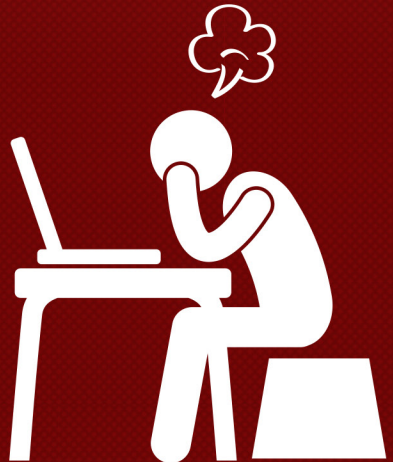


A Guide to Ensuring a Quality Web Experience



Ensuring a Quality Web Experience

Contents

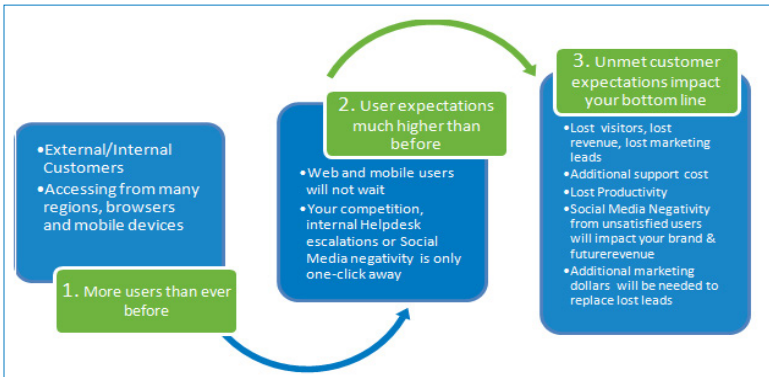
Excellent Customer Web Experience is Critical	3
It's a multi-browser, multi-mobile device, multi-language world	3
The Internet is more pervasive than ever and Social Media is a reality	5
Internal applications are king	5
Using AlertSite to benchmark your site.....	6
End-users' expectations are high - speed matters and every second counts...	6

Excellent Customer Web Experience Is Critical to Your Business

Now, more than ever, your business success hinges on your ability to ensure a quality web experience across both internal and external users. From internal applications supporting employees and partners to external websites driving revenue, your customers are demanding fast access to quality web content that displays properly on any mobile or web device of their choosing. The health, availability and optimal performance of your web applications have never been so critical to your business and the risks have never been higher.

Think about it.

These days, unhappy customers often vent on social media channels before they even call you. And a customer complaining via social media could mean a customer lost to a competitor or future customers driven away, and the consequences are potentially disastrous.



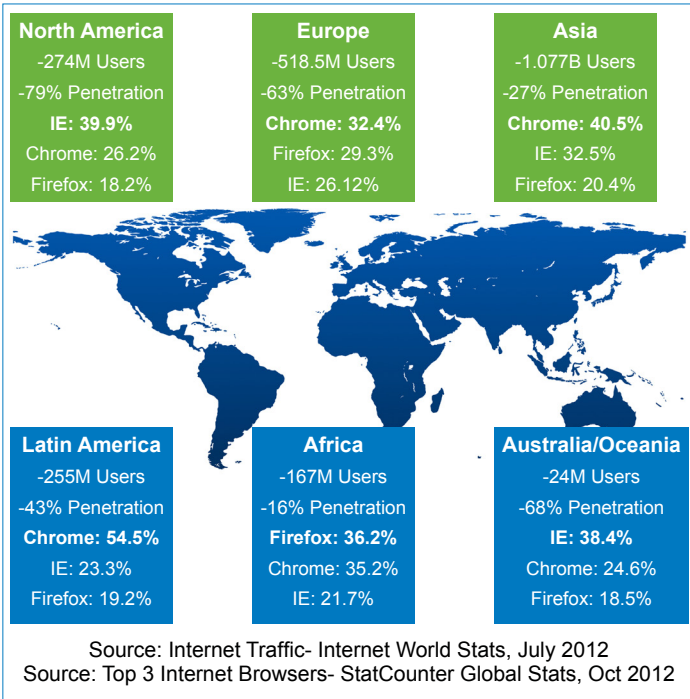
With this in mind, let's review some recent industry trends that you need to consider as you define your website strategy.

It's a multi-browser, multi-mobile device, multi-language world

In 2000, there were about 361 million Internet users worldwide, and Internet Explorer (IE) dominated the market.

Not anymore.

As of July 2012, there were over 2.4 billion Internet users globally, and 63% of US companies offer their website content in multiple languagesⁱ. While IE continues to dominate in North America, Chrome and Firefox are taking the lead in other regions - see the charts below. In fact, Chrome officially became the world's top internet browser for the first time in May 2012.



There are now over 110M US consumers carrying smartphones, and according to a recent poll, 42% plan to buy with a mobile shopping application and 48% plan to make fewer trips to storesⁱⁱ. If you don't regularly verify that your Website properly displays across popular Internet browsers and mobile devices, you should.

i Juniper Research
ii PriceGrabber

The Internet is more pervasive than ever and Social Media is a reality

There has been significant growth in the activities users engage in once they are online. In North America alone, Internet data usage is up by 120%, and average monthly data usage across wired connections has more than doubled from 23GB in 2011 to 51GB in 2012ⁱⁱⁱ. Social Media is booming, creating both revenue opportunities and new risks for your organization. For example:

- ◆ 6 in 10 adults state they use email and online search daily
- ◆ 42% of small US businesses owners report that 25% of their new customers came through social-media sites^{iv}
- ◆ As of Aug 2012, 69% of online adults use social networking sites^v.

In other words, today poor online user experiences will translate into social media negativity and complains, deterring other prospects and jeopardizing your future revenue.

Internal applications are king

And it's not just external applications that face this level of exposure. Organizations depend on internal web applications as well to support their business operations, from sales and HR processes to corporate communications and collaboration.

80% - use their intranet as the primary method for delivering human resources services- USA Today

Over 75% - use CRM applications to manage interactions with customers, clients and sales prospects- CSO Insights

74% of US manufacturers have implemented an ERP solution- Aberdeen Group

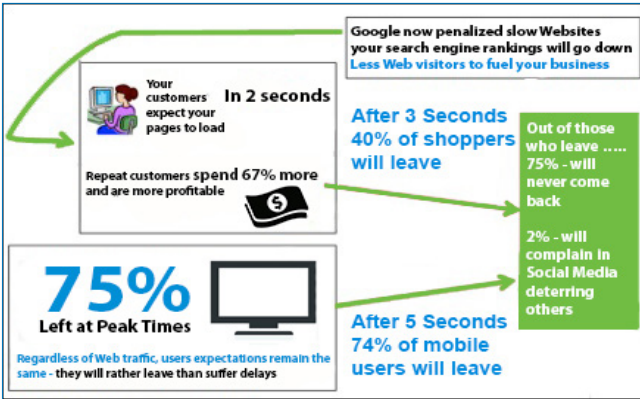
40% - use Web 2.0 collaboration applications, **51%** of employees use it daily - McKinsey's

38% - use internal Web blogging to support corporate communications - McKinsey's

iii Sandvine
iv Manta
v Pew Internet Project

End-users' expectations are high - speed matters and every second counts

The average online shopper expects your web pages to load in 2 seconds or less; after 3 seconds, up to 40% of shoppers will abandon your site^{vi}, and 74% of mobile users will bounce after waiting 5 sec^{vii}.



Unfortunately, once a visitor leaves, it is hard to bring them back. In fact, 75% of online shoppers who experience a site that has poor performance will no longer buy from that site^{viii}. And worse yet, 2% of unsatisfied customers will publicly complain via social media, which ultimately impacts your future revenue, brand and reputation.

Using AlertSite to benchmark your site

AlertSite Industry Benchmarks provide actionable data for web and mobile site performance by continuously measuring homepage and business transactions for companies within a variety of competitive industries. As shown in the table below, 48.5 hours/year of website downtime is the industry average, and, unfortunately, web response time for many industries is well above end-users' tolerance threshold of 3 seconds. Do you know how your availability and Web response time compare with your industry peers and competitors?

vi Forrester Consulting

vii Equation Research

viii Akamai Sponsored Research

Industry	AlertSite Benchmark-Availability <i>Bottom of Form</i>	Downtime Hours per Year	Best of Class- Availability	AlertSite Benchmark-Response Time	Best of Class- Web Performance
Mobile Carriers	99.83	14.89	Above benchmark average Boost Mobile Verizon Sprint	4.44	Less than 3 seconds Verizon, Sprint, Boost Mobile
Financial Services	99.80	17.52	Above benchmark average Bank of NY Mellon Corp Citigroup Inc JP Morgan Chase PNC Financial Services SunTrust Banks Inc Wells Fargo Fifth Third Bank (US) BB&T Corp	3.36	Less than 3 seconds BB&T Corp PNC Financial Services Wells Fargo Bank of NY Mellon Corp State Street Corp
Health-care	99.83	14.89	Above benchmark average American Medical Ass. Healthcommunities UnitedHealthcare American Diabetes Ass. WebMD Drugs.com Discovery Health	5.34	Less than 3 seconds American Medical Ass. MayoClinic UnitedHealthcare
Retail - top 50	99.67	28.9	Above benchmark average Apple Store Avon CDW Costco HP Shopping Netflix Office Depot PC Connection Redcats Saks Fifth Avenue	4.69	Less than 3 seconds Avon Apple Store Dell Amwat Overstock Netflix Saks Fifth Avenue Macy's JC Penney
Social Networking	97.52	217.20	Above benchmark average Facebook YouTube FourSquare Twitter LinkedIn	2.64	Less than 3 seconds LinkedIn Facebook Twitter YouTube
Technology	99.88	10.51	Above benchmark average Apple IBM Dell	3.13	Less than 3 seconds Apple Dell HP
Online Aggregation	99.98	1.75	Above benchmark average BlogLines FeedDemon FriendFeed	2.76	Less than 3 seconds FeedDemon FriendFeed NewzCrawler
Job boards	99.06	82.33	Above benchmark average Craigslis SimplyHired CareerBuilder	3.63	Less than 3 seconds SimplyHired Craigslis Yahoo hotjobs (3.05 sec)
INDUSTRY AVERAGE	99.45	48.51			

Your website is a source of prospects, leads and revenue and it is your best channel to convey corporate information to a worldwide audience. Make sure you have the knowledge about the consumer's expectations of your web performance and your ability to meet it.

Gone in 3 Seconds

*57% of shoppers abandon
a site after 3 seconds
...is your site fast enough?*



Try AlertSite
30-Day Free Trial Evaluation

About SmartBear Software

More than one million developers, testers and operations professionals use SmartBear tools to ensure the quality and performance of their APIs, desktop, mobile, Web and cloud-based applications. SmartBear products are easy to use and deploy, are affordable and available for trial at the website. Learn more about the company's award-winning tools or join the active user community at <http://www.smartbear.com>, on [Facebook](#) or follow us on Twitter [@smartbear](#) and [Google+](#).

