



## CASE STUDY

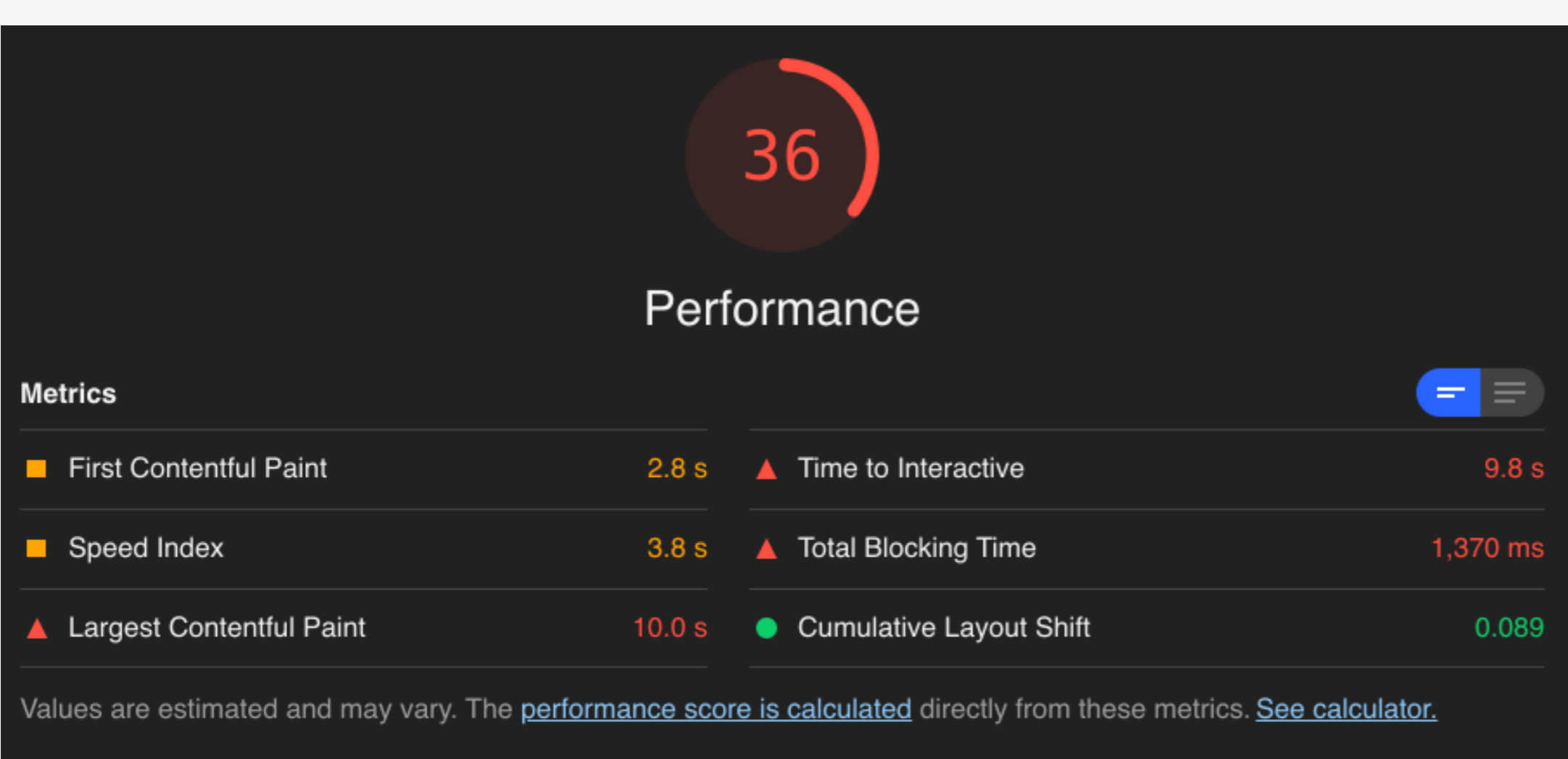
KICKSTART SEED FUND PASSES CORE WEB VITALS TEST, INCREASES PAGE SPEED SCORE 166% WITH HUCKABUY.



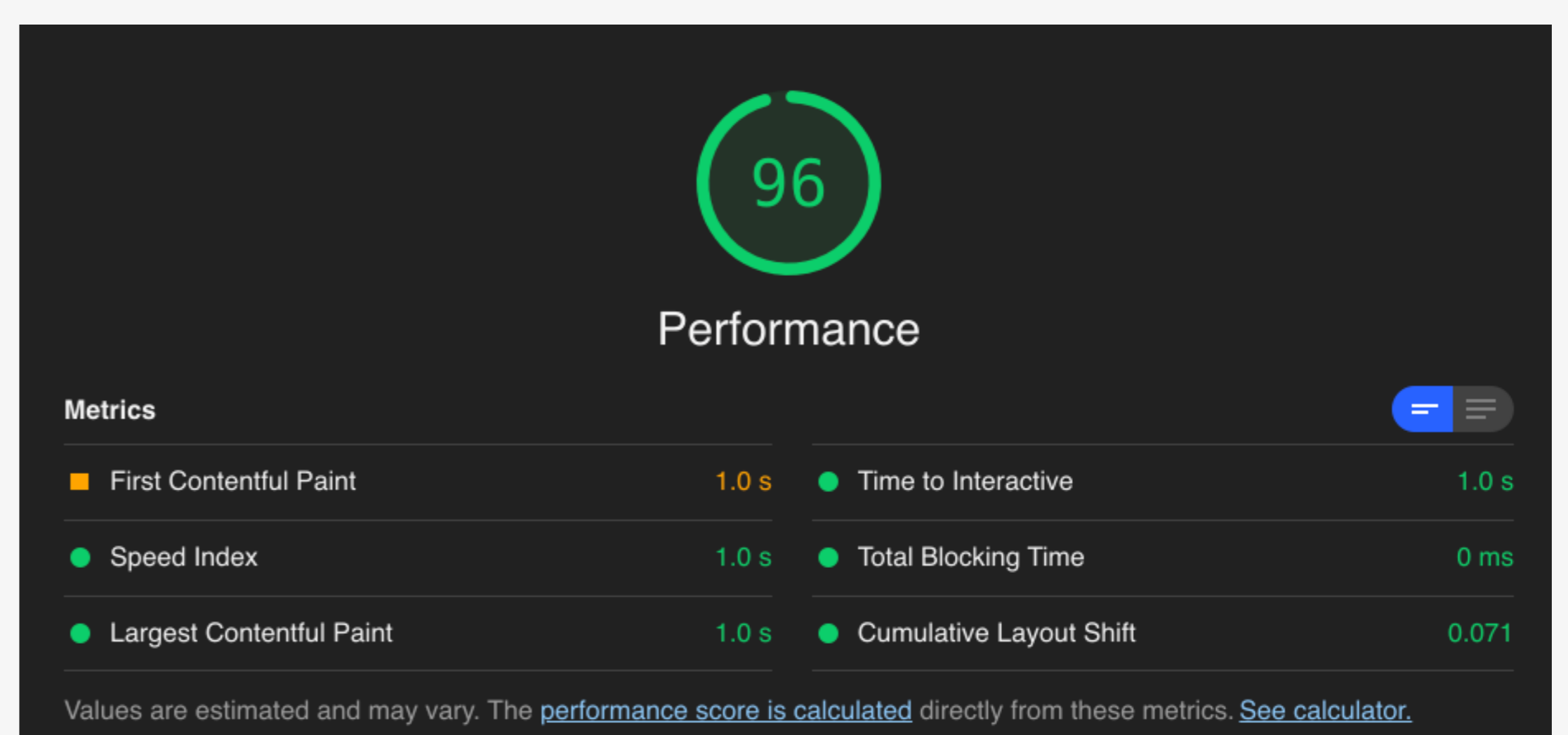
“Huckabuy’s software made our site perform better in order to connect with more early-stage founders through organic search.”

— Rebecca Trusty, Content and Community Associate, at Kickstart Seed Fund

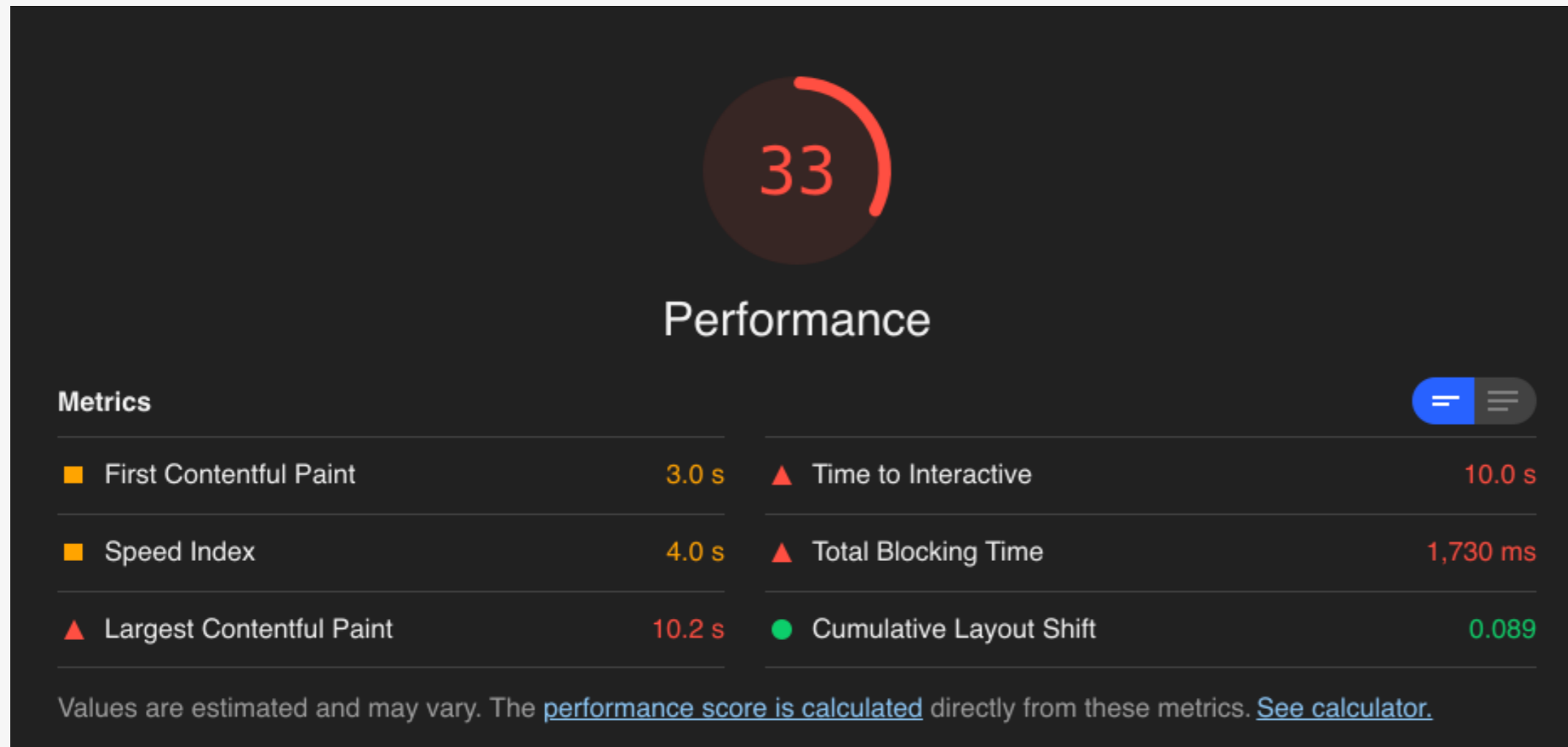
### DESKTOP WITHOUT HUCKABUY PAGE SPEED



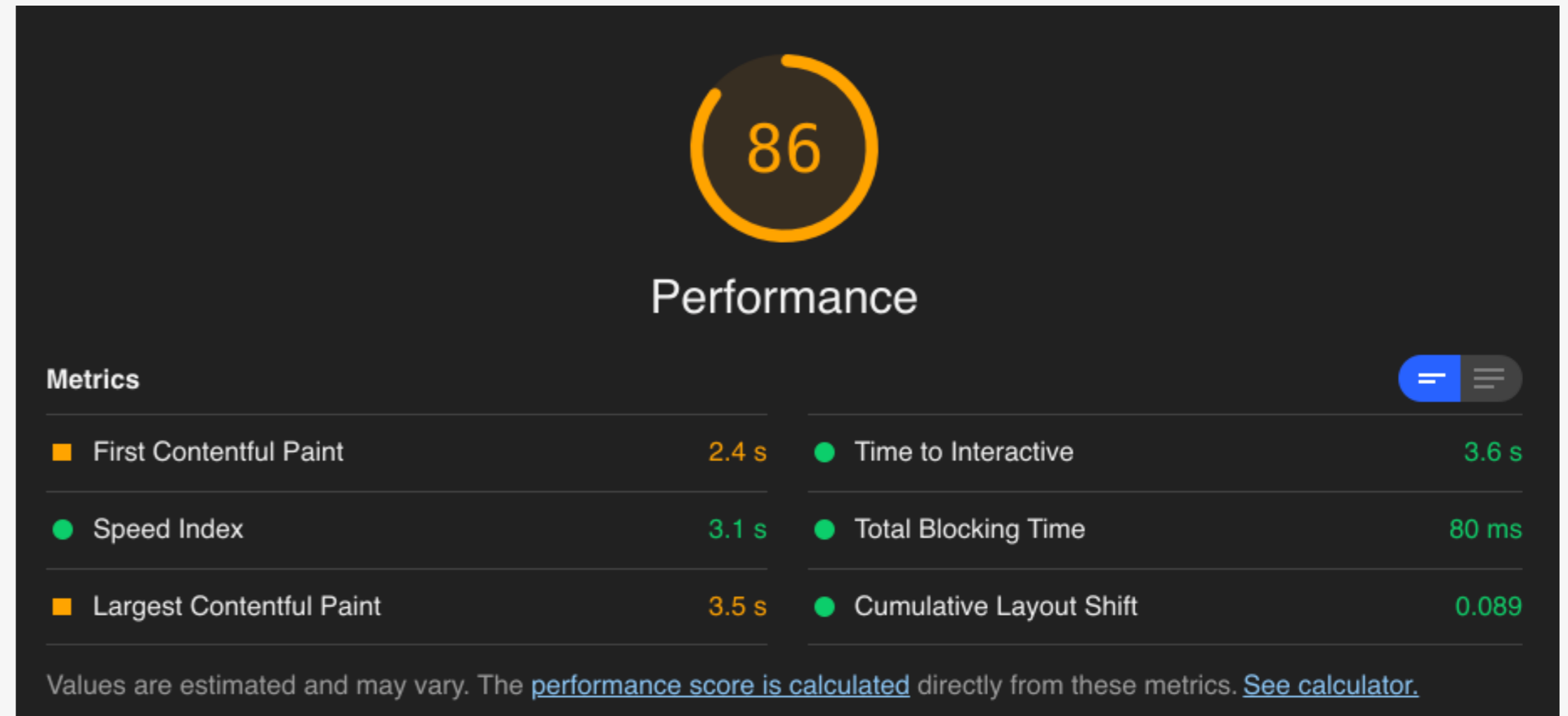
### DESKTOP WITH HUCKABUY PAGE SPEED



### MOBILE WITHOUT HUCKABUY PAGE SPEED

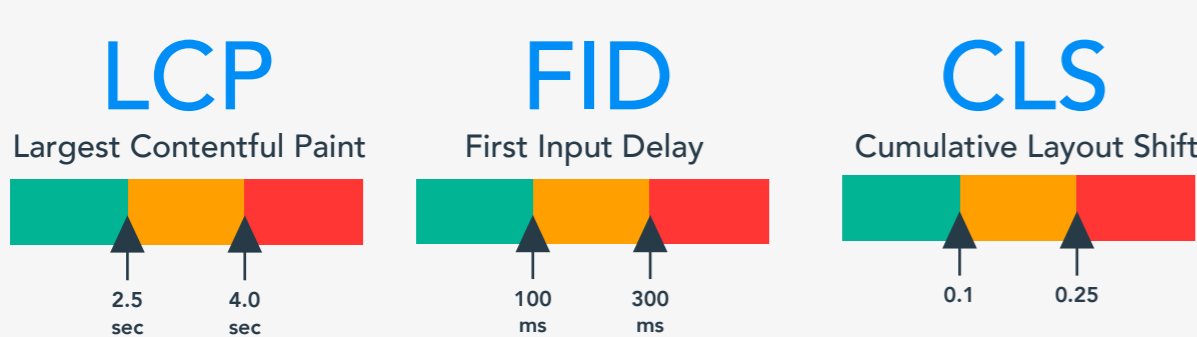


### MOBILE WITH HUCKABUY PAGE SPEED



The above scores are sourced from Google Lighthouse

## THE CHALLENGE



Kickstart Seed Fund is a venture capital company funding pre-seed, seed, and series a stage startups in the mountain west region of the United States. After recognizing the opportunity to connect early with founders and entrepreneurs looking for venture funding through organic search, they started optimizing for the channel. With the pending rollout of Google’s Core Web Vitals algorithm update in June, they decided to look into options for improving loading speed and overall user experience on their website.

## THE SOLUTION



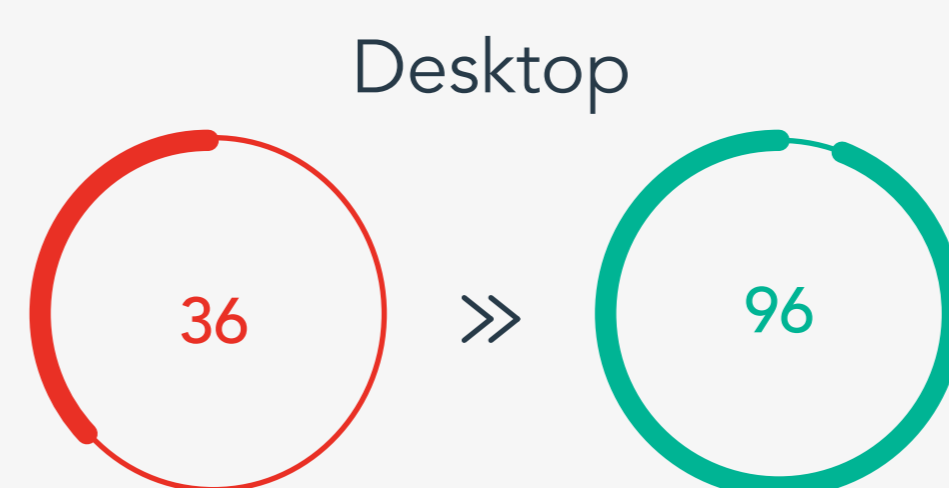
Similar to most other customers, Kickstart had lots of site-wide issues associated with loading speed and responsiveness. In particular, their largest contentful paint (LCP) and total blocking time (TBT) scores were very high on most pages. They were also not in a position to fix these issues on their own in a timely and scalable manner. With Huckabuy, they could simply go into the product dashboard and turn on our page speed optimization solution. They were instantly sold on this alternative. As an early beta customer, we configured proprietary script timing and fold prioritization boosters on these pages, in addition to standard performance tactics like code minification and image optimization.

## THE RESULT

### IMPROVED PAGE SPEED + SITE PERFORMANCE

- With the click of a button, Huckabuy increased Kickstart’s overall page speed scores, improved Core Web Vitals, and set them far apart from other venture capital in terms of site performance.
- Mobile page speed scores increased from 33 to 86 — a 53 point boost. Desktop page speed scores increased from 36 to 96 — a 60 point boost. Page Speed is Google’s overarching metric for site performance measurement.
- LCP on desktop decreased from 10 seconds to 1 second. LCP is one of the new Core Web Vitals and measures how quickly the most important content loads above the fold.
- Total Blocking Time, a lab proxy for another new Core Web Vital - First Input Delay (FID), decreased from 1,730 milliseconds to 0 milliseconds on desktop. FID measures the responsiveness of a web page’s buttons and links
- Time to Interactive, which measures the moment at which the page becomes usable after a user arrives, decreased from 9.8 seconds to 1 second on desktop.
- Kickstart went from “not passing” to “passing” the Core Web Vitals test. Core Web Vitals are the three new metrics being added to the Page Experience ranking factor this June.

### OVERALL SITE PERFORMANCE



### LARGEST CONTENTFUL PAINT (LCP)



### TOTAL BLOCKING TIME (TBT)



### TOTAL TO INTERACTIVE (TTI)

