



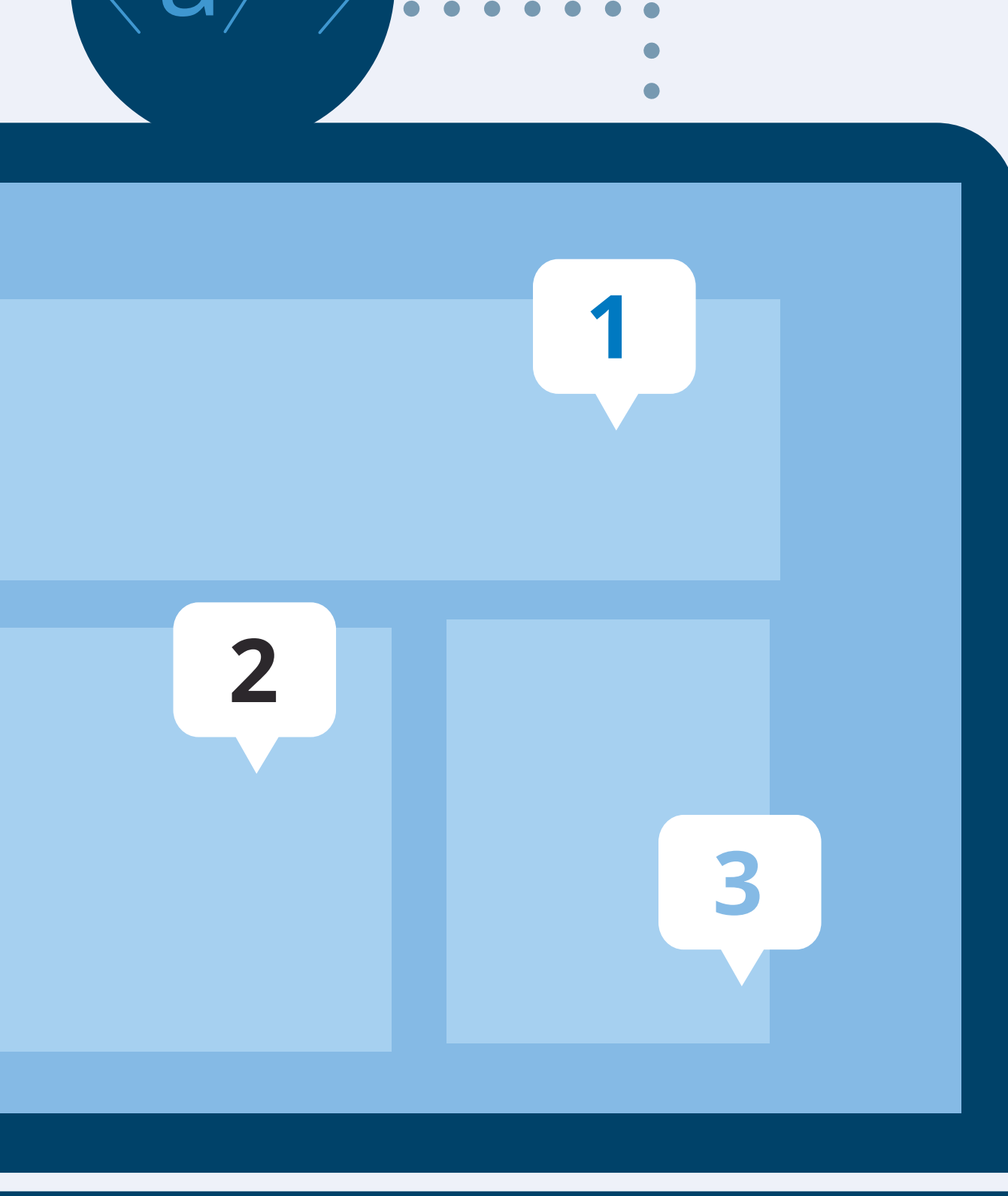
How Tags Affect Website Performance

As website design and user-experience evolve, businesses are capturing user data to enhance user-experience.

TAGS COLLECT AND SHARE THIS DATA

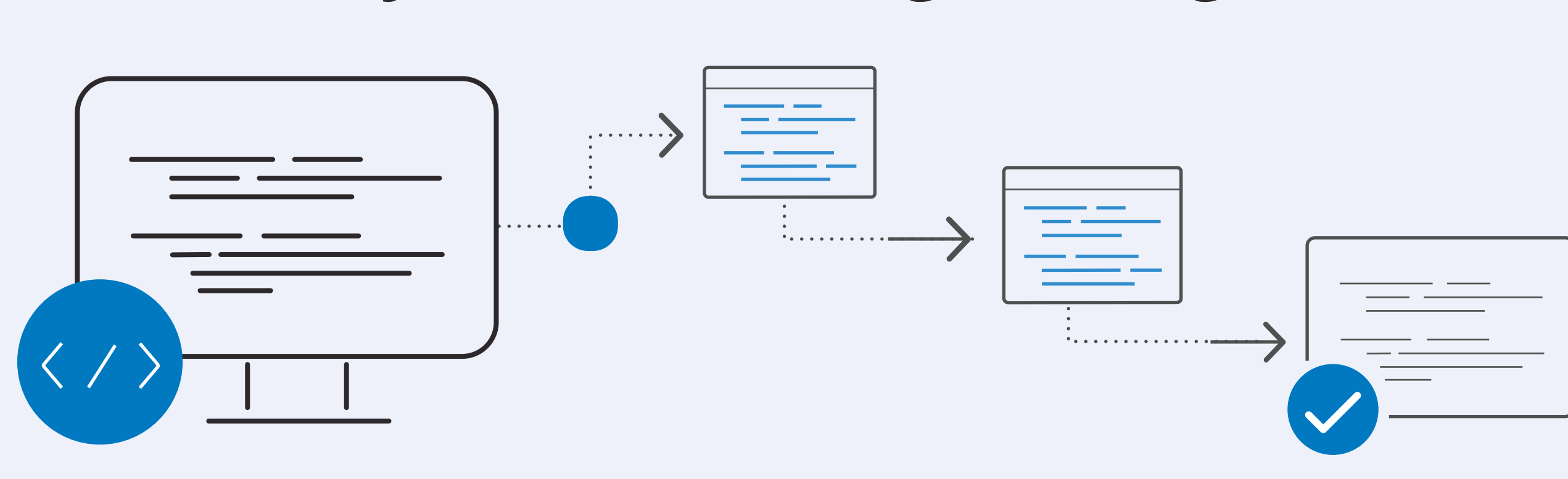
from and between your website and business technologies that use the data, making it possible to provide

TAGS ARE INCORPORATED INTO HTML/JAVASCRIPT and delivered to a web browser or app

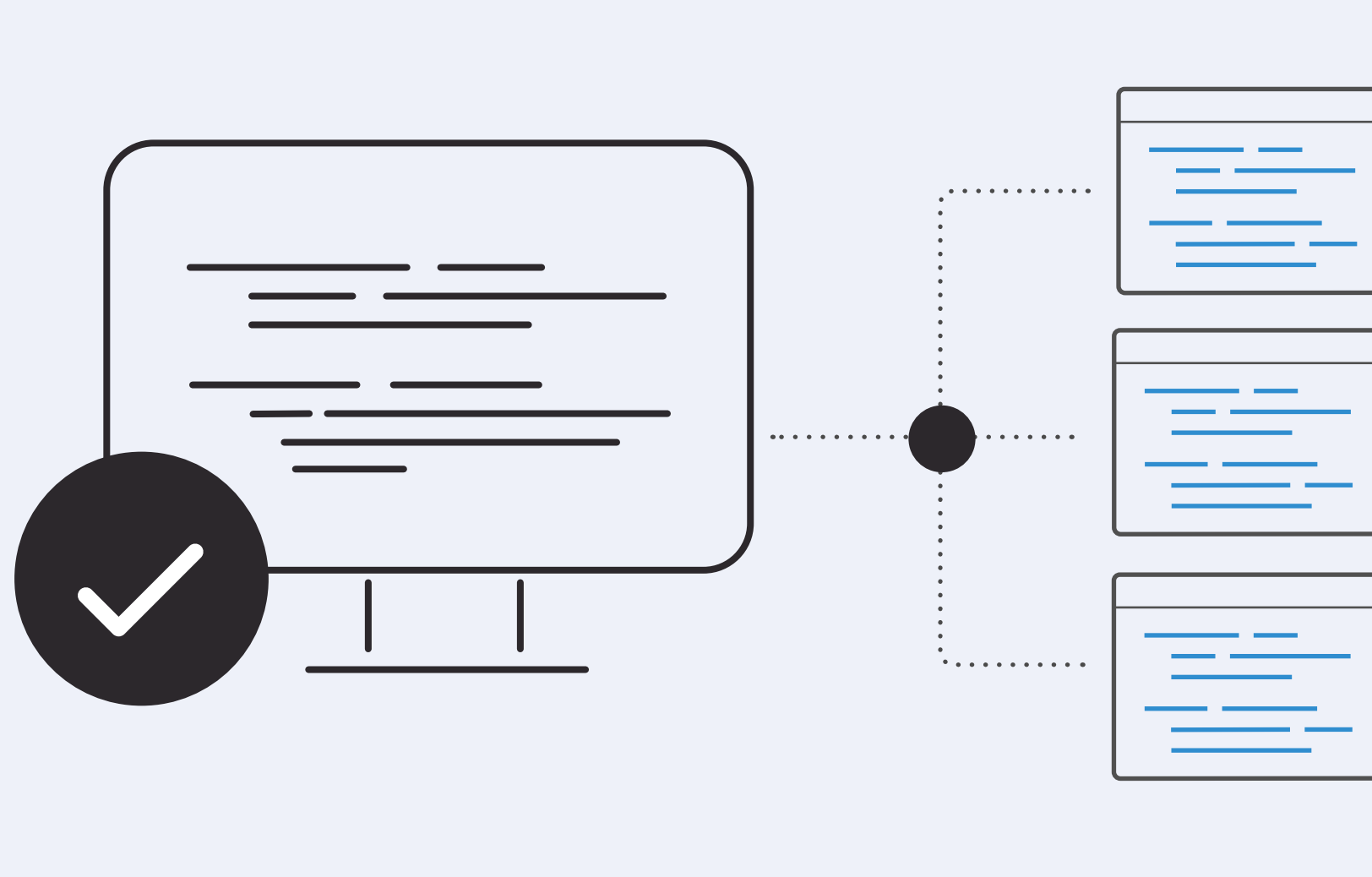


Tags can be synchronous and load in sequence, or asynchronous and load simultaneously

Synchronous Tag Loading

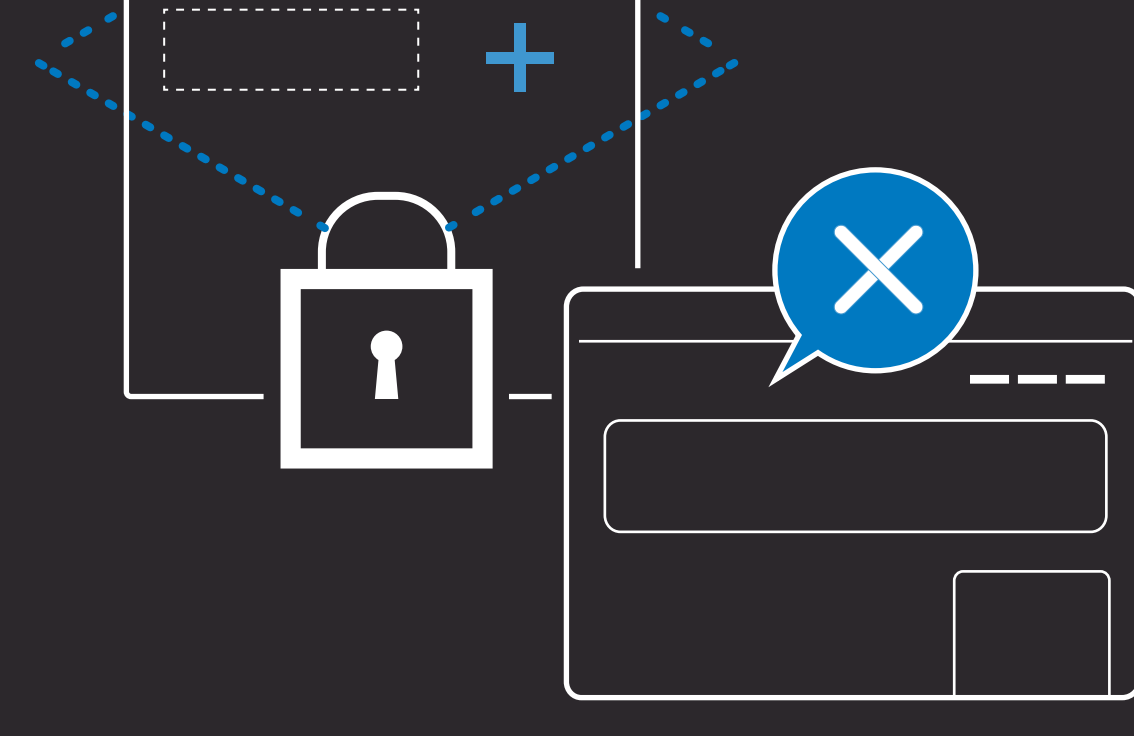


Asynchronous Tag Loading

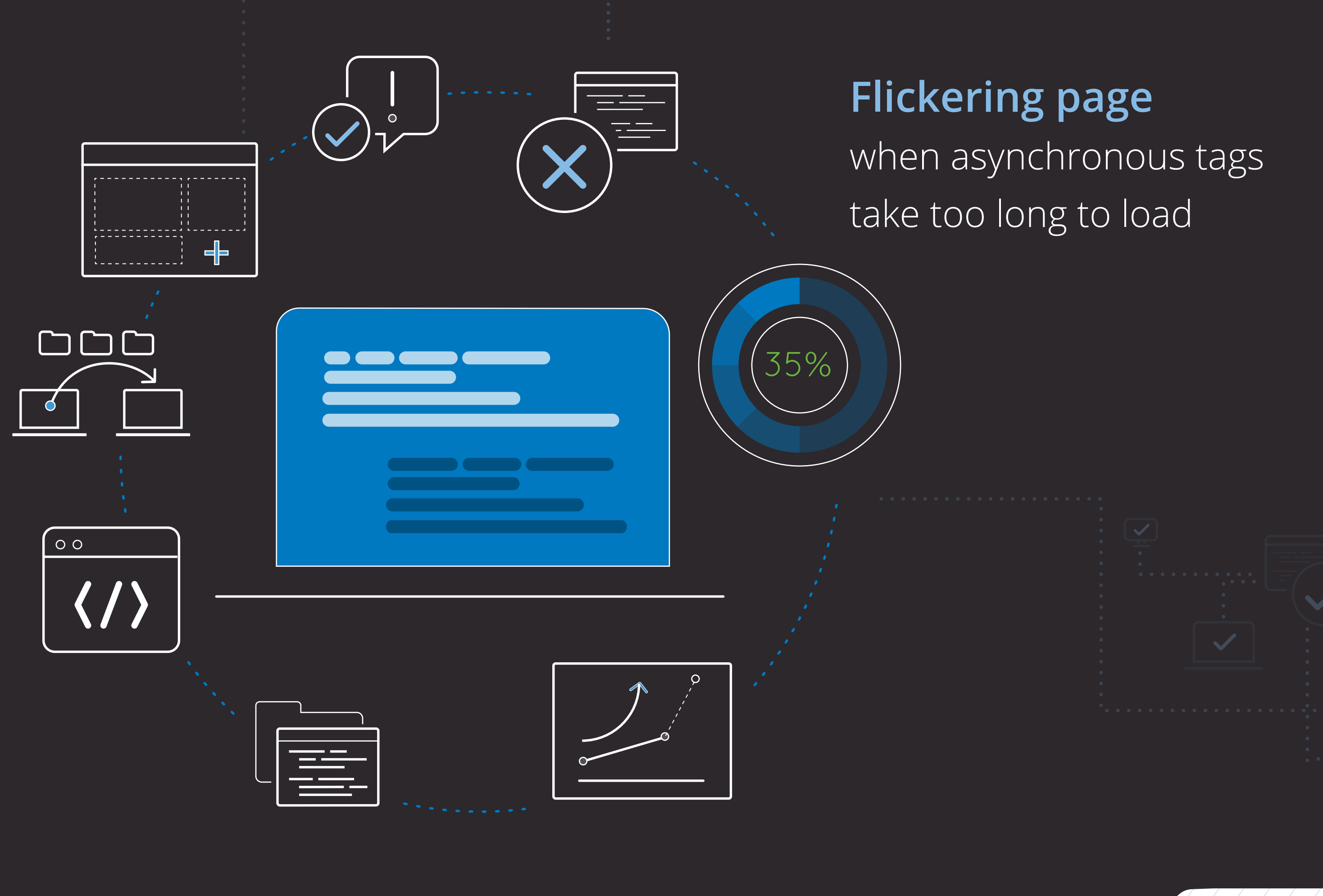


BUT TAGS CAN CREATE SOME PERFORMANCE ISSUES

Increasing page load time
synchronous tags can block your website's content from loading



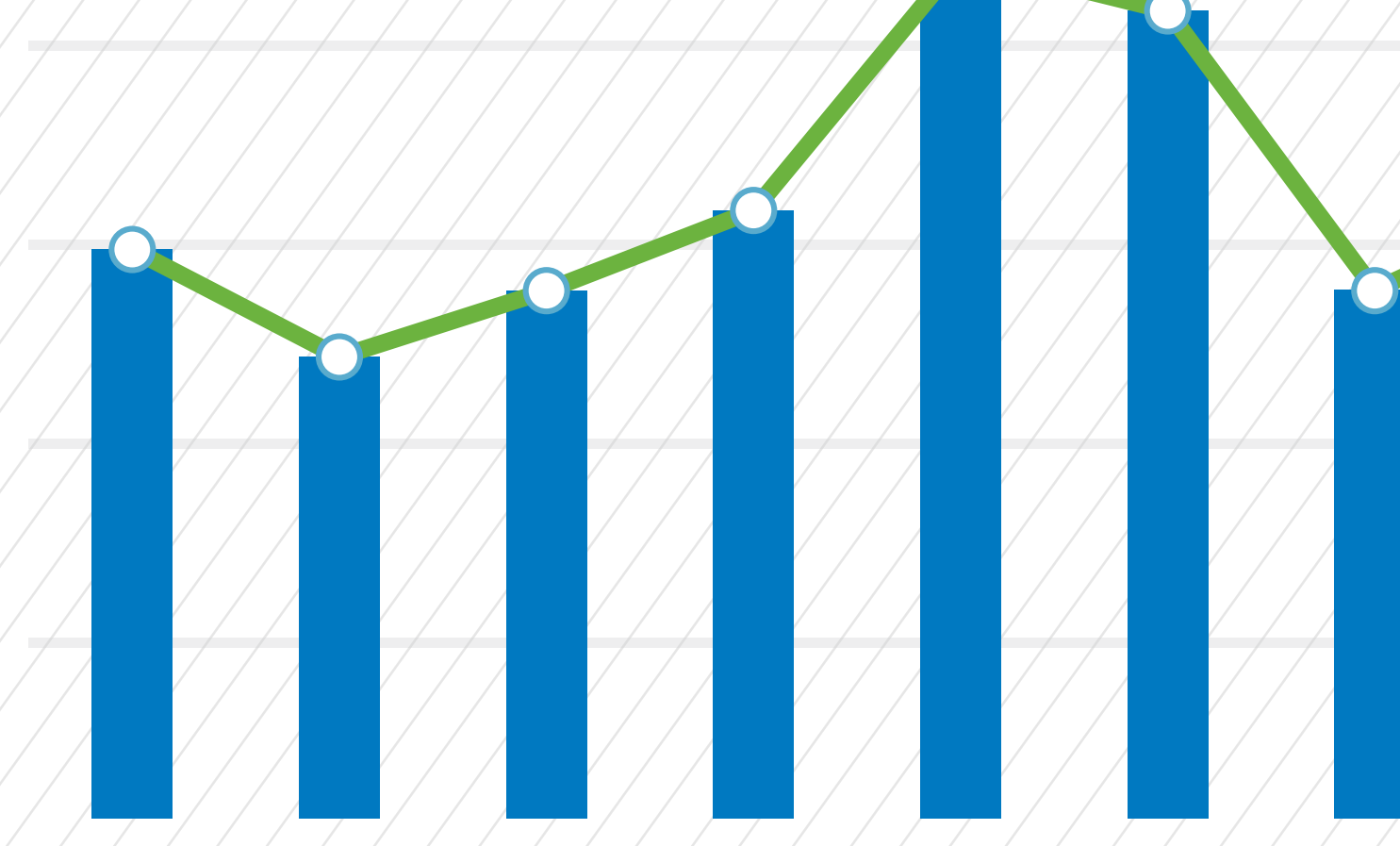
Flickering page
when asynchronous tags take too long to load



The average enterprise website may have anywhere from

50-150

third-party tags on the site at any given time.

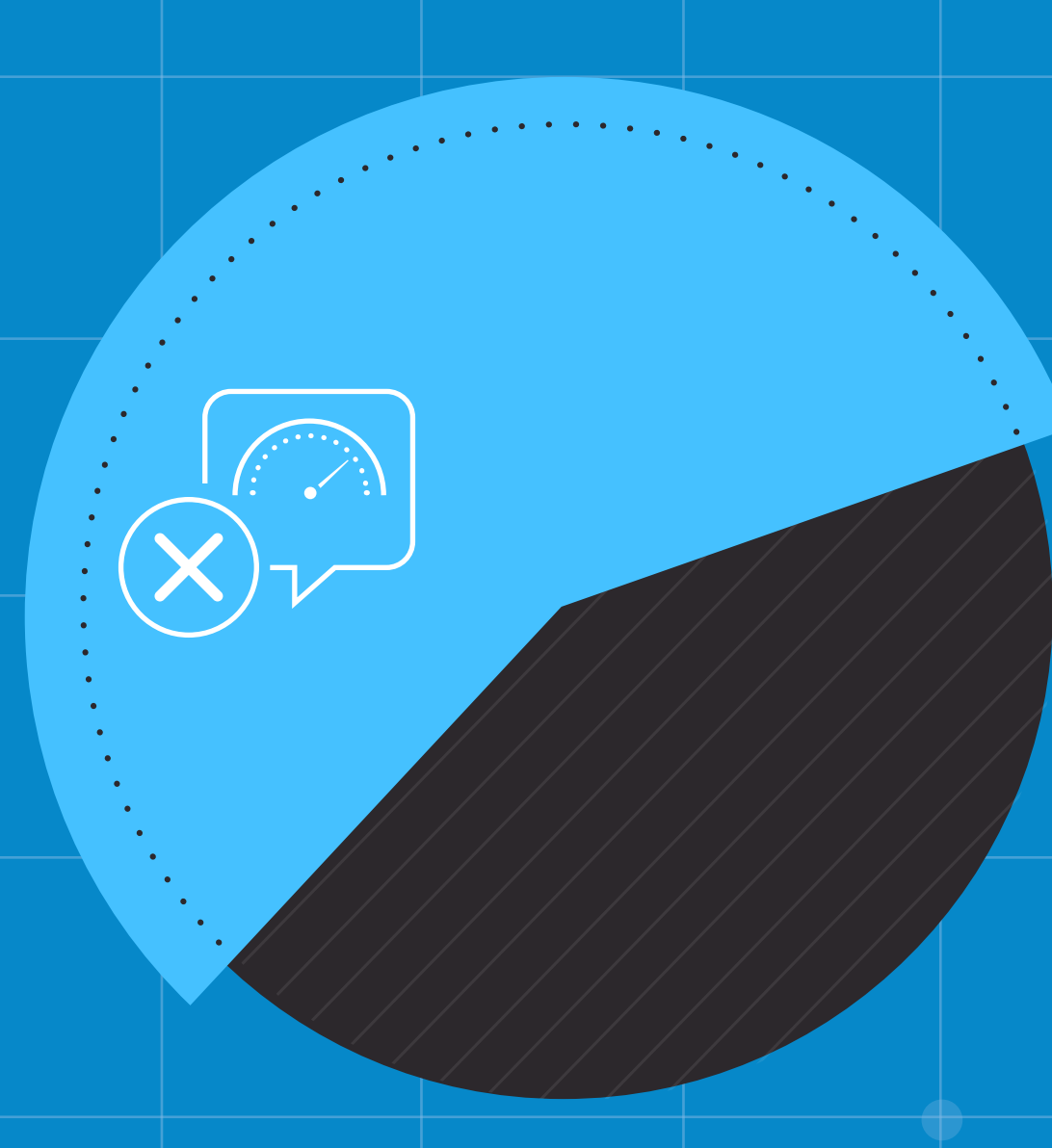


This number doesn't reflect the high volume of fourth-party/piggybacked tags that are often appended to existing tags already in place.

TOO MANY TAGS CAN SLOW OVERALL SITE PERFORMANCE

57%

of users abandon pages taking 3 seconds or more to load



CATCH THESE ISSUES WITH ALERTSITE SYNTHETIC MONITORING

Waterfall reports with AlertSite to analyze performance on a page

