



Verada SiteSpeed



Multiple studies show a clear link between website speed and conversion rates:

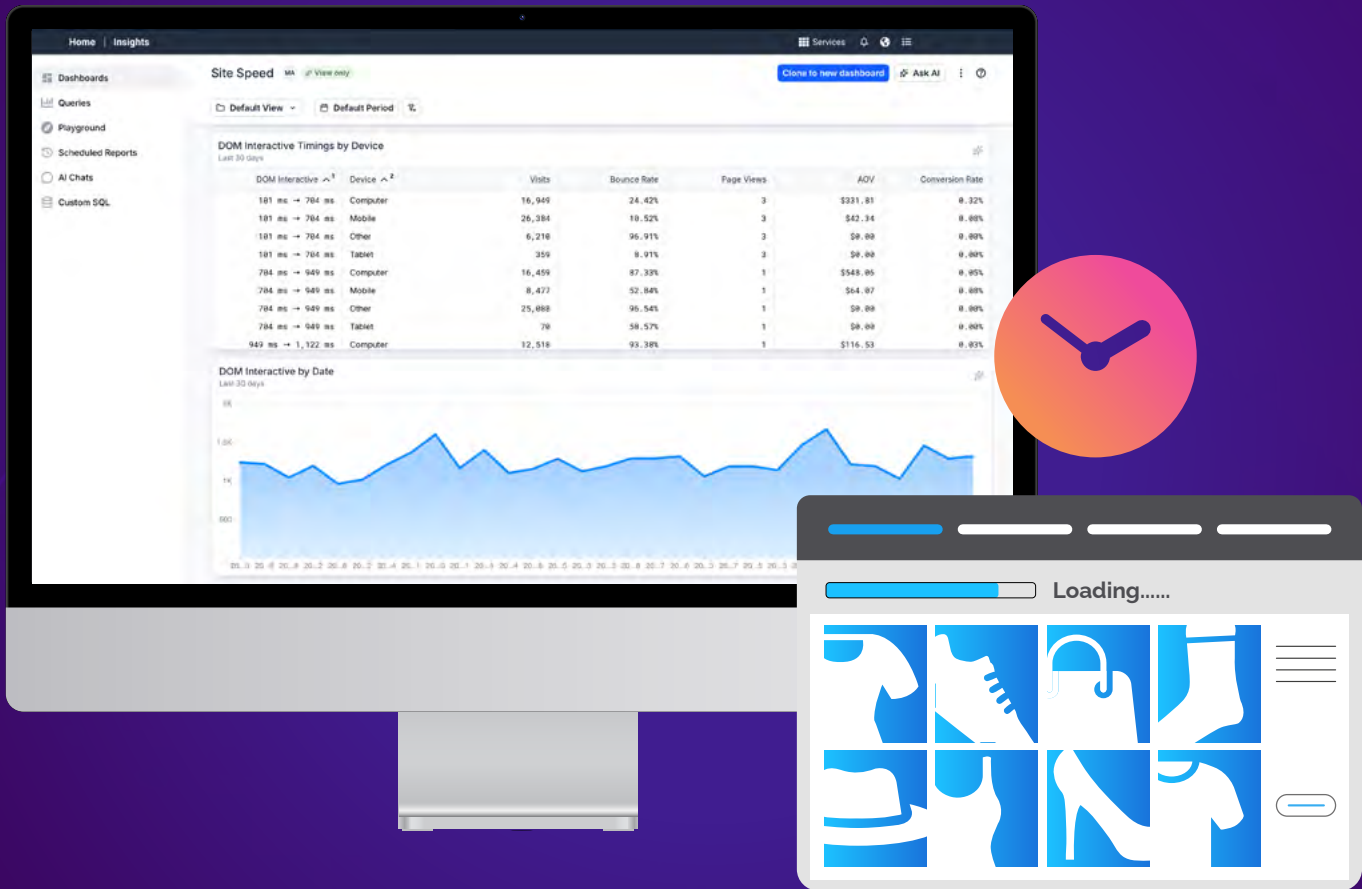
when pages load more slowly, fewer people complete purchases. Even small delays can reduce how many users move through the buying journey, add items to their basket, or finish checkout.

Faster sites consistently see lower bounce rates, higher engagement, and stronger overall conversion performance. The research is consistent – as load time increases, conversions decrease.

Verada SiteSpeed shows businesses how fast their website truly feels to real visitors by measuring performance during actual user sessions across devices, locations, and connection speeds. By linking speed directly to customer behavior and sales, it makes one thing clear: faster websites drive more conversions – and shows where improvements will have the greatest impact.

HOW IT WORKS....

Understanding Real User Performance



SiteSpeed measures performance using real user metrics collected directly from each visitor's session. This ensures performance data reflects actual browsing conditions rather than idealized test scenarios.

Key factors captured include:

- Device type and performance
- Network quality and connection speed
- Browser behavior
- User location

One of the core metrics is **DOM Interactive time**, which indicates how long it takes before a page becomes usable for a visitor. This is often a better indicator of perceived speed than total load time, as users can begin interacting with a page even while background resources continue loading.

- Understand when users can actually start engaging with a page
- Identify render blocking resources that delay usability
- Focus optimization efforts on what users feel, not just what loads

Using Apdex to Measure Experience Quality

Apdex Performance



0.79

Fair



 Satisfied < 1,200ms Page Views 10,881	 Tolerated 1,200ms – 3,600ms Page Views 2,922	 Frustrated > 3,600ms Page Views 1,902
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To simplify performance analysis, SiteSpeed uses a custom Apdex rating based on real user sessions. A defined satisfactory time threshold is used to classify each visit.

Sessions are grouped into:

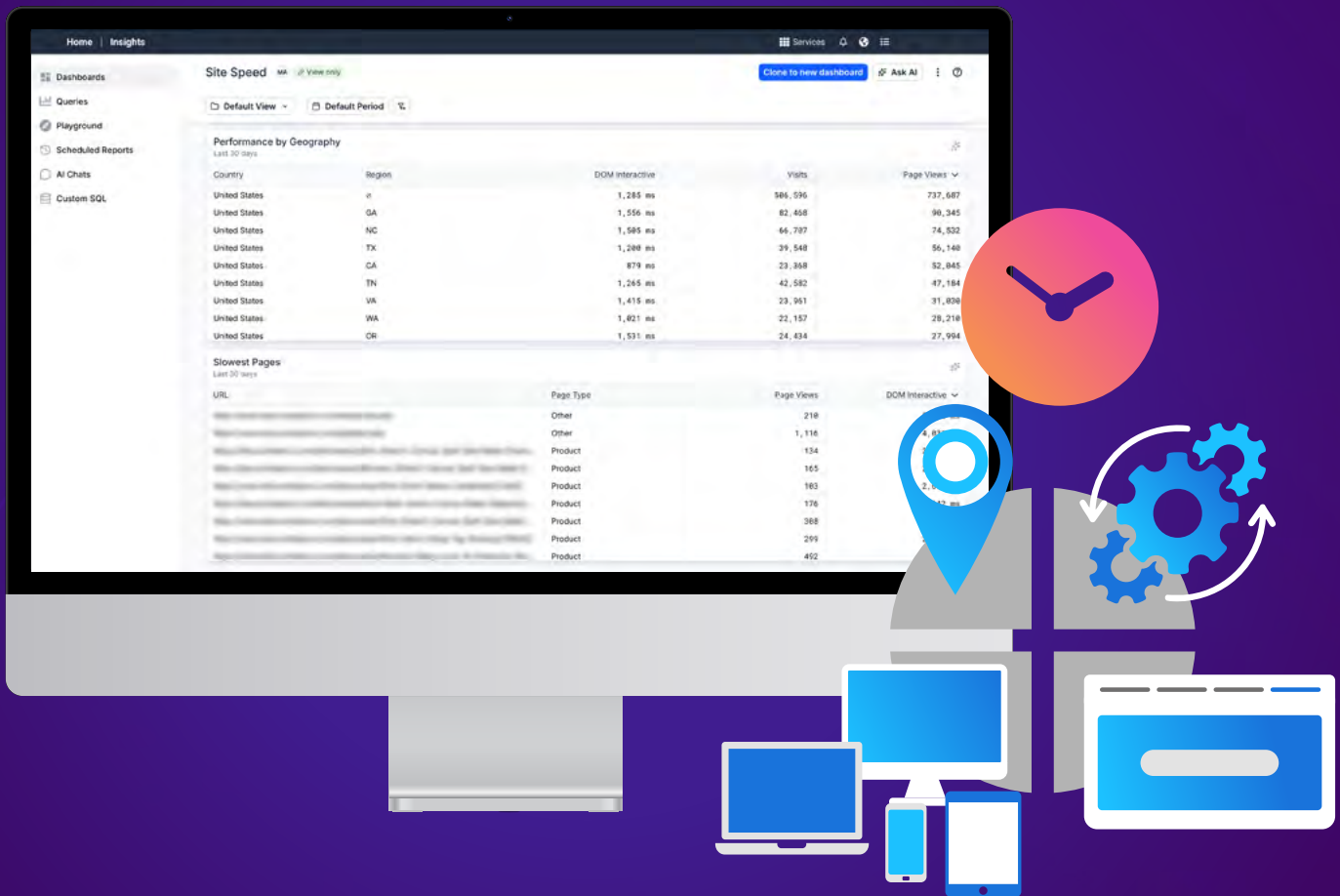
- **Satisfactory** – fast, smooth experiences
- **Tolerable** – usable but slower than ideal
- **Frustrating** – slow experiences likely to impact behavior

This makes it easy to see experience quality at a glance and understand how many users are affected by slow performance.

Apdex helps teams:

- Move beyond averages and focus on real experience quality
- Identify pages that cause user frustration
- Prioritize fixes that will have the greatest impact on conversions and engagement

Analysing Performance by User Segment



Not all visitors experience your site in the same way. SiteSpeed allows performance data to be segmented so teams can understand how different audiences are affected.

You can analyze performance by:

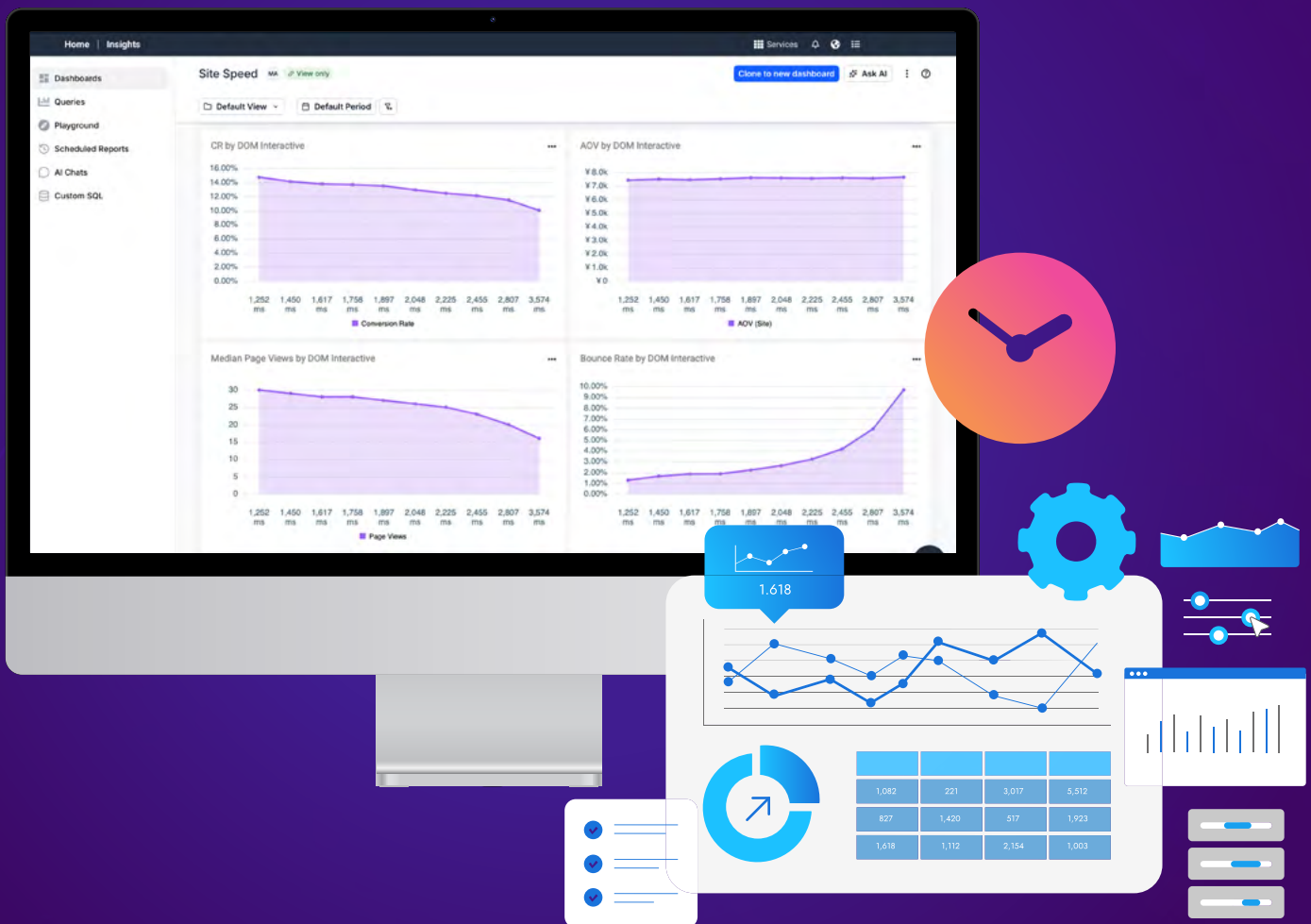
- Device type (desktop, mobile, tablet)
- Browser
- Operating system
- Geographic location

This segmentation helps uncover issues that may only affect specific groups, such as mobile users, international visitors, or customers on slower connections.

By comparing segments side by side, teams can:

- Identify hidden performance issues
- Understand which user groups are most affected
- Focus optimization on the audiences that matter most commercially

Connecting Speed to Business Outcomes



SiteSpeed combines technical performance data with business metrics, creating a clear link between speed and customer behavior.

Business metrics include:

- Conversion rate
- Average order value (AOV)
- Bounce rate

These are analyzed alongside technical indicators such as DOM Interactive time and static resource loading.

This integrated view helps organizations:

- See how slower pages affect engagement and revenue
- Quantify the commercial impact of performance issues
- Build a strong business case for optimization work

Identifying Opportunities and Prioritising Action

SiteSpeed highlights where improvements will deliver the greatest return.

High impact opportunities often include:

- Pages with poor Apdex scores
- High traffic or high value pages
- Key conversion journeys such as checkout or product pages

By aligning performance insights with business priorities, teams can focus effort where it will make the most difference.

Continuous Monitoring and Improvement

Performance optimization is an ongoing process, not a one off task. SiteSpeed supports continuous monitoring so teams can track progress over time.

With ongoing visibility, organizations can:

- Monitor improvements in DOM Interactive time
- Track changes in Apdex scores
- Measure the impact of speed improvements on conversions and engagement

This continuous feedback loop ensures site speed remains a competitive advantage rather than a hidden risk.

Summary

Verada SiteSpeed offers a user centric, business focused approach to performance monitoring. By measuring real user experiences and connecting speed directly to commercial outcomes, it helps organizations make smarter decisions, prioritize the right improvements, and deliver faster experiences that drive measurable results.



Verada

If you would like to know more about what Verada can do for you,
please register your interest [here](#)

