



SUPERCHARGED WEBSITE MONITORING

INTELLIGENT PAGE MONITORING TECHNOLOGY (IPM)

40% of users abandon a website that takes more than 3 seconds to load
AKAMAI

75% would not return to a site that took more than 4 seconds to load
AKAMAI

47% of users expect a web page to load within 2 seconds or less
AKAMAI

Every 100ms of page latency reduced Amazon's sales by
AMAZON

1%

1 second delay in page response can reduce conversions by
TAG-MAN

7%

Each second cut from load time increased overall conversions by
WALMART

2%

WHAT IS AN IPM?

IPMs measure the parts of your web pages that uptime monitors don't.

This includes major customer-affecting issues like poor performance and on-page errors. Your site may be slow and full of errors and your uptime monitor will be none the wiser. Think of this as **deep page inspection**.

IPMs run regularly, day and night from anywhere in the world. The monitor behaves like a real user - using a browser that downloads the entire page. This means the IPM can record and analyse each page element, detect subtle and

hidden errors and identify where every resource is hosted via geo-tagging.

EARLY WARNING SYSTEM

Tracking page speed can also help to identify emerging problems. It's often possible to detect a slowdown in performance prior to an outage. Unlike standard Uptime monitors, IPMs offer a way to detect this change in behaviour.

IPMs can be configured with a page load time threshold. Once set, RapidSpike will alert you if the load time exceeds what you deem to be normal - providing valuable time to react to a potentially emerging problem.

COMMON IPM USES

- **Measure performance of your key pages**
Record the total load time of any/all vital pages - improve their SEO value and learn where optimisation is needed.
- **Track resource distribution**
Use geo-tagging to find out where in the world your key page elements are hosted, and what impact that has on performance.
- **Monitor 3rd party code**
Receive alerts if any essential 3rd party plugins fail to load - great for monitoring ecommerce gateways and social sharing widgets.
- **Continuous real browser testing, 24/7.**



HOW CAN RAPIDSPIKE HELP MONITOR YOUR WEBSITE or APPLICATION?

WHY MONITOR WITH AN IPM?

Monitoring with IPMs allows you to take a deeper look into the performance of your website or web application.

IPMs help you to create a baseline of performance so you can identify when your app starts to slow down, outlining emerging problems early so that outages can be avoided.

The IPM will record full request and response headers for every element on the page. This includes useful information like download speed (broken down into request phases), file size, status codes and hosting IP address - which we then geo-tag with a real-world location.

Using this data we then create a series of compelling charts and graphs, allowing you to analyse your page data in a way that is completely impossible with a standard uptime monitor.

WHY RAPIDSPIKE?

RapidSpike IPMs can be created with a single click. You can then run your IPM via one or more worldwide locations. This enables you to simulate users and analyse data from multiple locations, so you can work on optimising your hosting and improving user experience.

The system will then send alerts based on set criteria: load speed, missing elements, etc.

IPM VS UPTIME MONITORING

How an IPM compares to traditional uptime monitors, such as Ping, TCP and HTTP:

UPTIME	IPM	
✓	✓	Notifies if an outage occurs
✗	✓	Measures download speed
✗	✓	Alerts on failing elements
✗	✓	Identifies slowest resources
✗	✓	Geo-locates every element
✗	✓	Alerts when a page slows
✗	✓	Baselines performance
✗	✓	Captures page screenshot

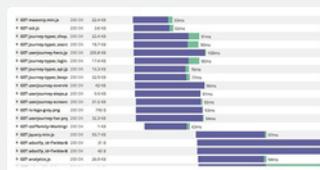
WHAT DATA DO WE COLLECT?

Screenshots



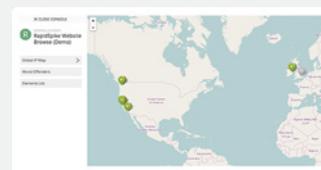
Takes a screenshot of the page showing you exactly how your website/app looked at the point that the monitor ran.

HAR Files



HTTP Archive (HAR) files in a 'waterfall' view, showing speed, size, request and response headers of every element.

Geo Tagging



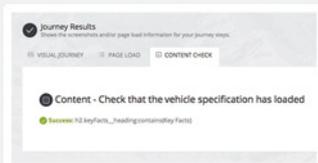
Geo-locate all elements based on IP Address and displayed in an interactive map view.

Performance Baselines



Track ongoing performance and benchmark your app speed, giving powerful performance data analysis.

Page Interactions



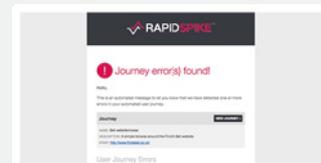
Check for specific content - such as a search result or heading - and automatically alert if it's missing.

Elements Lists

1	https://my.rapidspike.com/headers/headers.html?test	html	356ms
2	https://my.rapidspike.com/headers/headers.html?test	html	467ms
3	https://my.rapidspike.com/headers/headers.html?test	html	588ms
4	https://my.rapidspike.com/headers/headers.html?test	html	699ms
5	https://my.rapidspike.com/headers/headers.html?test	html	810ms
6	https://my.rapidspike.com/headers/headers.html?test	html	921ms

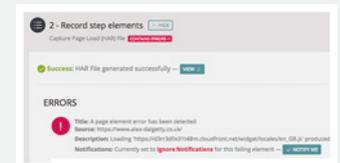
A sortable, filterable list of all elements loaded so you can identify by location, speed and size.

Threshold Errors



Set a speed threshold for the monitor and get automatic alerts when this is breached.

Element Errors



Receive alerts when errors occur on any on-site page element or third party plugin loaded by the monitor.