



Maximizing Site Speed **With Ezoic**

WHO ARE YOU?



@TylerBishop 

Award-winning marketer and the CMO of Ezoic. Founded Google's Pubtelligence, a global event for publishers hosted at Google offices. Served as a digital & SEO expert for start-up competitions and also hosts *The Publisher Lab* podcast. Tyler is also a Brazilian Jiu Jitsu black belt, semi-retired magician, and a "dog person".

Ezoic education series of courses....

Designed to help you use Ezoic, grow your site, connect with experts and other publishers

Tuesday: Evaluating Content and Writer ROI To Accelerate Traffic

Wednesday: *Guest:* Doug Cunnington on Secrets For Growing Niche Sites

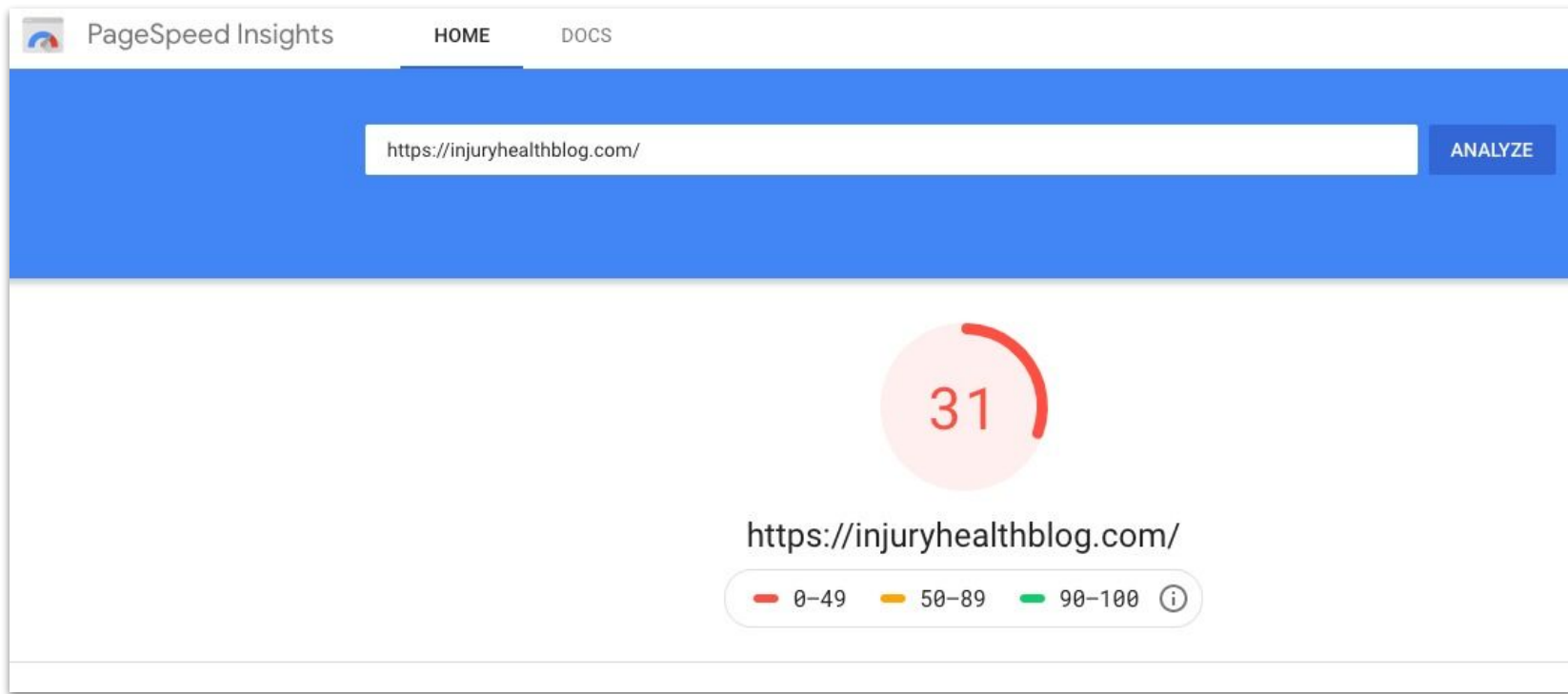
Thursday: Google Search Console Tips For Higher Rankings and Revenue

Friday: Uncovering Pages With Hidden Revenue On Your Site

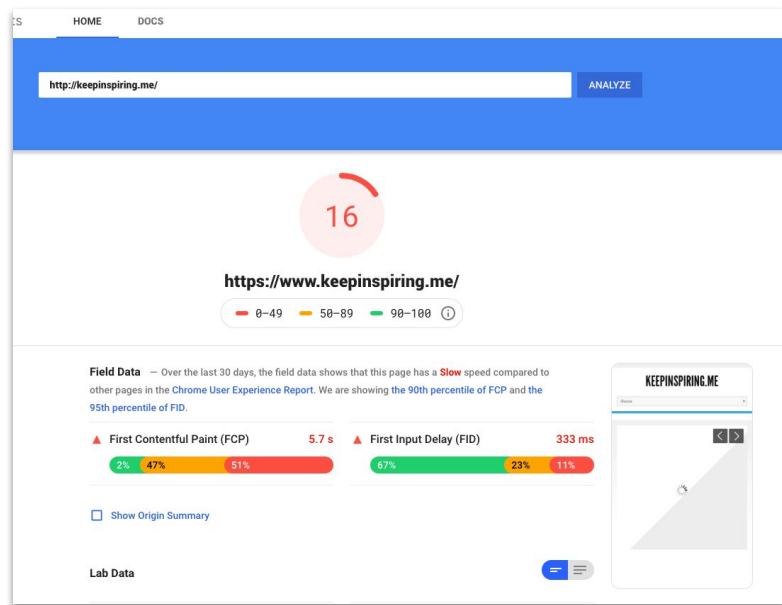


1. **Sent to anyone signed up** automatically
2. Available on our **YouTube channel in it's own playlist**
3. Available at **Ezoic.com/ezoic-education-courses/**

InjuryHealthblog.com

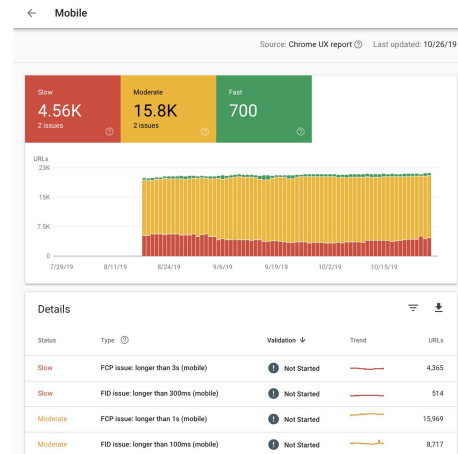


The general approach - Tools



The screenshot shows the Chrome UX Report interface. At the top, it says 'Chrome UX Report' and 'Field Editing is on'. Below this is an 'EDIT CONNECTION' section. A table lists various fields used in the report:


Index	Field	Type	Agg
1	Offline	123 Percent	
2	2G	123 Percent	
3	Slow 2G	123 Percent	
4	Phone	123 Percent	
5	Tablet	123 Percent	
6	origin	RBC Text	
7	3G	123 Percent	
8	Fast	123 Percent	
9	yyyyymmdd	Date (YYYYMMDD)	
10	Average	123 Percent	
11	4G	123 Percent	
12	Desktop	123 Percent	
13	Release	Year Month (YYYYMM)	
14	Slow	123 Percent	




Pagespeed Insights is popular but has not been working correctly for a while:
[which has been broken since late 2018 and has yet to be fixed by Google's team](#)

Tools Lack Details & Insight



They grab everything. The recommendations are broadly focused
Some break a site. Some actually makes it slower.


 [Features](#) [Resources](#) [Blog](#) [GTmetrix PRO](#)



Latest Performance Report for:

<http://cnn.com/>

Report generated: Thu, Sep 5, 2019 3:07 PM -0700
Test Server Region:  Vancouver, Canada
Using:  Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

 Looks like you might not be using a CDN
[Why should I use a CDN? »](#)

Performance Scores

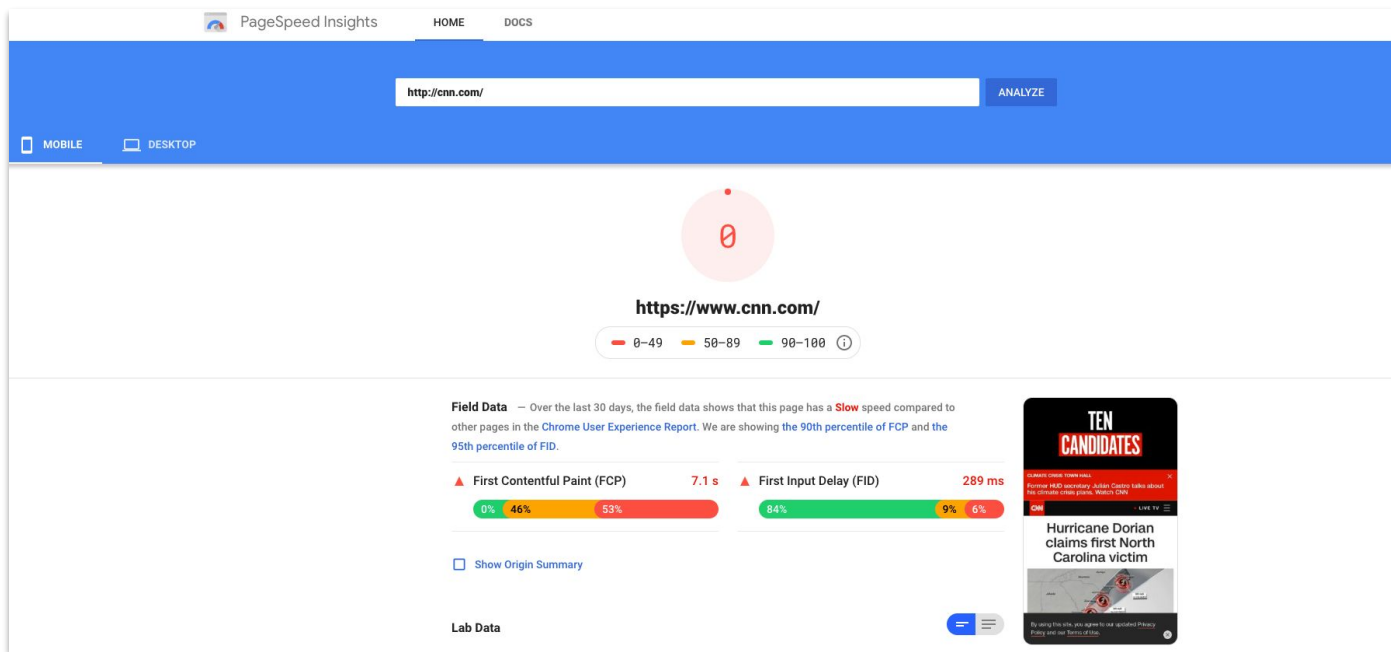
PageSpeed Score	YSlow Score
F(37%) ▾	E(50%) ▾

Page Details

Fully Loaded Time	Total Page Size	Requests
11.5s ▾	3.56MB ▾	414 ▾

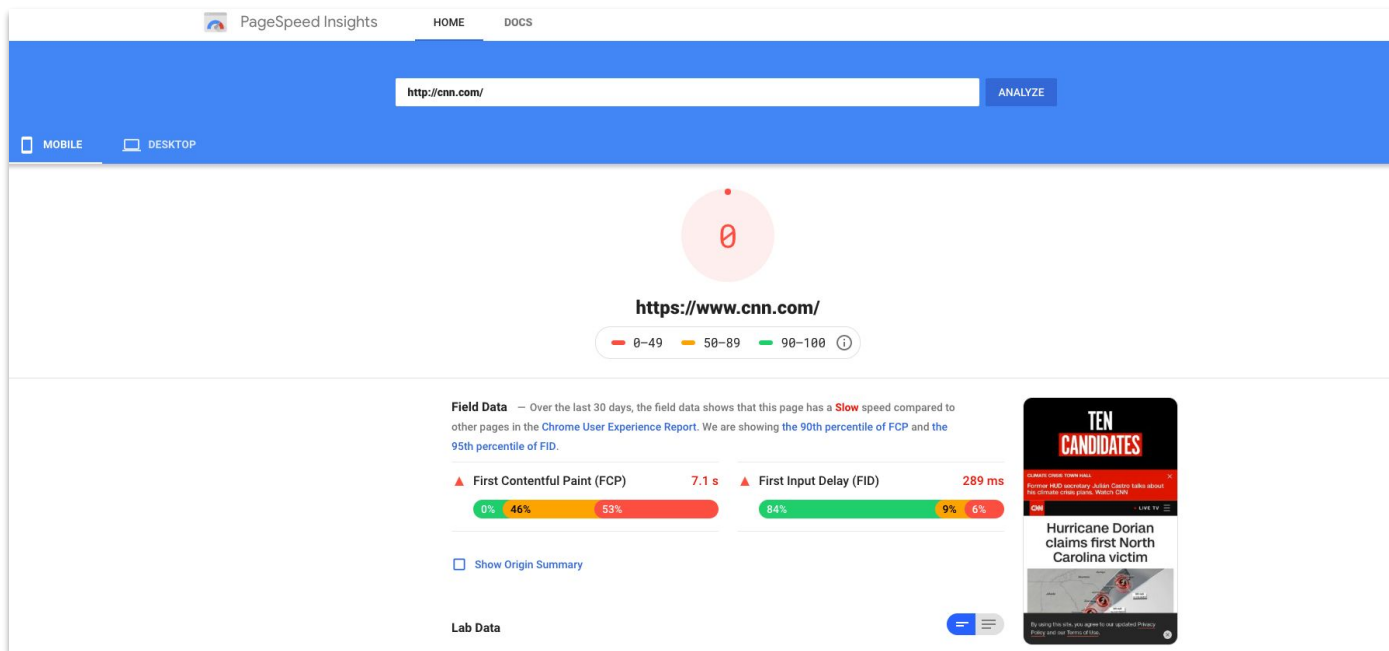
Tools aren't the best way to measure UX or speed

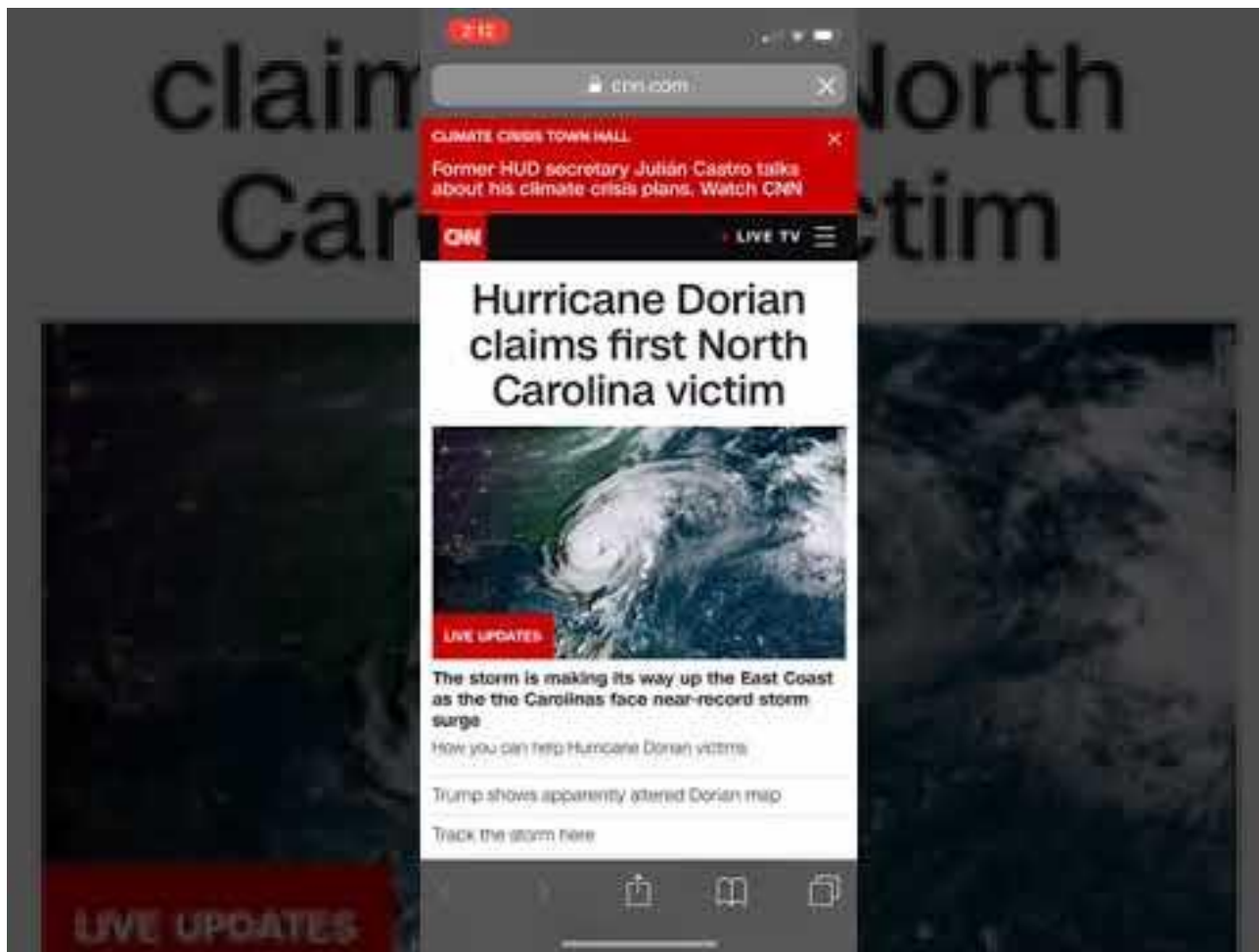
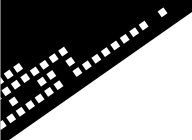
CNN.com is actually very fast



CNN.com is fast for users

...but doesn't care about Google Pagespeed Insights





My site implementing page speed tool recommendations

[illegible]

What do these metrics mean?

“Avg Page Load Time” : The average amount of time (in seconds) it takes that page to load, from initiation of the pageview (e.g., click on a page link) to load completion in the browser.

16,059 of pageviews sent page load sample



Google's recommendations...

Lab Data 			
● First Contentful Paint	1.0 s	▲ Time to Interactive	10.3 s
▲ Speed Index	6.2 s	▲ Total Blocking Time	1,250 ms
▲ Largest Contentful Paint 	7.4 s	● Cumulative Layout Shift 	0.003

The advice Google gives my site for speed

- Defer offscreen images
- Resize and compress images
- Eliminate or “asynch” non-critical JS and CSS
- Preconnect to origins
- Lazy load video thumbnails and iframes
- Lazy load ads down the page
- Optimize for the visitor viewport

Lab Data					
	First Contentful				10.3 s
	Speed Index	6.2 s		Total Blocking Time	1,250 ms
	Largest Contentful Paint	7.4 s		Cumulative Layout Shift	0.003

Recommendations increase total page load time

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All of this adds to “avg. page load time” — in fact, it will make it much longer in most cases

Site speed and display ads

Ad code 'slows down' browsing speeds

15 February 2019



Ads are responsible for making webpages slow to a crawl, suggests analysis of the most popular one million websites.

The research by developer Patrick Hulse looked at which chunks of code take longest to load.

We champion identity.

So customers stay connected. Securely.

Identity security for the global enterprise.



LEARN HOW

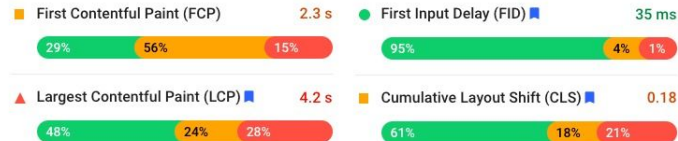
ADVERTISEMENT

15

https://www.bbc.com/

0-49 50-89 90-100 ⓘ

Field Data — Over the last 30 days, field data shows that this page **does not pass** the **Core Web** Vitals assessment.



There's always a trade

Anything placing display ads on your site will make it slower...



Combined with header bidding is what all sophisticated setups will include. It will requires more requests and slower timings

Ezoic designed to make ads displaying ads, faster

In most cases, when setup correctly, a site will be faster w/ Ezoic when displaying ads vs. previous

Asset Requests (Desktop)			
Page Size		Total Requests	
Original Site	Ezoic	Original Site	Ezoic
3.7MB	1.9MB	536	432

Load Times (Mobile)			
Interactive		Page Loaded	
Original Site	Ezoic	Original Site	Ezoic
3.96s	3.18s	4.44s	3.86s

Caching makes it hard to look at apples to apples with outside tools



Setting up Ezoic to be fast!

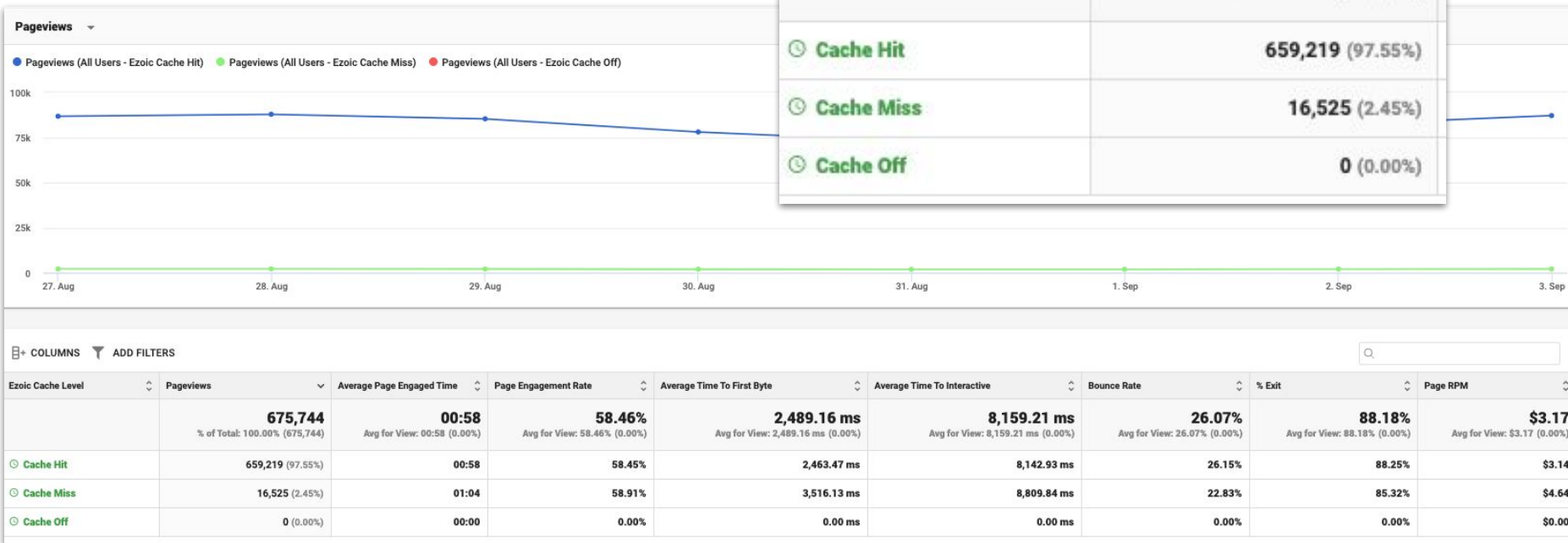
Setting up Ezoic to be fast!

- Nameserver or Cloudflare integration
 - Dashboard > Settings > Integration Method > Select Nameserver or Cloudflare
 - (Can Create Free Cloudflare account if you don't have one)
- Go To Speed Tab and Enable Caching
 - Dashboard > Speed > Caching App > Enable Ezoic CDN
- Ensure Caching is working properly and free of conflicts
 - [Big Data Analytics > Speed > Caching > Ezoic Caching](#)
 - Cache should be mostly Ezoic Cache Hit
- Troubleshooting
 - Override cache control headers (change from false to true)
 - Disable caching features in popular plugins

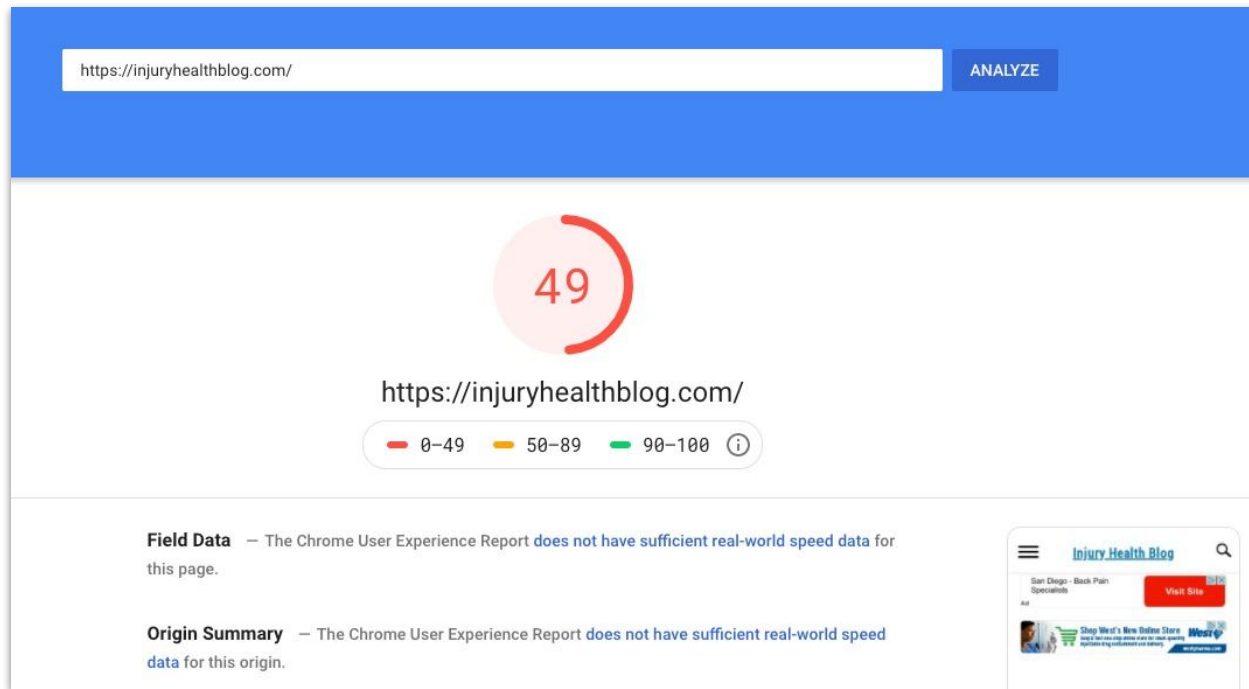


Making site's faster in general...

Is caching working?



InjuryHealthblog.com



Why not????



Asset CleanUp
STRIP THE "FAT" FROM YOUR PAGES

Can fix, but this is where they need to know something too

Update Cache Setting Values


Setting	Value	Accepted Values
Enable Caching For Cookies ?	<input type="button" value="true"/>	True or False
Default Cache Age (s) ?	<input type="text" value="86400"/>	Minimum 3600 seconds (1 hour)
Maximum Cache Age (s) ?	<input type="text"/>	Minimum 3600 seconds (1 hour)
Minimum Cache Age Threshold (s) ?	<input type="text" value="300"/>	Minimum 300 seconds (5 minutes)
Minimum Cache Age (s) ?	<input type="text"/>	No restrictions
Override Cache Control Headers ?	<input type="button" value="true"/>	True or False
Force Caching by Device Type ?	<input type="button" value="true"/>	True or False
Vary Headers to be removed from origin ?	<input type="text"/>	Type out headers to remove, one on each line.
Ignore Cache-Control: no-cache ?	<input type="button" value="true"/>	True or False
Grace Period ?	<input type="text" value="0"/>	Minimum 0 seconds

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How does Google measure speed then?

 [SEO](#) [PPC](#) [CONTENT](#) [SOCIAL](#) [NEWS](#) [ADVERTISE](#) [MORE](#)

This topic came up during a Google Webmaster Central hangout where the following question was asked:

"We have good First Meaningful Content at 2 seconds, but our Time to Interactive is 12-15 seconds which is affected by a large amount of scripts... according to Lighthouse even though it loads very fast for users.

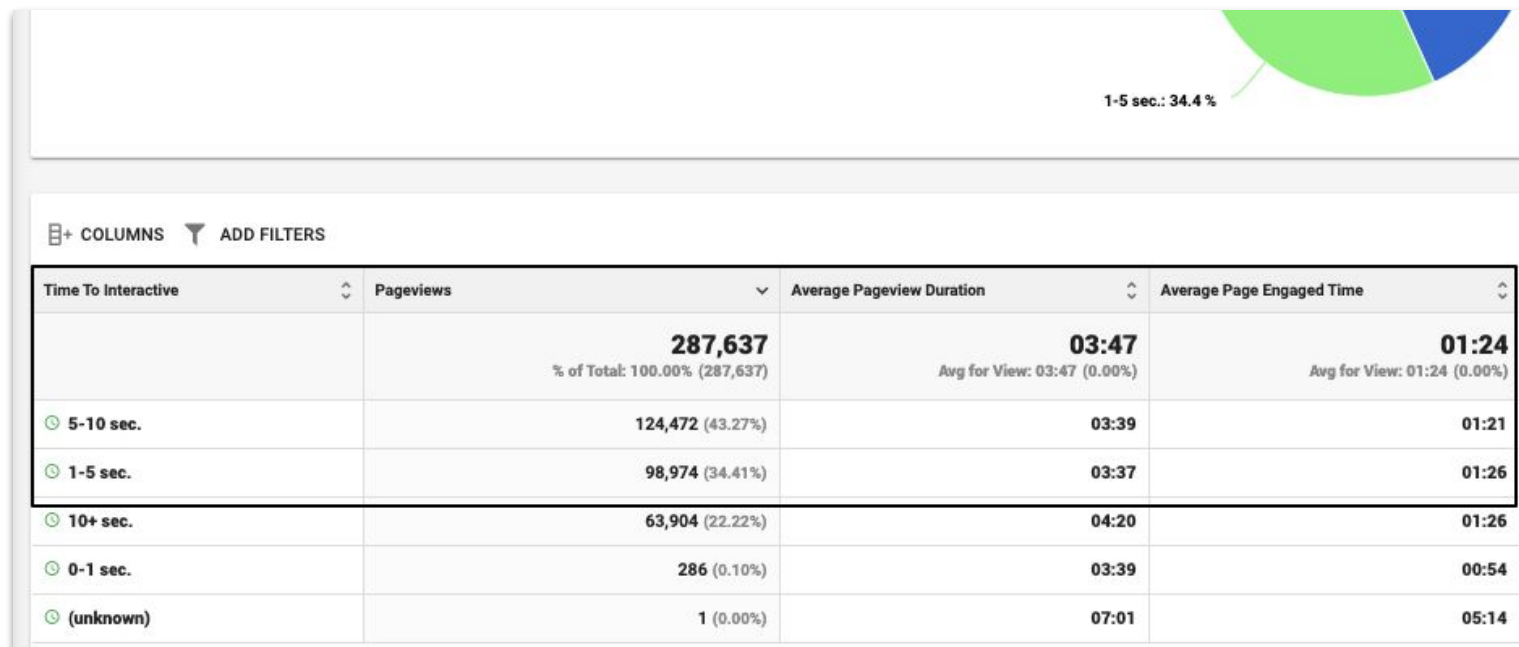
We're about to launch a new website and we wonder if it's crucial to fix this before launch, or can it wait a few months?"

In response, Mueller says Lighthouse metrics are presented from the user-facing side of things.

From a search perspective, Google uses a variety of metrics to figure out how it should judge site speed.

However, with regards to SEO, Mueller says it's better to get feedback from users rather than trying to determine if Google thinks a site is too slow.

How are users affected then?



How are users affected then?

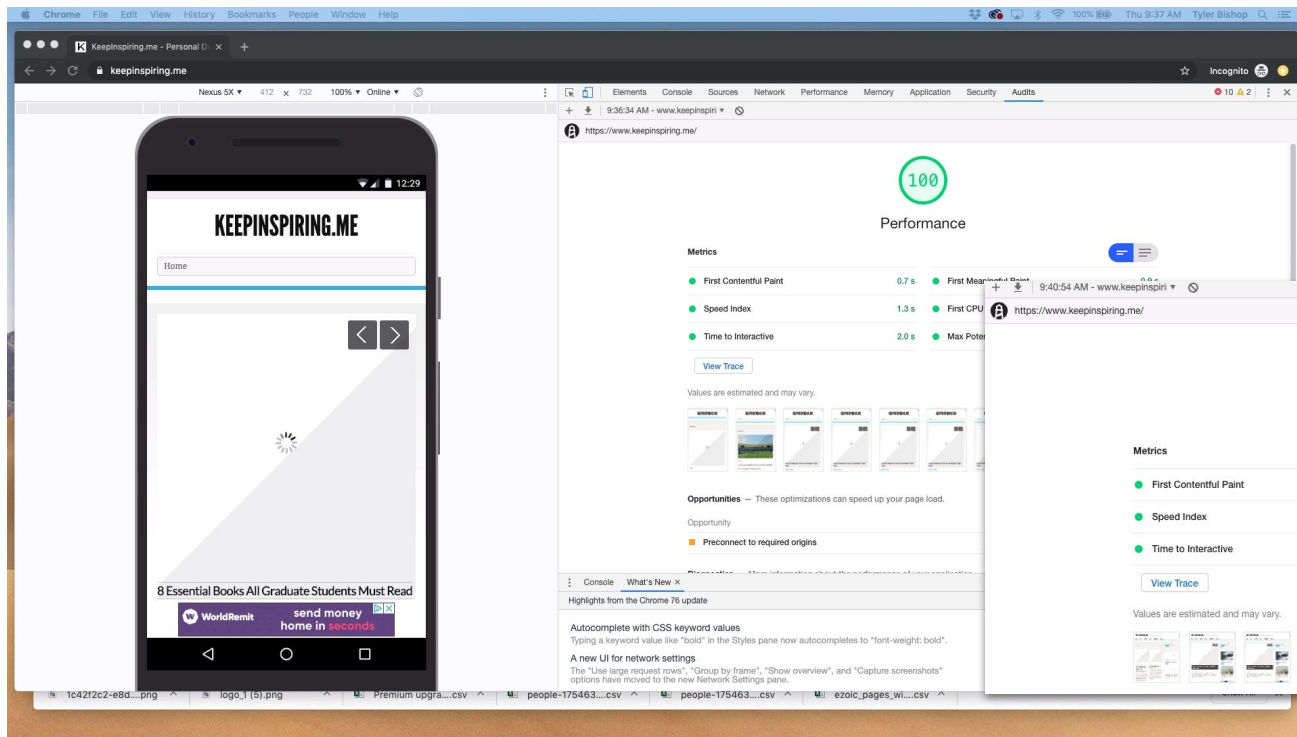
Columns: 5 Filters: 1				
Connection Effective Type	Visits	Average Engaged Time / Visit	Bounce Rate	Pageviews
	248,376 % of Total: 100.00% (248,376)	01:32 Avg for View: 01:32 (0.00%)	8.87% Avg for View: 8.87% (0.00%)	269,950 % of Total: 100.00% (269,950)
4g	185,589 (74.72%)	01:33	10.26%	202,668 (75.08%)
3g	58,203 (23.43%)	01:25	5.04%	62,595 (23.19%)
2g	2,762 (1.11%)	01:32	1.52%	2,825 (1.05%)
slow-2g	1,822 (0.73%)	01:57	0.71%	1,862 (0.69%)



How are users affected then?

1. 84% of visitors are mobile
2. 74% of those visitors are on a fast 4G (or better) connection.
That equals 63%
3. 63% of mobile visitors and the remaining 16% of desktop users all have a fast connection. That means 79% of your website visitors have a fast version of your website.

How are users affected then?



How are users affected then?

The screenshot displays a web browser window with two panes. The left pane shows a mobile view of the website 'KEEPINSPIRING.ME' with a search bar and navigation arrows. The right pane shows the 'Audits' tab of the browser's developer tools, displaying performance metrics for the URL 'https://www.keepinspiring.me/?ez_orig=1'. A red box highlights the URL in the address bar, and a red arrow points from it to the 'NON-EZOIC VERSION!!!!!' text. The performance score is 48, and the metrics table shows various performance indicators.

Metrics	
First Contentful Paint	2.1 s
Speed Index	5.2 s
Time to Interactive	10.5 s
First Meaningful Paint	4.2 s
First CPU Idle	10.5 s
Max Potential First Input Delay	490 ms

Values are estimated and may vary.

Known WP Plugin Conflicts

Google's AMP Plugin	Mobile pages and ad serving
Wordfence	Automatically blocks Ezoic IPs;
Swift Performance Cache	Caching, content loading, Site Speed Accelerator and can disrupt placeholder process
LiteSpeed Caching	Caching, content loading, Site Speed Accelerator and can disrupt placeholder process
WP Fastest Cache	Caching, content loading, Site Speed Accelerator and can disrupt placeholder process
AutoOptimise	Caching, content loading, Site Speed Accelerator and can disrupt placeholder process
AutOptimise cache	Caching, content loading, Site Speed Accelerator and can disrupt placeholder process
WP-Optimize	Caching, content loading, Site Speed Accelerator and can disrupt placeholder process
SG Optimizer	Caching, content loading, Site Speed Accelerator and can disrupt placeholder process

Compatible WP Plugins w/ Similar Functionality

Plugin	Specifcs to know when WordPress integrated	If using the Site Speed Accelerator
W3 Total Cache	To avoid direct conflicts, Ezoic will disable HTML caching which can impact speed if the sites are WordPress Integrated. It is recommended that sites use nameservers integration if any caching plugins are to remian active using Ezoic	The Site Speed Accelerator may require that these plugins be turned off or that all minification, caching, or "speed" optimizations are disabled to prevent the SSA from conflicting. The Site Speed Accelerator more optimally replaces the functionality of these plugins as it relates to site speed.
WP Super Cache	To avoid direct conflicts, Ezoic will disable HTML caching which can impact speed if the sites are WordPress Integrated. It is recommended that sites use nameservers integration if any caching plugins are to remian active using Ezoic	The Site Speed Accelerator may require that these plugins be turned off or that all minification, caching, or "speed" optimizations are disabled to prevent the SSA from conflicting. The Site Speed Accelerator more optimally replaces the functionality of these plugins as it relates to site speed.
WP Rocket Cache	To avoid direct conflicts, Ezoic will disable HTML caching which can impact speed if the sites are WordPress Integrated. It is recommended that sites use nameservers integration if any caching plugins are to remian active using Ezoic	The Site Speed Accelerator may require that these plugins be turned off or that all minification, caching, or "speed" optimizations are disabled to prevent the SSA from conflicting. The Site Speed Accelerator more optimally replaces the functionality of these plugins as it relates to site speed.

Site Speed Accelerator

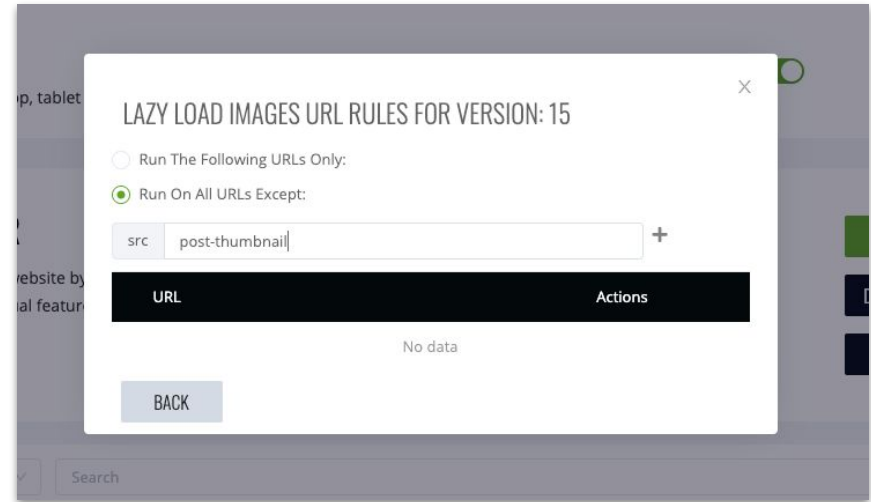
Setting up...

1. Turn on...
2. Create a *Version*...
 - a. *Recommended* is best to start, and then troubleshoot from there...
3. Next, make sure to *Preview* and use the URL in...
 - a. Chrome Incognito mode if you're logged into WordPress
 - b. Test the speed in PageSpeed Insights once the preview is ready
 - i. *Can take 15-20 minutes in some extreme cases*
4. Double check *Preview* to ensure ads are showing and images and content look normal. Then, set the version to "**Activate**"

Troubleshooting common issues

Thumbnails in Wordpress on the home screen...

- a.) Exclude "*post-thumbnail*" under script delay and images
- b.) Turn off lazy-loading plugins or features on plugins
 - i.) WP-Rocket
 - ii.) W3 Cache (other caching plugins)



Known fixes to image issues in P24

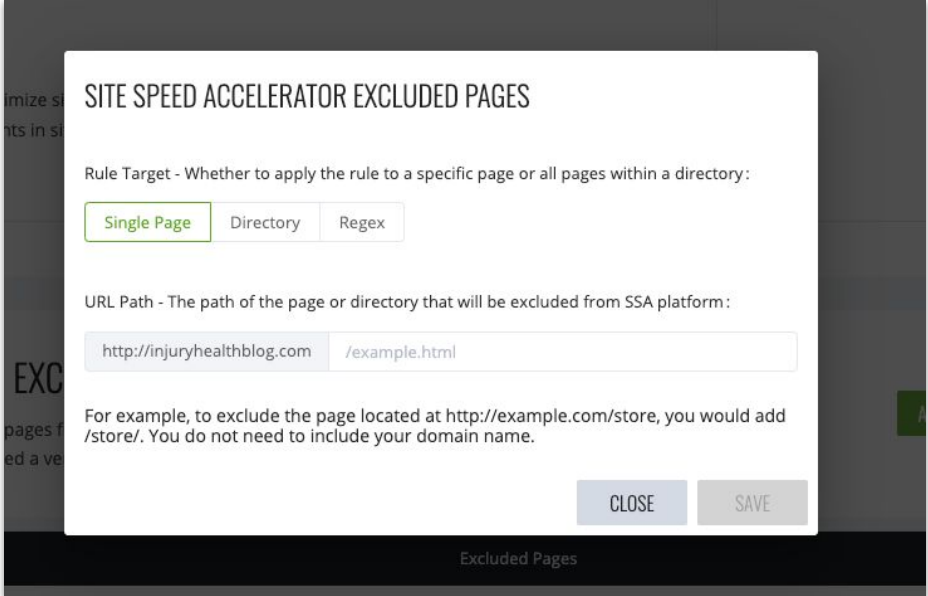
Turn off these plugins (can disable simply for troubleshooting)

- a.) Caching plugins (WP Rocket, Fastest Cache, w3, etc.)
- b.) Short Pixel Image Optimizer
- c.) Image Resizer
- d.) Any plugins that may be caching, re-saving, or hosting image files
 - i.) Anything that is “caching or optimization related)

Troubleshooting common issues

That one page....

a.) Exclude page

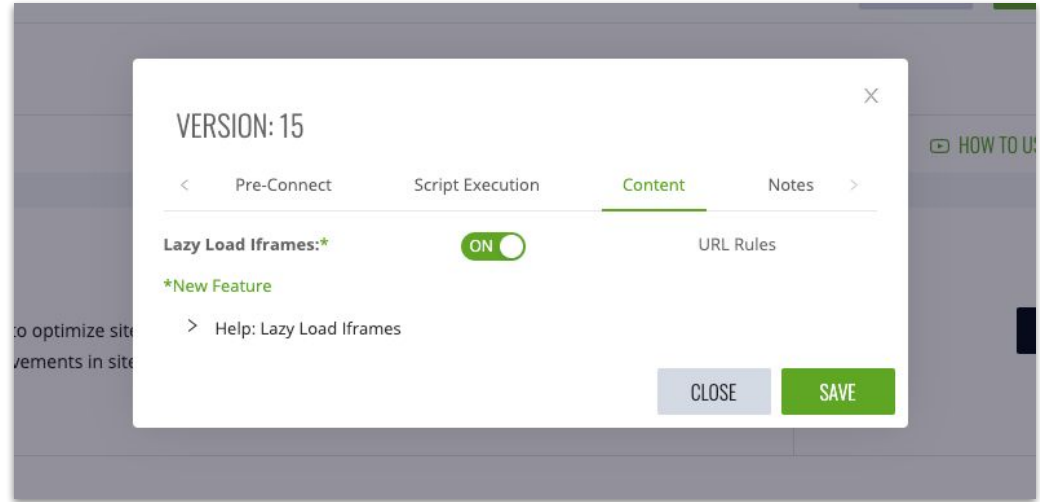


The screenshot shows a dialog box titled "SITE SPEED ACCELERATOR EXCLUDED PAGES". It contains a section "Rule Target - Whether to apply the rule to a specific page or all pages within a directory:" with three buttons: "Single Page" (highlighted with a green border), "Directory", and "Regex". Below this is a section "URL Path - The path of the page or directory that will be excluded from SSA platform:" with a text input field containing "http://injuryhealthblog.com /example.html". A note below the input field reads: "For example, to exclude the page located at http://example.com/store, you would add /store/. You do not need to include your domain name." At the bottom right are "CLOSE" and "SAVE" buttons. The dialog box is overlaid on a dark background with some faint text visible behind it.

Troubleshooting common issues

Forms or iframe not loading....

- a.) Turn off lazy-loading iframes by URL or page
- b.) Exclude pages with embedded forms



Revenue?

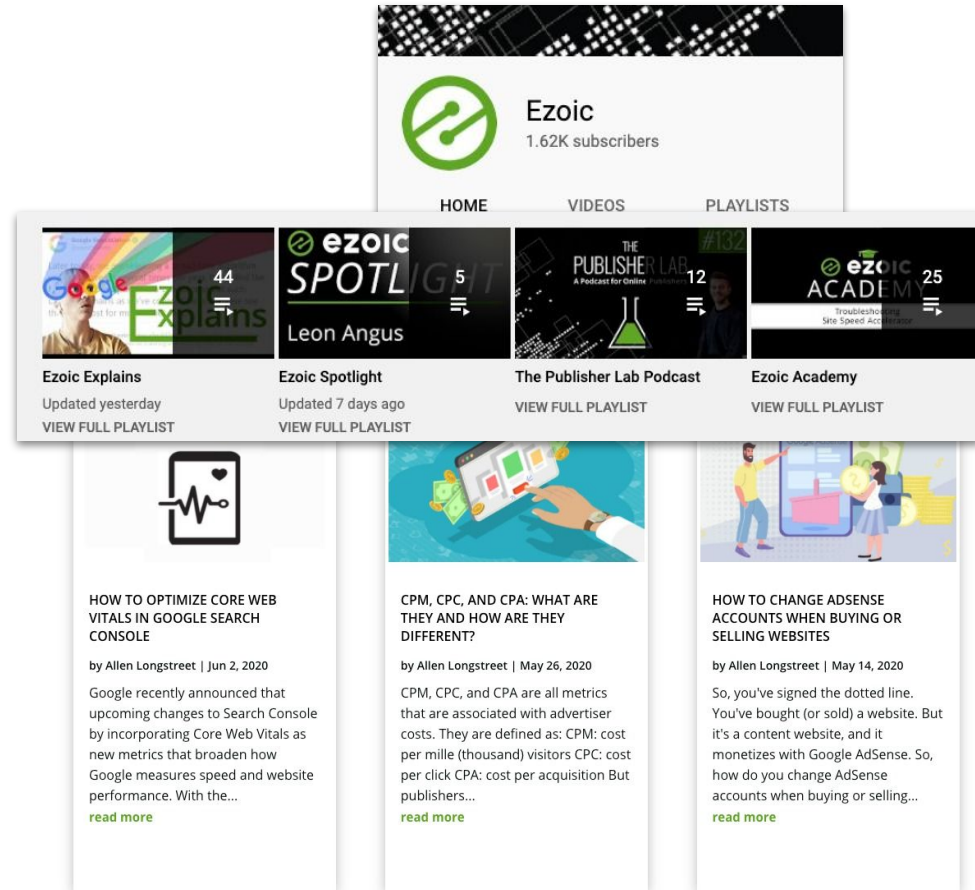
With some sites, speed can be a tradeoff with revenue. Here's where to start if you want to find balance....

(we are working on a slider for this now)

- 1.) Turn off ad delay (first)
- 2.) Turn off script delay (second option)
- 3.) Turn off pre-connect (last option)

More advanced...

- 1.) Attend or watch recordings of upcoming courses
- 2.) The courses on finding hidden revenue and uncovering data using Big Data Analytics are key
- 3.) Try checking out these resources ->
 - a.) [YouTube Channel](#)
 - i.) Ezoic Explains
 - ii.) Ezoic Academy
 - iii.) Publisher Spotlight
 - b.) [Publisher Lab Podcast](#)
 - c.) [Ezoic Blog](#)
- 4.) Recording, slides, and other resources mentioned ezoic.com/ezoic-education-courses/





Hit me with some questions....