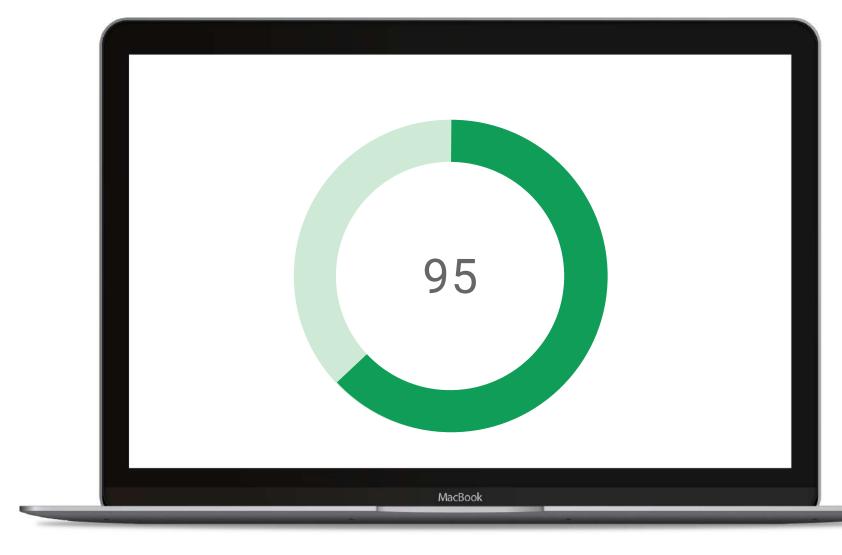


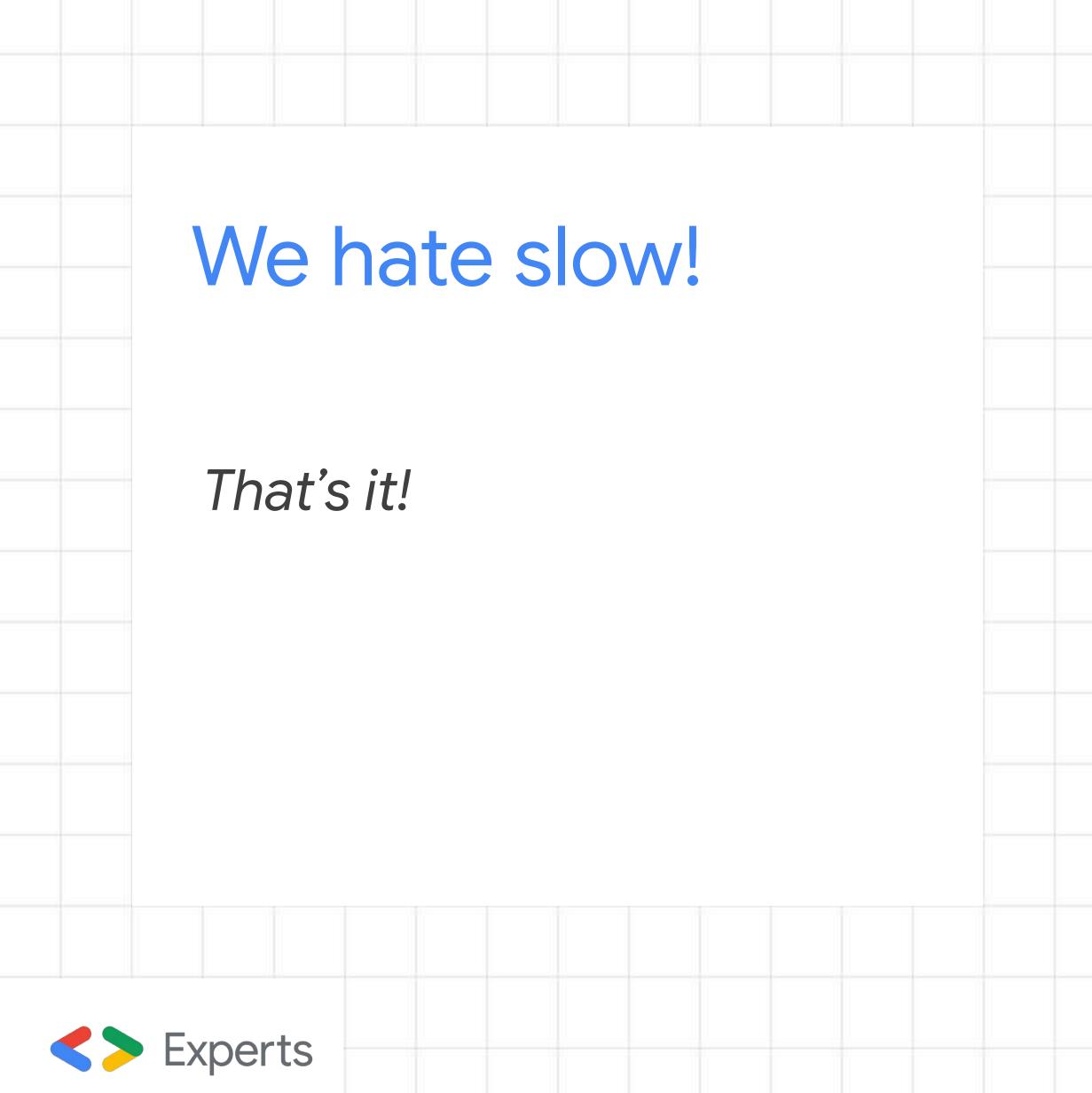


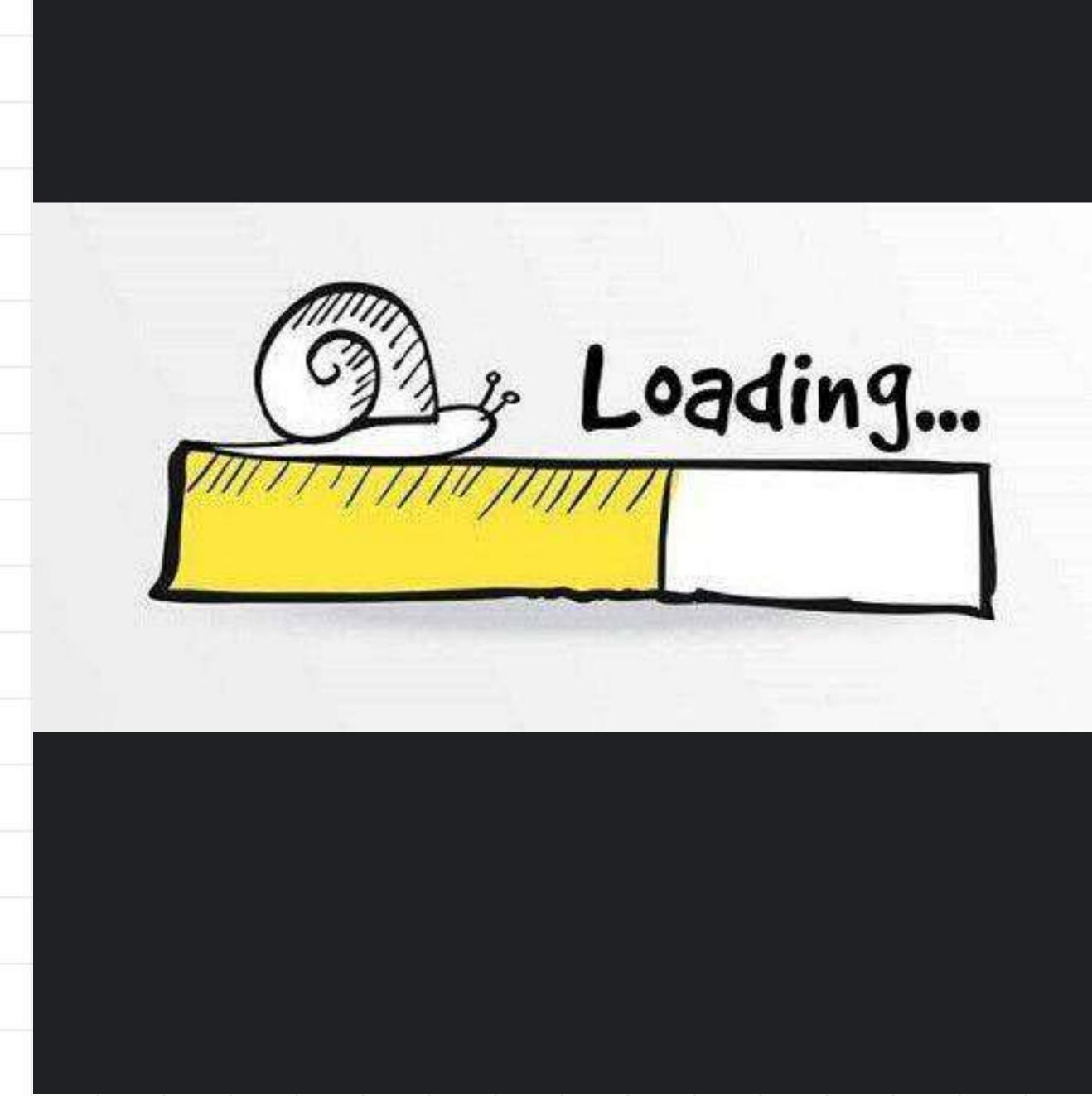
Performance is important!









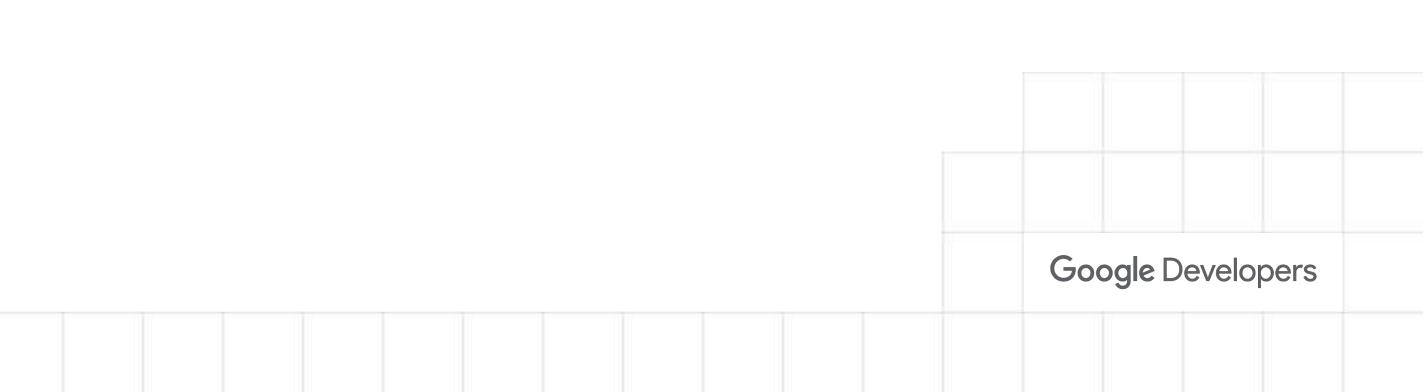




I am assigned to lead a project

- Redesign 3 sites and rewrite it from scratch
- Fortunately, the requirement need to use WordPress with Gutenberg blocks
- The sites should be fast, for the end user and for the editor
- It has quite optimistic timeline
- It has features needs to be built on top of WordPress.





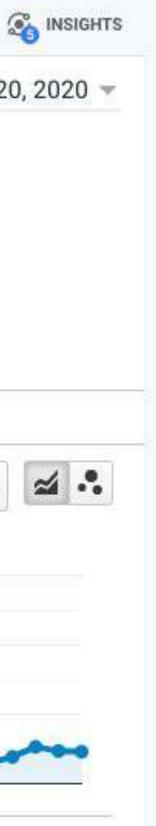
Core Issues

Traffic Drop = < \$\$\$

Traffic drop 30%. And the site owner lose potential revenue each day!



Channels 🥝	SAVE	🛃 EXPORT	< SHARE 🎤 EDIT
ALL » DEFAULT CHANNEL GROUPING: Organic Search 💌			Jan 1, 2020 - Feb
All Users 55.55% Sessions			
+ Add Segment			
Explorer Summary Site Usage Goal Set 1 Goal Set 2 Goal Set	at 3 Goal Set 4	Ecommerce	
Summary one obage Sourcern Sourcerz Source	100010014	Loonmerce	20 - 10 - 10 - 10 - 10 - 10 - 10 - 10 -
Sections VS Select a metric	1		Days West Marsh
Sessions VS. Select a metric Sessions	1		Day Week Month
	1		Day Week Month



Tangled by Workflow and Code Management

It takes ~15 days To do minor change (ex: color, font size, etc)





Performance Analysis

Current Performance

"This picture paints a 1000 words"

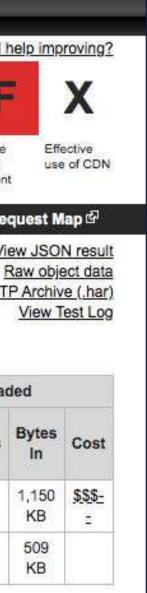


Far WEBPAGETEST

HOME	TEST R	RESULT	TEST HIS	tory for	UMS D	OCUMENT	ATION	ABOU	Т			
147 1	D	D (T 16								Need he
Web	Page	Perfori	mance	Test for			Е	D	Α	Α	Α	F
	lles, VA - Mo , 8:49:21 PN	oto G4 - Chron A	me - 4G				Security score	First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content
Summary	Details	Performanc	ce Review	Content Breakdo	wn Domai	is Proce	ssing Brea	akdown	Screensho	t Imag	e Analysis	ශ් Req
Test runs:	A CONTRACT OF STREET	02.168.1.120									Raw page Expo	<u>Vie</u> data - <u>Ra</u> ort HTTP

Performance Results (Median Run - SpeedIndex)

						Web Vitals			Document Complete			Fully Load		
	First Byte	Start Render	First Contentful Paint	Speed Index	Last Painted Hero	Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Time	Requests	Bytes In	Time	Requests	
First View (Run 3)	1.976s	3.407s	3.392s	3.627s	12.679s	3.392s	0.004	≥ 1.587s	8.260s	31	853 KB	16.52 <mark>6s</mark>	67	
Repeat View (<u>Run 3</u>)	2.575s	4.615s	4.615s	4.719s	9.894s	4.615s	0.004	≥ 1.223s	6.304s	7	298 KB	11.737s	27	

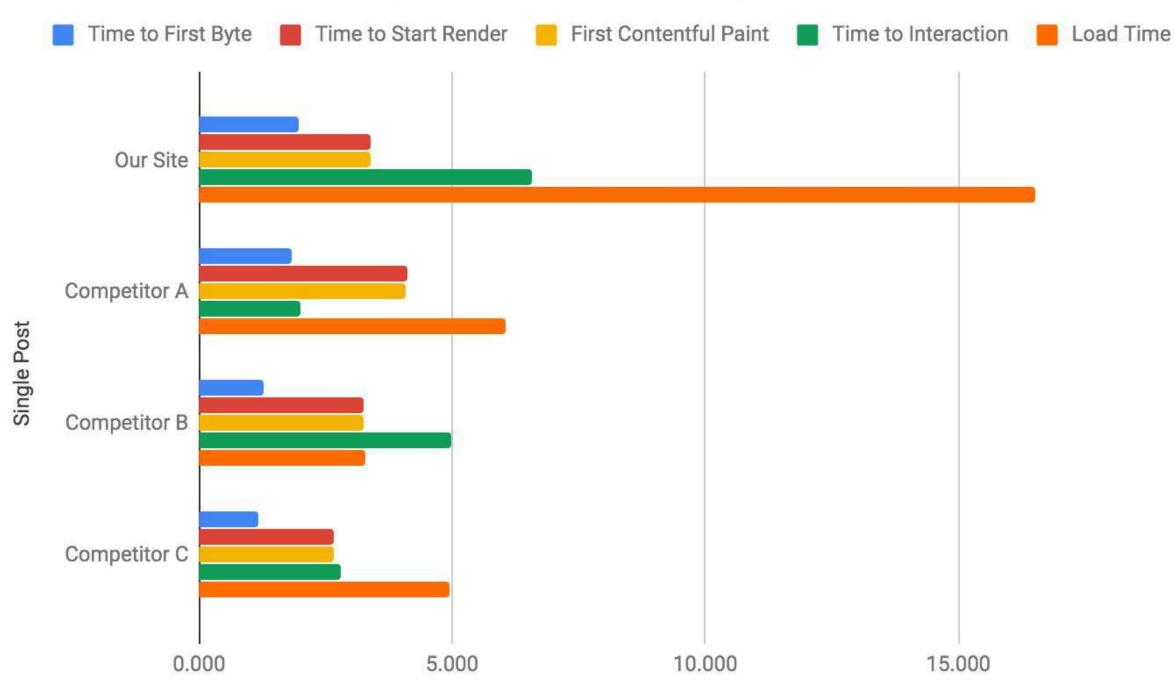


Comparison with Competitors

TTFB slowest, FCP still slow, And our Load Time is the worst.



Speed Benchmark Comparison





User Devices

From the last 6 months, 60% visitors. But it's declining since previous 6 month by 15% compare to mobile.

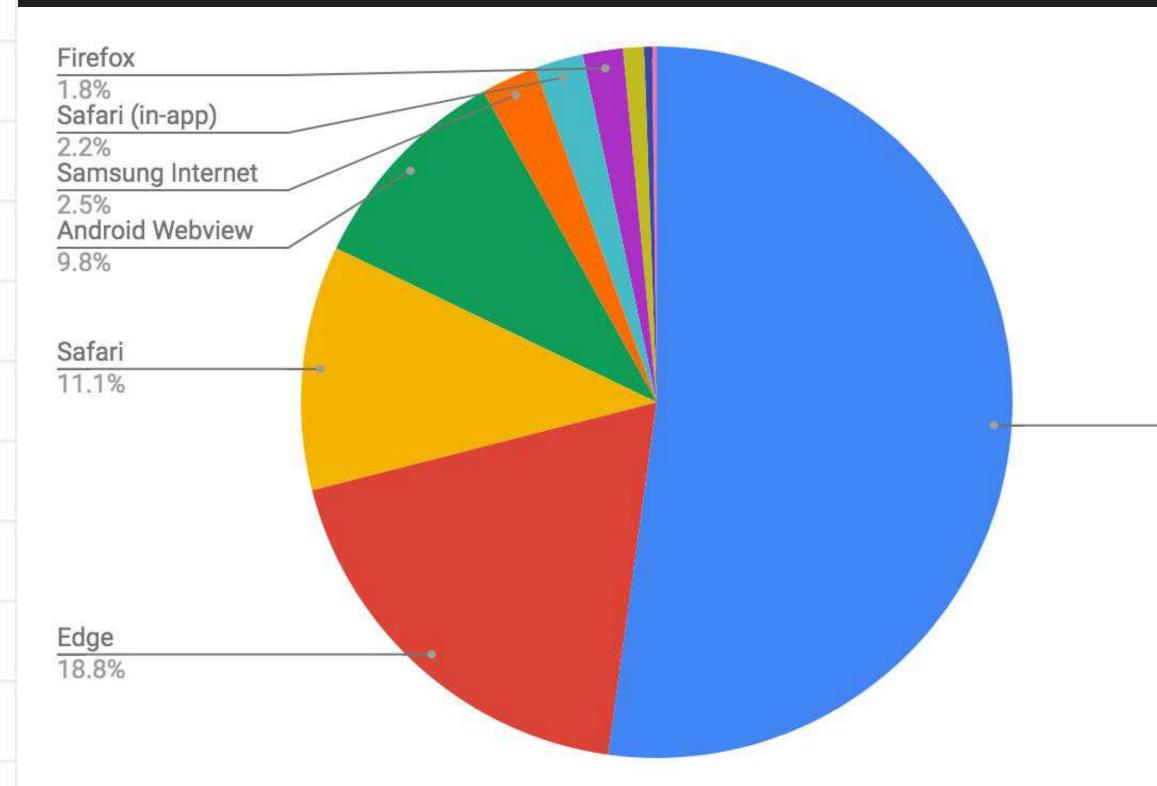


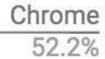
Desktop ~60%

Browser Supports

From the last 6 months majority of users use Chrome by 52.2%, followed by Edge (18.8%) and Safari (11.1%).





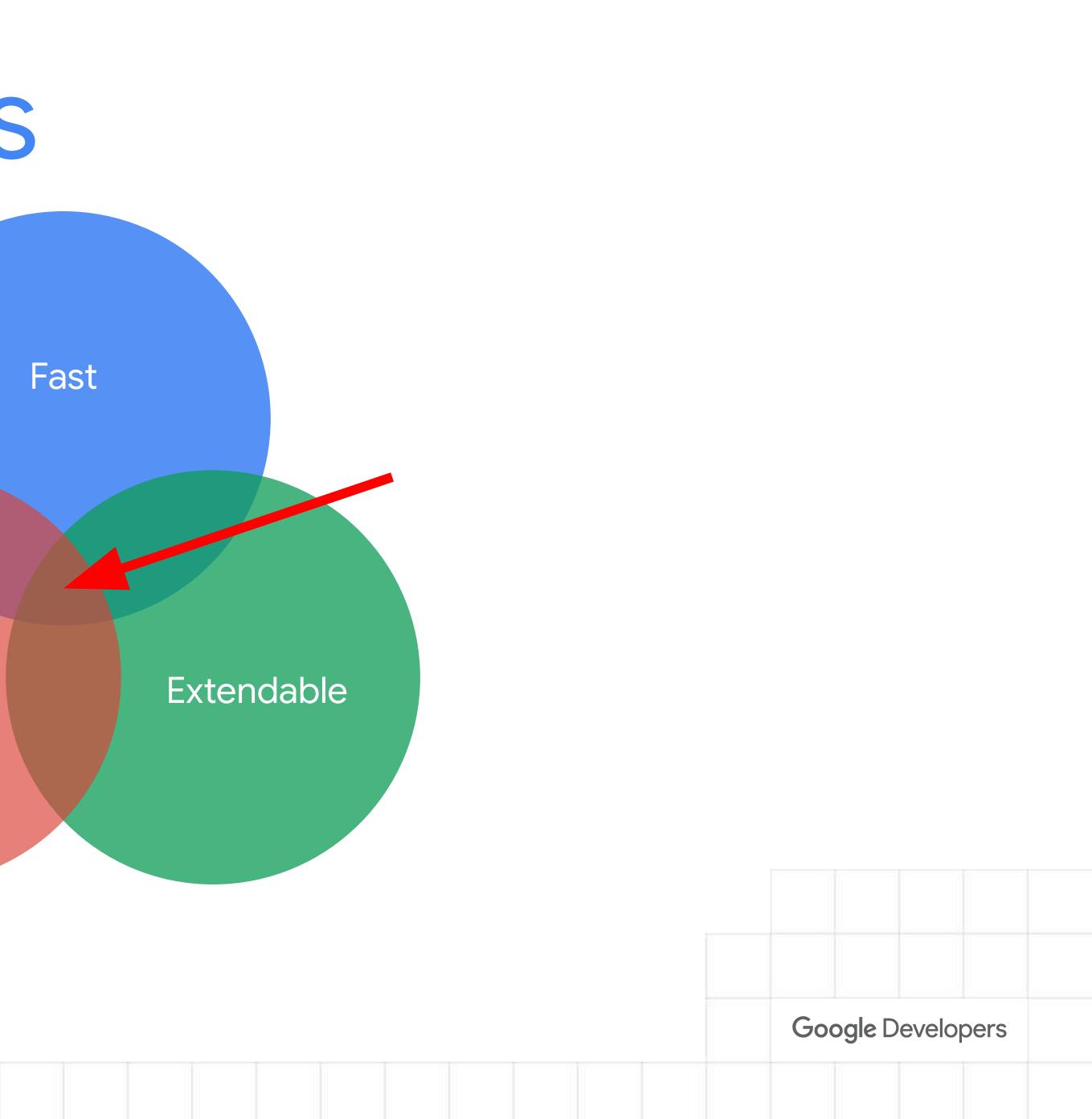


Target

Define our Goals

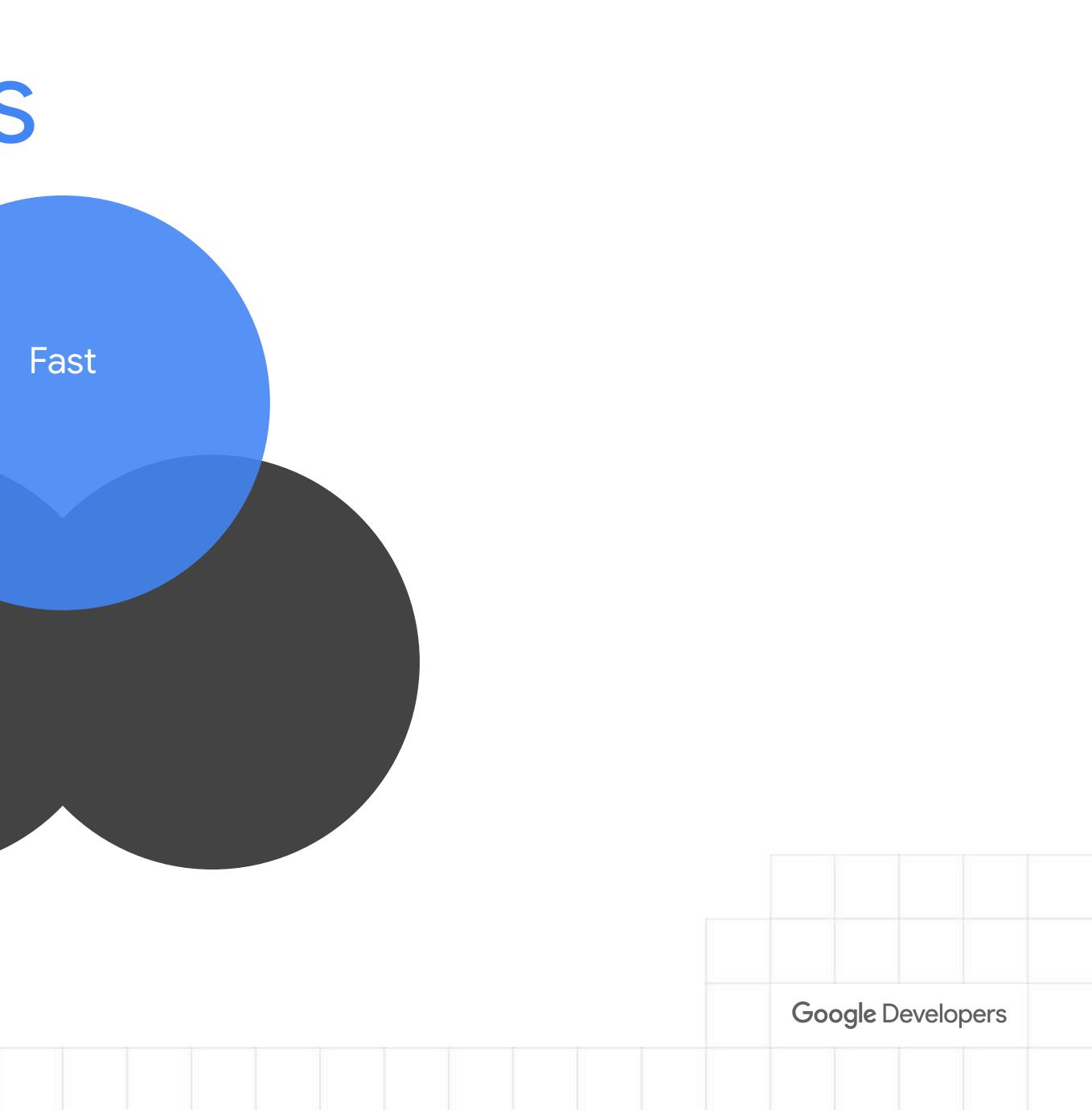
Highly Customizable





Define our Goals

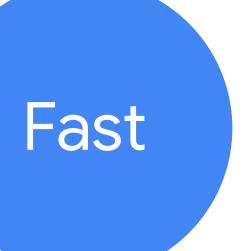


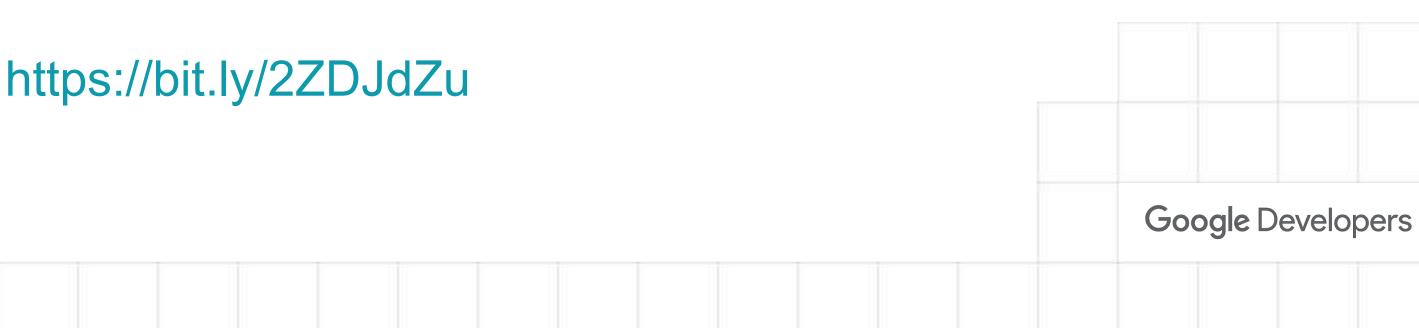


Indicator Defined our desired goals:

- 1. Time To First Byte (TTFB). TTFB should occur within 0.5 second from the user request.
- 2. First Contentful Paint (FCP). FCP should occur within 1 second of when the page first starts loading.
- 3. Largest Contentful Paint (LCP). LCP should occur within 2.5 seconds of when the page first starts loading.

C Experts

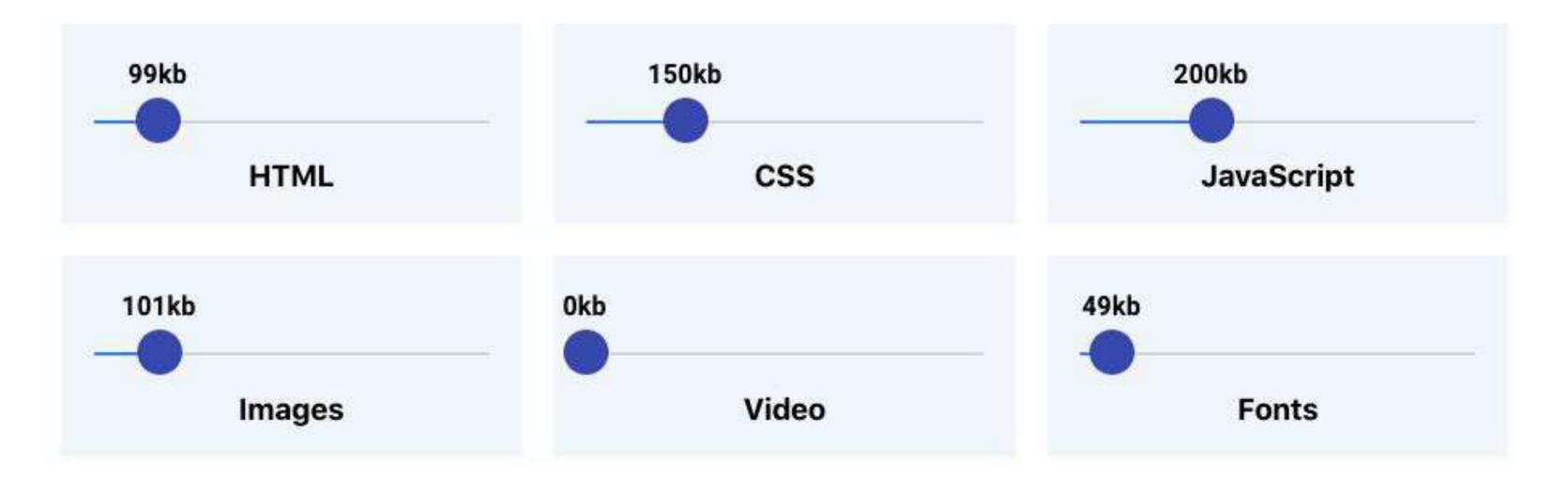




Performance Budget

599kb of 600kb used

Customise your budget







Your budget:

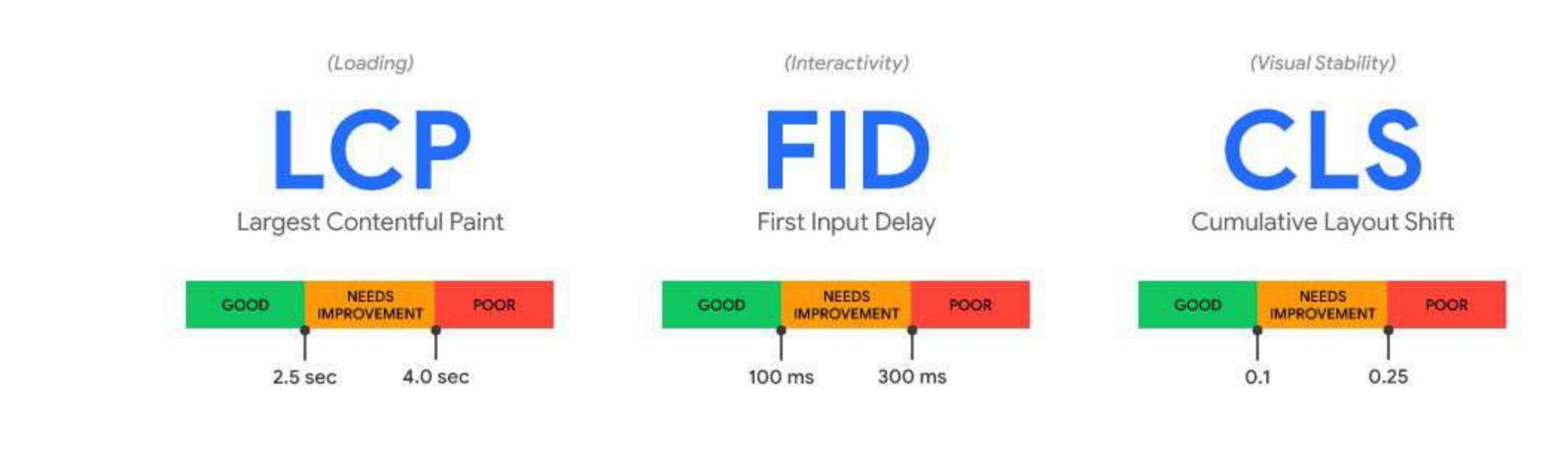
https://www.performancebudget.io

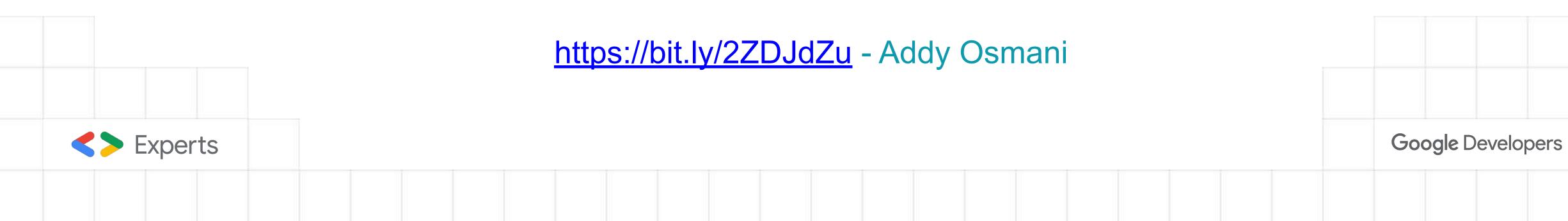
Google Developers

Fast



Core Web Vitals





Fast



Ders

Approach & Strategy

Communication Get the message to all the stakeholders, engineers and marketing.

Engineers



Communication





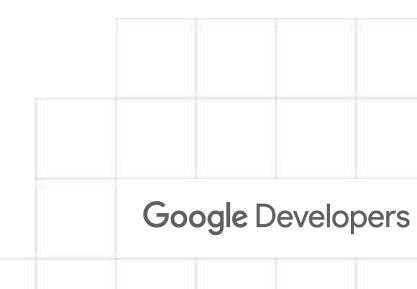


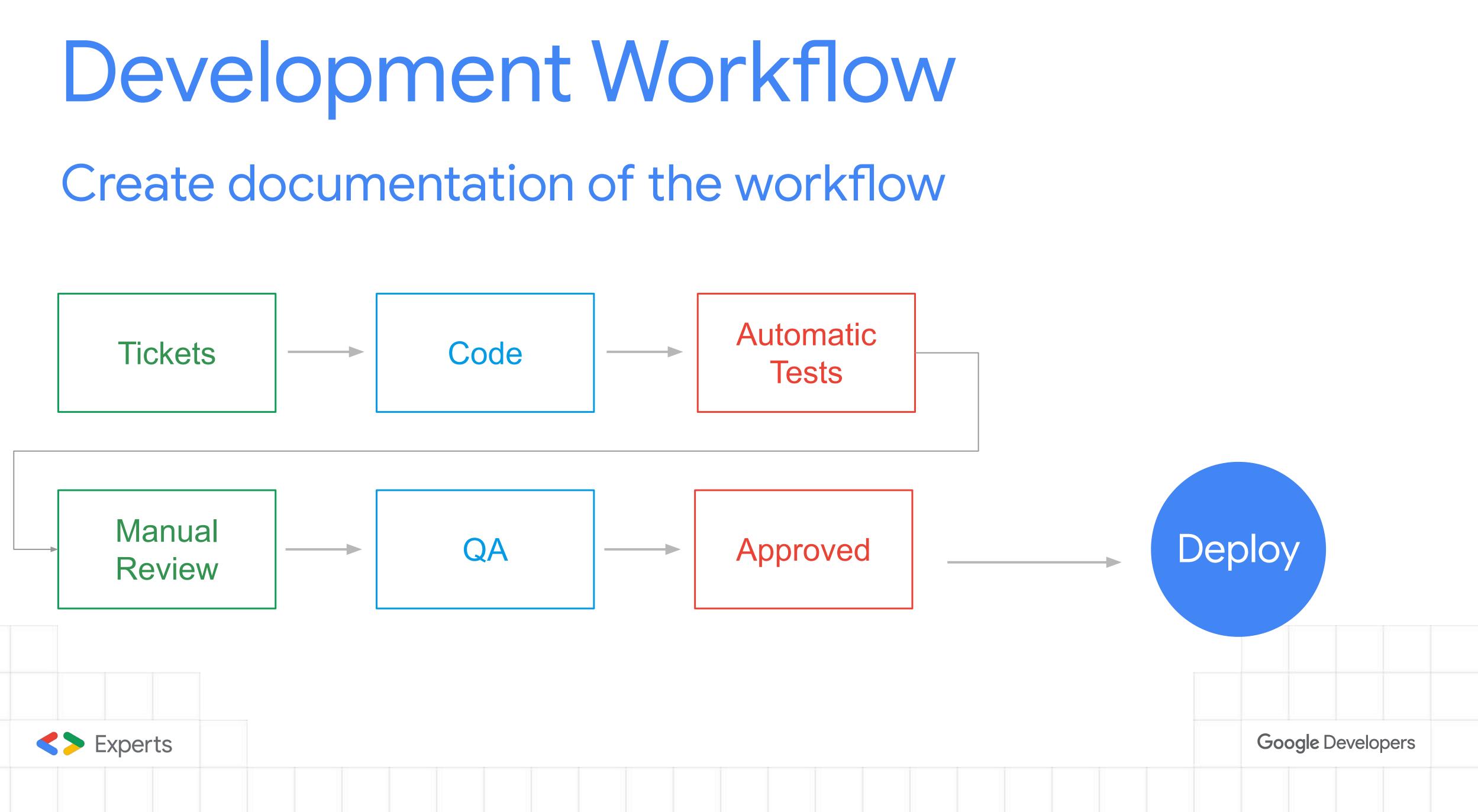
Desain UX & UI Design UX & UI Approach

- 1. Mobile first, UX approach with mobile first could potentially minimize the complexity of the site on mobile view.
- 2. Avoid hidden content, ex: avoid the use of unnecessary sliders or tabbed content.
- 3. Avoid element overflow and long content









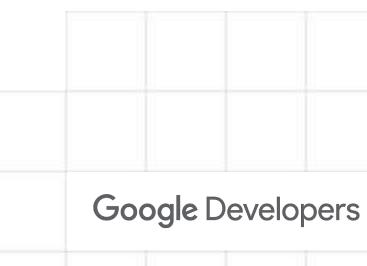
Images

Requirement for images:

- 1. LazyLoad. Use native lazyLoad and fallback to JS lazyLoad.
- 2. *Responsive*. Images should use responsive sizes.
- 3. Compressed. Images should use gzip compression / brotli 4. Use CDN. Use 3rd party services for CDN.
- 5. **Support WebP** (*if browser support*).



Images





LazyLoad



Most of the images should lazyLoad.

More: https://web.dev/native-lazy-loading/



Channe File Bill - Ward - History - Bocconarts - People - Minister - Help		- Pi			- 197.41 B	
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	<img loade</img 					
	Name	Status	Туре	Size +	Time	Weberfall
NAMES AND ADDRESS OF A DECK	# 487	206	ipeg :	2.1 KB	79 ms	
	# 486	206	jpeg	2.1 KB	86 mm	
	# 405	206	1040	2.1 KIE	01 mi	1
Cardin & march	1 484	206	ipeg	2.1 KB	79 ms	
Martin Martine	1 483	206	jpog :	2.1 KB	78.0%	1
T LONG & C TO DE TO DE	# 402	206	jpeg.	2.1 KB	79 mil	
a second and a second	ME 481	206	(peg	2.1 KB	77 m	
	# 480	209	ipog'	2.1 KB	79 mm	
	# 479	206	(peg.	2.1 KB	76 ma	1
The second se	# 478	206	(peg	2.1 KB	81 ma	1
CHEVER MERCHANNE	m 477	206	jpog.	2.1 KB	77 me	
	# 420	206	jpeg.	2.1 KB	75 ms	1
	115 requests	548 KB transf	perred	548 KII resourc	en Fisish	775 mil

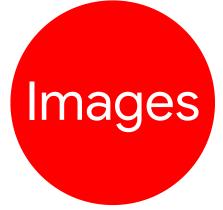


<!-- Let's load this in-viewport image normally -->

```
<!-- Let's lazy-load the rest of these images -->
<img data-src="unicorn.jpg" loading="lazy" alt="..." class="lazyload"/>
<img data-src="cats.jpg" loading="lazy" alt="..." class="lazyload"/>
<img data-src="dogs.jpg" loading="lazy" alt="..." class="lazyload"/>
```

```
<script>
 if ('loading' in HTMLImageElement.prototype) {
      const images = document.querySelectorAll("img.lazyload");
      images.forEach(img => {
          img.src = img.dataset.src;
     });
 } else {
      // Dynamically import the LazySizes library
    let script = document.createElement("script");
    script.async = true;
    script.src =
      "https://cdnjs.cloudflare.com/ajax/libs/lazysizes/4.1.8/lazysizes.min.js";
    document.body.appendChild(script);
</script>
```

LazyLoad

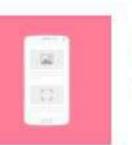


Ship as native since WordPress 5.5

WordPress Plugin: https://wordpress.org/plugi ns/native-lazyload/







Native Lazyload By Google





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	~	~			-		





Most images should implement image srcset.

WordPress support this natively

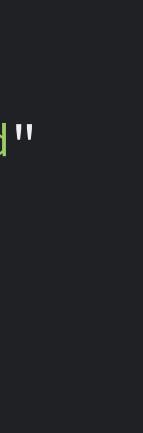


<img

>

```
src="sample-1024x696.jpg"
width="1024"
height="696"
class="alignnone size-large lazyload"
srcset="
 sample-300x204.jpg 300w,
 sample-768x522.jpg 768w,
 sample-1024x696.jpg 1024w
sizes="(max-width: 1024px) 100vw, 1024px"
alt="A meaningful sample image"
```

```
loading="lazy"
```



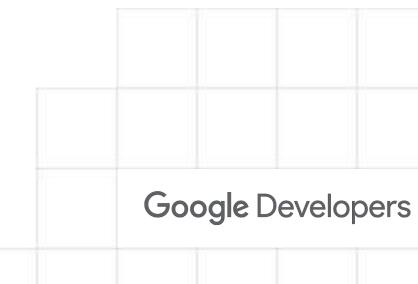


CSS

Requirements:

- 1. Visual Stability, All images should have dimension attributes (width & height).
- 2. Code Splitting, separated by viewports.
- 3. BEM (Block Element Modifiers), for code reusability.
- 4. Best Practices, membuat dokumentasi yang akan diterjemahkan menjadi linter rules







Visual Stability



All lazy load elements, should have dimension attributes (width & height)





Code Split

CSS

CSS File di pisah berdasarkan media queries:

- 1. small.css
- 2. medium.css
- 3. large.css

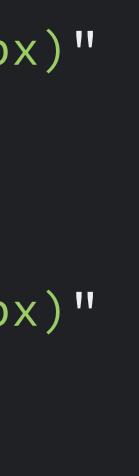
Code splitting dilakukan secara otomatis menggunakan webpack



<link rel="stylesheet"</pre> media="screen and (min-width: 300px)" href="small.css">

<link rel="stylesheet"</pre> media="screen and (min-width: 768px)" href="medium.css">

<link rel="stylesheet"</pre> media="screen and (min-width: 1200px)" href="large.css">





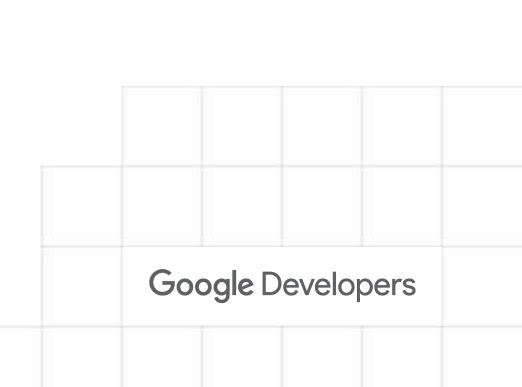
JavaScript

Our Approach in high level:

- 1. Code Splitting, and total size during first page load is max 160 kb
- 2. No JQuery, delete the use of jQuery on frontend
- 3. Vanilla JS, and only execute js when needed.
- 4. Async & Defer, all JS codes executed async and defer after document load
- 5. Best Practices, automate this with tests, linters rules.



JS





Code Split

JS

JS files has *multiple entries* and used when only needed.

Max size per file is 80 Kb, and will throw warning when exceed.



webpack config > entries entries: {

JS files. // admin: './assets/js/admin/admin.js', blocks: './assets/js/blocks/blocks.js', frontend: './assets/js/frontend/frontend.js', styleguide: './assets/js/styleguide/styleguide.js',

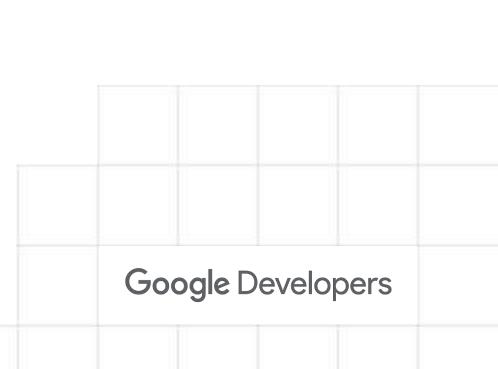
'blocks-editor':

'./includes/blocks/blocks-editor.js',

3rd Party JavaScripts Our approach

- 1. Limit 3rd party scripts, always refer to our performance budget.
- 2. Test & Monitoring, do test and monitoring for this 3rd party JS 3. Use when needed, most of the times, not every page need it.
- 4. All 3rd party scripts, load after window.onload event







3rd Parties

JS

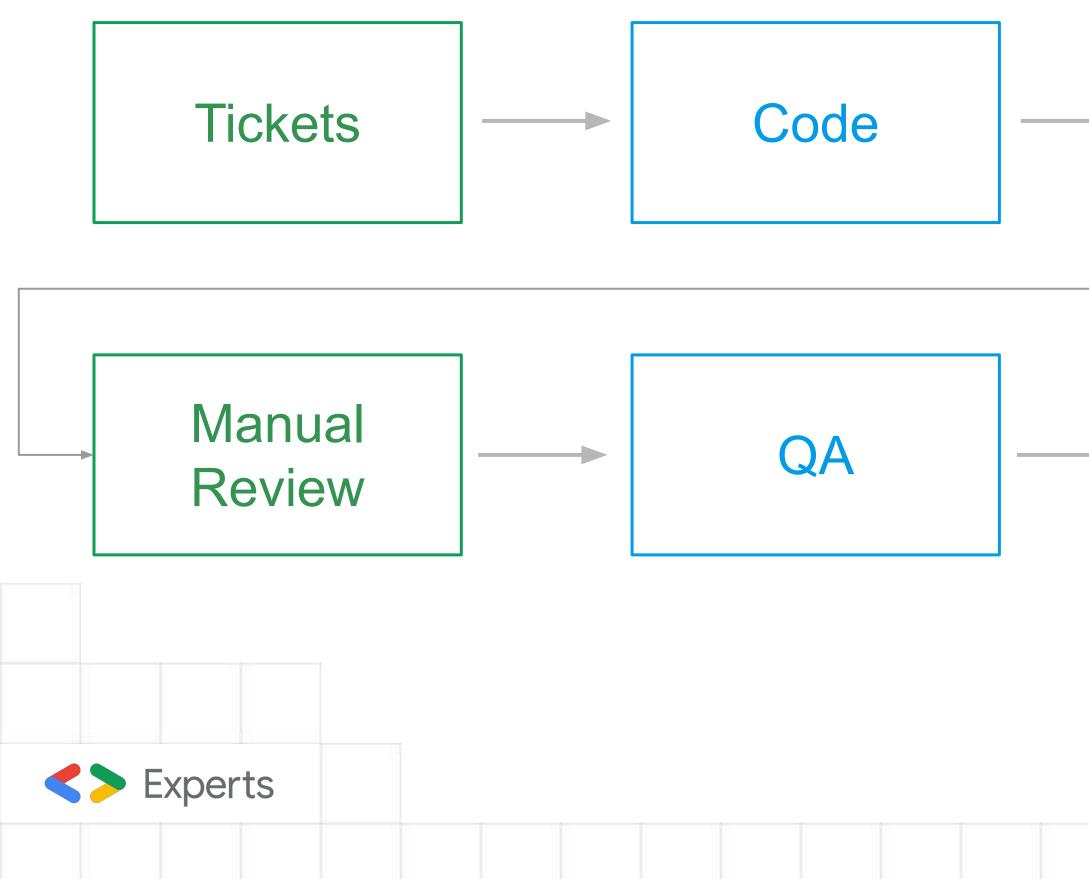
- Refer back Performance Budget
- From this list our exception is "OneTrust" need high priority.



"Google Tag Manager", "Google Analytics", "Lucky Orange", "Adoric", "Facebook Pixel", "Survey Monkey", "Aimtell", "HotJar", "Instana", "OneTrust",

Automation

Development Workflow Implement the automated tests Automatic Code Tickets Tests Manual Deploy QA Approved Review



Google Developers



Automated Tests

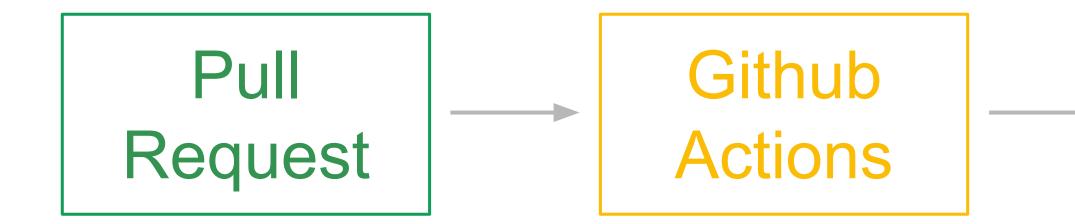
- 1. Run automated tests and build with CI/CD
- 2. Run Lighthouse-Cl for automated performance tests



	All checks have passed
	7 successful checks
3	Code Quality - Stylelint / stylelint (pull_request) Successful in 2m
1	Continuous integration code quality checks / Parallel lint (pull_request) Successful in 36s
	Lighthouse CI / Lighthouse (pull_request) Successful in 2m
	Lighthouse CI / Lighthouse (push) Successful in 1m
-	Continuous integration code quality checks / PHPCS check (pull_request) Successful in 17s
	Continuous integration code quality checks / PHPStan check (null request) Successful in 55
	This branch has no conflicts with the base branch
	Merging can be performed automatically.



Lighthouse Cl Run LHCI on Every Pull Request



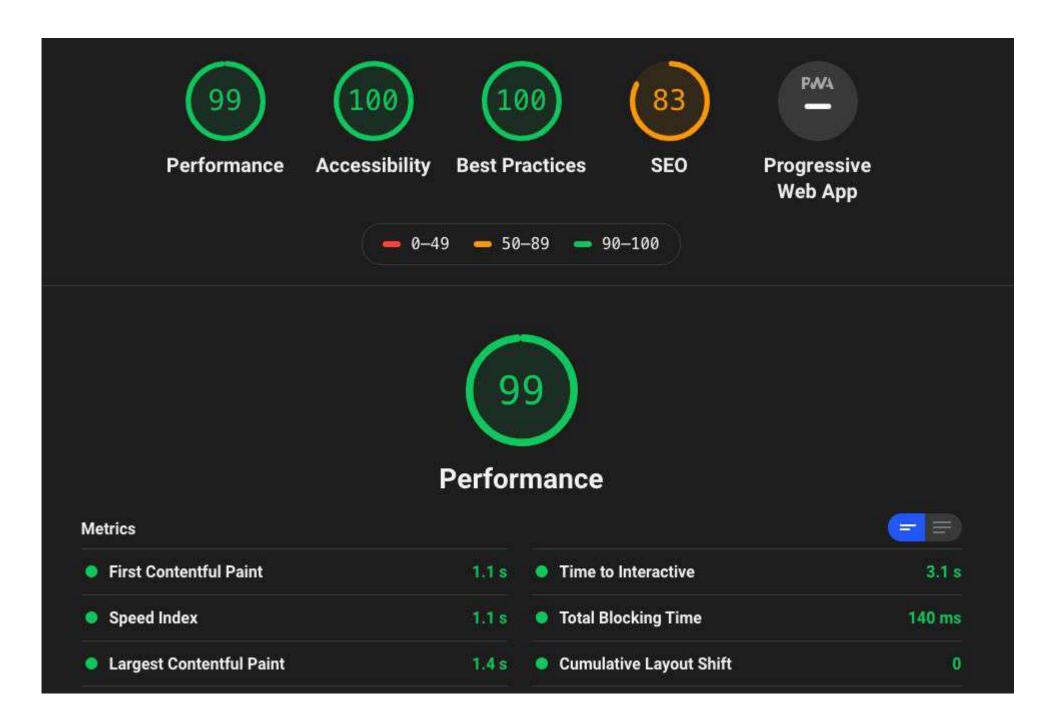






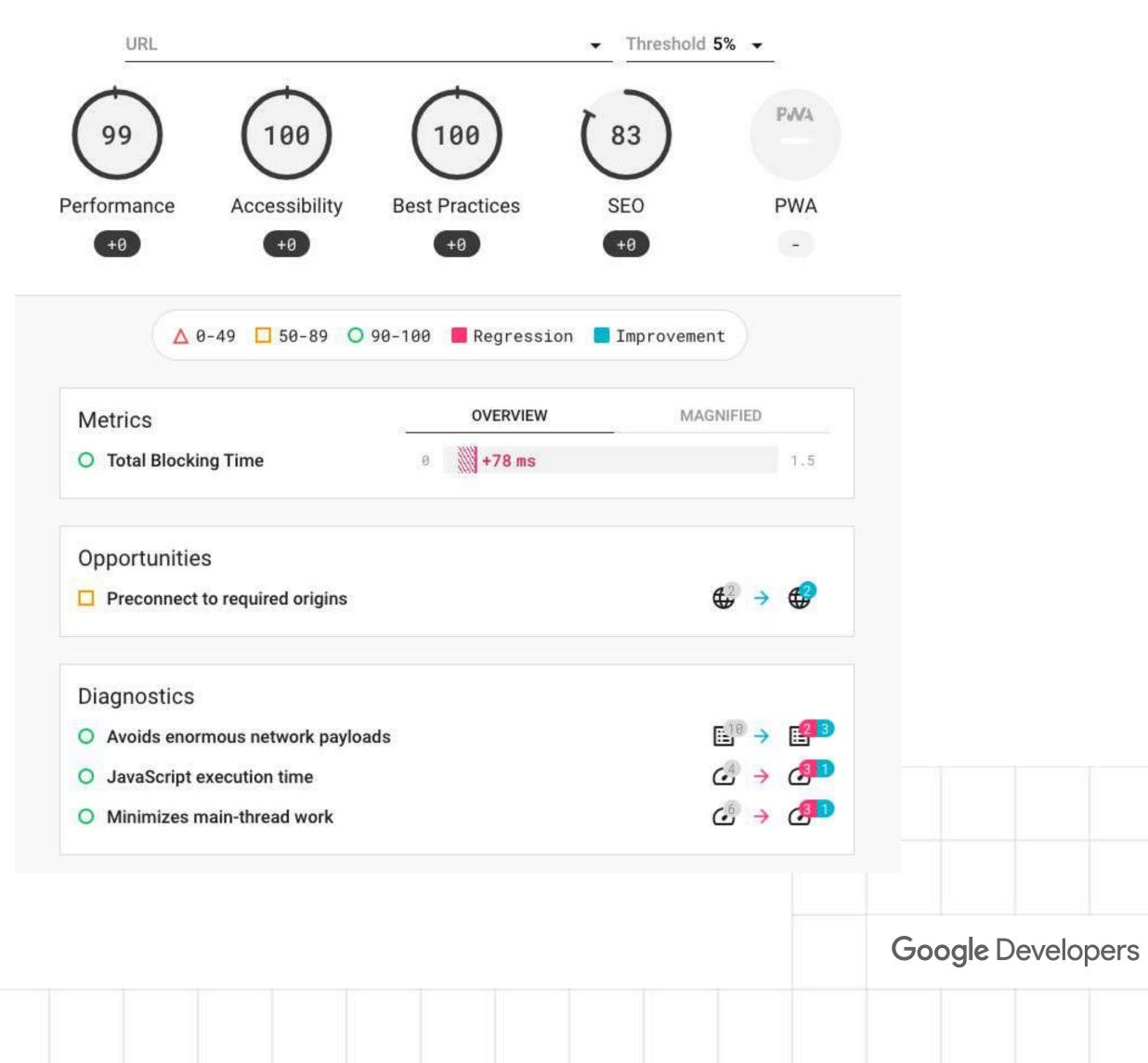


Lighthouse CI Server



https://github.com/GoogleChrome/lighthouse-ci









---- SI Speed Index

Implement LHCI



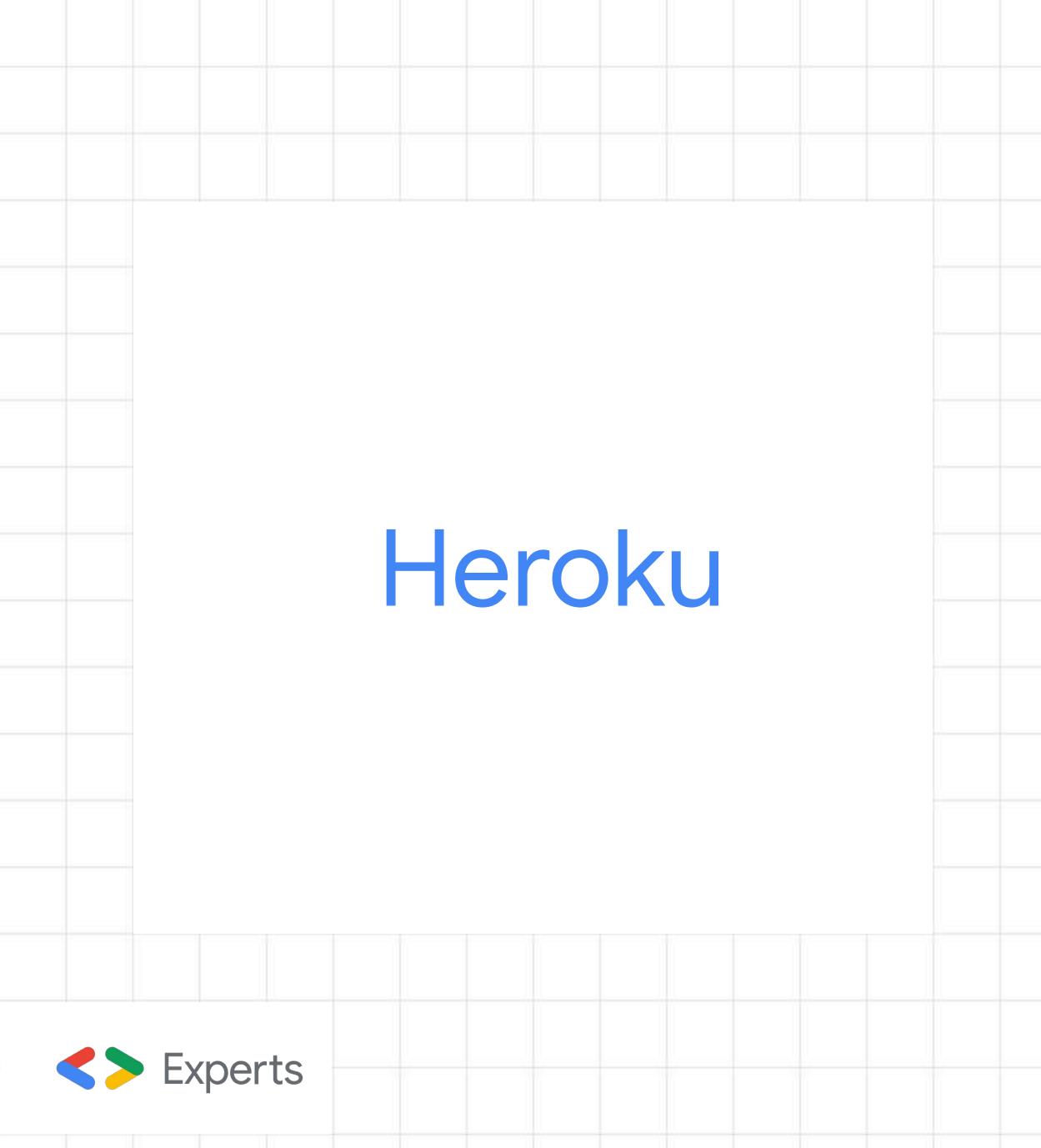
Options

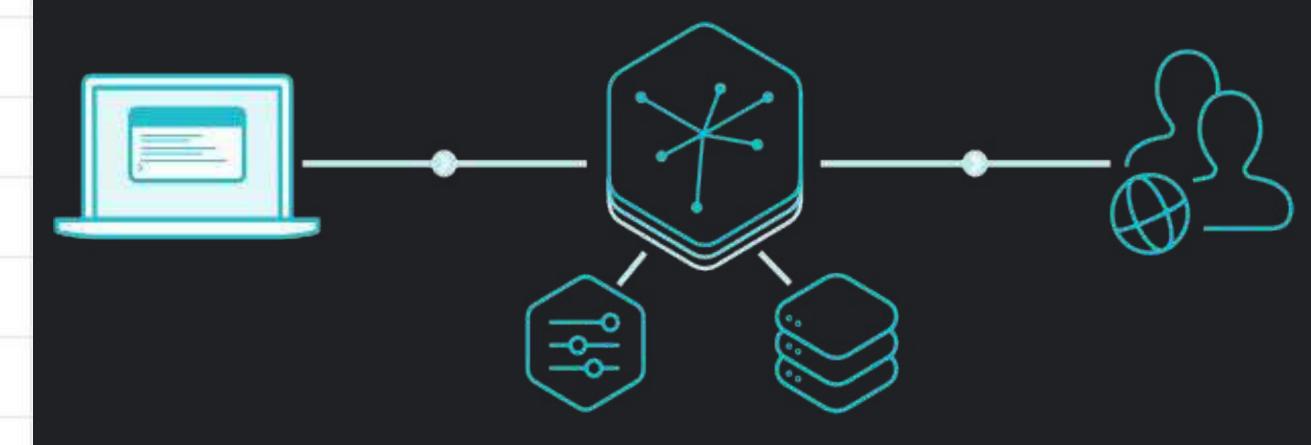
- 1. Temporary Public Storage
- 2. Private Cl Server:
 - a. Docker
 - b. Firebase
 - c. Heroku
 - d. etc.



} ⊷	All checks have passed 7 successful checks				
	Code Quality - Stylelint / stylelint (pull_request) Successful in 2m				
	Continuous integration code quality checks / Parallel lint (pull_request) Successful in 36s				
	 Lighthouse CI / Lighthouse (pull_request) Successful in 2m Lighthouse CI / Lighthouse (push) Successful in 1m 				
					Continuous integration code quality checks / PHPCS check (pull_request) Successful in 17s
	. / Continuous integration code quality checks / PHPStan check (null request) Successful in 55s				
	This branch has no conflicts with the base branch Merging can be performed automatically.				







Setup LHCI on Heroku

- 1. Install Heroku CLI
- 2. Run the scripts from CLI
- 3. Done



```
> LHCI="unique-app-name" \
&& heroku create $LHCI \
&& git clone https://git.heroku.com/$LHCI.git
lhciapp \
&& cd lhciapp \
&& heroku addons:create heroku-postgresql:hobby-dev
```

```
> curl
https://raw.githubusercontent.com/GoogleChrome/ligh
thouse-ci/master/docs/recipes/heroku-server/package
.json > package.json
```

> curl https://raw.githubusercontent.com/GoogleChrome/ligh thouse-ci/master/docs/recipes/heroku-server/server. js > server.js

> git add --all && git commit -am "Initialize lhci" && git push origin master

> heroku ps:scale web=1 && heroku open



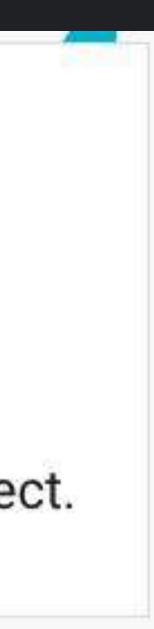






Welcome to Lighthouse CI!

Run **lhci** wizard to setup your first project.



Create LHCI Project

- 1. Install LHCI CLI
- 2. Run Ihci wizard
- 3. Store the credentials safely



```
> npm i -g @lhci/cli
```

> lhci wizard

? Which wizard do you want to run? New-project ? What is the URL of your LHCI server? <u>https://lhciserver-webfest.herokuapp.com/</u> ? What would you like to name the project? Twentytwentyone ? Where is the project's code hosted? <u>https://github.com/ivankristianto/twentytwentyone/</u> ? What branch is considered the repo's trunk or main branch? trunk

Created project twentytwentyone (5bad793e-da68-45b2-a045-dbea42ce53bf)!

Use build token f9c5a509-c539-4aa6-8ccb-f38a7c17ffab to add data.

Use admin token UW41yEHH7oiX58Cx2Jnuqh1wUkcITITVQc6RxFyp to manage data. KEEP THIS SECRET!

Lighthouse Cl GitHub App

https://github.com/apps/lighthouse-ci





GitHub App Lighthouse Cl

Lighthouse CI posts the results of your Lighthouse runs in CI to PRs as separate status checks.

All checks have passed

3 successful checks

~	continuous-integration/travis-ci/push — The Trav	Details
~	S Ihci/url/404.html — Performance: 97, Accessibility:	Details
~	S Ihci/url/index.html — Performance: 96, Accessibili	Details



Manage your installation settings.

Developer

patrickhulce

C Website

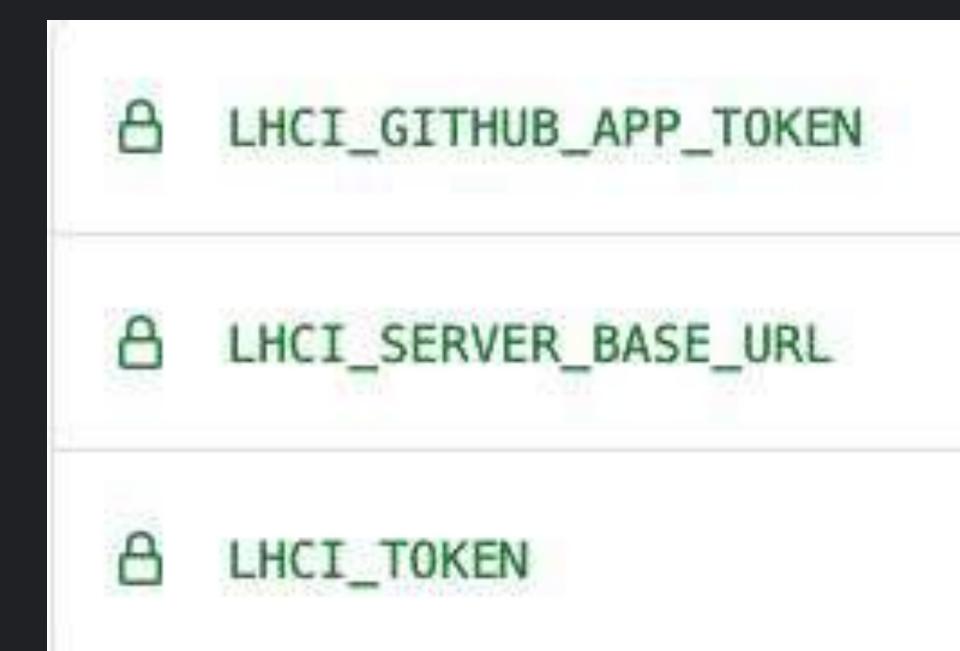
Lighthouse CI is provided by a third-party and is governed by separate terms of service, privacy policy, and support documentation.

💭 Report abuse



Configure Repo Secrets











```
name: Lighthouse CI
on: [push,pull_request]
jobs:
  lhci:
    name: Lighthouse
    runs-on: ubuntu-latest
    steps:
      - uses: actions/checkout@v2
      - name: Use Node.js 12.x
        uses: actions/setup-node@v1
        with:
          node-version: 12.x
      - name: Install @lhci/cli and @wordpress/env
        run:
          npm install -g @lhci/cli@0.5.x @wordpress/env
      - name: Run local server on port 8888
        run:
          wp-env start
      - name: Run Lighthouse CI
        run:
          lhci collect --url=http://localhost:8888 --numberOfRuns=1 --silent
      - name: Upload Artifact to Lighthouse CI Server
        run:
          lhci upload
        env:
          LHCI_GITHUB_APP_TOKEN: ${{secrets.LHCI_GITHUB_APP_TOKEN}}
          LHCI_SERVER_BASE_URL: ${{secrets.LHCI_SERVER_BASE_URL}}
          LHCI_TOKEN: ${{secrets.LHCI_TOKEN}}
      - name: Assert Artifact
        run:
          lhci assert
```

Let's See How It Works!

Result

Performance First Development,

make the performance as the highest priority in all decisions made, and implement it as part of the workflow.

A good web performance have a lot positive outcomes.



