

CASE STUDY

MemeStreams: Improving Social Networking with Web Performance Optimization

COMPANY PROFILE

MemeStreams is a web community that was started in 2001 as an experiment in new kinds of online social networking technologies. MemeStreams facilitates discussion by combining the functionality of weblogs, social networking sites, and web bulletin boards. The company employs a reputation system which keeps track of which users you find relevant links and information from. MemeStreams builds social networks based on mutual interest, rather than on prior acquaintance. It uses this social network to provide you a unique view of the content in the system, focused on people you have connections with.

SITUATION

MemeStreams found that while traffic to their site was strong but not overwhelming, site performance was quite slow. Pages took an average of 4.5 seconds to load on first visit, and took a significant number of requests to load each complete page. MemeStreams knew that 40% of visitors will abandon a site if the perceived load time is greater than three seconds. Google has publicly stated that a half second delay in load time results in a 20% drop in ad revenue, while Amazon has found that a tenth of a second delay causes a 1% drop in sales. MemeStreams turned to Zoompf to help them streamline their site, to improve load times and user experience.

SOLUTION AND BENEFITS

MemeStreams ran the Zoompf Web Performance Optimizer (WPO) across their site. Scanning the entire site took just two hours, and the scan was performed on the production site without any interruption to production systems. Zoompf WPO discovered over 130 suggested improvements to accelerate performance by optimizing browser rendering, decreasing response size, and reducing the number of dependencies required to load a variety of pages. Zoompf prioritized these recommendations, allowing MemeStreams to focus on the changes that would have the greatest impact with the least effort. Following the detailed remediation information provided by Zoompf WPO, MemeStreams made changes to its design, application code, and server configuration, allowing MemeStreams to improve site load times by almost 40% with one day of effort. "Using the findings from Zoompf WPO, we were able to prioritize actions and make significant improvements to our website performance in just one day," said Tom Cross, founder and CEO of MemeStreams. "Reducing site load time has not only helped us to improve the user experience, but has also resulted in a 68% drop in our bandwidth consumption. By making it easy for companies to increase site traffic, enhance the user experience, and reduce operating costs, using Zoompf is a no-brainer for anyone with a website."

"Akamai/Forrester Research: Every Second Counts"

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Tom Cross
Founder and CEO
MemeStreams

Zoompf software and services optimize website performance resulting in faster sites, less cost, more clicks, and more business. Zoompf's patent pending technology identifies over 300 issues that improve user experience by dropping seconds off page load times while reducing operational costs.

Visit us at www.zoompf.com for a free web performance checkup.

