

ASSUMPTIONS:

- ≥1,000 Products
- \$15k Sales per month
- 500 Transactions per month
- Excludes Payment Processor Costs
- Excludes Designer / Developer Costs
- Performance Scores are for Desktop

BIG COMMERCE SITE:

Page Tested = <https://www.americanleather.com/products/alora-comfort-sleeper/>



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.

- \$414 per month
- 46 of 100 Performance Score
- 7.9x more File Requests
- 42x Larger Page Size
- 5.9x Slower Page Load

DISTYMAN 1kP:

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

- \$500 per month
- 100 of 100 - Perfect Performance Score
- 7.9x fewer File Requests
- 42x Smaller File Size
- 5.9 Faster Performance

	BigCommerce Growth	DistyMan 1kP	Winner
Licensing	\$79 Billed Annually	\$500 Billed Monthly	BigCommerce✓ \$414 vs \$500
Transaction Fees	\$150 +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 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 <small>(desktop)</small>			DistyMan✓
File Requests	119	15	
Page Size	6.2MB	0.145MB	
Page Speed	2960ms	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 4.1 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.