

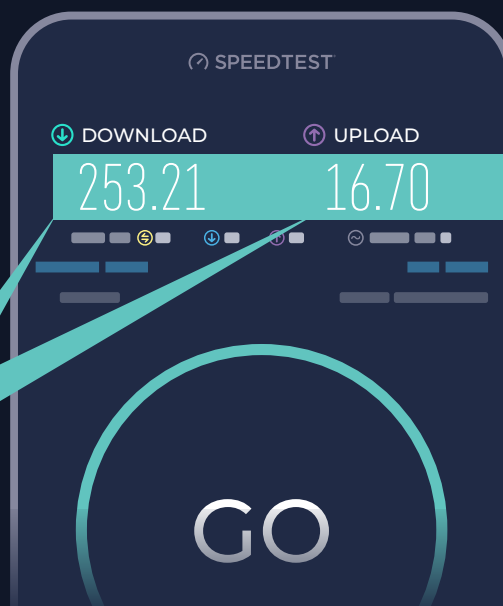


Understanding Internet Performance

Delivered vs. Experienced

Internet Service Providers (ISPs) typically have a number of different plans, each promising a different tier of speed.

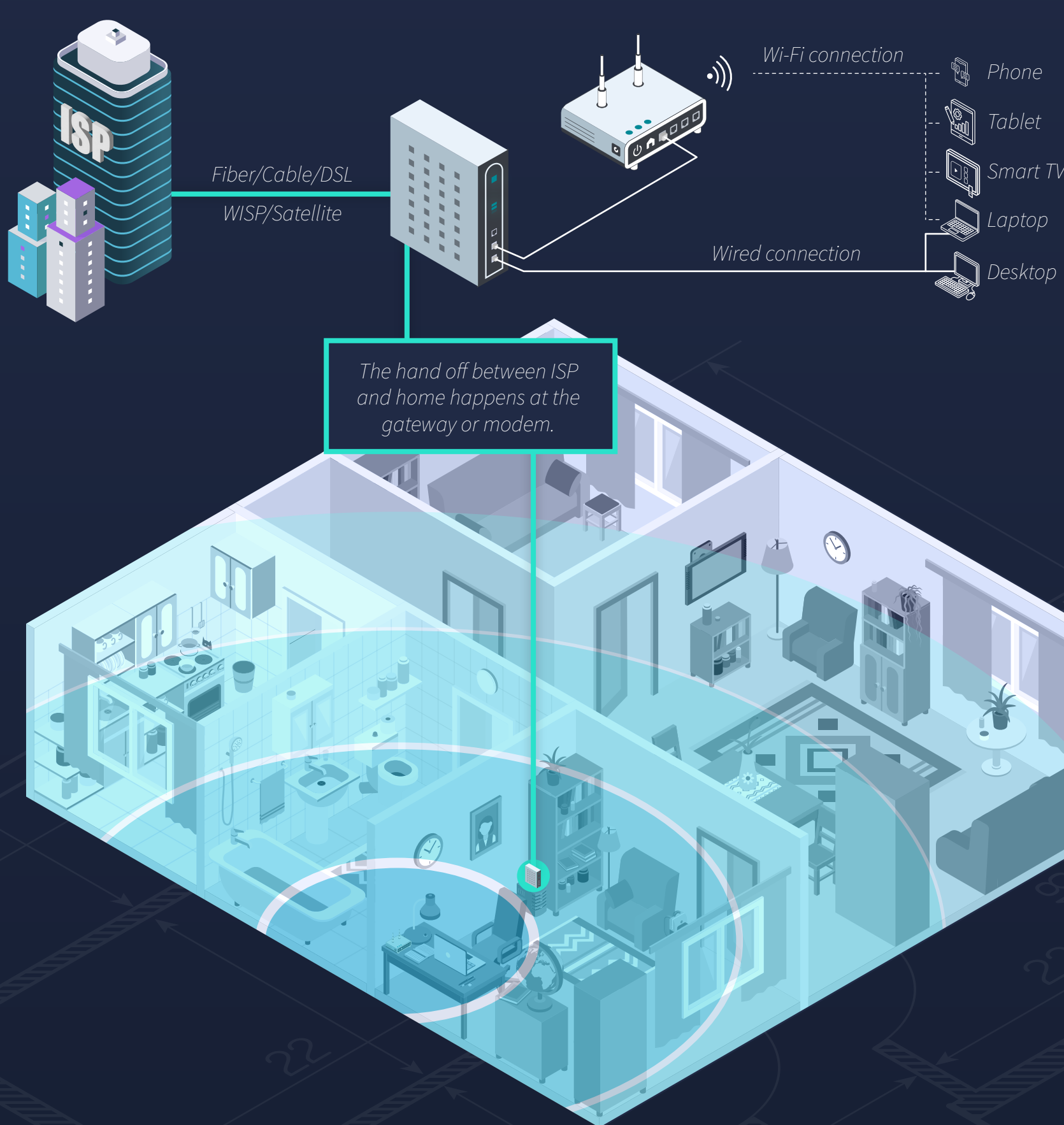
Broadband Facts	
[Placeholder for Broadband Facts]	
Speeds Provided with Plan	
Typical Download Speed	300.00 Mbps
Typical Upload Speed	20.00 Mbps
Typical Latency	7 ms



But when it comes to internet speed, what you experience isn't always what the ISP is delivering.

The Complexity of Internet Speed

From ISP to Gateway to end-user device



Why speeds differ beyond the Gateway



Age of equipment

Older equipment, particularly routers, can't handle today's advanced throughput speeds



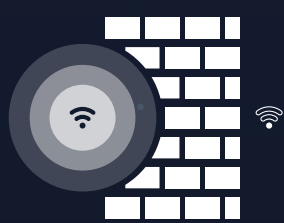
Type of equipment

Mesh systems can increase coverage but can also limit speeds by assigning only a portion of the available bandwidth to each Wi-Fi extender



Ethernet vs. Wi-Fi

A direct ethernet connection means better performance, but most users and devices are Wi-Fi first (and in many cases, Wi-Fi only)



Router location

The distance from your router and the types of walls and other objects in the way can negatively impact performance

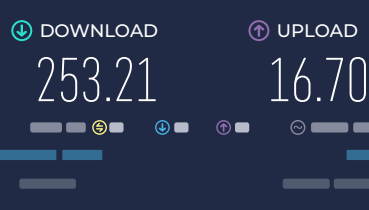
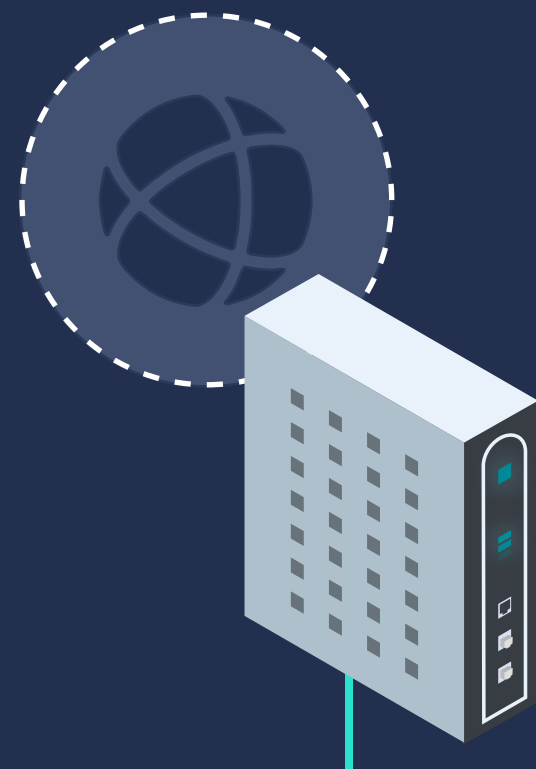


RF interference

Devices like microwaves, baby monitors, and wireless headsets can cause interference and reduce speeds

Speed Matters: Making the Most of Your Internet Connection

Understanding the path your internet takes — from your ISP to the gateway to your device — helps explain why experienced internet performance might not always match the speeds promised on a provider's Consumer Broadband Label.



If your Speedtest results are significantly lower than the speeds you pay for, try placing your router in a central location away from any sources of interference, while also making sure your equipment can handle your plan's speeds. For more on troubleshooting your connection, check out our guide on [how to make sure you're getting the internet service you're paying for](#).