

ASSUMPTIONS:

- ≥500 Products
- \$4k Sales per month
- 100 Transactions per month
- Excludes Payment Processor
- Excludes Designer / Developer Costs
- Performance Scores are for Desktop

BIG COMMERCE SITE:

Tested Page = <https://cordovaoutdoors.com/products/20-qt-basecamp-class-hard-cooler>



According to Google: A “good” Big Commerce performance score is typically defined as ≥50, with scores ≥70 considered great. Average Page Load speeds are 2 - 3 seconds.

- \$244 per month
- 57 of 100 Performance Score
- 31x more File Requests
- 60x Larger Page Size
- 5.2x Slower Page Load

DISTYMAN 0.5kP:

Tested Page = <https://distyparts.com/product/2210504651>

- \$250 per month
- 100 of 100 - Perfect Performance Score
- 31x Fewer File Requests
- 60x Smaller File Size
- 5.2x Faster Performance

	BigCommerce Core	DistyMan 0.5kP	Winner
Licensing	\$29 Billed Annually	\$250 Billed Monthly	BigCommerce✓ \$244 vs \$250
Transaction Fees	\$60 +0.30 per transaction	- none	
Apps	\$185 \$75-\$300+ per month (typ)	- Included	
Themes <small>(one-time cost)</small>	100+ Official Themes Thousands of 3rd Party Themes	Unlimited - any template	DistyMan✓
Category & Project Layouts	Up to 20 Layouts / Templates	Unlimited html designs: * Global Template * Overrides at every category * Overrides at every individual product	DistyMan✓
Add-Ons	Thousands	Any code / java allowed	similar
Shipping Calcs	Include	Included	similar
API Automation	negotiated fee	negotiated fee	similar
CRON Automation	not available	Included with simple interface	DistyMan✓
Importing	Match their single csv template	Unlimited Import Mappings	DistyMan✓
Google Lighthouse Algorithm <small>(desktop)</small>			DistyMan✓
File Requests	466	15	
Page Size	8.8MB	0.145MB	
Page Speed	2,600ms	500ms	

The Value of Performance

per Google AI (Gemini)

A perfect performance score of 100 correlates with lowest bounce rates, best user experience, engagement and conversion while improving long-term page rank.

A well-optimized 0.145MB page may climb several positions (e.g., from #10 to #3) over a 3.3 MB competitor with identical content.

Page speed of 500ms versus 2,600ms significantly improves user engagement and conversion rates benefitting page rank.

Moving up just one position in SEO's top 10 can increase click-through rates (CTR) by 30.8%.

Every 100ms of delay decreases conversion rates by up to 7%. A 500ms delay causes a 26% increase in frustration and 8% decrease in engagement.