



## **INAUGURAL “STATE OF WEB PERFORMANCE” REPORT SHOWS TOP 1000 WEBSITES ARE ON AVERAGE 20% BLOATED**

*Zoompf Launches New SaaS Offering to Help Companies Speed Up Web Performance and Increase Revenue in an Always-On World*

**O’Reilly Velocity Conference, Santa Clara, CA – June 21, 2010** – [Zoompf](#), a provider of web performance optimization software, today released the results of the inaugural 2010 State of Web Performance report, which ranks and details the performance of the top 1000 web sites<sup>1</sup>, after analyzing over 88,000 separate URLs. Zoompf founder and CEO Billy Hoffman will be presenting the results at the [O’Reilly Velocity Conference](#) on Tuesday, June 22<sup>nd</sup>.

In conjunction, Zoompf also unveiled its new web performance SaaS offering, [Web Performance Optimizer](#) (WPO), available immediately for companies that want to improve the speed and performance of their web applications, without having to throw additional servers, load balancers, or other hardware at the problem.

Today’s web applications are more content and feature rich than ever, providing an interactive user experience. In addition, users expect these applications to be delivered immediately on a variety of fixed and mobile devices and browser platforms. A recent Forrester study found that “two seconds is the new threshold in terms of an average online shopper’s expectation for a web page to load, and 40 percent of shoppers will wait no more than three seconds before abandoning a retail or travel site.”<sup>2</sup> Google has publicly stated that a half second delay in load time results in a 20% drop in ad revenue<sup>3</sup>, while Amazon has found that a tenth of a second delay causes a 1% drop in sales<sup>4</sup>. Now more than ever, slow page load times translate into lost customers and revenue. In addition, companies can save significant hardware, software and bandwidth costs by improving application speed.

“Web applications have improved dramatically in terms of their features, functionality and content over the past five years,” said Theresa Lanowitz, CEO and lead analyst at voke Inc. “In addition, virtualization has become prevalent throughout enterprises. As a result, companies need to be able to measure and improve performance earlier in the application development lifecycle. Zoompf is offering a much-needed solution that helps companies optimize their applications by making a tangible difference in the speed of their sites, resulting in a direct improvement to the bottom line.”

“As fixed and mobile networks have seen dramatic performance improvements, in many cases applications have not kept up and are now the bottleneck in improving the user experience,” said Billy Hoffman, founder and CEO of Zoompf. “In an always-on, instant-gratification world, web application speed is becoming the next competitive advantage. Companies need to not just

---

<sup>1</sup> As measured by Alexa site traffic

<sup>2</sup> [www.akamai.com/2seconds](http://www.akamai.com/2seconds)

<sup>3</sup> <http://radar.oreilly.com/2009/07/velocity-making-your-site-fast.html>

<sup>4</sup> <http://exp-platform.com/Documents/IEEEComputer2007OnlineExperiments.pdf>



monitor, but actively work to improve application speed to keep up with user expectations. The good news is that companies can make simple changes to their application code, without adding any additional hardware, and see significant improvements in their application performance and user experience.”

Zoompf utilized its own Web Performance Optimizer to compile the inaugural 2010 State of Web Performance report on the top 1000 sites. Key findings from the State of Web Performance report include:

- Web content is far more bloated than it should be. Nearly 20%, 1 byte in 5, of web content served by the Alexa Top 1000, can be eliminated through lossless optimizations that have no impact on content quality or substance.
- 27% of static resources that should be cached are not, because they are missing the information required for browsers to do so. This has an enormously negative impact, especially when operating within a shared caching environment.
- Even the most sophisticated organizations are applying performance optimization techniques ad-hoc and randomly throughout web sites, severely limiting performance.

The State of Web Performance report provides guidance for organizations implementing performance optimizations inside their development processes and also includes a table of performance scores allowing companies to benchmark themselves against sites in the Alexa Top 1000. The full report, as well as a [free web performance assessment](#) and scorecard from Zoompf, are available at [www.zoompf.com](http://www.zoompf.com).

In conjunction, Zoompf today also launched its new On Demand Web Performance Optimizer, which empowers organizations to dramatically speed up their web applications. With hundreds of application checks and easy to understand step-by-step remediation guidance, Zoompf WPO enables companies to increase revenue and user satisfaction while also reducing server, software and bandwidth costs through faster web applications. This simple-to-use web-based software allows customers to conduct an assessment of their web applications without any interruption to production systems. Zoompf WPO works on both in-house as well as cloud-based applications. Zoompf’s customers have found, on average, a 43% reduction in page load times.

“Leveraging some simple, easy-to-implement recommendations from Zoompf, we were able to cut our page load times almost in half, and reduce our homepage to a third of the original size,” said Nick Levay, head of Information Security and Operations at The Center for American Progress. “We were able to implement Zoompf’s suggested changes in under a day, and small adjustments to our site have paid off with a big impact on its performance. We plan to keep using Zoompf to keep our site finely tuned as we continue to grow.”

### **About Zoompf**

Zoompf - Making Websites Faster. 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 [www.zoompf.com](http://www.zoompf.com) for a free performance scan report and scorecard.



Zoompf™ and Web Performance Optimizer™ are trademarks of Zoompf, Inc.

**MEDIA CONTACT**

Zenobia Godschalk

ZAG Communications for Zoompf

[Zenobia@zagcommunications.com](mailto:Zenobia@zagcommunications.com)

678.799.8279