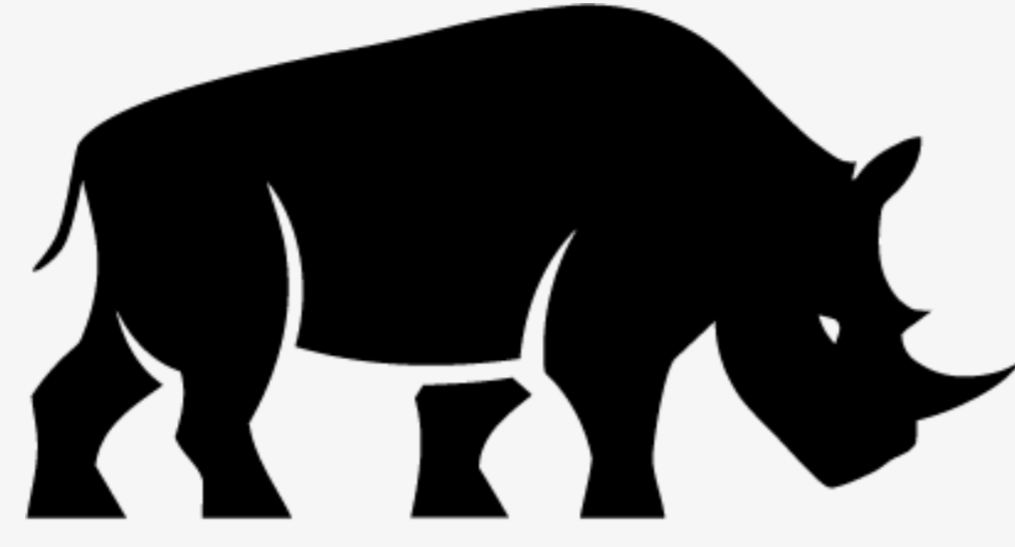




## CASE STUDY

RHINO FOUNDATION SYSTEMS USES HUCKABUY TO IMPROVE PAGE SPEED 62 POINTS

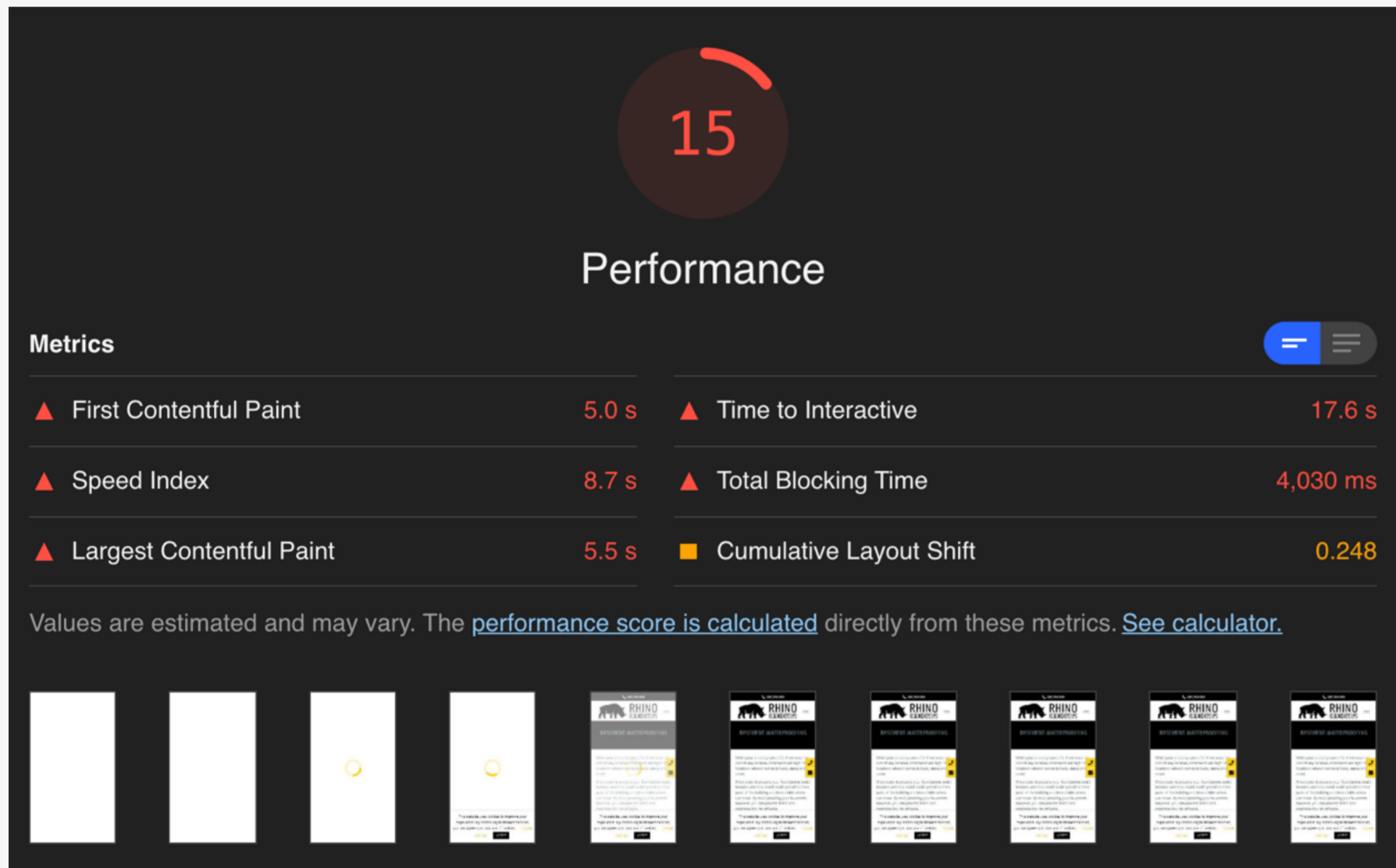


# RHINO FOUNDATION SYSTEMS

*“Our company has the best user experience in the industry thanks to Huckabuy Page Speed.”*

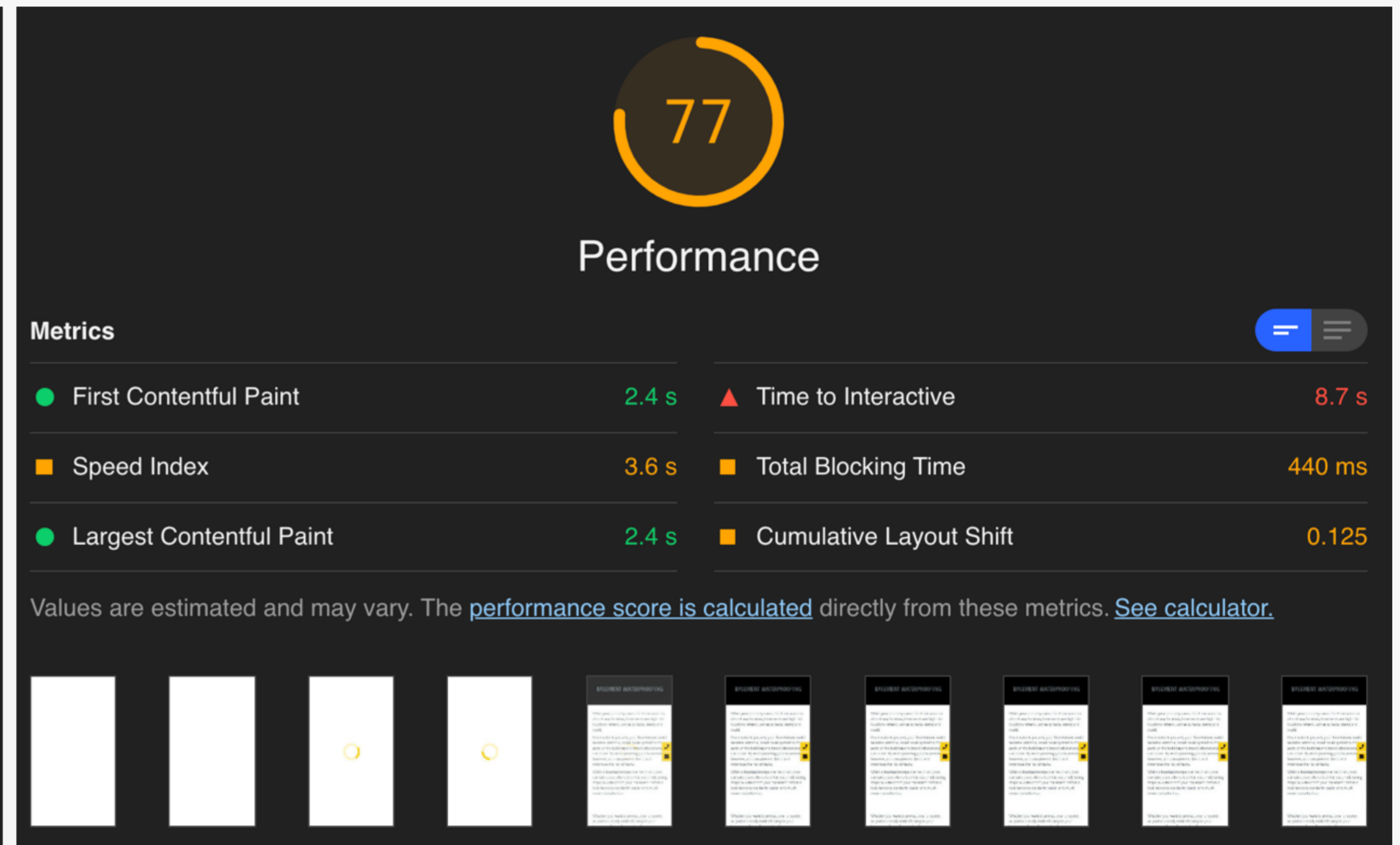
— Troy Burton, CEO at Rhino Foundation Systems

### WITHOUT HUCKABUY PAGE SPEED



The above scores are sourced from Google Lighthouse

### WITH HUCKABUY PAGE SPEED



## THE CHALLENGE

RHINO FOUNDATION SYSTEMS NEEDED AN EASY WAY TO OPTIMIZE SITE PERFORMANCE, WITH FEW ENGINEERING RESOURCES.

Rhino Foundation Systems is a Utah-based foundation repair and concrete leveling company with service locations all across the state. Facing strong competition from other local businesses like Baseco and Davenport Foundation, Rhino Foundation Systems identified site performance — and user experience in general — as an opportunity to differentiate from the competition and generate more leads from estimate form fill-outs on the website. Both competitors were struggling with page speed as well, and with Google’s “Core Web Vitals” algorithm update launching in June, there was a big opportunity to gain a competitive advantage.

## THE SOLUTION



PAGE SPEED

With limited engineering resources to address site performance issues on their own, Rhino Foundation Systems opted to use Huckabuy Page Speed software to solve problems on their most important service and location pages. They were sold on the efficiency of improving page speed with a toggle in our product dashboard. As an early beta customer, we configured proprietary script timing and fold prioritization boosters on these pages to ensure that the most important content loaded and usable as quickly as possible. Additionally, standard performance tactics like code minification and image optimization were applied.

## THE RESULT

### IMPROVED PAGE SPEED + SITE PERFORMANCE

With the click of a button, Huckabuy increased Rhino Foundation Systems’ overall page speed scores, improved Core Web Vitals, and set them apart from industry competitors in terms of site performance.

Service page speed scores increased from 15 to 77 — a 62 point boost. Page Speed is Google’s overarching metric for site performance measurement.

Largest Contentful Paint (LCP) decreased from 5.5 seconds to 2.4 seconds. LCP is one of the new Core Web Vitals and measures how quickly the most important content loads above the fold.

Total Blocking Time (TBT), a lab proxy for another new Core Web Vital - First Input Delay (FID), decreased from 4,030 milliseconds to 440 milliseconds. FID measures the responsiveness of a web page’s buttons and links.

### OVERALL SITE PERFORMANCE



### LARGEST CONTENTFUL PAINT (LCP)



### TOTAL BLOCKING TIME (TBT)

