

Blueprint because it
is more efficient,
faster and

[Business](#), [E-Commerce](#)



Blueprint vs. Stencil Blueprint BigCommerce store owner might know very well that BigCommerce has silently discontinued the on-call support for blueprint platform. It gives the clear signal to the blueprint store owner that it's time to upgrade to Stencil and get the better performing platform with the advanced feature which will help them in growing their online business. Many store owners are still happy with the blueprint and thinking Why we should switch? To answer that; Stencil isn't just a BigCommerce update: it's a new framework with better functionality and feature for your e-commerce site. The stencil is the better framework in compare to the blueprint because it is more efficient, faster and easier to work on it, secondly, its functionalities are on click to integrate based not depended on coding, so if you're not a developer then also you can manage it by yourself. If you are thinking to switch to stencil but hesitate to get into the all those hassle which you face during your Blueprint store development, so don't worry many website development companies are entering into stencil development and they can upgrade your website maintaining all feature and functionality that you don't want to change their design or customizations done in there website. Metrics of Stencil for BigCommerce A research conducted on two sample sites base on BigCommerce: one developed on on Blueprint and another one developed on Stencil.

These sites have same theme, products, with no customization in framework, so that it couldn't be affected due to any factor. Test showed below following result that Stencil performed significantly better across the board: Stencil in compare to Blueprint it has 15% faster load time. Stencil have 0. 8 seconds lower load time as compared to Blueprint.

Stencil had 49 fewer pin requests to server compare to blueprint during loading. The total page size of Stencil is was 294 KB less than Blueprint. If you are still not convinced, then please check few more eye staggering benefits of upgrading to Stencil. Stencil is Efficient and Faster As you already know now from the above Stats that Stencil load much faster, and faster pages gives a better signal to Google SEO algorithm which helps you in getting better rankings positions and also create the good customer experience.

Studies show that reduction in every millisecond helps you in improving your conversion ratio. According to Kissmetrics study, a 1-second delay in website load time can reduction 7% in the purchase order, meaning if your e-commerce business does \$5, 000 a day, a 1-second delay could cost you \$125, 000 a year. As per the above stats that Stencil loading time is almost 1 second faster compare to Blueprint. That can translate into more sales for your business. Stencil Is efficiently Coded Let's get into a little bit technical. The stencil is good because of its code very smartly: Now codes are low length scripts which can be efficiently and easier to customize. In Stencil, SCSS and Javascript files are minified and its HTML is more efficient to adopt the new level of design customization.

Due to less irrelevant code, developers can work easily in framework instead of coding additionally on top of it. Because of cleaner code, stencil gives us the framework where anyone can build a better-performing website. Stencil highly SEO optimized SEO has many things like page speed, text-to-code

ratio and many more attributes which affect your search engine page ranking.

The stencil has been optimized on many SEO attributes like inbuilt sitemap generator, easy migration to HTTPS option, predefine Robots. txt file and etc..

to boost your SEO performance and with the little knowledge in SEO, you can be in the first pages of Google search. In addition, Stencil has been made compatible with Google AMP to further lower down the loading time, enhanced code structure, and more improve HTML for website readability. AMP is Google framework to help websites load faster on mobile.

If a website has AMP pages, it will appear on Google top results with AMP logo near your displayed URL. This feature, combined with Stencils can significantly improve your website SEO. Upgrade To Stencil Today! Do connect with BigCommerce experts and Stencil development company specialize in hassle-free site upgrades with bigcommerce experts you don't require to take your site offline for a single day and no need to compromise on your design.