

HOW LOADING TIME AFFECTS YOUR BUSINESS

HOW PERFORMANCE AFFECTS USERS BEHAVIOUR



- 47% consumers expect a web page to load in or under 2 seconds.
- 40% leaves website that takes more than 3 seconds to load.
- 79% of customers dissatisfied with website performance didn't buy from the same site again.
- 44% of online buyers will tell their friend about a bad experience.
- 75% of the 1,058 people asked would not return to websites that took longer than *four* seconds to load, claimed Akamai.

CASE STUDIES ON SITE SPEED PERFORMANCE

▶ **Ancestry.com** recorded a 7% positive rise in conversions after improving the render time of web pages by 68%, reducing page bloat by 46% and reducing load time by 64%.

▶ A presentation by **AliExpress** claimed they reduced load time for their pages by 36% and recorded a 10.5% increase in orders and a 27% increase in conversion rates for new customers.

▶ **Artificial latency** added to the **Telegraph** resulted in page views dropping by 11% for a 4s delay and 44% for a 20s delay.



▶ The **Trainline** reduced latency by 0.3s across their funnel and revenue increased by an extra £8 million a year.

▶ A survey by **Radware**, in which more than 2,500 online consumers in the US and UK found that two thirds (67%) of UK shoppers and more than half (51%) of those in the US said that site slowness is the top reason they'd abandon a purchase

HOW PAGE LOAD TIMES WORK

- ▶ User enters a URL.
- ▶ Browser makes a request to the server through the network.
- ▶ The request is processed by the web server.
- ▶ Web server sends the response back to the browser.
- ▶ Browser starts receiving the requested page (known as time to first byte).
- ▶ Browser parses, loads, and renders the page content.
- ▶ The entire requested page becomes available on the browser.

DID YOU KNOW

Small tweaks can shave time off and can help boost your rankings.

