Built-in Web Performance

Your site. As fast as it can possibly be.
Zoompf gives you the tools to build maximum performance into your process.

IDENTIFY
Total visibility into your site’s performance.

GET THE FIX
Remediation. Right at your fingertips.

OPTIMIZE
Rich reports to manage a maximum performance process.

You can build it fast. You have the technology.
Zoompf Web Performance Optimizer is a cloud-based solution for on-demand web testing and optimization. It scans and identifies every issue across your entire web site. Over 400 performance checks and counting. It gives you the specific fix for each issue. Provides rich reports to help you efficiently manage the process. So you can drop seconds off page load times, improve user satisfaction, drive additional revenue, and reduce operational costs.

Why build in performance?
Performance is a huge factor in user experience and revenue.
- Slow makes users bail.
- Slow is not good for the ones that stay.
- Slow reduces revenue.

Last-minute performance just doesn’t work.
- Last-minute is expensive.
- It delays launch, or delivers a slow site.

Built-in guarantees fast. Eliminates furious.
- No more last-minute scramble.
- No more sub-optimal aftertaste.

Can You Be Faster?
GET YOUR FREE PERFORMANCE SCAN AT ZOOMPF.com

Small adjustments to our site have paid off with a big impact on its performance.

Nick Levay
Head of Security and Operations
Center for American Progress

zoompf.com
A Sampling of the Issues Zoompf WPO Identifies

- Server configuration issues like compression, cookies, caching, redirects, crawling, and SSL issues
- Application and CMS issues like mis-configured plug-ins, content-flushing, parallel downloading, and runtime and database errors
- JavaScript issues with code flow, out-dated libraries, slow loops, or poor DOM interaction
- Inefficient CSS issues with selectors, style declarations, and duplicate, collidable, or unused CSS rules
- Lossless and lossy image optimizations issues for JPEG, GIF, PNG24, PNG8, ICO, BMP, and TIFF
- Unoptimized Rich interfaces using Flash or Silverlight
- Browser rendering issues with styling, images, <CANVAS>, and other media objects
- API issues with JSON, JSON–P, XML, RSS, or ATOM feeds
- Mobile browser issues for Blackberries, iPhones, and iPads.

Zoompf. Like any high-performance vehicle: **Loaded.**

- Fast, automated testing for over 400 issues and counting (see listing at right)
- Test holistically—across your entire web site.
- Easy to use, non–invasive—test anytime from anywhere.
- Get the specific fix. And a clear, specific path to fix every issue.
- Tools for all disciplines: WPO is the first and only central repository of free tools and resources to remediate performance issues—for Design, Development, QA and IT.
- Rich reports to create prioritized, role–based tasks and action plans (below, left)
  - Show the biggest “bang–for–the–buck”
  - Separate tasks by Savings, Effort, and Owner/ Department (below, right)
  - Enable visibility for proper planning

How easy can it be to be as fast as you can possibly be? Give us a shout to find out.

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