How to Get Great User Returns Out of Page Speed!

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How Analog Drives the Demand for Page Loading Speed

A user is a human being who has probably arrived on your website as a visitor--having come across a keyword they had been searching--and then followed the link.

Now, to digress for just a moment, it is essential to know that we humans see and hear the world in analog. The simplified version of analog is the ability to stream information through your senses, forming perceptions or analogies as you go.

In contrast, computers are digital, and they perform based on digital information, which is actually stored in a series of ones and zeros called a binary system.

Indeed, we all know how vast is the digital information that streams without ceasing across the world-wide-web. Additionally, we are well acquainted with the potential speed in which this information flows--based on the personal equipment and services in use by individual users.

Moving along deeper with this train of thought, into the secret world of freethinkers and free-flowing information, we find that speed has caused many of us to adopt a little "tudie" (attitude) called, impatience!

So then, maybe it is not that difficult to take the leap from impatience to satisfaction.

Why Website User Satisfaction Depends on Page Loading Speed

Granted, if a site visitor leaves satisfied--also meaning gratified, contented, and fulfilled--then it follows that "website user satisfaction" is the goal of any site owner who is planning for copious conversions.

Accordingly, for a user to quickly navigate a site, find what they are looking for, enjoy the ease of ordering an item, and believe they will receive their item(s) promptly--is the preeminent experience!

When a website performs inadequately, for whatever reason, sales lapse.

Visitors do not wonder, "What in the world could be slowing down this site?" They just leave.

Google has done a considerable amount of research on "speed as a competitive advantage," and results have shown that "speed, as perceived by the end-user, is driven by multiple factors" to include speed of results, browser load time, and ease of locating desired information.

Moreover, their "experiments have demonstrated that slowing down a search results page by 100 to 400 'milliseconds' has a measurable impact on the number of searches per user of -1.2% to -0.6%."

In conclusion, they noted that "While these numbers may seem small, a daily impact of 0.5% is of real consequence at the scale of Google web search--or indeed at the scale of most Internet sites.

Therefore, "because the cost of slower performance increases over time, and persists, we (Google) encourage site designers to think twice about adding a feature that hurts performance if the benefit of the feature is unproven." To read more--

Website Features that Can Reduce Page Loading Speed

Now, if you visit Google's PageSpeed Tools, you can enter your site name and draw a report that will guide you on how to fix the areas that are, or might be, causing problems with the speed of your site.

It is important, when you click on Google's "Reduce server response time," and read their recommendations--not to become daunted if it all looks like a foreign language to you.

Furthermore, Google advocates that your average response time is under 200ms (milliseconds). In addition, they also offer detailed instructions on ways to improve page speed and on how to avoid adding bells and whistles that use up memory in the background.

Among the many considerations which website owners must keep in mind are website overall ease-of-use, product page layout, depth/detail of site content, navigation, visual appeal, and the biggie--page loading speed.

To be sure, one or all of the things on the list above can affect site performance, which can also be further affected by plugins, landing page redirects, site caching, graphics, and other things.

In summary, to conclude that speed dramatically influences profit is to the benefit of your business. Contact us, we can help when it comes to interpreting the data and strategically improving your site's performance.

Finally, don't forget to consider your hosting company. If you are on a shared server, it will be difficult to obtain more speed unless you either upgrade to a private server or join a hosting company that has greater capacity. END.

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