



Ten steps to a successful Web Performance Monitoring programme

Managing a realistic, holistic
approach to synthetic monitoring

Introduction

Can your current web performance monitoring keep up with the fast pace of technology, to give you the bigger picture on your customer experience?

The growth of mobile, personalisation and cloud solutions are just a few of the developments that mean ‘traditional’ performance monitoring fails to address the complexities of today’s websites. For effective monitoring, you need solutions that test the website as a whole and deliver a shared understanding of customer experience across the business. Easier said than done?

This guide outlines 10 steps to ensure you're maximising your website monitoring programme.

TEN STEPS TO A SUCCESSFUL WEB PERFORMANCE MONITORING PROGRAMME

Step 1 Define key routes across your site.....	1
Step 2 Monitor on real browsers both desktop and mobile.....	2
Step 3 Monitor realistic journeys	3
Step 4 Use KPIs for ongoing management of customer experience....	5
Step 5 Measure the impact of third party performance	6
Step 6 Make data available across the business.....	7
Step 7 Measure performance before and after site changes	8
Step 8 Use monitoring metrics to base technology decisions on.....	9
Step 9 Test performance end to end	4
Step 10 Monitor to identify un-buyable products.....	10

ADDITIONAL INFO

SciVisum Synthetic Monitoring	12
SciVisum Load Testing	13
SciVisum Mobile Monitoring.....	14
More resources	15
Client case studies	16
About SciVisum	17

Step 1

Define key routes to monitor across your site to test core functionality across mobile & desktop

Monitor performance across all devices; desktop, mobile and tablets. Document the critical, money making journeys that visitors follow across your site on different devices.



You don't need every possible journey; choose those that you feel are most important. For example a menswear Add-to-Basket journey might start with Menswear/Trousers/Jeans/Select size and colour.

An experienced, proactive test partner will be able to help

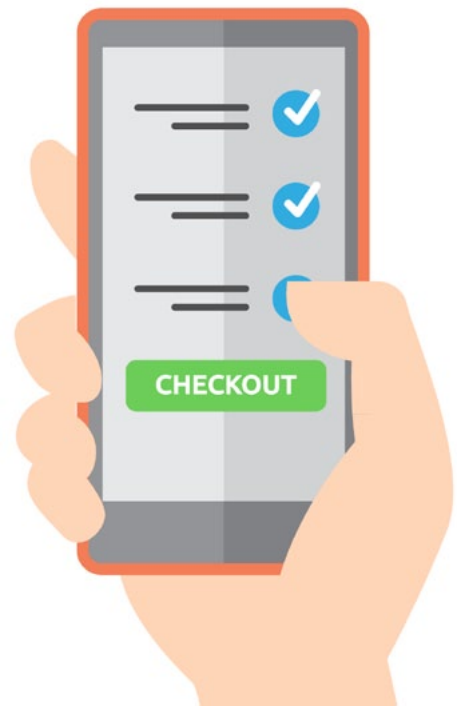
Step 2

Script key journeys including mobile on real browsers

Script and monitor key journeys on major browsers including iOS and Android for mobile.

Monitoring with an emulated user agent approach isn't representative and will leave you blind to key performance issues and page rendering times.

There's no need to go overboard monitoring with every single browser, too much information can be a hinderance. Instead focus your efforts on the most common browsers for each operating system.



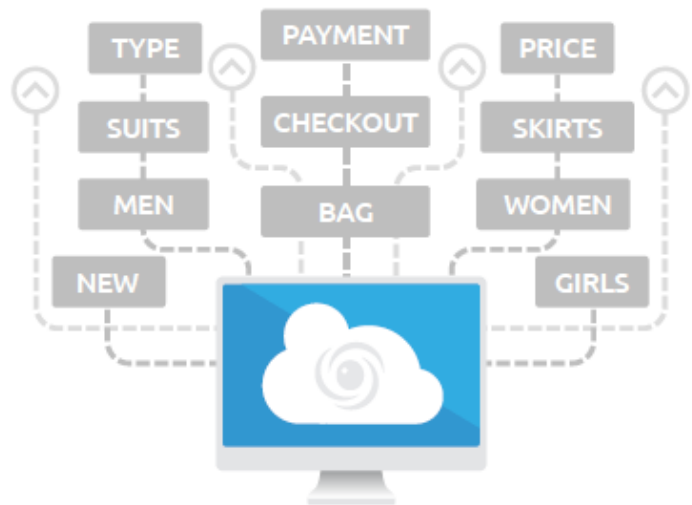
Step 3

Monitor dynamically, making choices from page content to ensure your site is covered

Ensure monitoring covers all important product categories, sub-categories and option

Ensure your test scripts are dynamic; making intelligent decisions from page content as the customer would, and not simply visiting a list of predefined URLs.

An intelligent solution will make selections from categories and product categories, on the fly during the journey. In this way it is possible to test all important product categories, sub-categories and options such as product type, size, colour and delivery options with the minimum number of journeys.



Step 4

Define KPIs to ensure ongoing management of your user experience with minimum input

Once you have a few weeks of monitoring results, define KPIs; put a measure on quality for each journey eg. How long is the maximum acceptable time? What is the minimum availability that you will accept?

Focussing all teams around KPIs, combined with a solution that enables quick drill down for technical teams to access the detail to fix those that fail to meet acceptable levels, means ongoing customer experience can be managed without the need for time spent in meetings or reading reports.

You can use reports based on these KPIs to understand how performance is changing at a glance and to make decisions on the top level issues.



Step 5

Measure the impact of third party performance on your customer experience

With dependency on numerous third parties, performance visibility and accountability are key to resolving performance issues quickly.

Speed up problem resolution by ensuring third parties directly receive monitoring alerts and can log into your performance portal immediately to view issues. This direct access also keeps you out of the loop if you'd prefer.

Look out for monitoring solutions that highlight and report on third party issues separately and can remove non customer impacting issues from your results.

Lastly if you believe a third party is damaging your bottom line setup a separate journey to monitor that functionality and arm yourself with hard evidence to hold them accountable.



Step 6

Share customer experience data with all involved parties across the business

Ensure reporting data is made available to all involved parties across the organisation. Traditionally the remit of technical teams, a holistic approach to synthetic monitoring involving collaboration between business/marketing teams, will accelerate performance improvements and achieve the greatest business benefits/ROI.



Customer-centric metrics work best as they're a common language understood across the business including help desk, marketing and technical teams, providing a 'single point of truth'.

Access to this hard evidence on user experience also reduces friction between Marketing and IT teams over what really happened and who is accountable, enabling faster resolution.

Step 7

Measure performance before and after code, application or infrastructure changes

Use synthetic monitoring as a regression testing tool

Today's more agile approach to development with more frequent releases and new features, monitoring can be a useful regression testing tool.

Use monitoring to identify problems that customers will encounter, following code, app or infrastructure level changes to the site.

Both before and after the next significant change- new software release or marketing campaign use monitoring metrics to decide if the performance is within the agreed service levels, has improved or degraded.



Step 8

Use realistic metrics to base technology decisions on

Use monitoring metrics to quantify performance for making decisions on technology investment and resource allocation.

Only with the most realistic metrics can you make the best business decisions.

Monitoring exactly what your customer does on your site will deliver the most accurate and actionable data, minimising the risk for decisions such as new features versus site optimisation.



Step 9

Test performance end-to-end across the entire journey to check all key functionality

Make sure your monitoring tests all critical functionality across the entire customer journey.

In particular don't forget to test the vital last steps such as delivery and 'click and collect' options. A journey doesn't necessarily end with the 'add to basket' step.



Step 10

Monitor to identify un-buyable products/services

Inventory problems particularly at the end of a user journey can be particularly frustrating for customers.

Avoid disappointment by monitoring 24/7 across your entire website for products or services that are searchable by your customers but for a number of reasons, can't be added to their basket.

Possible causes for un-buyable products range from worst case missing 'Add to cart' buttons to 'out of stock' issues.



Maximise user experience with synthetic monitoring

SciVisum provides high touch 24/7 performance monitoring for optimum user experience and swift resolution of performance issues

If you'd like more information about how monitoring mobile performance can increase your conversions visit our performance monitoring service page [here](#)

Choosing an independent monitoring supplier as an extension of your team, frees up internal resource so there's more time to focus on development. It gives an independent view of performance- it doesn't make sense to mark your own homework. And you can use their testing experience and insight to more quickly resolve issues, saving time and money.



Maximise user experience by getting closer to your customers' true experience

Emulates realistic customer journeys on real browsers. Performs tasks, checks page content & makes choices just like real users



Make decisions based on realistic, accurate & reliable data

Provides the most accurate results on which to base feature versus performance budget decisions



Save time & resource with an extension of your tech team

Manage the complexities of web performance whilst freeing resources. Our high-touch service means we find problems before you do



Bridge the gap between tech & business teams

Actionable data easily shared and understood by customer service, operations and business teams for swift root resolution of issues

[Read more on our website](#)

Peace of mind with realistic load testing

SciVisum provides a fully managed load testing service precisely tailored to each client's business and designed to optimise web performance

If you'd like more information about how taking a more realistic approach to load testing could help improve your customer experience, [visit our website here](#)



Make decisions based on realism

SV-Load emulates realistic journeys with dynamic testing following realistic sequences of events including randomness and variability. We model journey mixes and drop off ratios.



Accurate and reliable results

Provides the most accurate results on which to base decisions for peace of mind your site will deliver the best possible customer experience when it counts.



Fully managed service

Fully managed, independent Load Testing makes it possible to manage load testing with minimum disruption internally.



Experienced test team let us take the strain

We create the most realistic load test model based on previous analytics. We create realistic dynamic tests, perform & redirect testing and deliver the results in a final report.

[Read more on our website](#)

Increase conversions with real visibility of mobile experience

SciVisum provides high touch mobile web and mobile app monitoring services for visibility of users' mobile experience and swift resolution of performance issuesT4

If you'd like more information about how monitoring mobile performance can increase your conversions visit our mobile monitoring service page [here](#)



Increase conversions with visibility of mobile experience

Emulates realistic journeys delivered to mobile browsers. Performs tasks, checks page content & makes choices just like real users



Make decisions based on realistic, accurate & reliable data

Provides the most accurate results on which to base feature versus performance budget decisions



Save time & resource with an extension of your tech team

Manage the complexities of web performance whilst freeing resources. Our high-touch service means we find problems before you do



Bridge the gap between tech & business teams

Actionable data easily shared and understood by customer service, operations and business teams for swift root resolution of issues

[Read more on our website](#)

Resources & Insight

Want to read more? Follow the links below to read more about web performance from our blogs and whitepapers or visit the resources section of our website.



Replay errors to get to the root of website performance problems

[Read Blog](#)



How to stay on top of third party web performance issues – keep your agencies close

[Read Blog](#)



Inside Google's new report the business impact of slow mobile performance

[Read Guide](#)

Client Case Studies

We work with some of the UK's largest retailers and brands. Protecting your online reputation is at the core of everything we do.



Find out how Dixons enhance online customer experience in real time with SciVisum's monitoring.

[Read More](#)



SciVisum provides much needed visibility into the performance of 3rd party site components for Jigsaw.

[Read More](#)



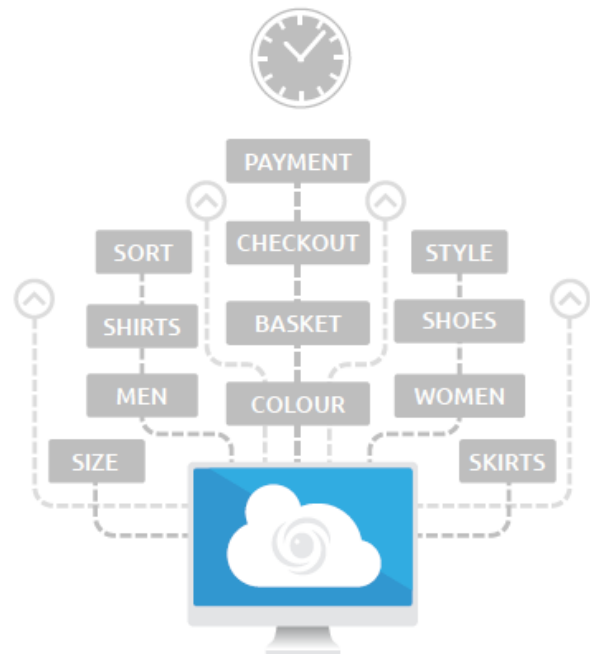
Tesco uses iPhone Application Monitor to ensure the best performance for its customers.

[Read More](#)

About SciVisum


Our portfolio of “dynamic user journey” based synthetic monitoring and load testing services enable business wide understanding of the impact of online performance on user experience and the bottom line.

With over 10 years performance testing experience, helping clients such as Debenhams, Boden, Joules and Dixons to maximise user experience and protect their brand, our highly experienced team of test professionals help clients implement monitoring programmes and proactively oversee testing; automatically updating journeys as a website changes, highlighting performance issues and helping clients quickly pinpoint root causes - saving time and money.



To find out how SciVisum can help you implement the best monitoring or load testing programme to suit your organisation please contact us on 01227 768276 or visit our website at www.scivisum.co.uk

01227 768276
sales@scivisum.co.uk
www.scivisum.co.uk

[linkedin.com/company/scivisum-ltd](https://www.linkedin.com/company/scivisum-ltd) 
twitter.com/scivisum_ltd 