-Webperformance in 2025-

Through your customers' eyes

Shopware United Connect
EU Conference
The biggest Shopware focused community-organised conference

2025

What is web performance?

- Perceived performance
- Website optimization
- Site speed
- Core Web Vitals
- Pagespeed Score
- UX optimization

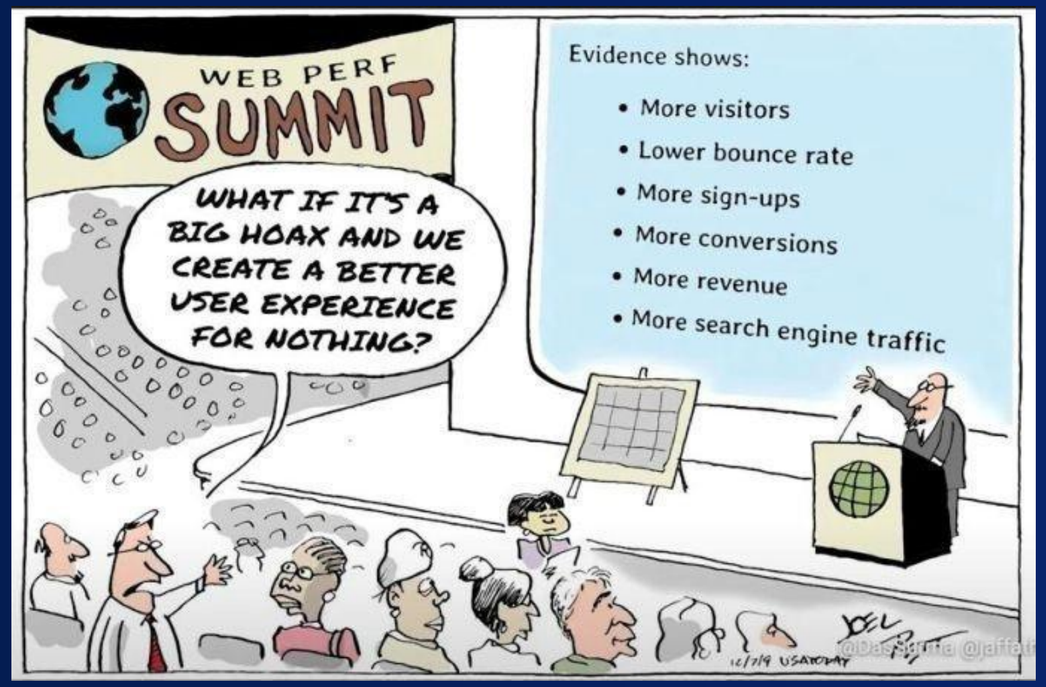
Or as I like to call it: **SUX**

Sitespeed User Experience

Hi SUC! I'm Karlijn Löwik, CEO at RUMvision

“Why should I care?”

Great question!



Good

SUX sells

vodafone

8 %

More sales by making our LCP 31% faster

Swappie

42 %

Mobile revenue boost by improving CWV

Google

62 %

Visitors will not return after bad mobile experience

Deloitte.

-8.3 %

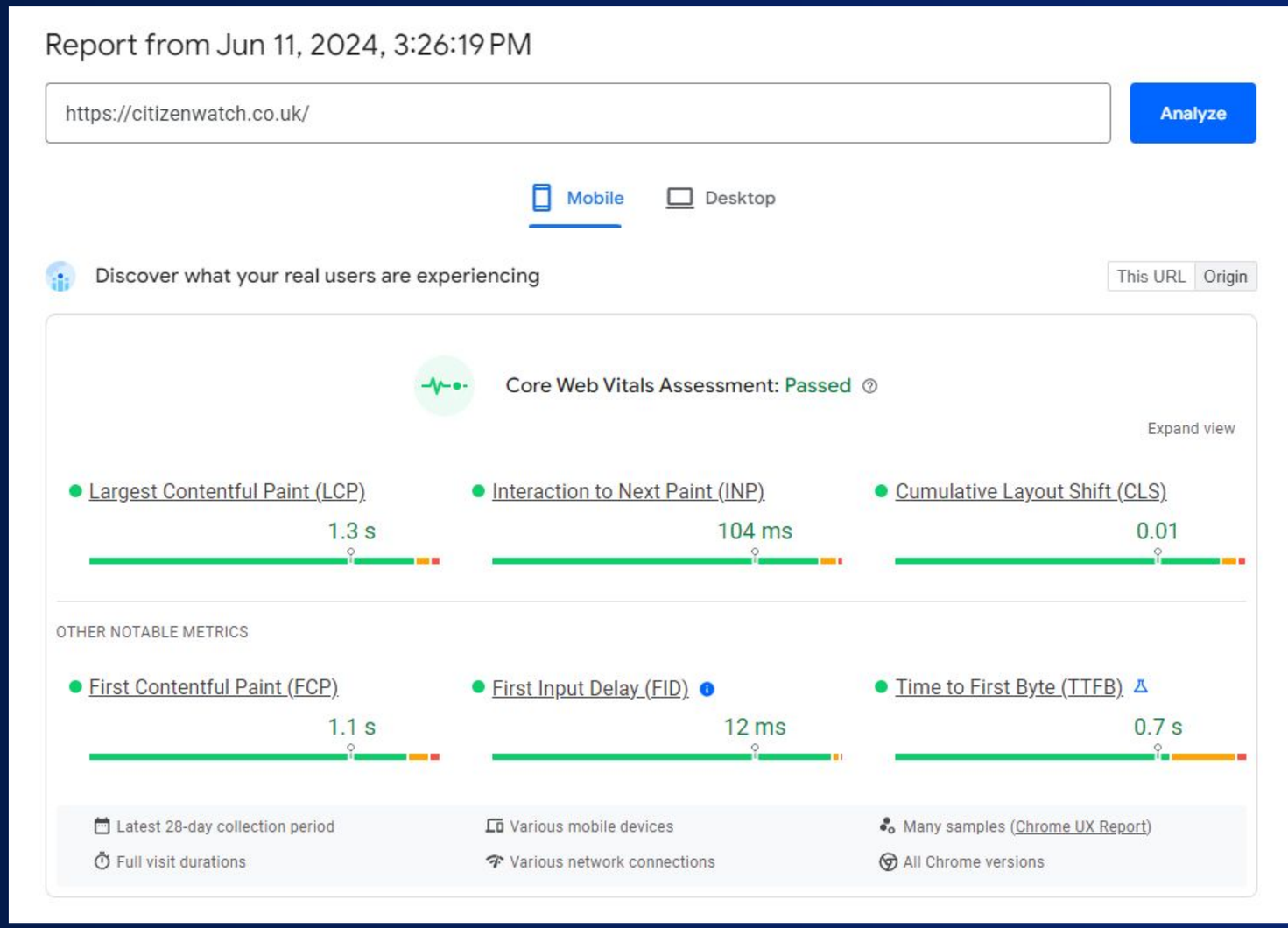
Less bounce after focusing on optimization

First things first

What are the Core Web Vitals?

A by Google defined set of metrics, released 4 years ago:

- Based on the real experience of **your own real users** over the last 28 days
- Passing CWV is determined by passing **LCP, INP& CLS** (upper 3)
- Publicly available and acknowledged as a better way to measure **web performance**



You either pass or fail

Spend resources on data that matters

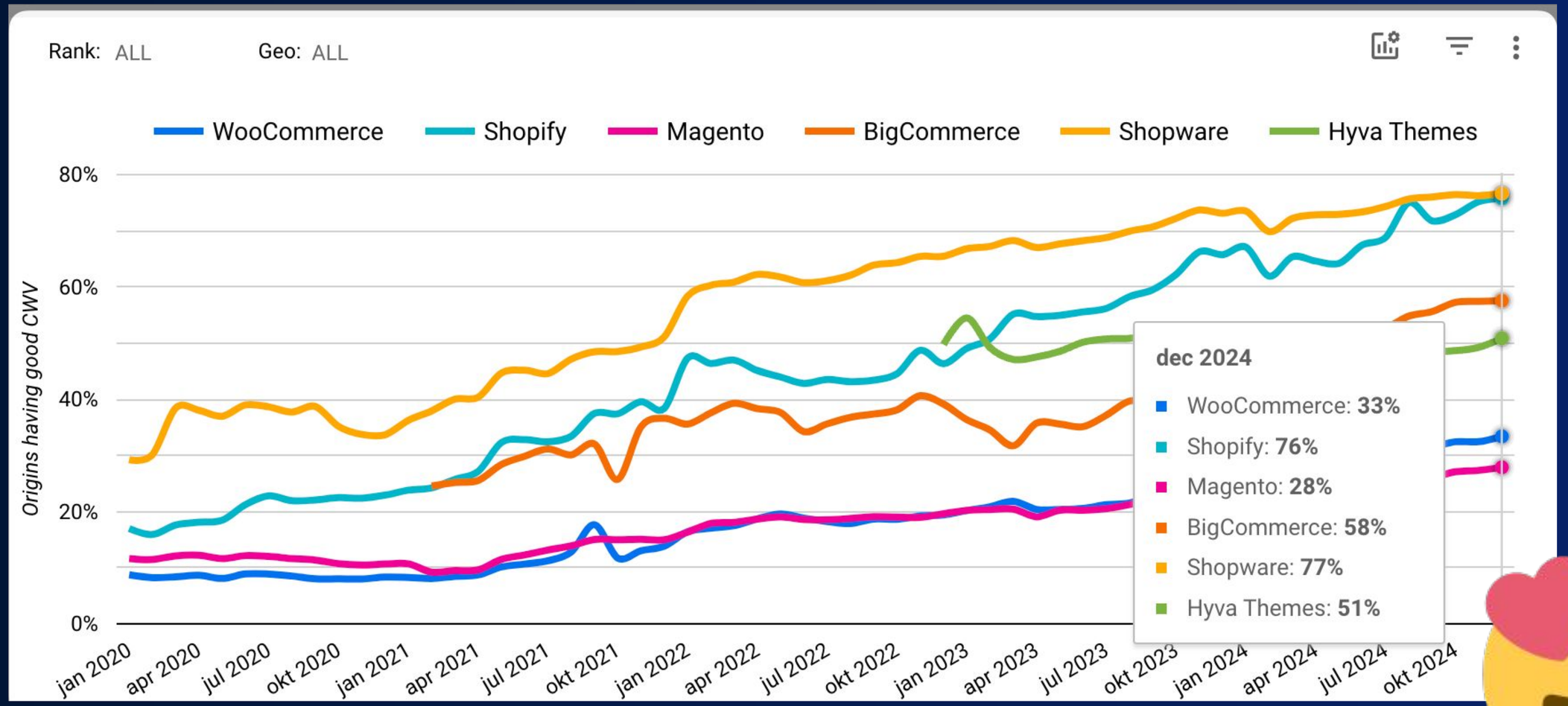
“What about the 100% pagespeed score?”

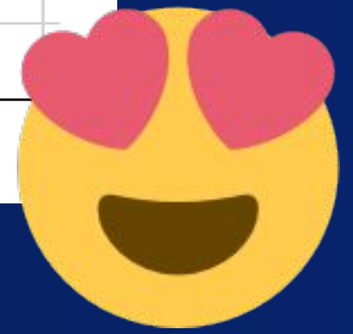
Nobody should look at Lighthouse when Core Web Vitals are available. **Especially not business owners as a KPI**

- Easily faked
- Not used for SEO or Core Web Vitals
- Not based on real user experience
- No representative device for testing
- Can't measure INP, measures CLS + LCP differently

> **Always concentrate on field Core Web Vitals over Lighthouse metrics and scores**. In particular, the Performance Score of Lighthouse is a broad measure of that lab test and often does not correlate with field Core Web Vitals.

So, where do we stand with Shopware?





Source: HTTP Archive, CRUX technology report, December 2024

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So, where do YOU stand with your shop?

Free SUX score checker powered by RUMvision

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So, am I done now if it's green?

Well. no

Core Web Vitals miss a huge part of your audiences SUX

Core Web Vitals show you the result on the 75th percentile, over the last 28 days.

Meaning: if you *just* pass Core Web Vitals, then 25% of all your visitors had a worse experience.

And that is costing you money.

Percentile chart of Shopware site in RUMvision

Why are there different experiences?

Everyone is on a different device

1. Mobile vs Desktop
2. Apple vs Android
3. Expensive Android vs Cheaper

Spoiler: the cheap Android has by far the worst experience 

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Everyone browses on different speeds

1. Speedy WIFI vs mobile
2. Mobile speed: 5GB vs 3GB

Or imagine sitting in a train or remote Germany… and losing internet

Everyone has their own customer journey

1. **FUX:** first user experience, with 0 caching
2. **Successive:** with lots of caching
3. **Ads:** FUX + extra redirect +cache miss = very expensive campaign

This one is one for you as Shopware to keep an eye on

Audience dashboard RUMvision

Visitor Footprint

TTFB by Ad traffic

none	1200 ms
channable&gad_sou...	1483 ms
channable&gad_sou...	1272 ms
id	1261 ms
channable&id&utm_...	1621 ms
audience&channabl...	1173 ms
gad_source&gclid&ut...	962 ms
fbclid&utm_campaig...	1195 ms

TTFB by GET parameters >

FCP by Pageview type

successive	1567 ms
unique	2116 ms
returning	2002 ms

FCP by pageview type >

LCP by Navigation type

navigate	2449 ms
back_forward_cache	237 ms
back_forward	1385 ms
reload	1806 ms
prerender	1052 ms

LCP by navigationtype >

INP by Device memory

4096 MiB	217 ms
8192 MiB	128 ms
2048 MiB	524 ms
1024 MiB	987 ms

INP by device memory >

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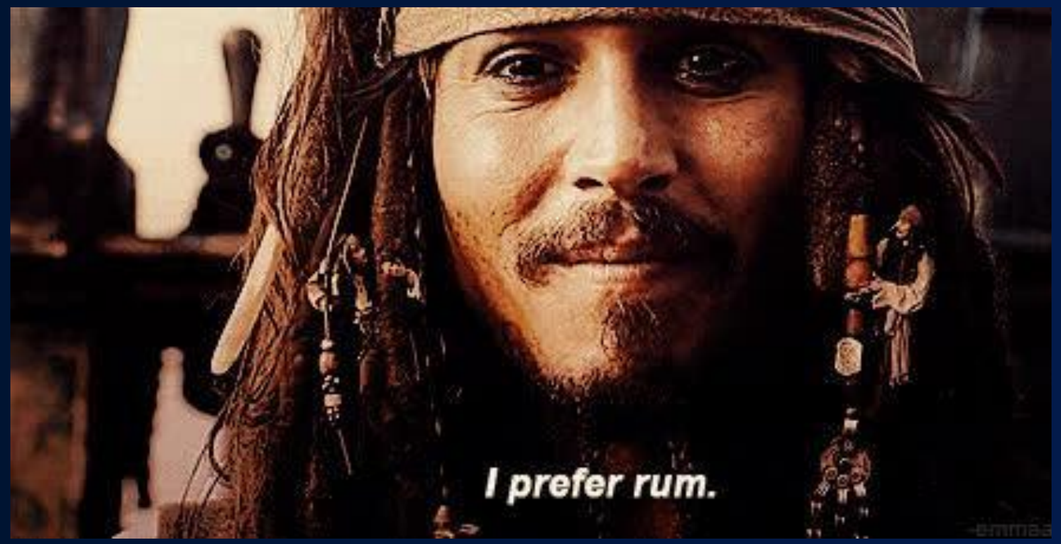
Meet RUM data



Let real user monitoring help you

Because a big downside of CWV? While based on your real users, **it's limited** in its usefulness:

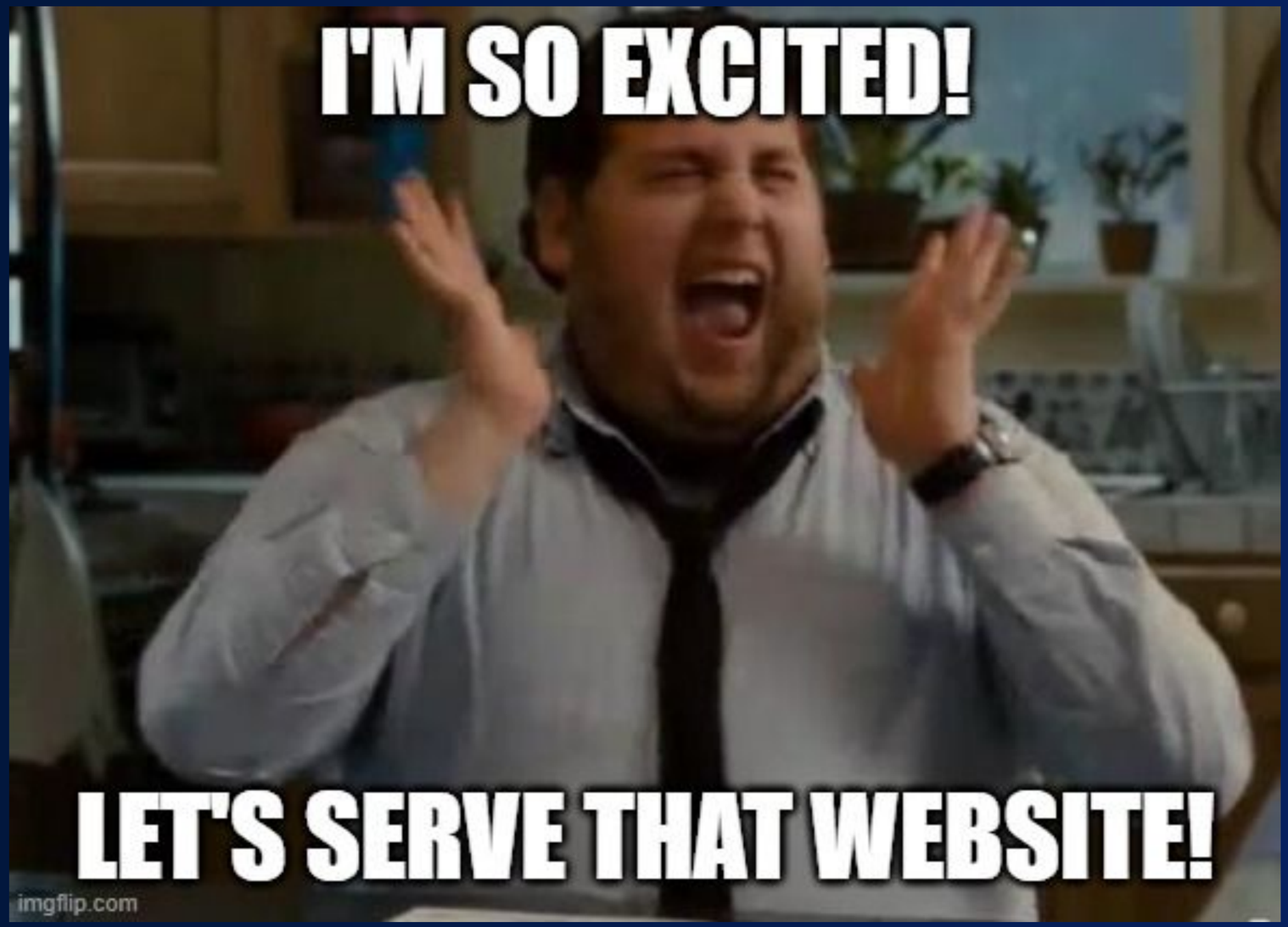
- It's always **28 days behind**
- Only measures UX of **Chrome users** (no Safari)
- You can't differentiate between **first-time UX and returning** (where caching kicks in)
- You can't zoom in **per type of page** (home, listing, etc.)
- Your audience's **conditions** greatly impact CWV, **but you don't see** what they are

RUMvision can help you gain these insights

What do the Core Web Vitals measure?

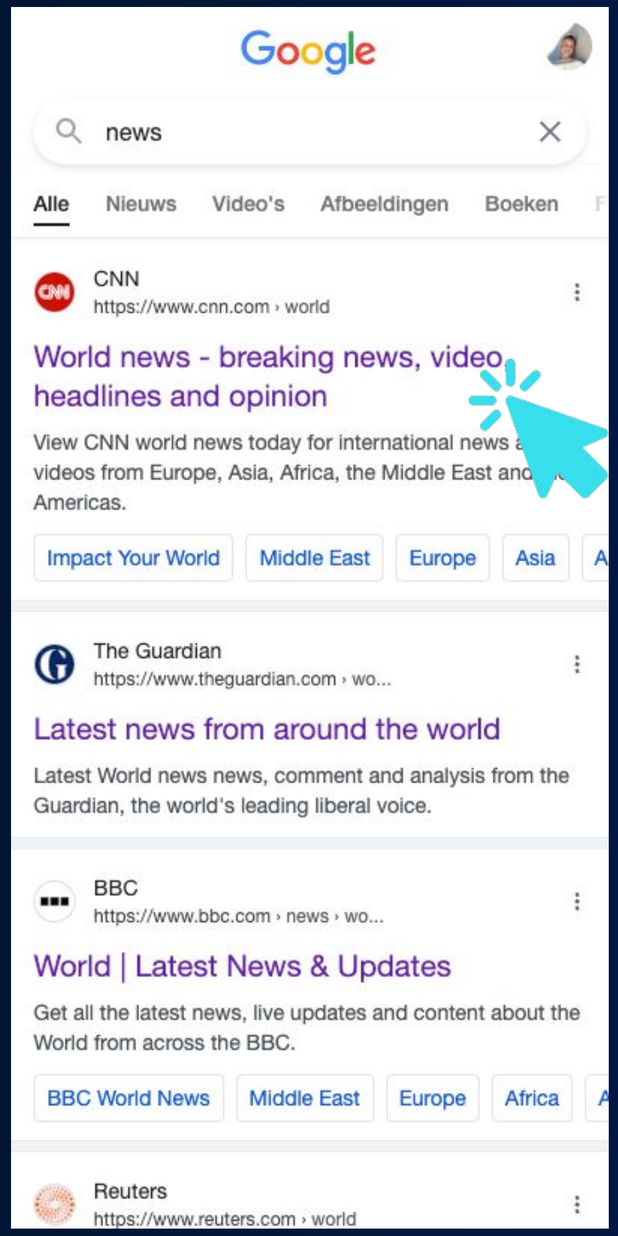
Time to First Byte (TTFB)

- User clicks link to open website - ALL SYSTEMS, GO!



Time to First Byte (TTFB)

This is the moment the backend gets to work to show you ANYTHING



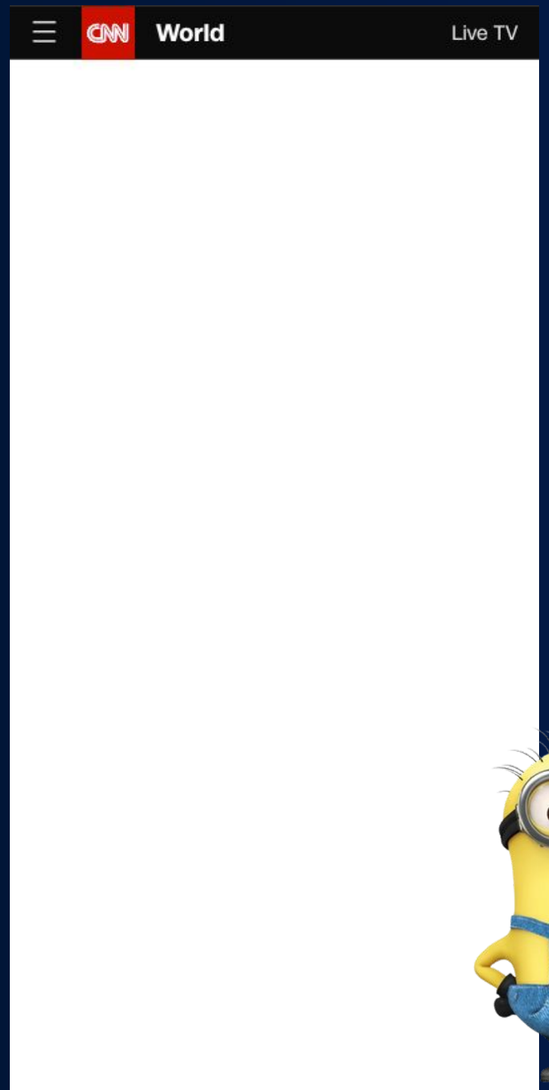
- Server
- Caching
- CDN
- Redirects (including ads)
- DNS

Ideally <800ms

First Contentful Paint (FCP):

First Contentful Paint (FCP):

Hey, it's no longer a white screen. Nice!

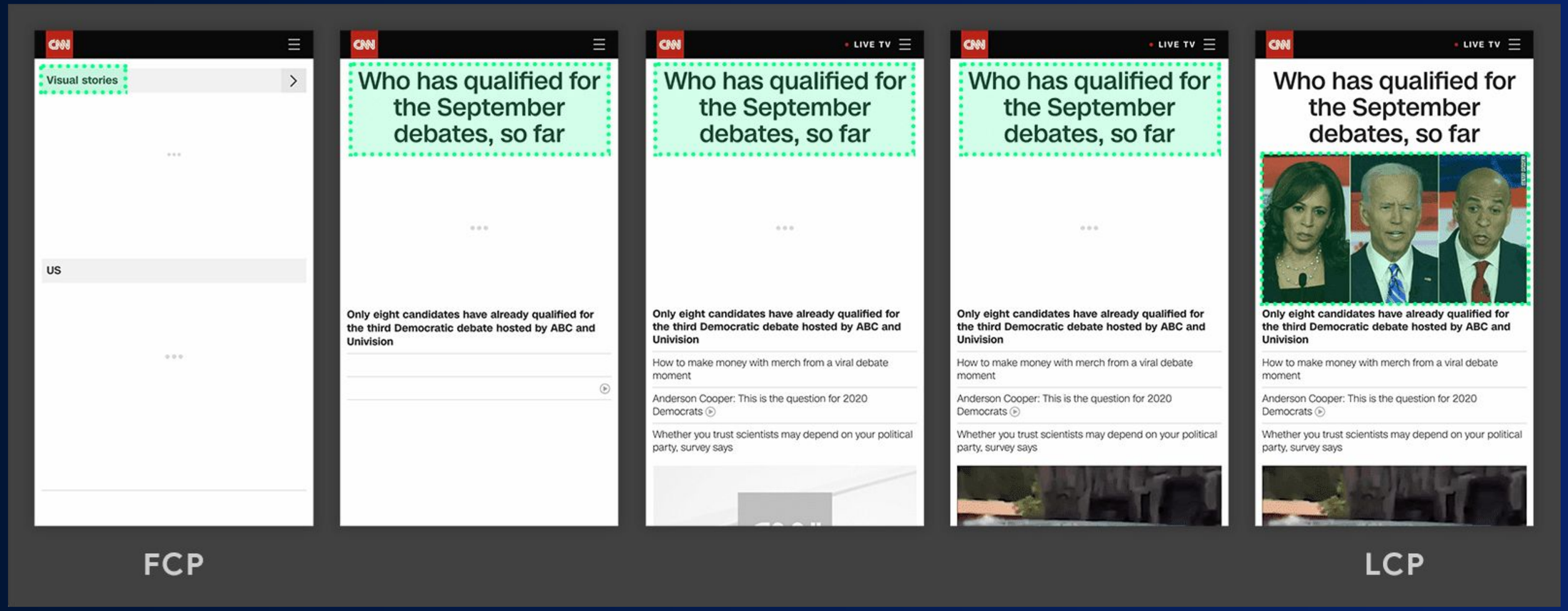


- Confirms something is **happening**, but is not necessarily useful
- Fast TTFB and slow FCP? Look at your A/B testing or your JavaScript
- Looking at a white screen too long can raise blood pressure by 20%

Ideally <1.8ms (this includes TTFB)

Largest Contentful Paint (LCP)

-the whole page within the viewport should be visible now-



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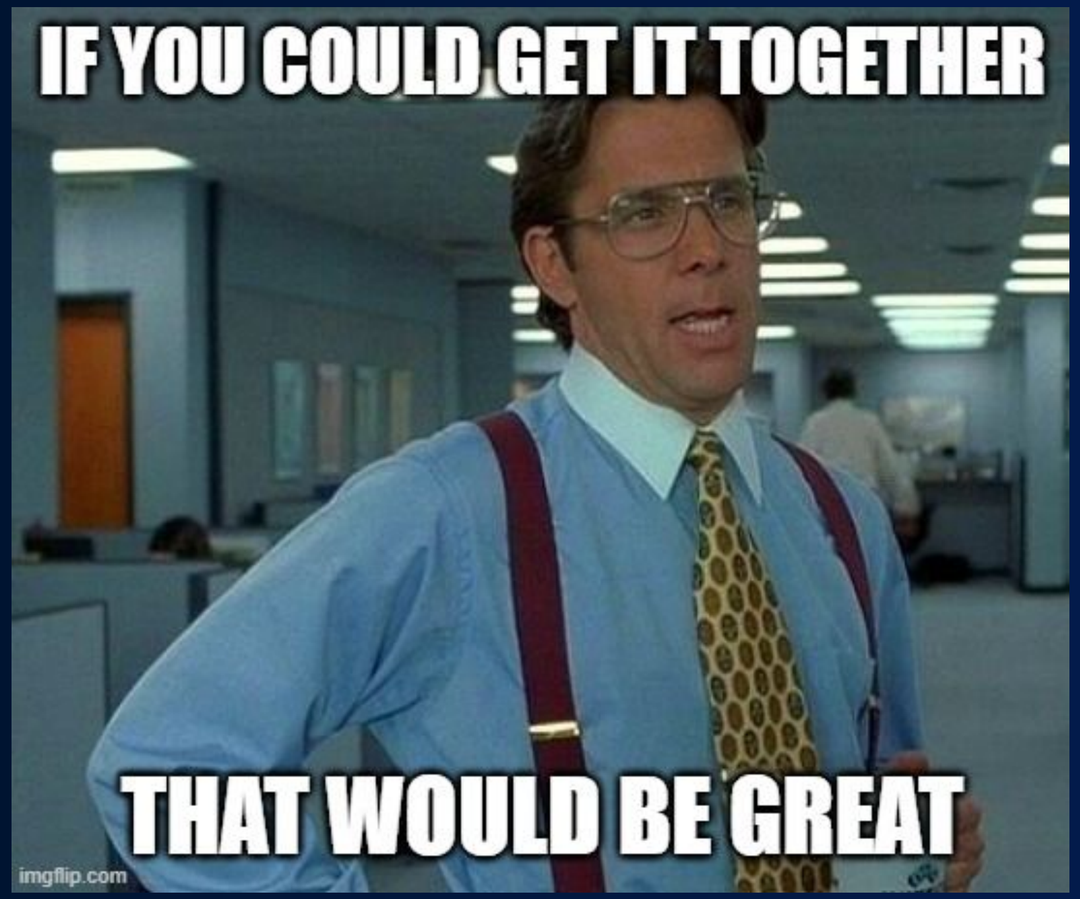
Largest Contentful Paint (LCP)

Confirms the usefulness of the page, as the main content has loaded



- **Make sure it's easy for the browser to discover what it needs**
- **Don't** lazyload your LCP (do lazyload the rest)
- Prerender or preload your LCP, or give it a fetch-priority high
- Server Side Rendering is preferred (it can be cached)
- Images and video's should not be very large (obviously)
- Make sure you ***know*** your LCP

  Ideally <2.5ms (this includes TTFB)

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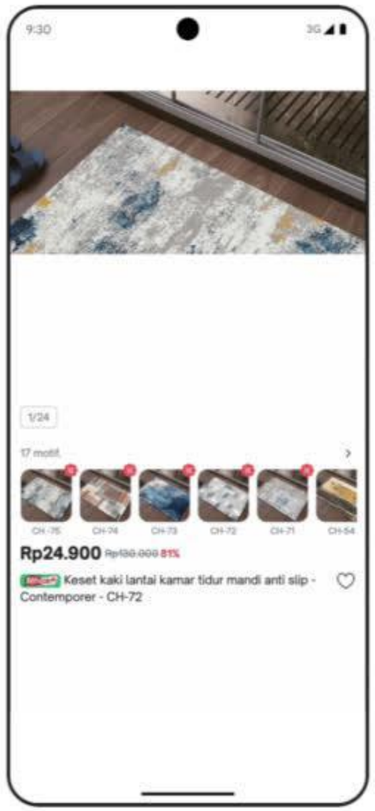
But.. what if your LCP could be near instant...?

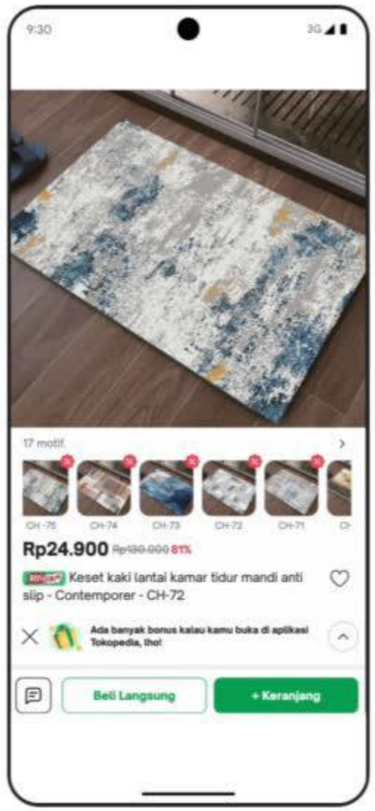
Meet Speculation rules

-you can have instant pageloads (LCP), with just a few lines of code-

Without prerender

7.219s





With prerender

0.580s

Fast 3G, first load, without cached assets

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```
<script type="speculationrules">
  {
    "prerender": [{
      "where": { "href_matches": "/*" },
      "eagerness": "moderate"
    }]
  }
</script>
```

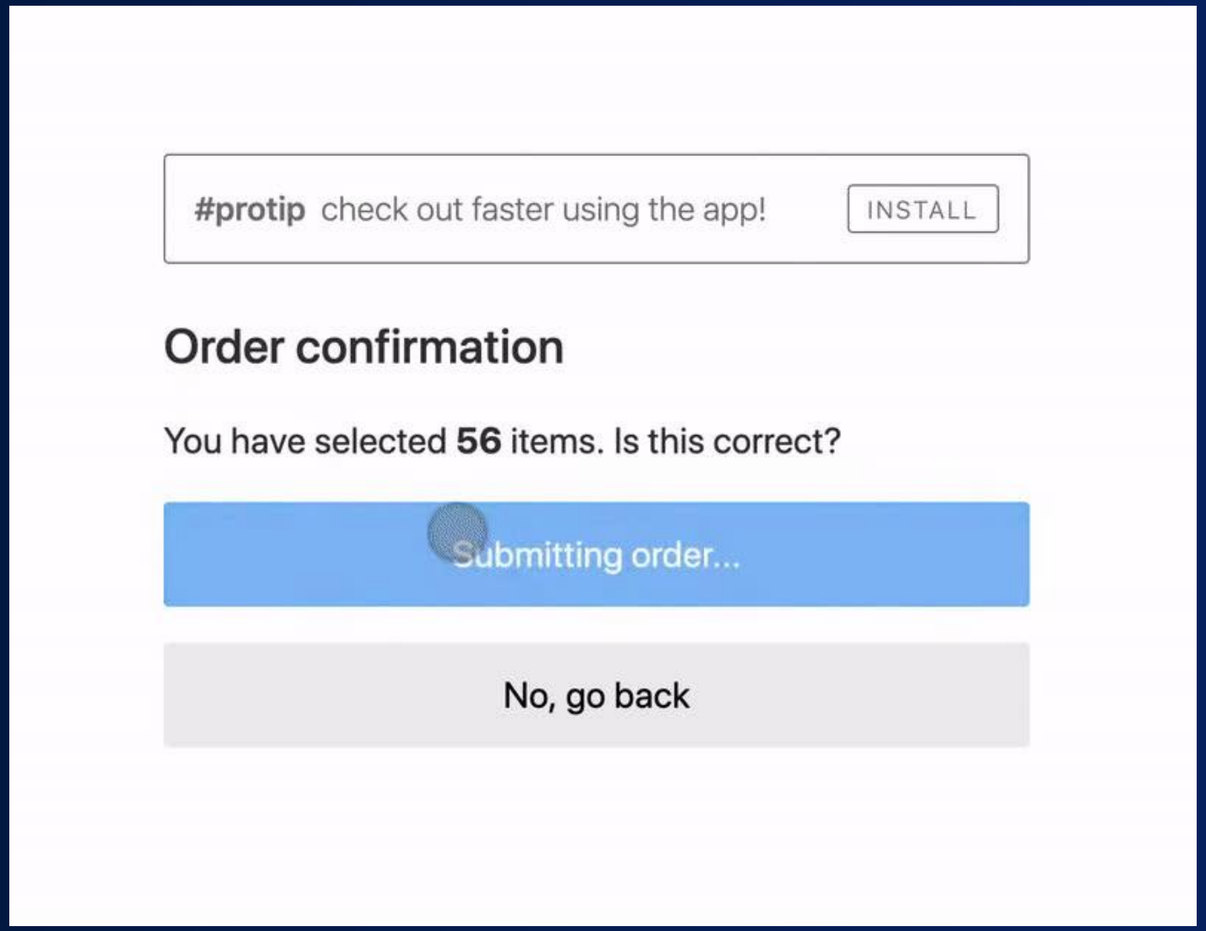
Explainer video with Barry Pollard from Google >

How Ray-Ban doubled conversion rate and reduced exit rate by 13% through prerendering using the Speculation Rules API

Source: web.dev Case Study

Cumulative Layout Shift (CLS)

-Latecomers no one thought to reserve room for, pushing content away -



Cumulative Layout Shift (CLS)

-Measures unexpected shifts-

- Reserve space for elements that appear later, width-height (HTML) or aspact-ratio (CSS)
- Have a font strategy in place
- Use CSS when you can, instead of JavaScript
- The biggest challenge? Finding them.

you want your CLS score <0.1

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Interaction to Next Paint (INP)

-Slowest response to a requested user action-

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Third Party's can have large impact on INP

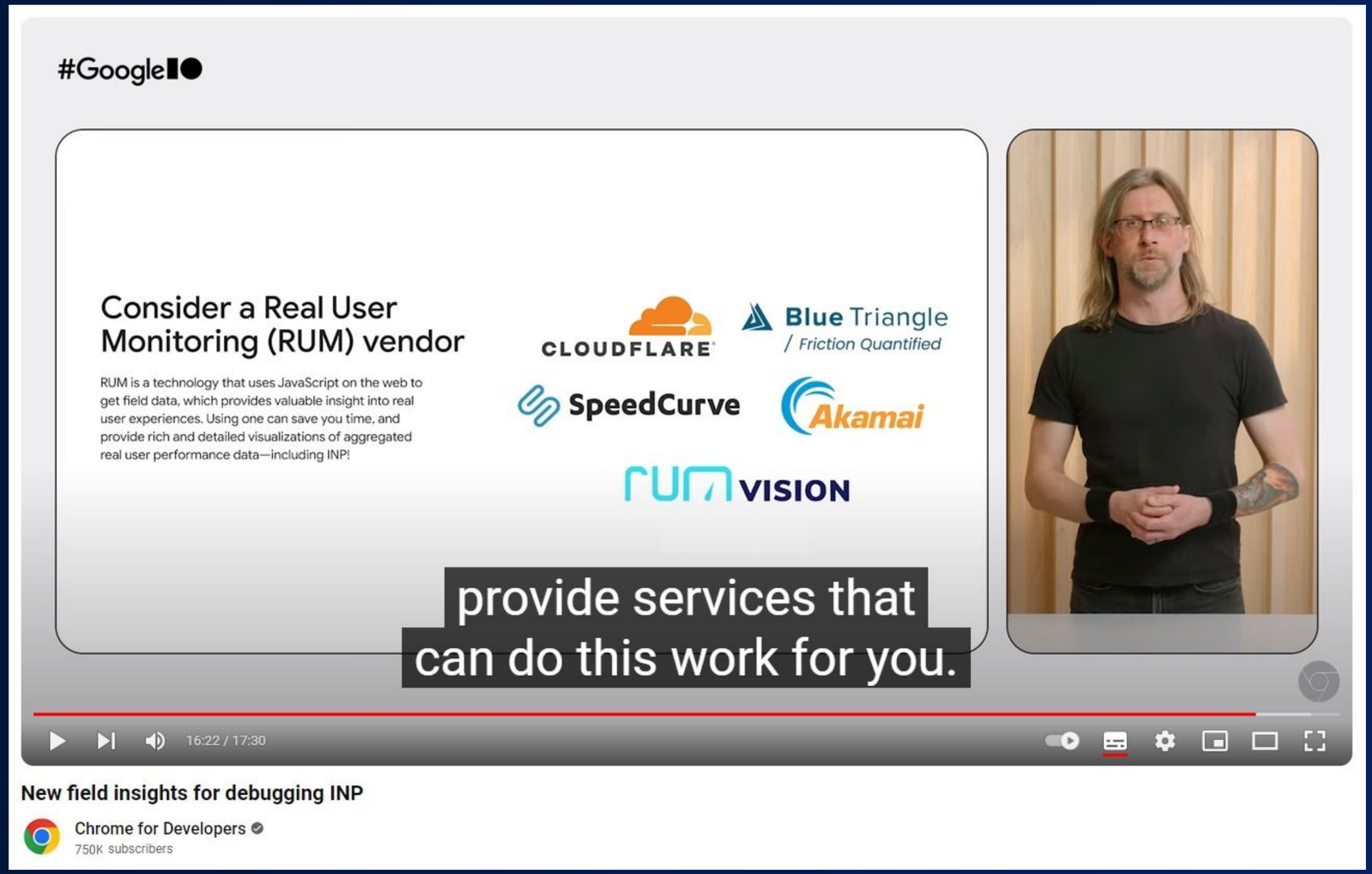
low impact	191 hostname(s)	moderate impact	41 hostname(s)	critical impact	15 hostname(s)
www.googletagmanager.com	103 ms	js.intercomcdn.com	335 ms	cdn-4.convertexperiments.com	519 ms
connect.facebook.net	41 ms	cdn.shopify.com	268 ms	script.hotjar.com	1086 ms
browser.sentry-cdn.com	95 ms	consent.cookiebot.com	208 ms	js-agent.newrelic.com	1014 ms
cdn.noibu.com	94 ms	pagead2.googlesyndication.com	277 ms	www.dwin1.com	846 ms
p.gsitrix.com	80 ms	ced.sascdn.com	390 ms	dev.visualwebsiteoptimizer.com	542 ms
squeezely.tech	100 ms	ads.themoneytizer.com	262 ms	mwtw.presage.io	905 ms
static.klaviyo.com	72 ms	cookie-cdn.cookiepro.com	218 ms	sync.sparteo.com	504 ms
cdn-cookieyes.com	62 ms	cdn.optimizely.com	204 ms	cdn.viously.com	703 ms
cdn.taboola.com	35 ms	securepubads.g.doubleclick.net	272 ms	widgets.automizely.com	812 ms
cdnjs.cloudflare.com	117 ms	static.widget.trengo.eu	380 ms	web-integration.recombee.com	1767 ms

Tips to improve INP

- On Chrome, use **yielding**
- Keep **an eye on third party's**
- Be mindful of your own **JavaScript** (the natural enemy of INP)
- **Buy everyone a new, expensive phone** (or be mindful of your audience)
- **Use RUM data, to save you a lot of time debugging**

you want your INP <200ms

You can't improve what you don't measure



Explainer video INP→

How to make sure you give your users' the best experience

You as a merchant should be focused on **finding the right partners** to ensure good SUX and passing Core Web Vitals.

- Good SUX is **not a 1 time fix**; it's an **ongoing process** that needs dedicated resources
- **Development agency** with SUX focus
- **Hosting** optimized for Shopware
- Healthy **boundaries in third parties**
- Having the **right, real-time data** to make decisions on what your users are experiencing

The good news, the right partners all here right now! 😉

runvision <h1> Strix® Tweakwise by optimizers HYPERNODE®

Why webshops are relying on real-time data

1. New third party got added
2. Core Web Vitals and UX got worse
3. Developer received an alert
4. And fixed it immediately

Let’s turn this into SUXces together!

Do not let lack of the right insights cost you money.

Focus on real people!

Book your free trial today!