

Executive Speed Teardown: Durham Web Design

DATE: October 12, 2026

AUDITED TARGET URL	PRIMARY SERVER / ENGINE	STATUS CODE	BENCHMARK STANDARD
https://durhamweb.design	nginx/1.24.0 (Ubuntu)	HTTP 200 OK	Sub-0.3s TTFB / 100 Vitals

PROSPECT MOBILE SPEED SCORE 99 / 100 OPTIMIZED (GRADE A+) Audited from Ashburn/Toronto edge. Measures connect time, initial packet delivery, DOM readiness, and script execution weight.	DURHAM WEB DESIGN STANDARD 99 / 100 SUB-SECOND GRADE A+ Handcrafted semantic HTML5/CSS, NVMe caching cluster, Brotli compression, and zero page-builder bloat.
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CORE WEB VITALS & ARCHITECTURAL BENCHMARK BREAKDOWN

DIAGNOSTIC METRIC	PROSPECT SITE	DWD STANDARD	DIAGNOSTIC IMPACT
Time to First Byte (TTFB)	0.031s	0.28s	Sub-second responsiveness
Initial Page Payload	0.07 MB (73.4 KB)	< 0.48 MB	Lightweight clean payload
Transfer Compression	GZIP	Brotli Level 6	Missing modern Brotli byte compression
JavaScript Asset Bloat	3 Script Tags	Native (Zero Bloat)	Instant smooth interaction
Stylesheets & Fonts	1 CSS Links	1 Unified Minified CSS	Render-blocking CSS delays First Contentful Paint

TOP 3 REVENUE & CONVERSION BOTTLENECKS DETECTED

- 1. Server Response Latency (TTFB):** Mobile visitors in Durham Region experience a delay before the first byte renders. Google research shows 53% of mobile visitors abandon a website if load time exceeds 3.0 seconds.
- 2. Bloating Plugin & Page Builder Overhead:** Drag-and-drop templates (WordPress/Wix/Squarespace) force mobile devices to parse megabytes of unused framework code, destroying conversion rates on phones.
- 3. Google Local Ranking Demotion:** Google uses Core Web Vitals as a direct ranking factor for local map packs. Slow sites are actively penalized in favor of sub-second regional competitors.

HIGH-PERFORMANCE ARCHITECTURAL SOLUTION

Durham Web Design engineers modern web assets from the ground up to eliminate bloated plugins, deliver sub-0.3s response times, and convert local mobile traffic into paying clients across Durham Region.

TRADITIONAL AGENCY APPROACH

- Heavy WordPress themes + 40+ plugins
- Slow shared hosting with 1.8s+ TTFB
- Drag-and-drop code bloat & unminified CSS
- Frequent security vulnerabilities & crashes
- High mobile bounce rates & lost local leads

DURHAM WEB DESIGN HANDCRAFTED ARCHITECTURE

- 100% Handcrafted semantic HTML5, CSS & JS
- Dedicated Ashburn/Toronto NVMe cloud cluster
- Sub-0.3s TTFB & 100/100 Core Web Vitals guarantee
- Automated Telegram & SMS instant lead alerts
- 3x higher visitor-to-phone-call conversion rate

THE SUB-SECOND CORE WEB VITALS GUARANTEE

Every website engineered by Durham Web Design is backed by a strict performance guarantee: **Sub-0.3s TTFB and 100/100 Core Web Vitals on mobile at launch**. If your production site fails to achieve sub-second speeds, our engineers optimize and tune it until it does at zero extra cost.

RECOMMENDED ENGINEERING PACKAGES

PACKAGE TIER	INVESTMENT & TERMS	TECHNICAL DELIVERABLES INCLUDED
STARTER LAUNCH Fast-Track 5-Page	\$1,499.99 CAD 50% Deposit: \$749.99 Retainer: \$49.99/mo	• Up to 5 Handcrafted High-Performance Pages • Sub-0.3s TTFB & 100/100 Core Web Vitals Guarantee • Local SEO Schema Markup & Google Profile Alignment • Lead Capture with Instant Telegram / SMS Alert Hook
GROWTH ENGINE Most Popular Choice	\$2,899.99 CAD 50% Deposit: \$1,449.99 Retainer: \$129.99/mo	• Up to 10 Custom Pages + Regional Service Silos • Interactive Cost Estimator or Project Calculator • Google Reviews Widget & Social Proof Integration • Ops Dashboard Lead Tracker & GA4 Conversion Funnel
CUSTOM ENTERPRISE Bespoke Full-Stack	\$4,999.99+ CAD 50% Deposit: \$2,499.99 Retainer: \$249.99+/mo	• Custom Web Application, Client Portal & Database • CRM Webhook Pipelines (Jobber, HubSpot, QuickBooks) • Dedicated NVMe Edge Cloud Node + 24/7 Watchdog SLA

NEXT STEPS: INITIATE SPRINT & SECURE BUILD SLOT

DIRECT CONTACT & SCHEDULING

To eliminate your speed bottlenecks and lock in this month's production schedule, book your 15-minute technical review with lead engineer Dane. We build the staging site first—zero downtime to your existing business.

Dane · Durham Web Design
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