Name That Script!
Hi!

paravelinc.com
Hi!
Hi!
Area of Responsibility & Expertise
Comps
Frontend
Performance
A11Y
RWD
Design Systems
Comps
Frontend
Performance
A11Y
RWD
Design Systems
Command Line
Prototypes!
Welcome

1

2

3

Next
Welcome

<ul role="tablist">
  <li>
    <a href="#first-tab" role="tab" aria-selected="true" aria-controls="first-tab">
    </a>
  </li>
</ul>
Welcome
Patterns

Buttons

Use only one primary button per component.

Primary
Secondary

Buttons

Fonts

Footer

Forms

Grid

Header

Navigation

Tables
Integration!
Delivering a performant, accessible, responsive, scalable website isn’t enough: I also need to consider the impact of third-party scripts.
This is your website. This is your website on tag managers.
This is your website...

...this is your website on tag managers.
Whose fault is this?
I blame myself.
But, I’ve been learning.
Third-Party

Any request made by a webpage coming from an external URL
I’m a designer and web builder who works with two of my best friends at Paravel.
Third-Party Scripts and Services

Network Requests Panel

https://trentwalton.com/style.css

https://trentwalton.com/mediocrejavascript.js
Third-Party Scripts and Services

Network Requests Panel

https://trentwalton.com/style.css

https://trentwalton.com/mediocrejavascript.js

https://p.typekit.net/p.css
Third-Party Scripts and Services

http://trentwalton.com

I’m a designer and web builder who works with two of my best friends at Paravel.

Twitter / Dribbble / Codepen / GitHub / Letterboxd / DayTrip
Third-Party

Any request made by a webpage coming from an external URL

Any resource included with a webpage that the site owner doesn’t explicitly control
Third-Party Scripts and Services

Network Requests Panel

https://trentwalton.com/style.css
https://trentwalton.com/mediocrejavascript.js
Third-Party Scripts and Services

Network Requests Panel

https://trentwalton.com/style.css

https://trentwalton.com/mediocrejavascript.js

https://evilcorp.com/ssssshhhhh.js
Network Requests Panel

https://trentwalton.com/style.css

https://trentwalton.com/mediocrejavascript.js

https://evilcorp.com/ssssshhhhh.js
Time to Research.
Categories

- Advertising
- Analytics
- Comments
- Social Media
Categories

ghostery.com
Categories

ghostery.com
Categories

Advertising
Ad networks, Ad content

AB Testing
Maxymiser, Optimizely, etc.

Analytics
Google, Chartbeat, etc.

Social Media
Embeds, sign up, share

CDN
Cloudflare, AWS, etc.

Customer Interaction
Live chat, feedback

Comments
Disqus, etc.

Essential
Tag managers, fonts, etc.
Itemizing Third-Parties
<html lang="en-us">
<head>
  <link href="https://use.typekit.net/iwu3yfx.css" rel="stylesheet">
  <script src="//cdnjs.cloudflare.com/jquery.min.js"></script>
</head>
<body>
<table>
<thead>
<tr>
<th>Category</th>
<th>Trackers</th>
<th>Blocked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>23</td>
<td>11</td>
</tr>
<tr>
<td>Comments</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Customer Interaction</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Essential</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Site Analytics</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Social Media</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Performance Monitors

Build better, faster products
Deliver a stellar experience to each customer, everywhere.

Get continuous feedback on how your code affects a user’s web experience
Portable, Please
Save as HAR

Copy
Save All As Har
Open in New Tab
Start Performance Analysis
HTTP Archive Format

HAR

(JSON)
Now What?

website.har
HAR Resources
A community curated list of resources, tools, projects and applications that support HTTP Archive (HAR).

Applications

BenchLab
A research project developed by the Laboratory of Advanced System Software at the University of Massachusetts Amherst.

Charles
HTTP proxy / HTTP monitor / Reverse Proxy that enables a developer to view all of the HTTP and SSL / HTTPS traffic between their machine and the Internet. This includes requests, responses and the HTTP headers (which contain the cookies and caching information). Supporting HAR since Charles 3.6

chromeHAR
HAR viewer that mimics (or at least tries really hard to) Chrome's network tab

dynaTrace
dynaTrace Ajax Edition supports exporting captured Network Traffic in the HAR format.
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
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<td>200</td>
<td>https</td>
<td>GET</td>
<td>image/gif</td>
<td>0 /13.32.171.225</td>
<td>26 M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42</td>
<td><a href="https://www.google-analytics.com/analytics.js">https://www.google-analytics.com/analytics.js</a></td>
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<td>200</td>
<td>https</td>
<td>test/javascript</td>
<td>0 /216.58.194.46</td>
<td>26 M</td>
<td></td>
<td></td>
<td></td>
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<tr>
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<td>-1</td>
<td>https</td>
<td>test/javascript</td>
<td>0 /216.58.216.130</td>
<td>26 M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44</td>
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<td>301</td>
<td>https</td>
<td>image/gif</td>
<td>0 /216.172.83.23</td>
<td>26 M</td>
<td></td>
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<td>COMPLETE</td>
<td>200</td>
<td>https</td>
<td>application/javascript</td>
<td>0 /13.32.241.108</td>
<td>26 M</td>
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<td></td>
</tr>
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<td><a href="https://cloudfront.net/slack/live.js">https://cloudfront.net/slack/live.js</a></td>
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<td>200</td>
<td>https</td>
<td>test/javascript</td>
<td>0 /216.58.194.46</td>
<td>26 M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47</td>
<td><a href="https://secure.facebook.net/v/3.0/beans.js">https://secure.facebook.net/v/3.0/beans.js</a></td>
<td>COMPLETE</td>
<td>200</td>
<td>https</td>
<td>test/javascript</td>
<td>0 /216.58.194.46</td>
<td>26 M</td>
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<td>0 /216.58.216.130</td>
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<td><a href="https://www.google-analytics.com/analytics.js">https://www.google-analytics.com/analytics.js</a></td>
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<td>0 /216.58.194.46</td>
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<tr>
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<td>53</td>
<td><a href="https://ssl.bigoimages.com/insight.mn.js">https://ssl.bigoimages.com/insight.mn.js</a></td>
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<td><a href="https://bleakface.com/mjs.js">https://bleakface.com/mjs.js</a></td>
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<td>55</td>
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<td>56</td>
<td><a href="https://ssl.bigoimages.com/insight.mn.js">https://ssl.bigoimages.com/insight.mn.js</a></td>
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<td>https</td>
<td>application/javascript</td>
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<td>200</td>
<td>https</td>
<td>image/png</td>
<td>0 /151.120.1.106</td>
<td>26 M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>69</td>
<td><a href="https://a.slack-edge.com/c36a/marketing/imta/data">https://a.slack-edge.com/c36a/marketing/imta/data</a></td>
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<td>200</td>
<td>https</td>
<td>image/png</td>
<td>0 /151.120.1.106</td>
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<td>200</td>
<td>https</td>
<td>image/png</td>
<td>0 /151.120.1.106</td>
<td>26 M</td>
<td></td>
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<td><a href="https://a.slack-edge.com/c36a/marketing/imta/data">https://a.slack-edge.com/c36a/marketing/imta/data</a></td>
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<td>image/png</td>
<td>0 /151.120.1.106</td>
<td>26 M</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Automate this!

calendar.perfplanet.com

Performance Calendar
The speed geek's favorite time of the year


9th
Dec 2014

Driving WebPagetest from a Google Docs Spreadsheet
by Andy Davies

Whether it’s testing multiple pages to build an overall picture of site performance, testing a page across different browser, device and location combinations, or testing variations of the same page I end up generating lots of measurements and page load waterfalls.

Managing all this data isn’t easy. I’ve used a custom version of the HTTP Archive, other times a combination of WebPageTest’s Batch Tool and xmlstart to extract the results, and sometimes the bulk test feature that’s available with private instances of WebPagetest.

Managing test configurations and results with these tools can be awkward – the results end up spread across multiple files and completely disassociated from the test parameters that generated them – and so about a year ago, inspired by the spreadsheet Sergey Cheremishev uses during his “Meet for Speed” sessions I built a spreadsheet in Google Docs to drive WebPagetest via it’s API.

Tim Kadlec, Doug Sillars and a few others have been using the spreadsheet for a while and Tim in particular has been pestering me to write it up and release it properly.

To use the sheet you’ll either need an API key for the public WebPagetest instance, or your own

ABOUT THE AUTHOR

Andy Davies (@andydavies) is Associate Director for Web Performance at NCP Group, where he helps clients to measure and improve the performance of their sites.
XLS! CSV!
They’re for me!
Analyze Popular Sites
Alexa Top 50 US Sites
Alexa Top 50 US Sites

49
Alexa Top 50 US Sites

49

46
# Third-Party Requests across top 46 US sites

<table>
<thead>
<tr>
<th>Rank</th>
<th>Domain</th>
<th>Facebook</th>
<th>google-analytics</th>
<th>google-play</th>
<th>google-plus</th>
<th>hotjar</th>
<th>imperva</th>
<th>linkedin</th>
<th>mailchimp</th>
<th>medium</th>
<th>newsroom</th>
<th>patreon</th>
<th>perezreid</th>
<th>scale</th>
<th>salesforce</th>
<th>shake</th>
<th>shopify</th>
<th>texas</th>
<th>twitter</th>
<th>unbounce</th>
<th>vimeo</th>
<th>wix</th>
<th>youtube</th>
<th>zillow</th>
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</tr>
<tr>
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<td>✔️</td>
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<td>✔️</td>
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<tr>
<td>37</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>omdm.com</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
<td>✔️</td>
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<tr>
<td>49</td>
<td>snip.com</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>50</td>
<td>walmart.com</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
213 Third Party Domain URLs

* domains, not requests
22 Average Per Site
<table>
<thead>
<tr>
<th>Third-party domain</th>
<th># of top 46 sites</th>
<th>% of top 46 sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>doubleclick.net</td>
<td>38</td>
<td>82.6%</td>
</tr>
<tr>
<td>facebook.com</td>
<td>32</td>
<td>69.6%</td>
</tr>
<tr>
<td>google-analytics.com</td>
<td>27</td>
<td>58.7%</td>
</tr>
<tr>
<td>googlesyndication.com</td>
<td>25</td>
<td>54.3%</td>
</tr>
<tr>
<td>googleadservices.com</td>
<td>24</td>
<td>52.2%</td>
</tr>
<tr>
<td>cloudfront.net</td>
<td>20</td>
<td>43.5%</td>
</tr>
<tr>
<td>googleapis.com</td>
<td>20</td>
<td>43.5%</td>
</tr>
<tr>
<td>scorecardresearch.com</td>
<td>18</td>
<td>39.1%</td>
</tr>
<tr>
<td>2mdn.net</td>
<td>17</td>
<td>37.0%</td>
</tr>
<tr>
<td>adnxs.com</td>
<td>17</td>
<td>37.0%</td>
</tr>
<tr>
<td>fastly.net</td>
<td>17</td>
<td>37.0%</td>
</tr>
<tr>
<td>akamaihd.net</td>
<td>16</td>
<td>34.8%</td>
</tr>
<tr>
<td>amazonaws.com</td>
<td>16</td>
<td>34.8%</td>
</tr>
</tbody>
</table>
What's a Demdex?

better.fyi/trackers
What's a Demdex?

DemDex
by Adobe (demdex.com)

"DemDex captures behavioral data on behalf of Websites and advertisers and stores it in a “behavioral data bank.” It was acquired by Adobe in 2011." - Source

Prevalence

Epidemic: found on 5.5% of surveyed sites (384 instances observed).

Notes

- Visiting DemDex.com redirects to Adobe Audience Manager
- "Some companies using Adobe services may send us information that allows them to identify you personally. Some companies may also buy additional information about you, and then add that additional
Which types were most popular?

<table>
<thead>
<tr>
<th>Ad (Serving)</th>
<th>Ad (Analytics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>doubleclick.net</td>
<td>demdex.net</td>
</tr>
<tr>
<td>2mdn.net (doubleclick)</td>
<td>scorecardresearch.com</td>
</tr>
<tr>
<td>googleadservices.com</td>
<td>quantserve.com</td>
</tr>
<tr>
<td>adnxs.com</td>
<td>bluekai.com</td>
</tr>
<tr>
<td>adsrvr.org</td>
<td>rubiconproject.com</td>
</tr>
</tbody>
</table>
Thank you for your purchase
# Volume Per Site

<table>
<thead>
<tr>
<th>Alexa Site</th>
<th>Third-Party Domains</th>
</tr>
</thead>
<tbody>
<tr>
<td>nytimes.com</td>
<td>64</td>
</tr>
<tr>
<td>washingtonpost.com</td>
<td>63</td>
</tr>
<tr>
<td>Metropcs.mobi</td>
<td>59</td>
</tr>
<tr>
<td>cnn.com</td>
<td>57</td>
</tr>
<tr>
<td>ebay.com</td>
<td>49</td>
</tr>
<tr>
<td>msn.com</td>
<td>45</td>
</tr>
<tr>
<td>microsoft.com</td>
<td>43</td>
</tr>
<tr>
<td>wikia.com</td>
<td>42</td>
</tr>
<tr>
<td>salesforce.com</td>
<td>40</td>
</tr>
<tr>
<td>bestbuy.com</td>
<td>38</td>
</tr>
<tr>
<td>imdb.com</td>
<td>37</td>
</tr>
<tr>
<td>twitch.tv</td>
<td>37</td>
</tr>
<tr>
<td>espn.com</td>
<td>36</td>
</tr>
<tr>
<td>wordpress.com</td>
<td>32</td>
</tr>
</tbody>
</table>
### Which sites had the most?

#### News
- nytimes.com
- washingtonpost.com
- cnn.com
- msn.com
- espn.com

#### Shopping
- ebay.com
- bestbuy.com
- target.com
- amazon.com
- walmart.com
News & Shopping

- Ads
- Analytics
- CDN
- Ratings
- Comments
- Social
- Feedback
Third-Party Script Prevalence on Alexa Top 50

Jan 23, 2018

Since beefing up my technique for itemizing third-party requests, I’ve been looking into which third-party domains and services are most prevalent. Starting with a spreadsheet of the top 50 US sites (according to Alexa in late December 2017), I downloaded and analyzed HAR files for each. Caveats:

- Results (# of requests) may change as sites are updated.
- I chose to start with US sites because of my own familiarity.
- 46 sites actually (3 NSFW sites not tested and t.co doesn’t apply)

After a few grunt work sessions, I have a spreadsheet that cross-
What! Me, biased?
Time to listen and learn.
Vector Media Group

Matt Weinberg

Lee Goldberg
What’s a Tag Manager?
Dashboard
Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

```html
<!-- Google Tag Manager -->
<script src="//www.googletagmanager.com/gtm.js?id=" data-layer="GTM-SSV4M8Q" callback="GTM-SSV4M8Q">
</script>
<!-- End Google Tag Manager -->

Additionally, paste this code immediately after the opening `<body>` tag:

```html
<!-- Google Tag Manager (noScript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-SSV4M8Q" height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noScript) -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#)
Add Snippets

```
<html lang="en-us">
<head>
    <script src="Tag Manager Script Here"></script>
</head>
<body>
    <noscript><iframe>Tag Manager Script</iframe></noscript>
```
Add Tags & Scripts
Pandora’s Box?

<iframe>Tag Manager Script Here</iframe>
Get Organized

view-source:http://trentwalton.com

```html
<html lang="en-us">
<head>
  <script src="Tag Manager Script"></script>
</head>
<body>
  <noscript><iframe>Tag Manager Script</iframe></noscript>
</body>
```
“An analytics strategy should be part of the initial development and design process [...]”

—Lee Goldberg
It's too easy to add scripts.
“We work towards a global maximum versus a local maximum. Small, hyper-focused changes may seem good at the time...
but we have to be mindful of the overall quality of the user-experience and integrity of the brand.”

—Matt Weinberg
Ads and analytics work together to help our clients.
Don’t blame the tool.
Take Action!
Establish a Center of Excellence!
Define Standards

1. Determine value to the business/website
2. Avoid redundant scripts and services
3. Fit within established performance budget
4. Comply with organizational privacy policy
Third-Party Standards

Our goal is to document and regularly evaluate the value of third-party inclusions, optimizing benefits while minimizing the UX/Performance impact.

Inventory

<table>
<thead>
<tr>
<th>Service</th>
<th>Size</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB Testing – Optimizely</td>
<td>300kb</td>
<td>WebPage Test</td>
</tr>
<tr>
<td>Analytics – Chartbeat</td>
<td>73kb</td>
<td>WebPage Test</td>
</tr>
<tr>
<td>Comments – Disqus</td>
<td>120kb</td>
<td>WebPage Test</td>
</tr>
<tr>
<td>Ads – Doubleclick</td>
<td>100kb</td>
<td>WebPage Test</td>
</tr>
<tr>
<td>Ads – Adnxs</td>
<td>80kb</td>
<td>WebPage Test</td>
</tr>
</tbody>
</table>
Account For Third-Parties During Prototyping
# Audit Third-Parties

<table>
<thead>
<tr>
<th>Third-Party</th>
<th>Size</th>
<th>Budgeted</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimizely</td>
<td>365kb</td>
<td>200kb</td>
<td>Perf Budget</td>
</tr>
<tr>
<td>Maxymizer</td>
<td>190kb</td>
<td></td>
<td>Redundant</td>
</tr>
<tr>
<td>Outbrain</td>
<td>645b</td>
<td>1kb</td>
<td></td>
</tr>
<tr>
<td>Chartbeat</td>
<td>700b</td>
<td>1kb</td>
<td></td>
</tr>
<tr>
<td>Analytics – Google</td>
<td>26kb</td>
<td>50kb</td>
<td></td>
</tr>
<tr>
<td>Ads – Doubleclick</td>
<td>169kb</td>
<td>100kb</td>
<td>Perf Budget</td>
</tr>
<tr>
<td>Ads – Adnxs</td>
<td>80kb</td>
<td>100kb</td>
<td></td>
</tr>
<tr>
<td>Ads – Rubicon Project</td>
<td>90kb</td>
<td>100kb</td>
<td></td>
</tr>
</tbody>
</table>
Monitor Performance

Test, Analyze and Optimize your website performance, SEO, security, and quality. Get continuous feedback on how your code affects a user’s web experience.
Make a business case!
Competitive Analysis

Our Site
- 12 Third-Parties
- 39 HTTP Requests
- 1.2 Megabytes

Competitor A
- 35 Third-Parties
- 78 HTTP Requests
- 3 Megabytes

Competitor B
- 4 Third-Parties
- 24 HTTP Requests
- 2 Megabytes
Case Studies & Quotes

WPO stats

Case studies and experiments demonstrating the impact of web performance optimization (WPO) on user experience and business metrics.

BBC has seen that they lose an additional 10% of users for every additional second it takes for their site to load.

#abandonment #2017
Use Real User Monitoring (RUM)

soasta.com/blog/what-if-analysis-predictive-analytics/
“What if my digital property had better performance? How would that affect the bottom line of my company?”

—Edward Isarevich
Test a website's performance

http://trentwalton.com

Test Location: Dulles, VA USA (Desktop, Android, iOS)
Browser: Firefox

Advanced Settings

Test Settings: Advanced
Connection: 3G (1.6 Mbps/768 Kbps 300ms RTT)
Number of Tests to Run: 3
Repeat View: First View and Repeat View
Capture Video: On
Keep Test Private: Off
Label:

Run a few website speed tests from multiple locations around the globe using real browsers (IE and Chrome) and at real consumer connection speeds. You can run simple tests or perform advanced testing including multi- step transactions, video capture, content injection and much more. Your results will contain site diagnostic information, and then are measured waterfall charts. Easy Speed.
Get Results
Block Third-Party
http://trentwalton.com

Test Location: Dulles, VA USA (Desktop, Android, iOS)
Browser: Firefox

Advanced Settings

Block Requests Containing...
Space separated list

typekit
Compare Results

Waterfall View

1. trestleton.com - /
2. trestleton.com - /
3. trestleton.com - /
4. trestleton.com - /
5. trestleton.com - /
6. trestleton.com - /
7. trestleton.com - /
8. trestleton.com - /
9. trestleton.com - /
10. trestleton.com - /
11. trestleton.com - /
12. trestleton.com - /
13. trestleton.com - /
14. trestleton.com - /

Waterfall View

1. trestleton.com - /
2. trestleton.com - /
3. trestleton.com - /
4. trestleton.com - /
5. trestleton.com - /
6. trestleton.com - /
7. trestleton.com - /
8. trestleton.com - /
9. trestleton.com - /
10. trestleton.com - /
11. trestleton.com - /
12. trestleton.com - /
13. trestleton.com - /
14. trestleton.com - /
Plug in Results

soasta.com/blog/what-if-analysis-predictive-analytics/
Plug in Results

soasta.com/blog/what-if-analysis-predictive-analytics/
Talk it out!
“Everything should have a value, because everything has a cost.”

—Tim Kadlec
Links From Slides

https://twitter.com/csswizardry/status/915886339391918083
https://www.ghostery.com
https://calibreapp.com
https://speedcurve.com
https://www.dareboost.com
https://har.tech
https://www.charlesproxy.com
https://calendar.perfplanet.com/2014/driving-webpagetest-from-a-google-docs-spreadsheet
https://trentwalton.com/tag/Third-Party
https://better.fyi/trackers
https://wpostats.com/2017/03/03/bbc-load-abandonment.html
https://www.soasta.com/blog/what-if-analysis-predictive-analytics
https://www.webpagetest.org
Tools I Use

Ghostery
Calibre
SpeedCurve
DareBoost
HAR.tech
Charles App
People to Follow / Who Helped

Andy Davies
Simon Hearne
Matt Weinberg
Lee Goldberg
Harry Roberts
Aral Balkan
Laura Kalbag
Dave Rupert