

SPEED OPTIMISATION · BEFORE AND AFTER

Product Page Speed, After Sample Store

The same 12 product pages, measured the same way as the before report, after the image and video work. Every figure shows the before reading next to today's.

Sample Store does not exist. Every name, page, address and figure in this report is invented to show the format of the report you receive. None of it is a client result or a prediction of results.

-
- 01 What changed
 - 02 Your key product pages
 - 03 Mobile results, every page
 - 04 Desktop results, every page
 - 05 How this was measured

Prepared for
The owner, Sample Store

Prepared by
Shopi5Pro

Measured
Before: 3 and 4 March
After: 24 March

01 What changed

All 12 product pages, tested five times each on mobile and on desktop, before and after the work.

0.18 → 0.01

median mobile layout shift, against Google's limit of 0.1

11 → 0

of 12 product pages over Google's layout shift limit on mobile

42 → 51

median mobile PageSpeed score across the 12 product pages

Mobile

PAGES	SCORE	LCP	LAYOUT SHIFT	PAGES OVER 0.1
All 12 product pages	42 → ▲ 51	6.5s → ▲ 5.0s	0.18 → ▲ 0.01	11 of 12 → 0 of 12
4 pages with a video	37 → ▲ 49	7.4s → ▲ 5.5s	0.21 → ▲ 0.01	4 of 4 → 0 of 4
8 other product pages	44 → ▲ 53	6.2s → ▲ 4.8s	0.17 → ▲ 0.01	7 of 8 → 0 of 8

Desktop

PAGES	SCORE	LCP	LAYOUT SHIFT	PAGES OVER 0.1
All 12 product pages	72 → ▲ 86	2.5s → ▲ 1.6s	0.08 → ▲ 0.01	1 of 12 → 0 of 12
4 pages with a video	68 → ▲ 84	2.8s → ▲ 1.7s	0.10 → ▲ 0.01	1 of 4 → 0 of 4
8 other product pages	74 → ▲ 87	2.3s → ▲ 1.6s	0.08 → ▲ 0.01	0 of 8 → 0 of 8

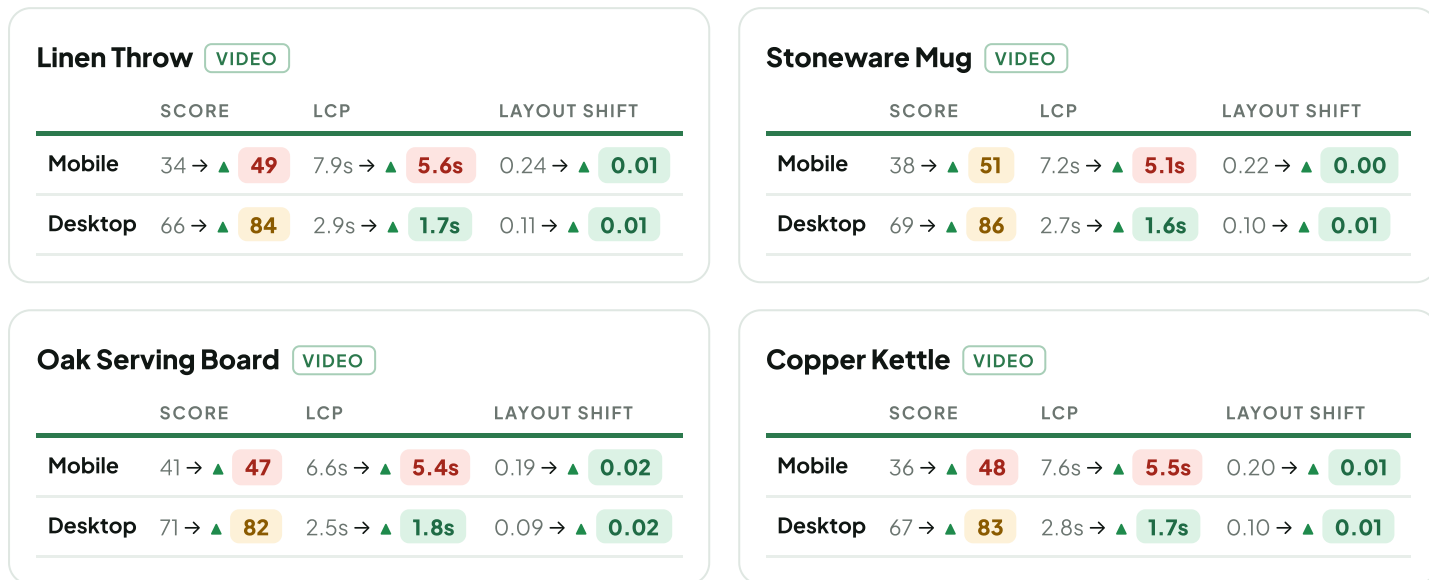
Group figures are the median across the pages in each group. The first number in each pair is the before reading.

What was done

- **Image dimensions, all 12 product pages.** Every product image now reserves its space before it arrives, so the page no longer moves as it loads. On mobile, 11 of the 12 pages were over Google's limit before. None are now.
- **Video delivery, the 4 pages with an autoplay video.** These pages played the original video file, up to 18 MB. They now play a compressed version, 2.6 MB on phones, which only starts loading when a shopper scrolls near it.
- **Blocking time.** The median across the 12 pages on mobile is 490ms before and 350ms now. This is how long the page is too busy to respond to a tap.
- **One page did not improve.** Rattan Basket scores a point lower on mobile than before. Its layout shift is fixed, but a reviews widget added after the before report now loads first. It is listed in the next steps.

02 Your key product pages

Your four best-selling product pages, the same four as in the before report.



● Meets Google's target ● Needs improvement ● Poor Colour shows the after figure.

Reading these figures

- **Score** is PageSpeed's overall score out of 100. It moves by a few points between runs, so look at the direction across many pages rather than one number.
- **LCP** is how long the largest element, usually the main product photo, takes to appear.
- **Layout shift** is how much the page jumps while it loads. Google's limit is 0.1.
- **Blocking time** is how long the page is too busy to respond to a tap.

03 Mobile results, every page

Each figure is the median of five measurements on that page. The first number is the before reading, the second is today. Pages with a video are listed first.

PRODUCT PAGE	SCORE	LCP	LAYOUT SHIFT	BLOCKING TIME
Linen Throw VIDEO	34 → ▲ 49	7.9s → ▲ 5.6s	0.24 → ▲ 0.01	640ms → ▲ 380ms
Stoneware Mug VIDEO	38 → ▲ 51	7.2s → ▲ 5.1s	0.22 → ▲ 0.00	590ms → ▲ 350ms
Oak Serving Board VIDEO	41 → ▲ 47	6.6s → ▲ 5.4s	0.19 → ▲ 0.02	520ms → ▲ 410ms
Copper Kettle VIDEO	36 → ▲ 48	7.6s → ▲ 5.5s	0.20 → ▲ 0.01	610ms → ▲ 400ms
Wool Cushion	40 → ▲ 55	6.9s → ▲ 4.6s	0.21 → ▲ 0.01	480ms → ▲ 300ms
Glass Carafe	44 → ▲ 56	6.1s → ▲ 4.4s	0.18 → ▲ 0.00	450ms → ▲ 290ms
Cotton Apron	47 → ▲ 53	5.8s → ▲ 4.7s	0.12 → ▲ 0.01	390ms → ▲ 330ms
Ceramic Planter	39 → ▲ 50	7.0s → ▲ 5.0s	0.23 → ▲ 0.02	560ms → ▲ 360ms
Rattan Basket	48 → ▼ 47	5.4s → ▼ 5.6s	0.08 → ▲ 0.01	330ms → ▼ 380ms
Bamboo Towel Set	43 → ▲ 54	6.3s → ▲ 4.8s	0.17 → ▲ 0.00	470ms → ▲ 310ms
Candle Trio	45 → ▲ 52	6.0s → ▲ 4.9s	0.11 → ▲ 0.01	420ms → ▲ 340ms
Marble Coaster Set	42 → ▲ 51	6.4s → ▲ 5.0s	0.16 → ▲ 0.02	500ms → ▲ 350ms

● Meets Google's target ● Needs improvement ● Poor Colour shows the after figure.

04 Desktop results, every page

Measured the same way as mobile: five tests per page, median reported, before reading first.

PRODUCT PAGE	SCORE	LCP	LAYOUT SHIFT	BLOCKING TIME
Linen Throw VIDEO	66 → ▲ 84	2.9s → ▲ 1.7s	0.11 → ▲ 0.01	260ms → ▲ 190ms
Stoneware Mug VIDEO	69 → ▲ 86	2.7s → ▲ 1.6s	0.10 → ▲ 0.01	240ms → ▲ 170ms
Oak Serving Board VIDEO	71 → ▲ 82	2.5s → ▲ 1.8s	0.09 → ▲ 0.02	230ms → ▲ 210ms
Copper Kettle VIDEO	67 → ▲ 83	2.8s → ▲ 1.7s	0.10 → ▲ 0.01	250ms → ▲ 200ms
Wool Cushion	72 → ▲ 88	2.4s → ▲ 1.5s	0.09 → ▲ 0.00	210ms → ▲ 150ms
Glass Carafe	74 → ▲ 89	2.3s → ▲ 1.5s	0.08 → ▲ 0.00	200ms → ▲ 140ms
Cotton Apron	76 → ▲ 87	2.2s → ▲ 1.6s	0.06 → ▲ 0.01	180ms → ▲ 160ms
Ceramic Planter	70 → ▲ 85	2.6s → ▲ 1.6s	0.10 → ▲ 0.02	230ms → ▲ 180ms
Rattan Basket	79 → ▲ 81	2.0s → ▲ 1.9s	0.05 → ▲ 0.01	160ms → ▼ 210ms
Bamboo Towel Set	73 → ▲ 88	2.4s → ▲ 1.5s	0.08 → ▲ 0.00	200ms → ▲ 150ms
Candle Trio	75 → ▲ 86	2.3s → ▲ 1.6s	0.07 → ▲ 0.01	190ms → ▲ 170ms
Marble Coaster Set	72 → ▲ 85	2.5s → ▲ 1.7s	0.08 → ▲ 0.02	220ms → ▲ 180ms

● Meets Google's target ● Needs improvement ● Poor Colour shows the after figure.

05 How this was measured

Measured exactly as the before report, so the two compare like for like.

Tool	Google PageSpeed Insights, the same engine as pagespeed.web.dev
Data	Lab measurements (the "Diagnose performance issues" section of PageSpeed)
Pages	The same 12 product pages as the before report
Devices	Mobile and desktop, reported separately
Tests	Five separate tests per page per device: 60 mobile and 60 desktop in total
Reported figure	The median of the five
Measured	Before: 3 and 4 March. After: 24 March

Why five tests, not one

A single PageSpeed test is not reliable: the same page can score several points apart a minute later. Both reports use the middle result of five tests on every page, so a change shown here is a change in the page, not in the test.

Lab figures, not visitor figures

These are lab measurements on a simulated phone and connection. They show what changed in the page itself. What real visitors experience is reported by Google separately, over the following four weeks, and is not claimed here.

If you check a page yourself

Run it at pagespeed.web.dev and look at the section below the green panel. Expect your single result to differ from the median here. Run each page two or three times and use the middle result.

Next steps

- Rattan Basket: load the reviews widget after the main product photo, then measure again.
- A second reading in four weeks, from Google's own visitor data, once there is enough of it.