Why Does Website Speed Matter?

Site speed is growing in importance online as consumers become less patient and expect faster sites. Increased mobile traffic contributes to this trend as slower network speeds means sites need to load quickly.

- **Traffic** – Slow sites means less traffic as people leave your site instead of waiting for it to load.
- **User experience** – Users won't have a good experience with your site and are less likely to convert.
- **Search prominence** – Google de-prioritizes slow sites in search results.
- **Facebook traffic** – Facebook de-prioritizes content from slow loading sites in the newsfeed.
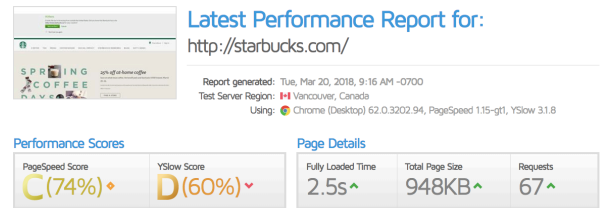
As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

How Can you Check your Website Speed?

There are a few tools that you can use to check your website speed.

- GTMetrix – www.gtmetrix.com – score and detailed breakdown of speed errors.
- Google Speed Test - https://developers.google.com/speed/pagespeed/insights/ - speed on mobile & desktop, score & issues.
- Google Mobile Speed Test - https://testmysite.thinkwithgoogle.com/ - mobile speed and any issues.

What is "good" Speed?

1) How fast is your site – Google suggests that you aim for under 3 seconds.
2) Are there errors preventing it from being faster – Regardless of your speed you can take action to fix these items to improve your site performance.

What Impacts Site Speed?

Site speed is generally a result of the following 3 elements. A report from GTMetrix or Google will provide you with details about which of these elements are causing your site to be slow.

1) Technical elements on the page – how code is organized and displayed and how the site is setup.
2) Content – content on the site and how it is presented and optimized (or not).
3) Hosting – the type of hosting you have and location.

How can you Fix your Speed?

Fixing site speed can be complex as it depends on the specific factors causing your site to be slow. The best approach is to run a report on GT Metrix and discuss with your web developer how to fix the issues that are impacting speed.