

ASSUMPTIONS:

- ≥100,000 Products
- \$500k Sales per month
- 10,000 Transactions per month
- Excludes Payment Processor
- Excludes Designer / Developer Costs
- Performance Scores are for Desktop

BIGCOMMERCE SITE:

Page Tested = <https://www.gearappliances.com/appliance/GF-Profile-ENERGY-STAR-27-9-Cu-Ft-Smart-4-Door-French-Door-Refrigerator-with-Kitchen-Assistant-PVD28HYFS>



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.

- \$7,500 per month
- 57 of 100 Performance Score
- 28x more File Requests
- 152x Larger Page Size
- 4.6x Slower Page Load

DISTYMAN 100kP:

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

- \$5,000 per month
- 100 of 100 - Perfect Performance Score
- 28x fewer File Requests
- 152x Smaller File Size
- 4.6x Faster Performance

	BigCommerce Performance	DistyMan 100kP	Winner
Licensing	\$4,000 3 Year Term	\$5,000 Billed Monthly	DistyMan✓
Transaction Fees	\$3,000 +0.30 per transaction)	- none	\$7,500 vs \$5,000
Apps	\$500 \$200 - 800 Typically	- Included	
Themes (one-time cost)	100+ Official Themes Thousands of 3rd Party Themes	Unlimited - any html template	DistyMan✓
Layouts	Up to 20 Layouts / Templates	Unlimited html designs: * Global Template * Overrides at every category * Overrides at every individual product	similar
Add-Ons	Thousands	Any code / java allowed	similar
Shipping Calcs	not available	Included	DistyMan✓
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 (desktop)			DistyMan✓
File Requests	432	15	
Page Size	22.1MB	0.145MB	
Page Speed	2,330ms	500ms	

The Value of Performance

per Google AI (Gemini)

A perfect performance score of 100 offers 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 3.7 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.