

Site Performance Document			Page	2	of	1
Project name		EddieDonovan.com - Services				
Version	Draft 1.00	Date	06-05-00	Owner	Eddie Donovan	

Version History	Author	Comments	Circulation
Ver. 1.00 Draft	Eddie Donovan	First draft considering mortgages only	

Credit Products Group – Web Site Performance

1. Introduction

Site performance is a key component that will heavily impact a web presence's ability to penetrate a market, attract new visitors, and grow into a sustainable web service offering.

The purpose of this document is to demonstrate the importance of fast page load times within a web presence and to provide statistical data on the north American web service market which clearly demonstrates a wide adoption of fast loading/navigational sites.

Nowadays, a site designed to load between 12 and 19 seconds on a 28.8 modem within its own hosting continent will ensure its competitiveness within any web market.

FACTORS DRIVING REPEAT VISITS

HIGH QUALITY CONTENT	75%
EASE OF USE	66%
QUICK TO DOWNLOAD	56%
UPDATED FREQUENTLY	54%
COUPONS AND INCENTIVES	14%
FAVORITE BRANDS	13%
CUTTING EDGE TECHNOLOGY	12%
GAMES	12%
PURCHASING CAPABILITIES	11%
CUSTOMIZABLE CONTENT	10%
CHAT AND BBS	10%
OTHER	6%

SOURCE: FORRESTER RESEARCH

taken from: E-business Essentials, 23/8/99

<http://www.clipwebzine.com/article.cfm?storyid=163>

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2. North American site load times

Although a service web site must also act as its company's chief marketing vehicle, the majority of leading service web businesses have succeeded while emphasizing on-line customer satisfaction via quick and responsive web sites at the expense of a traditional marketing "look and feel".

The data below will provide links to detailed load time analysis among a variety of leading market share web sites as well etrade.com and quicken.com who dominate the north American financial services market:

1) Etrade.com - 12 seconds

URL:

http://websitegarage.netscape.com/O=wsg/wsg/scripts/states/router.cgi?origin=wsg&ratings=fppgef&run_code=1022&eflag=send&util=load_timer&url=http%3A%2F%2Fwww%2EEtrade%2Ecom&istate=start

2) Quicken.com - 19 seconds

URL:

http://websitegarage.netscape.com/O=wsg/wsg/scripts/states/router.cgi?origin=wsg&ratings=ffpgeegp&run_code=1022&eflag=send&util=load_timer&url=http%3A%2F%2Fwww%2Equicken%2Ecom%2F&istate=start

3) DELL.com - 19 seconds

URL:

http://websitegarage.netscape.com/O=wsg/wsg/scripts/states/router.cgi?ratings=ffggef&run_code=1022&eflag=send&origin=wsg&util=load_timer&url=http%3A%2F%2Fwww%2Edell%2Ecom%2Fus%2Fen%2Fgen%2Fdefault%2Ehtm&istate=start

4) Bcentral.com - 22 seconds

URL:

http://websitegarage.netscape.com/O=wsg/wsg/scripts/states/router.cgi?ratings=fpgfeuf&run_code=1022&eflag=send&origin=wsg&util=load_timer&url=http%3A%2F%2Fwww%2Ebcentral%2Ecom%2Fstart%2Findex%2Ehtml&istate=start

5) Monster.com - 23 seconds

URL:

http://websitegarage.netscape.com/O=wsg/wsg/scripts/states/router.cgi?origin=wsg&ratings=fppfeep&run_code=1022&eflag=send&util=load_timer&url=http%3A%2F%2Fcontent%2EMONSTER%2Ecom%2F&istate=start