

# Protect Your Site's Performance

Detect and isolate tags that slow down your load time

## Slow-loading tags destroy the customer experience

You want your customers to have an amazing experience engaging with your brand online.

But if your site takes too long to load, then potential customers can click away or you can damage your search engine rankings.

Third-party and piggyback tags are often to blame. They increase server requests and slow down page load.

Fixing performance isn't always as easy as turning a tag off. Isolating the source and effect of tags on page load time is difficult.

### So what can you do?

#### Monitor, flag, and isolate poor page performance on your site

Neither you nor your customer should have to suffer because a vendor has extra tags hitching a ride.

ObservePoint's auditing technology identifies and alerts you when page performance falls below your standard, while also helping you isolate which tags contribute to slow load times.

## Monitor for Poor Page Performance

1. Establish a threshold for page performance.
2. Paste the URLs of the pages you want to monitor for performance in a new Audit.
3. Set the audit to run on a regular schedule.
4. Receive notifications whenever a page takes too long to load.

## Isolate the Source of Piggyback Tags

1. Review your Audit report to identify a potential parent tag.
2. Use ObservePoint's Remote File Mapping to block the script from loading during the Audit.
3. Test to determine if the piggybacking tag was blocked as well.

## Isolate the Effects of Tags on Performance

1. Review your Audit report to identify a potential culprit of poor performance.
2. Use ObservePoint's Remote File Mapping feature to block the script from loading during the Audit.
3. Compare performance with and without the tag.

