Optimize: Average Request Count

The number of individual pieces of content needed to display the entire page (lower is better).

*Best Practice: Fewer Than 50*

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**Optimize: Average Request Count**

*United States*

- Automotive: 119
- Business & Industrial Markets: 83
- Classifieds & Local: 78
- Finance: 84
- Media & Entertainment: 95
- Retail: 129
- Technology: 140
- Travel: 105

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**Optimize: Average Request Count**

*United Kingdom*

- Automotive: 111
- Business & Industrial Markets: 83
- Classifieds & Local: 86
- Finance: 81
- Media & Entertainment: 73
- Retail: 122
- Technology: 113
- Travel: 119
Weight:
Average Page Weight Bytes
The total size of a web page, measured in bytes (lower is better).

Best Practice: Less Than 500KB
Weight: Average Page Weight Bytes

United States

- Automotive: 2.1MB
- Business & Industrial Markets: 1.6MB
- Classifieds & Local: 1.6MB
- Finance: 1.3MB
- Media & Entertainment: 1.9MB
- Retail: 2.1MB
- Technology: 2.3MB
- Travel: 2MB

Weight: Average Page Weight Bytes

United Kingdom

- Automotive: 2.6MB
- Business & Industrial Markets: 1.8MB
- Classifieds & Local: 1.6MB
- Finance: 1.3MB
- Media & Entertainment: 1.7MB
- Retail: 2.2MB
- Technology: 1.9MB
- Travel: 1.8MB

Weight: Average Page Weight Bytes

Germany

- Automotive: 2.6MB
- Business & Industrial Markets: 1.5MB
- Classifieds & Local: 1.2MB
- Finance: 1.3MB
- Media & Entertainment: 1.4MB
- Retail: 2MB
- Technology: 1.7MB
- Travel: 1MB
Speed: Average Speed Index

How quickly the page displays content to users (lower is better).

Best Practice: Under 3 seconds
Speed: Average Time to First Byte

How fast and responsive a web server is in a specific category (lower is better).

Best Practice: Under 1.3 seconds

**Speed: Average Time to First Byte**

United States

- Automotive: 2 sec
- Business & Industrial Markets: 2.7 sec
- Classifieds & Local: 2.2 sec
- Finance: 2.4 sec
- Media & Entertainment: 1.8 sec
- Retail: 1.9 sec
- Technology: 2.1 sec
- Travel: 2.2 sec

**Speed: Average Time to First Byte**

United Kingdom

- Automotive: 2.3 sec
- Business & Industrial Markets: 2.0 sec
- Classifieds & Local: 2.2 sec
- Finance: 2.1 sec
- Media & Entertainment: 2.5 sec
- Retail: 1.9 sec
- Technology: 2.1 sec
- Travel: 2.4 sec
### Speed: Average Time to First Byte

#### Germany
- Automotive: 2.2 sec
- Business & Industrial Markets: 2.2 sec
- Classifieds & Local: 2.2 sec
- Finance: 2.7 sec
- Media & Entertainment: 2.2 sec
- Retail: 2.3 sec
- Technology: 2.8 sec
- Travel: 2.7 sec

#### Japan
- Automotive: 1.8 sec
- Business & Industrial Markets: 1.9 sec
- Classifieds & Local: 1.8 sec
- Finance: 1.5 sec
- Media & Entertainment: 1.8 sec
- Retail: 1.7 sec
- Technology: 1.6 sec
- Travel: 1.6 sec