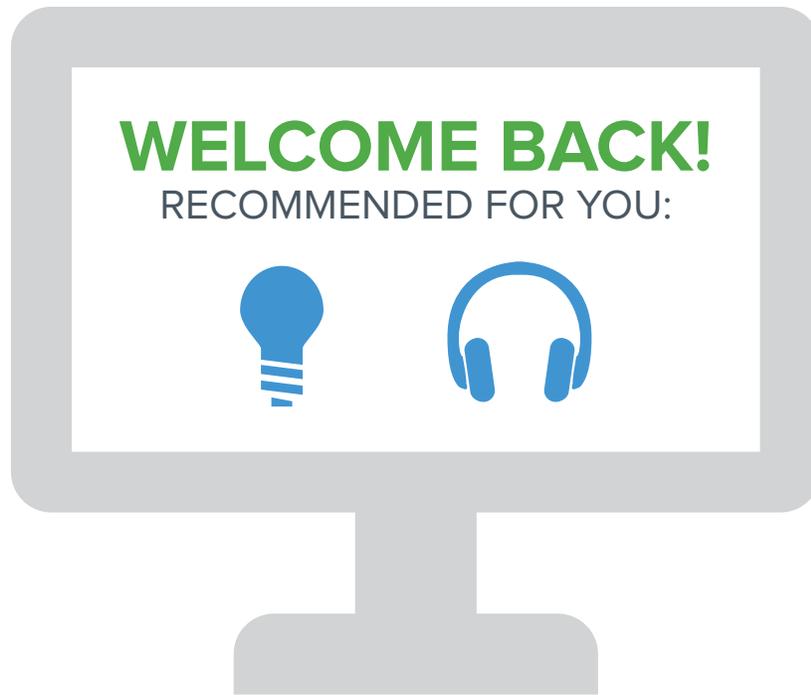
Dynamic Content

Recent studies show 74% of consumers find irrelevant content frustrating. Ecommerce sites that feature dynamic content tailored to each consumer are more likely to engage those customers, and 57% of those customers are willing to part with personal information in order to receive their personalized experience.

To achieve the desired result, dynamic content is a must. Customers' browsing habits are saved either through cookies or by collecting personal information via forms. That information can then be used to greet customers by name, show products and recommendations according to personal preferences, and make the checkout process easier than ever.



**TELL US ABOUT
YOURSELF**



Dynamic content also applies to calls-to-action. These should appear according to the user's needs and previous purchases. A single offer can only convert a buyer once, but a different offer upon each visit can prompt further purchase, educate the buyer, and provide the ecommerce site additional chances for gathering information.

Two sites that utilize dynamic content well are Amazon and Netflix. Each visitor is greeted by name, presented with past purchases, and shown recommendations for future selections. Amazon and Netflix also invite the consumer to be a part of the purchasing decision for others by requesting reviews for goods and services. Consumers love being a part of the process, whether it's to receive personalized suggestions or provide those for others.

Dynamic Content Optimization Techniques

Use a Cache Control Header

A cache control header defines when the cache will be refreshed. If content on your site changes on a regular schedule (for instance, every 3 hours), you could set a cache control header to make sure the cache is refreshed with the new content as soon as it's live in order to avoid any visitors seeing outdated content. You can also set far-future headers (something like a year, or 20 years, or more) so that the cache will always be full. This allows you to customize your website regularly, caching changes at the exact moment they go live.



Enable InstantOn

Most dynamic content changes with each visitor through personalization (i.e. the mechanism that allows Amazon to remember your preferences). Until recently, there has been no way to optimize dynamic acceleration, as it can't be cached by browsers and has to be fetched separately every time the page is requested.

Traditional CDNs operate by caching static content in edge locations. When a user requests the page, content is served from the closest location, thereby saving trips back and forth from the browser to a faraway origin server. This more or less solves the issue of geographic latency for a large portion of web users.

The problem with this approach is that it only works for static content. As the web becomes more interactive and personalized, dynamic content is the bottleneck that CDNs do not address.

Yottaa recently created a new technology called InstantOn, which takes a webpage's content, breaks it into small pieces, and caches those pieces on the network. When a page is requested, InstantOn delivers some pieces to the client instantly while simultaneously fetching dynamic content from the origin server. Once the origin server produces the dynamic content, InstantOn delivers those pieces to the client with the intelligence to properly integrate them with the existing page.

Utilizing this new technology is the best way to speed up dynamic portions of your site and boost performance for highly personalized pages.

BONUS: Additional Website Optimization Tips for the Magento User

Set Up Caching

This is a simple setup and should be taken on all Magento sites so that static content is always immediately available and to reduce the number of requests. Go to System > Cache management to enable.



Turn Compilation On

If you run on version 1.4.x.x and above, the Compilation feature is available to you. Created by Magento specifically to boost speed and provide on average 25-50% better performance, this should be on by default. To double check, go to System > Tools > Compilation and click on the “Run Compilation Process” button.

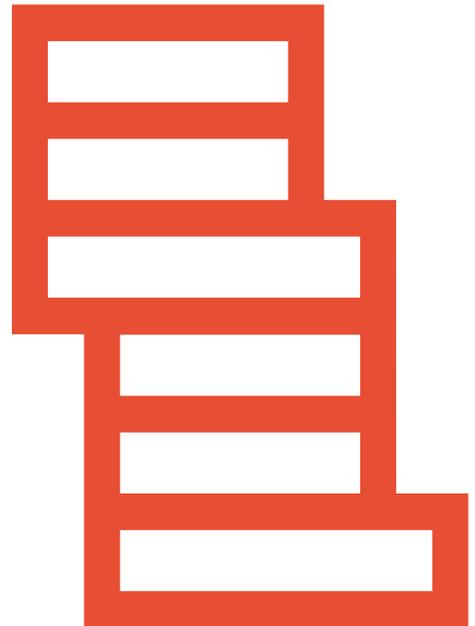
Enable Flat Catalog

Magento is built so that each product or category has information stored throughout many tables, meaning every time a page is requested, there is a large join query. The flat catalog allows Magento to build the same objects but from one table.

You can turn this on by visiting System > Configuration and choose Catalog. Then in the top panel expand Frontend and set “Use Flat Catalog Product” and “Use Flat Catalog Category” both to “yes.”

Avoid Layered Navigation If You Can

Layered navigation is a great feature for ecommerce sites that have shopping carts with large catalogs, because it helps visitors find the right product for them using a specific set of attributes amongst hundreds of potential products. If this doesn't fit your site's criteria, then the feature just slows things down. To disable it, set the attribute Anchor Category to “no” for all of your categories.



Conclusion

In order to guarantee a return on the investment of time and effort you've made in web performance optimization, it's important to monitor website performance continuously over time. The web is constantly shifting and changing, and your website's performance can change at any moment.

There are several options for site performance monitoring including Pingdom, Yottaa, Keynote, and Gomez. Using these tools, set up your site to be monitored in real time and save data to show trends. With many monitoring systems, you can also arrange alerts so that you're notified instantly when any of a number of website problems that you've selected occur.

Outside of hand-tuned optimizations, you can also consider tools that automate performance (including device-specific, in-context and delay-loaded optimizations) like Yottaa. All optimizations are applied on-the-fly as content is delivered from edge nodes to minimize latency without changing a line of code.

All-in-all, optimizing your Magento site for better user experience and engagement can seem like a daunting project, but when well-equipped, it's something any business can easily do!

What Is Yottaa

The rise of mobile computing has raised the bar for online businesses. Browsing increasingly occurs on the go, which requires websites to immediately engage users and then focus their attention with an engaging experience that responds to their device, browsing context and on-page interactions. The Yottaa Engagement Cloud ensures a personalized, responsive solution that adapts to visitor context and user actions to improve engagement and increase mobile and web conversions. If your website is integral to your business, Yottaa helps you deliver a more engaging site that improves your business, for any business.



The Solution: Yottaa Engagement Cloud

Yottaa Engagement Cloud is a comprehensive solution enabling mobile and web businesses to improve user engagement. Yottaa customers enjoy higher conversions, lower abandonment rate and deeper insights into optimizing key engagement metrics across the wired and wireless web.

Built on Yottaa's patented Context Intelligence platform, the Yottaa Engagement Cloud delivers three key elements that deliver maximum engagement:

Exceptional Mobile and Web Performance

The mobile revolution has created a significant challenge for legacy approaches to website optimization. In the US alone, 25% of users rely on mobile devices as their sole means of connectivity. 48% of time spent shopping online is on mobile devices, and when given the choice 35% of users will choose to browse your full site on a mobile device. A responsive site encourages users to interact and improves their perceptions of usability and quality. Users context switch every second, and in just one second a visitor's likelihood to bounce increases by 65%. Yottaa enables you to achieve exceptional performance for every visitor context: desktop, mobile and search engine, applied automatically without manual code changes.

Just-In-Time Content

Yottaa Engagement Cloud engages users by applying sequencing, prioritization and responsiveness as visitors flow through your site. Our proprietary Context Intelligence technology senses a user's location, browser, device, Internet connectivity, and in-page interaction to sequence content delivery and rendering, prioritizing page elements for optimal timing and order. This makes transactions more personalized, compelling and engaging, and results in increased pageviews and time on site, while lowering bounce rate and decreasing abandonment across your mobile and desktop sites.

Minimize Site Disruptions

A recent Aberdeen Group report suggests downtime costs around \$225,000 per hour, and the average Fortune 500 company web site experiences 80 hours of downtime a year. Site disruptions don't just cost you money in the form of lost productivity and emergency maintenance costs; they also reduce your ability to generate revenue by over 22% annually. Yottaa maximizes uptime, ensures elastic scalability and minimizes site errors so your site generates revenue 24x7.



Yottaa

See how much faster your site can be on Yottaa

Yottaa automates WPO for your site, speeding up page load times & improving user experience.

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All-in-one inbound marketing software.

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MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.



SEARCH OPTIMIZATION

Improve your rank in search engines by finding and tracking your most effective keywords.



BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



EMAIL

Send personalized, segmented emails based on any information in your contact database.



LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company



SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.