| Case Study
| Isaacs & Isaacs

Page Speed Case Study

About Isaacs & Isaacs

Practice Area

Personal Injury

Challenge

Slow Page Load

Location

Kentucky

| Abstract

Isaacs & Isaacs, a successful personal injury firm, received a less than optimal pagespeed score, and theorized that add ons — including live chat — were impacting the rate with which pages loaded. Ngage Live Chat, in collaboration with Wildeman Consulting Group and AimClear, a digital marketing agency, conducted live tests and was able to demonstrate that live chat application and service had zero impact on the site's pagespeed score. These results were replicated when added directly via PHP, via Google Tag Manager, and Wordpress.

| Situation

Client voices concerns over page speed assessment results

PageSpeed Insights can help a law firm or business determine where their site needs improvement and ultimately, help create a better experience for the visitor. Core Web Vitals Reports help detail how your website pages are performing based on real world data. Core Web Vitals focus on three major areas[1]:

1. LCP (largest contentful paint): The time it takes for a page's main content to load.

2. FID (First Input Delay): The time it takes for a page to become interactive.

3. CLS (Cumulative Layout Shift): The amount of unexpected layout shift of visual page content.

Personal injury firm Isaacs & Isaacs produced a pagespeed score with room for improvement during a routine audit of the site by Dan White of Wiideman Consulting Group. While most of the site performance achieved green scores in critical performance areas, two areas prevented perfect scores: Google's Mobile Page Speed Insights and Lighthouse.

The scripts within Google's own Tag Manager and Ngage's Live Chat were highlighted as potential issues. White and his team built PHP pages outside of the Wordpress site to test both. When test results failed to yield further clues to the issue, he reached out to Ngage and AimClear to work together towards improvement.

Within a matter of days, collaboration between Ngage, Joe Warner of AimClear and White was underway.

| Process

Ngage teams up to assess root cause of issues

First, the Ngage team double checked to see if there were any existing custom implementations of the Ngage live chat code previously added specifically for Isaacs & Isaacs. Ngage made sure that the Ngage script was set to its standard specifications to ensure that it was functioning as intended. This review helped ensure that the Ngage live chat code was optimized for speed.

Next, Alex Hambrick, Ngage's VP, and Aaron Dillon, Ngage's VP of Operations, then joined forces with Warner and White to test. Shortly thereafter, they noticed a dramatic page score improvement and the WordPress page indicated green Mobile Page Speed Insights scores — a rarity, especially in the legal industry.

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1.   SOURCE: HTTPS://WWW.SEARCHENGINEJOURNAL.COM/GOOGLE-CORE-WEB-VITALS-RANKING-SIGNALS/387142/#CLOSE

| Outcome

Ngage Optimizations 10/1/20 vs 9/25/20

URL	WPT	G Mobile	G Desktop	WPT Lighthouse
WP- Homepage Template	↑	↓	↑	↓
WP- Main Selling Template 1	=	=	↑	↓
WP- Main Selling Template 2	=	↑	↑	↑
WP- Main Selling Template 3	=	↓	↑	↑
WP - Supportive Sales Template 1	↑	↑	↑	↑
WP - Supportive Sales Template 2	↑	↑	↓	↓
WP - Supportive Sales Template 3	↑	↑	↓	↓
WP - Content Marketing Template 1	↑	↓	↑	↑
WP - Content Marketing Template 2	↑	↑	↓	↑
WP- Main Selling Template 2	↑	↑	↑	=
WP - Main Blog	=	↓	=	↑
WP - Blog Category	↑	↑	↑	↓
WP - Blog Post	↑	↑	↓	=
WP - Custom Page	↑	↑	↓	↓
WP- Main Bio Page	=	↓	=	↓
WP- Other Bio Page	↑	↓	↑	↓
WP- Privacy Policy	↑	↑	↑	↑
WP- Contact Us Page	=	↓	↑	↑
PHP - Template 1	↓	↑	↑	↑
PHP - Template 2	↓	↑	=	↑

The group conducted further testing by implementing the Ngage live chat code in a variety of different ways to see if there would be a difference in the scoring reports. The live chat code was implemented directly via PHP, Google Tag Manager, and added using templated files of the site via Wordpress. No matter how the code was implemented, the group demonstrated that Ngage live chat had no impact, positive or negative, on the Core Web Vitals scores.

With regard to the result, Warner states, "Optimizing for Core Web Vitals is difficult. This is compounded by the fact that many 3rd party scripts, while necessary, are often not optimized themselves, which prevents optimal scores. Typically, working with a 3rd party to optimize their own scripts is a non-starter. The collaboration with Ngage was exactly how it should be, and it was a pleasure to work with both Ngage and Wiideman to solve the problem on our client's behalf."

Notes White, "The collaboration helped deliver a true unicorn for mobile pagespeed insights, and we look forward to continuing the trend."

At Ngage, we're committed to helping you better connect with potential leads visiting your website. And we know you should never have to sacrifice the health of your site to grow your practice, offering you effective live chat with minimal site impact.

You've read what these collaborators have said about Ngage – see what else our clients have to say about us here.