



CASE STUDY

SKI BUTLERS USES HUCKABUY TO IMPROVE PAGE SPEED 60 POINTS

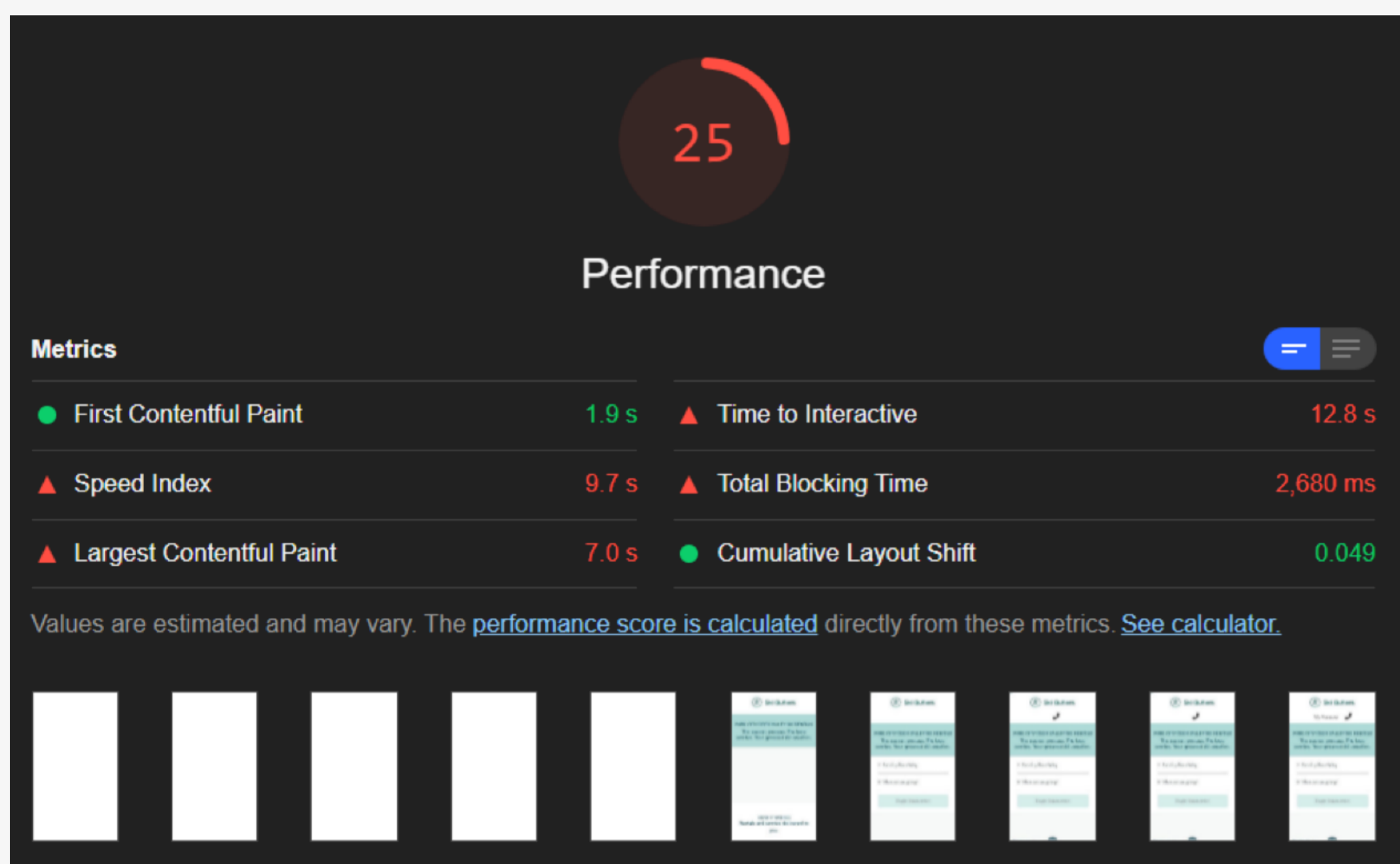


Ski Butlers™

“We turned on Huckabuy page speed and our score instantly jumped 60 points. This might be the easiest way to improve user experience on a website.”

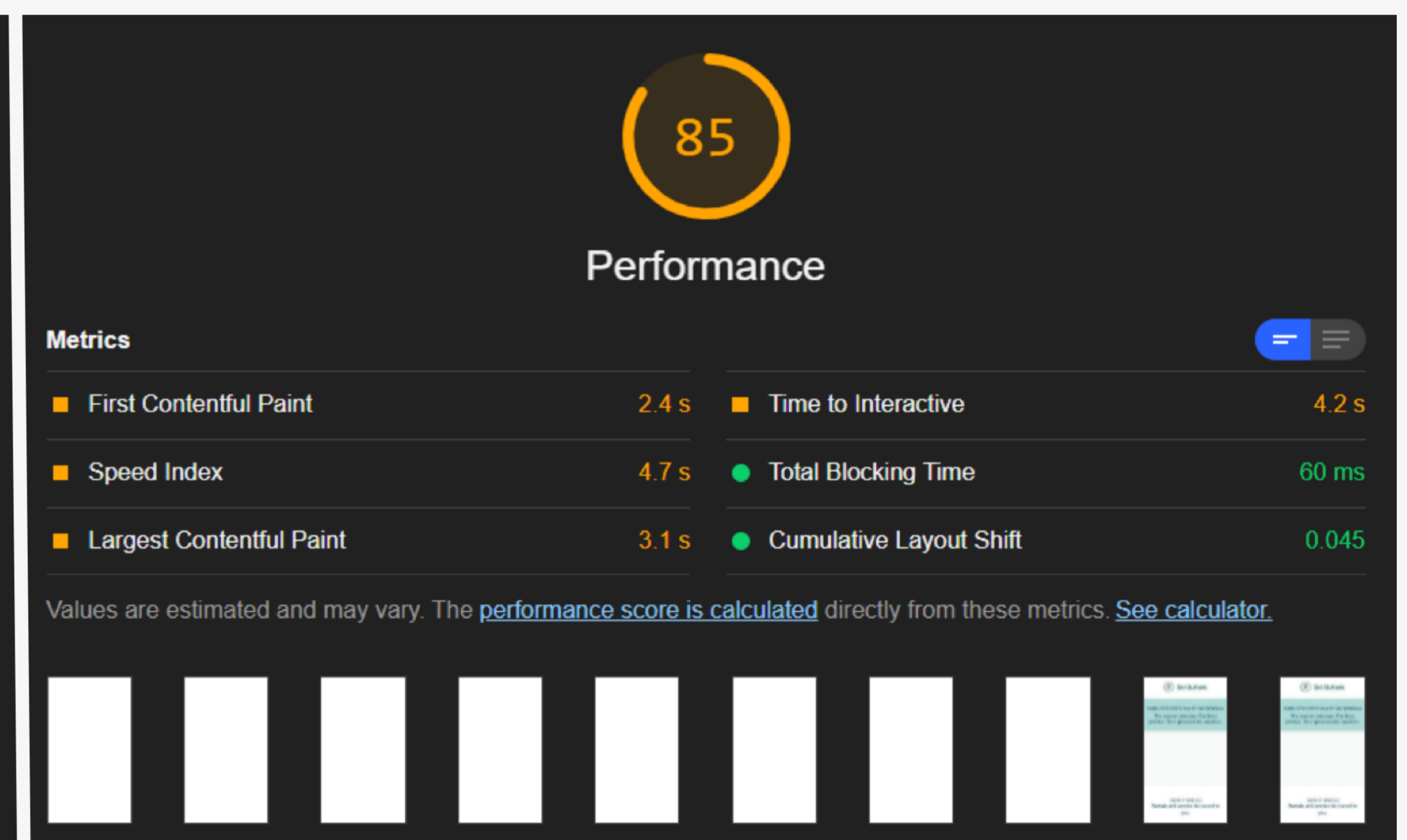
— Mike Cremeno, CMO at Ski Butlers

WITHOUT HUCKABUY PAGE SPEED



The above scores are sourced from Google Lighthouse

WITH HUCKABUY PAGE SPEED



THE CHALLENGE

SITE PERFORMANCE ISSUES WERE IMPEDING USER EXPERIENCE AND SEO GROWTH

Ski Butlers is a ski rental delivery service that partners with over 50 resorts in 30 locations across Europe and North America. They have been a Huckabuy Cloud customer since mid 2020 - using dynamic rendering to improve their indexation and structured data to improve the quality of their search results.

With the emphasis on site performance in the upcoming June 2021 Google algorithm update, they wanted to focus on improving user experience across their website as well. Industry competitors, such as Black Tie Skis, did not appear to be addressing similar performance issues, so it had the potential to be a key differentiator across all marketing channels for their business.

THE SOLUTION



PAGE SPEED

Specifically, Ski Butlers had over 50 location pages that needed to be optimized on their site for performance issues like loading speed and responsiveness. To manually fix these issues would have required weeks or months of developer resources, which they did not want to allocate.

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 Ski Butler's overall page speed scores, improved Core Web Vitals, and set them far apart from industry competitors in terms of site performance.

Location page speed scores increased from 25 to 85 — a 60 point boost. Page Speed is Google's overarching metric for site performance measurement.

Largest Contentful Paint (LCP) decreased from 7 seconds to 3.1 seconds. LCP is one of the new Core Web Vitals and measures how quickly the most important content loads above the fold. (4 secs is required for a passing score)

Total Blocking Time (TBT) a lab proxy for another new Core Web Vital, First Input Delay (FID), decreased from 2,680 milliseconds to 60 milliseconds. FID measures the responsiveness of a web page's buttons and links (300ms is required for a passing score).

OVERALL SITE PERFORMANCE



LARGEST CONTENTFUL PAINT (LCP)



TOTAL BLOCKING TIME (TBT)

