



Improve Website Speed to Increase Your Conversion Rate

ZAHID ARAMAI

Web Developer of KLCube Network & ZahidAramai.Com

About Zahid Aramai

Why Is Speed So Important?

Why Is It Important For Conversion Rate?

Can Load Times Affect Your Conversion Rate?

How To Improve Site Speed?

Tools To Improve Website Speed

What Impact Does Site Speed Have On SEO?

Next Step...?



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Design don't happen. I create them.



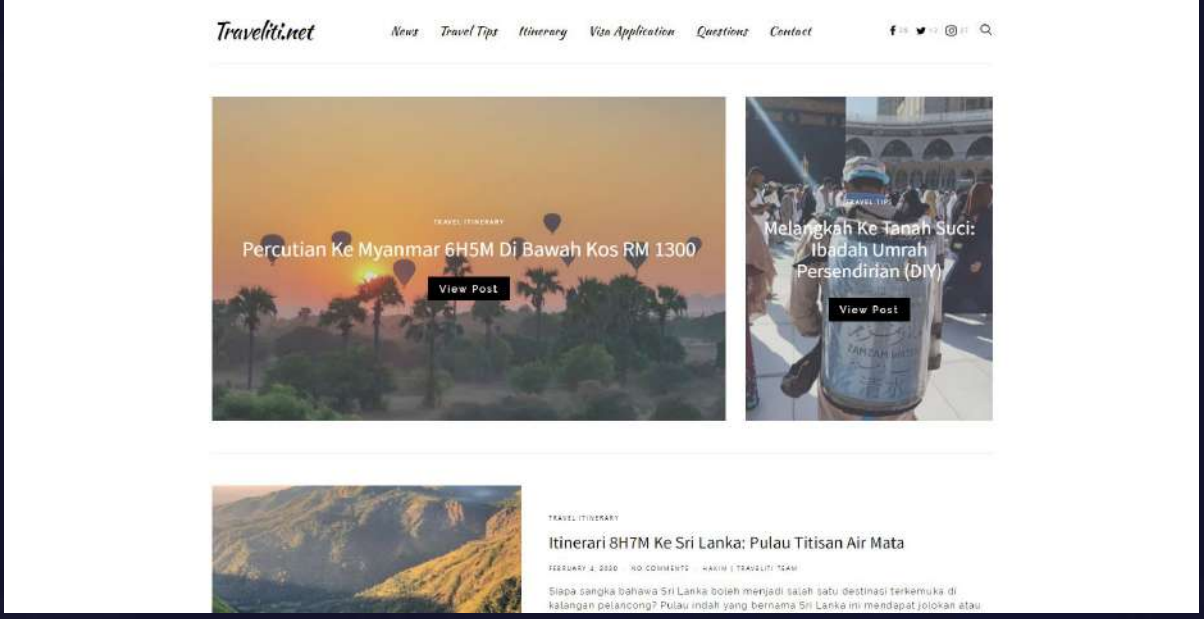
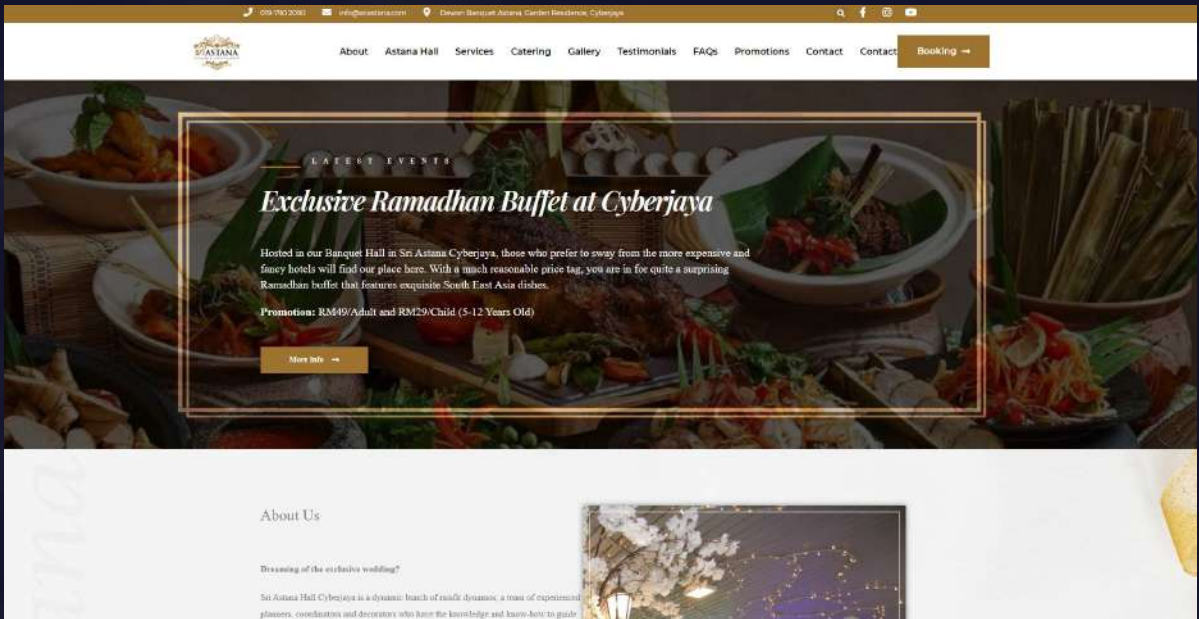
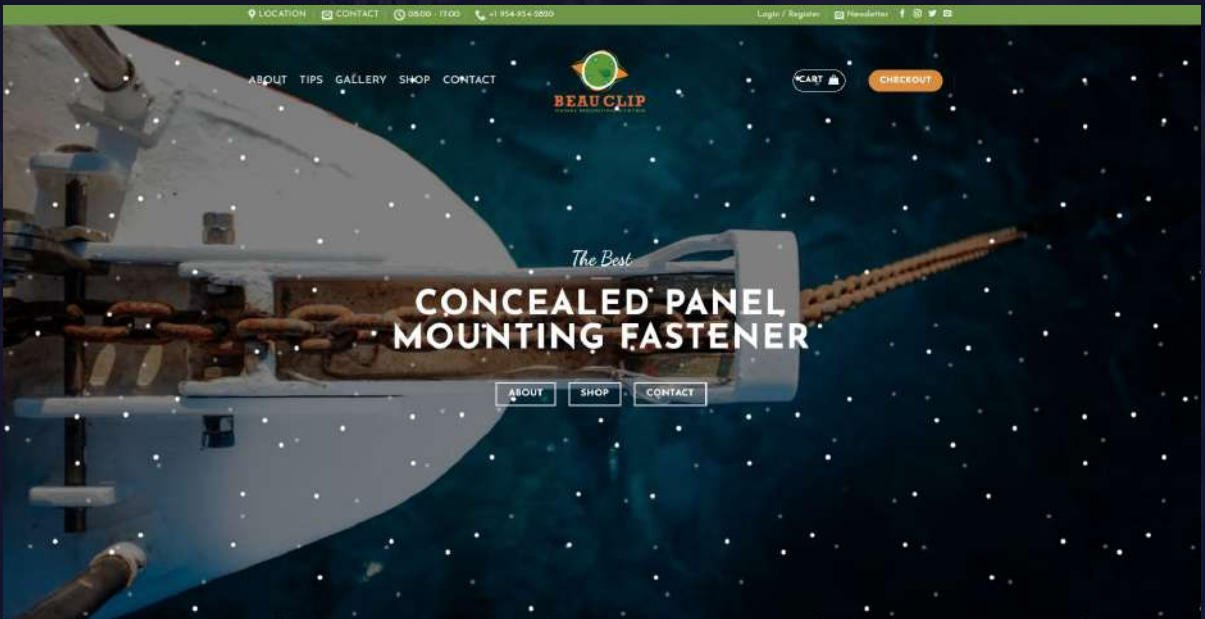
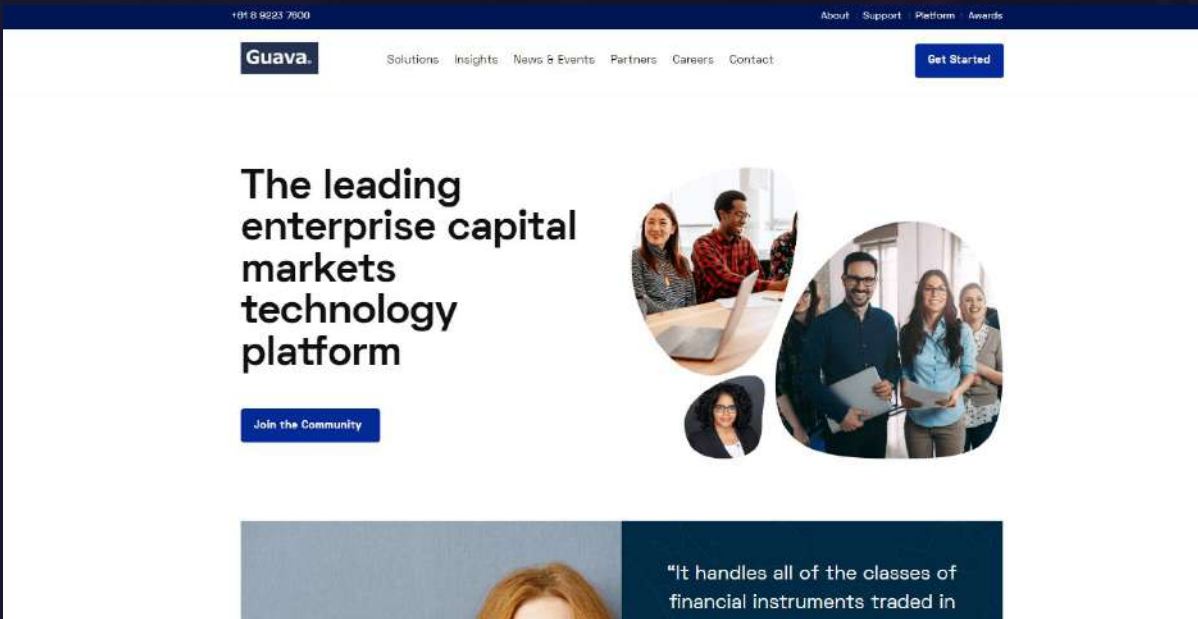
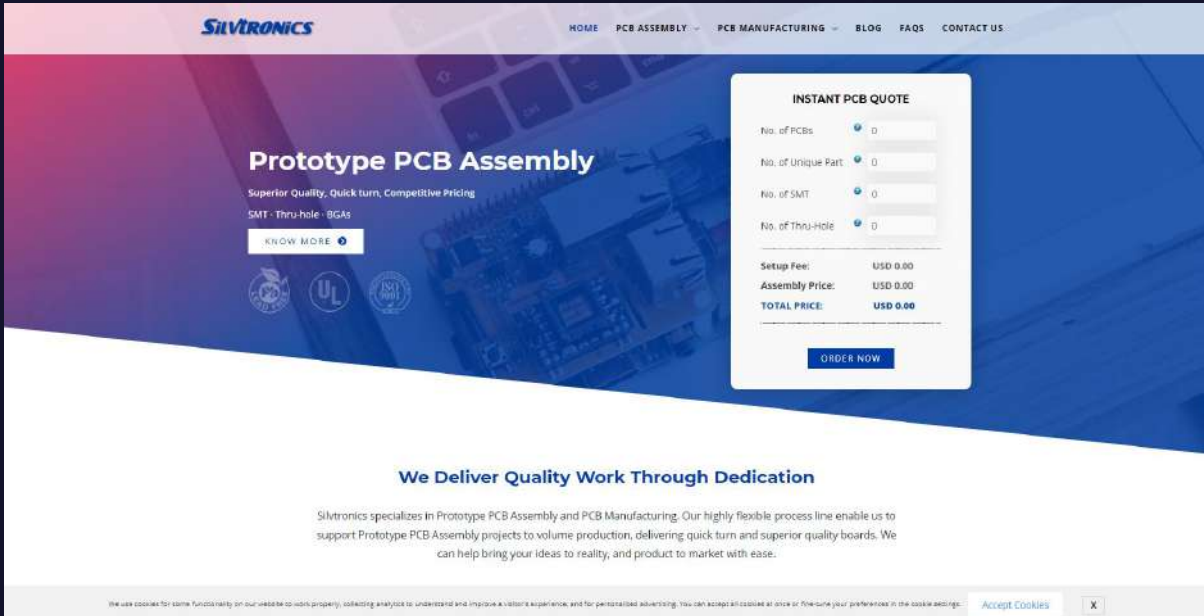
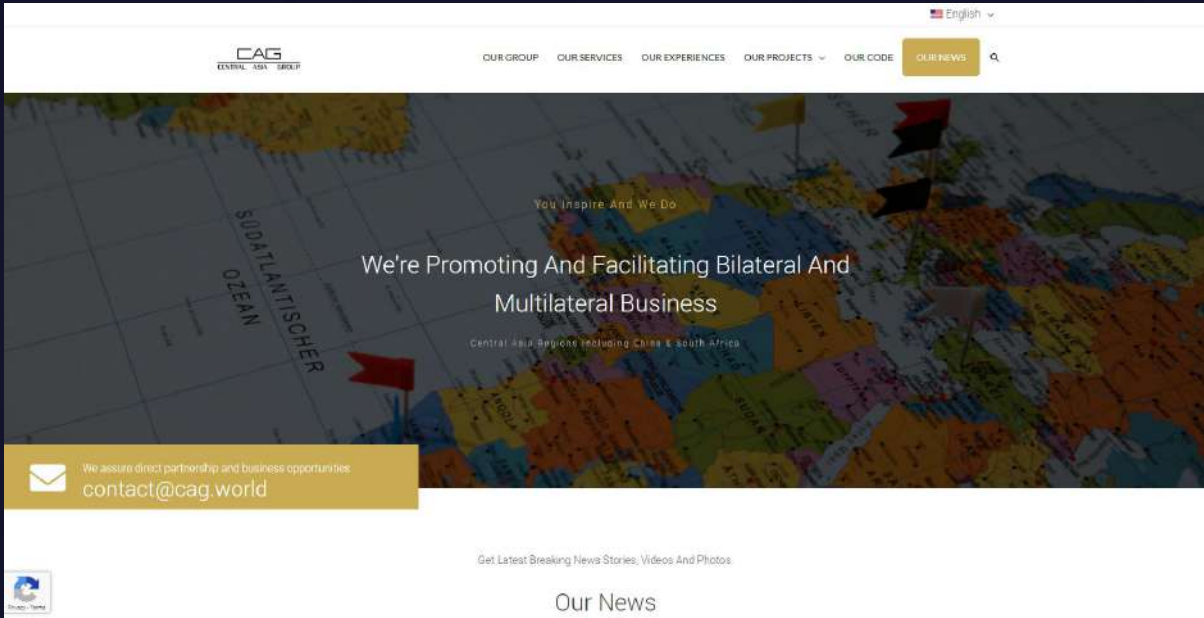
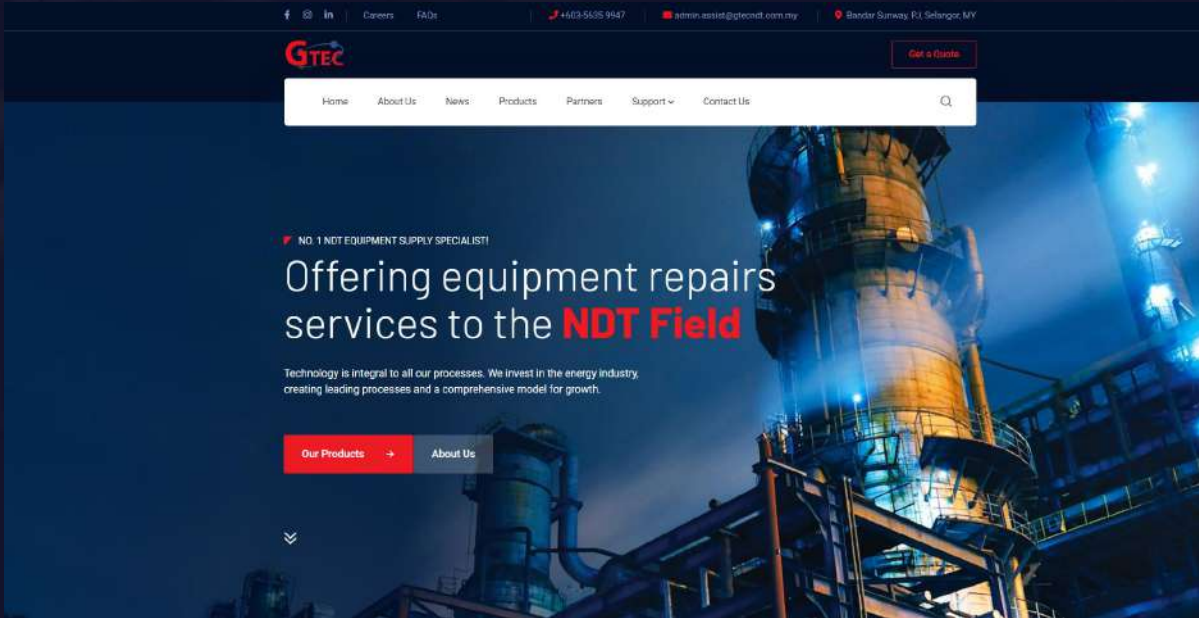
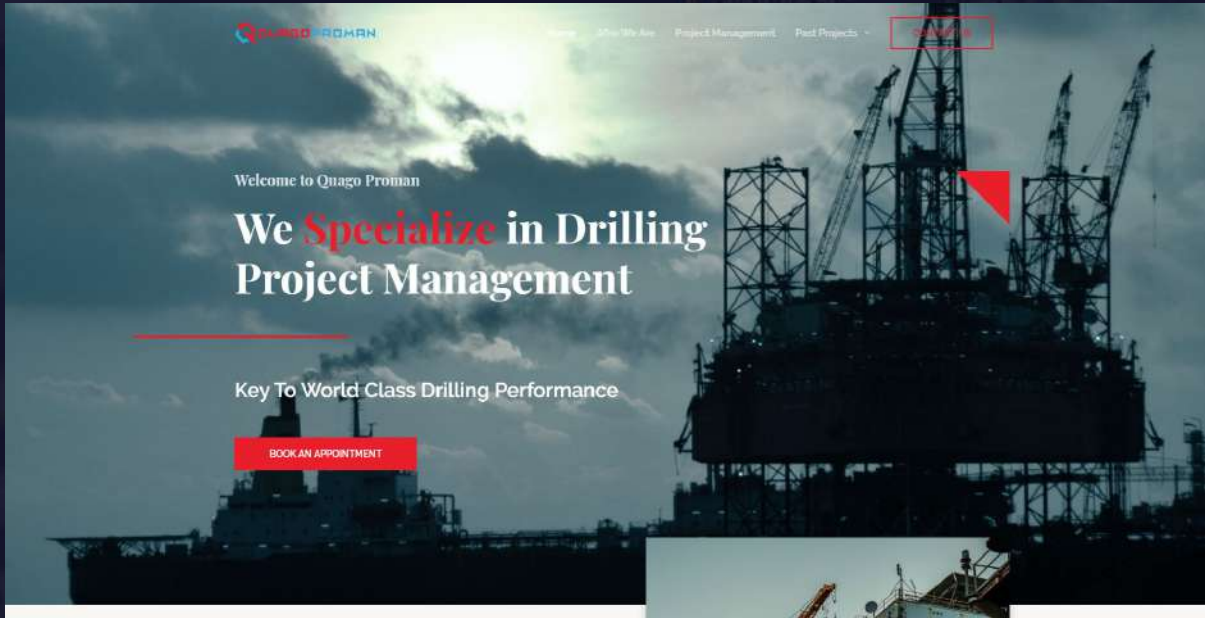
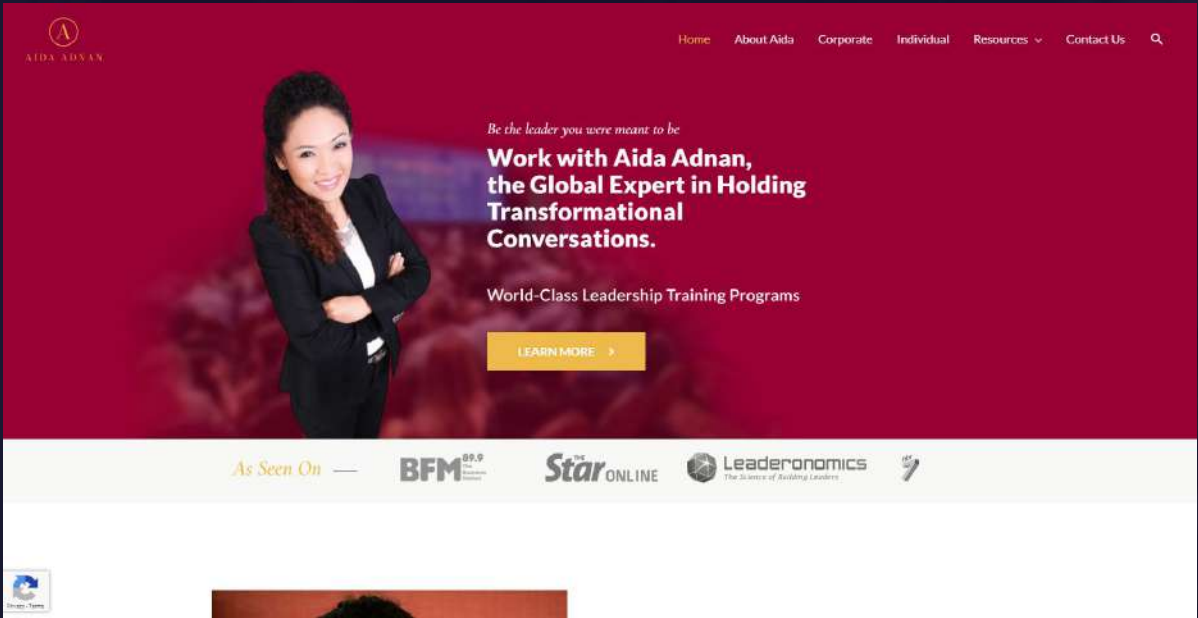
Co-Founder and Web Developer at KLCube Network and
Freelance WordPress Web Designer at
ZahidAramai.Com. I'm a WordPress Consultant with a
heavy focus on Web Development, SEO, Speed
Optimization, and, lastly, Website Maintenance.

For work, I create beautiful websites. I am primarily a
front-end website designer/developer (the front-end is
what you see in your browser).



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Quick Glance of My Works





ZahidAramai.Com

Web Speed?

Length of time at which web pages or media content is downloaded from website hosting servers and displayed onto the requesting web browser.



What Is a Conversion Anyway?

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Conversion?

A conversion is considered the completion of a **desired action** taken by a visitor to your website. The desired action could be filling out an online form or purchasing a product. An eCommerce website's conversion rate is the **ratio of visitors that convert into customers**, expressed as a percentage.

BUY NOW

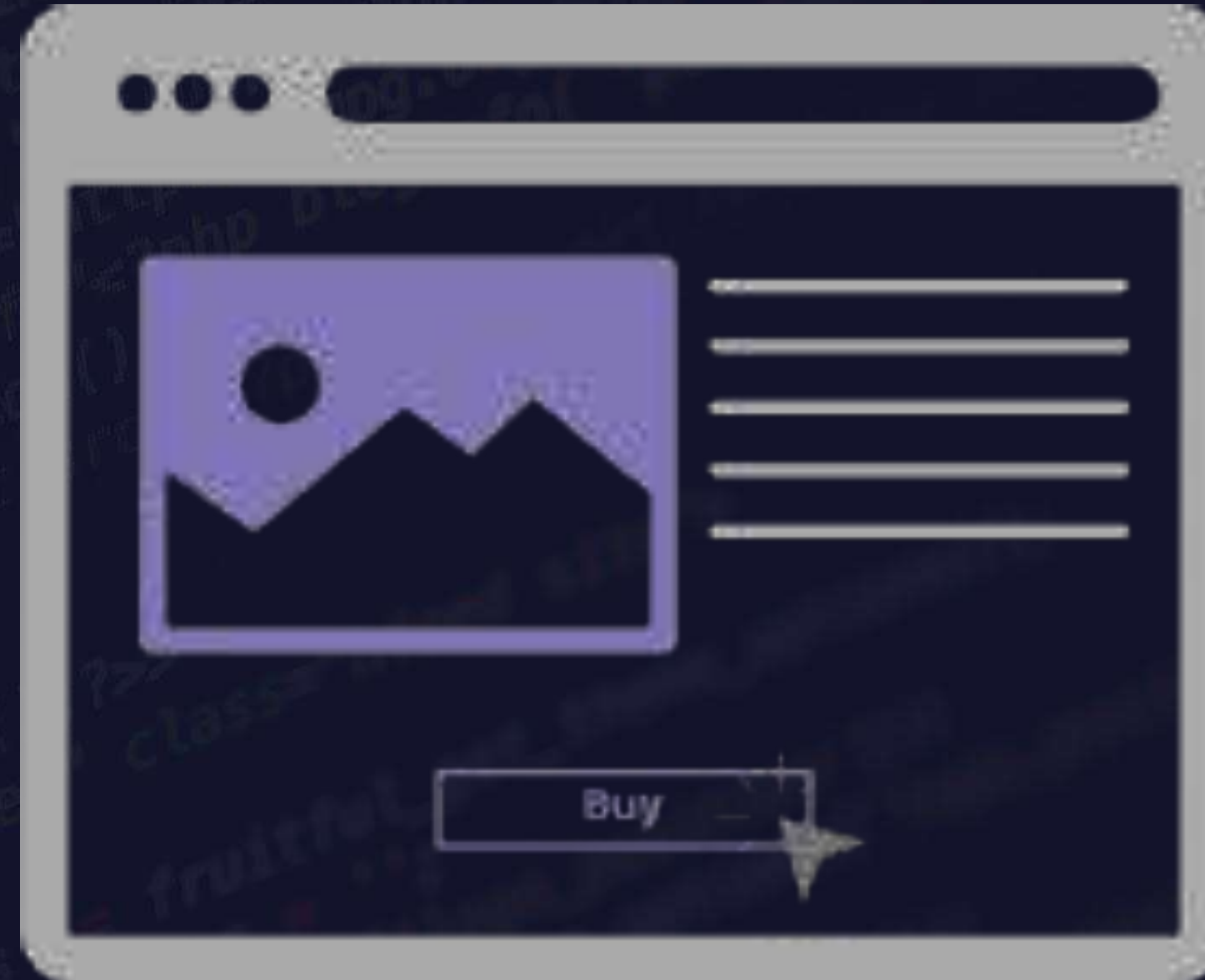
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Why Is Speed So Important?

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Loading Website..... . . .



%&*\$#&^....

Waiting...

Kill Conversion Rate



Why Is Speed So Important?

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1 in 4 Visitors will abandon website if takes more than **4 seconds** to load



47% of eCommerce customers expect page load times of **less than 2 seconds**.

Why Is Speed So Important?

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Google Page Speed Recommendation



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%**

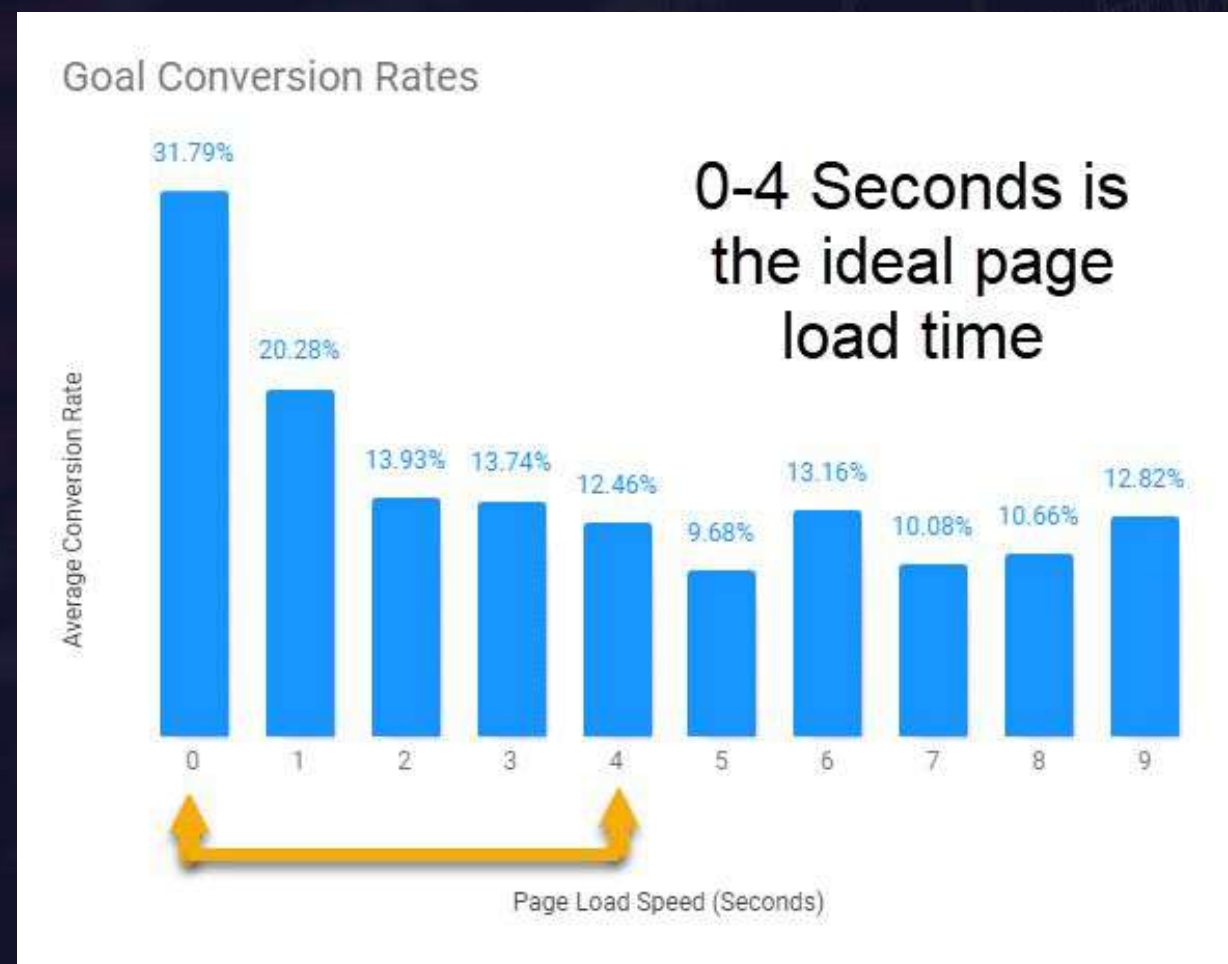
1s to 10s the probability of bounce **increases 123%**

Why Is Speed So Important?

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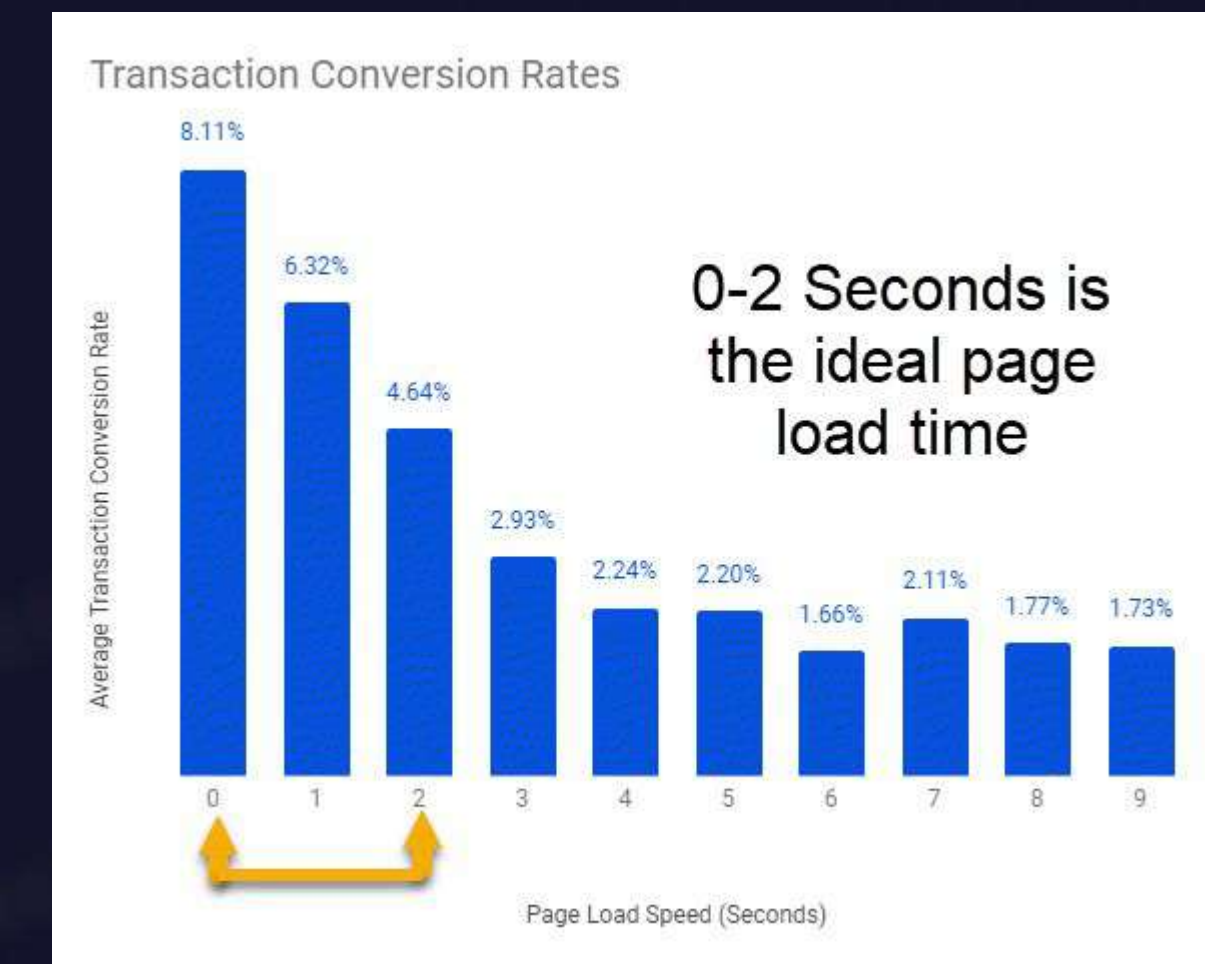
Goal Conversions Rate



Goal: Sign up, newsletter, register, contact form



Sales Conversions Rate



Sales: eCommerce, Landing Page, Checkout

Why Is Speed So Important?

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QUICK FACTS AND STATS

1. **73% of mobile internet** users say that they've encountered a website that was too slow to load.
2. **51% of mobile internet users** say that they've encountered a website that crashed, froze, or received an error.
3. **38% of mobile internet users** say that they've encountered a website that wasn't available.
4. **47% of consumers** expect a web page to load in 2 seconds or less.
5. **40% of people** abandon a website that takes more than 3 seconds to load.
6. A **1 second delay** in page response can result in a 7% reduction in conversions.
7. If an e-commerce site is making RM100,000 per day, a 1 second page delay could potentially cost you RM2.5 million in lost sales every year.

Why Is It Important For Conversion Rate?

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Sales

79% of customers less likely to buy from that same site again



Mobile Users

64% of smartphone users expect pages to load in less than 3 seconds



Customer Experience

47% of customers expect a webpage to load in 2 seconds or less



SEO

1 second delay in page load time means 11% loss of page view



Revenue

1 second faster will improve conversion rate up to 8% which reflect to total sales revenue

Can Load Times Affect Your Conversion Rate?

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Quick math to further demonstrate this point:

If **100 people** visit your website for a RM50 product, this could illustrate the difference in your potential earnings:

- A <1 second page load time at an **8.11%** conversion rate results in ~RM405.50
- A 1 second page load time at a **6.32%** conversion rate results in ~RM316.00
- A 2 second page load time at a **4.64%** conversion rate results in ~RM232.00
- A 3 second page load time at a **2.93%** conversion rate results in ~RM146.50

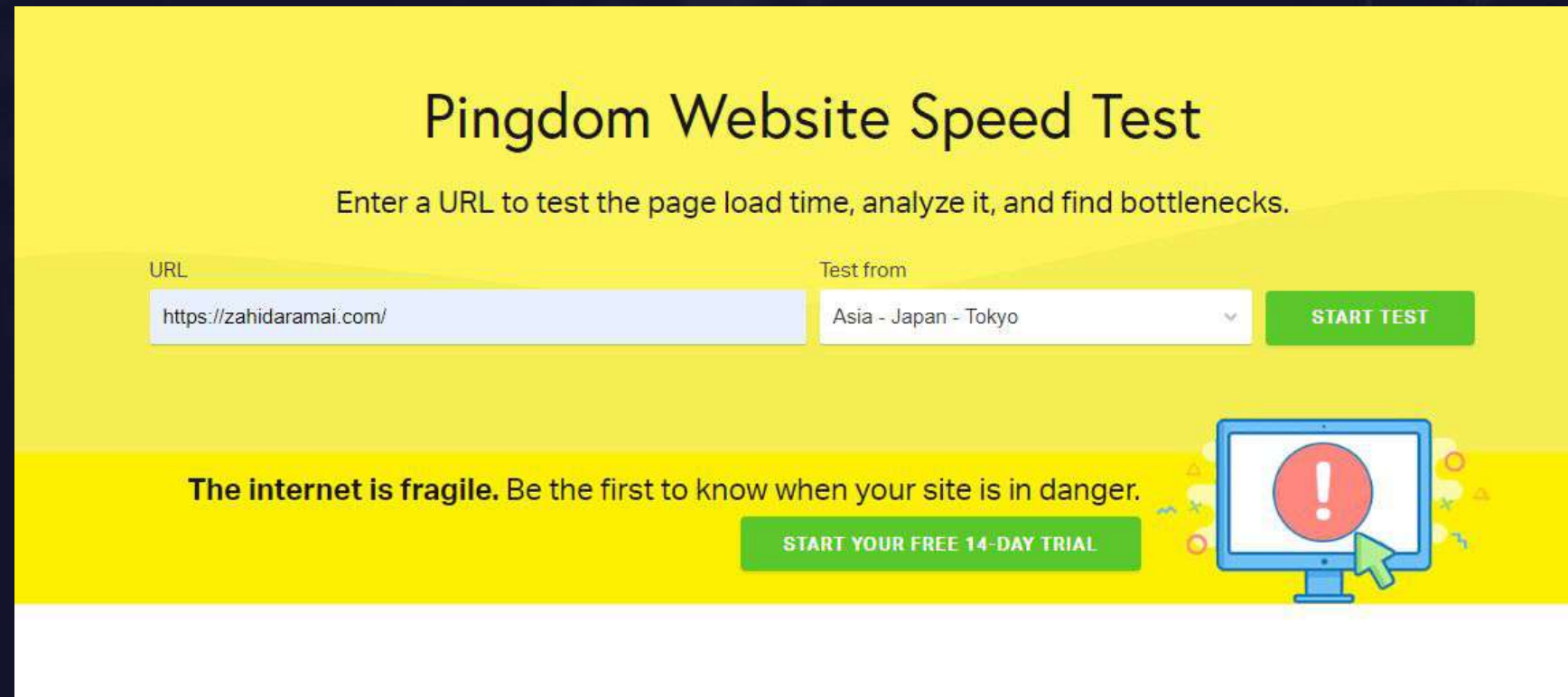
In the span of **~4 seconds**, potential sales have dropped by just over RM250. Multiply that across more visitors to the websites, and potentially higher-priced products and services, and that results in significant gaps in potential revenue.

How To Improve Site Speed?



Tools To Improve Website Speed

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Pingdom Website Speed Test

Enter a URL to test the page load time, analyze it, and find bottlenecks.

URL:

Test from:

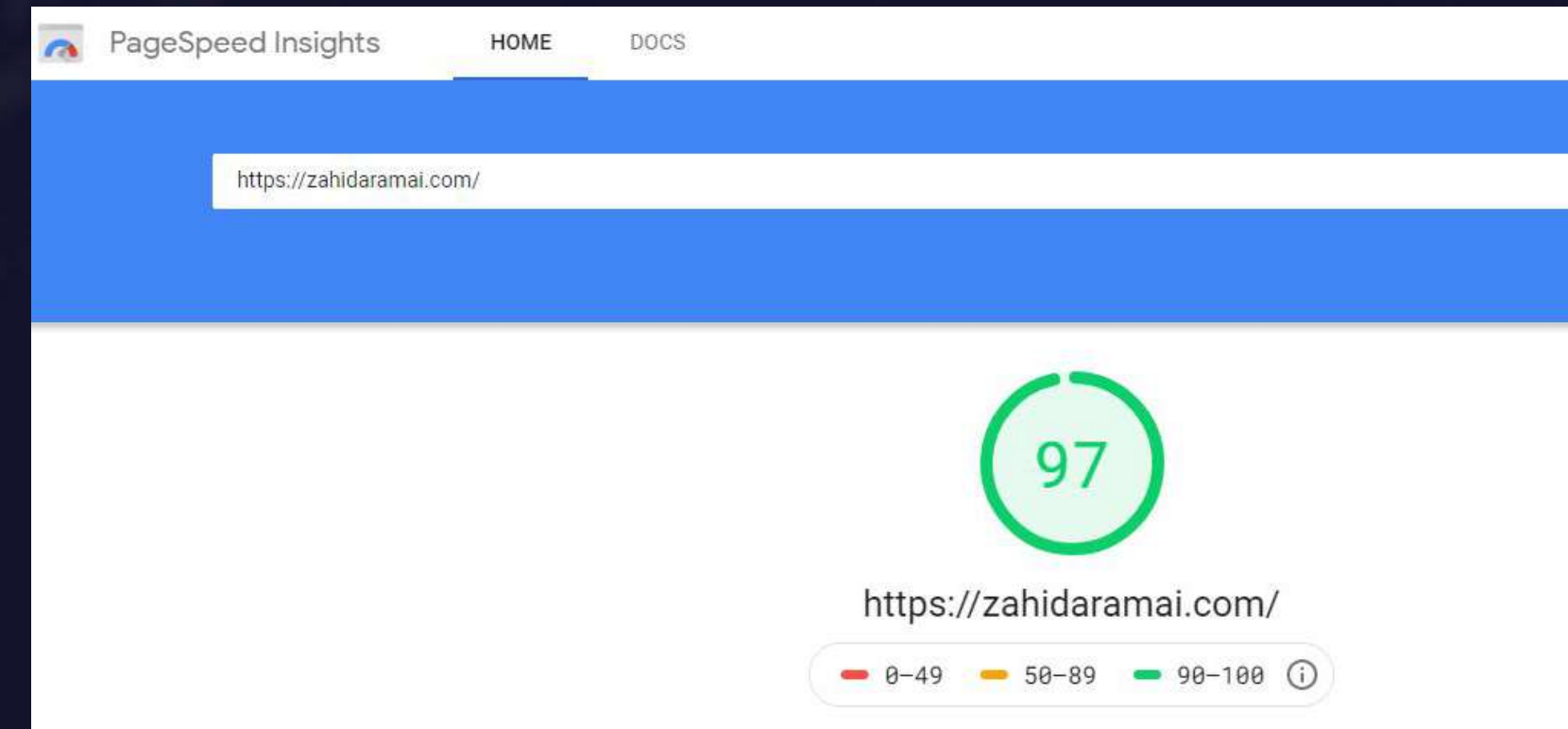
START TEST

The internet is fragile. Be the first to know when your site is in danger.

START YOUR FREE 14-DAY TRIAL

Pingdom

<https://tools.pingdom.com/>



PageSpeed Insights

HOME DOCS

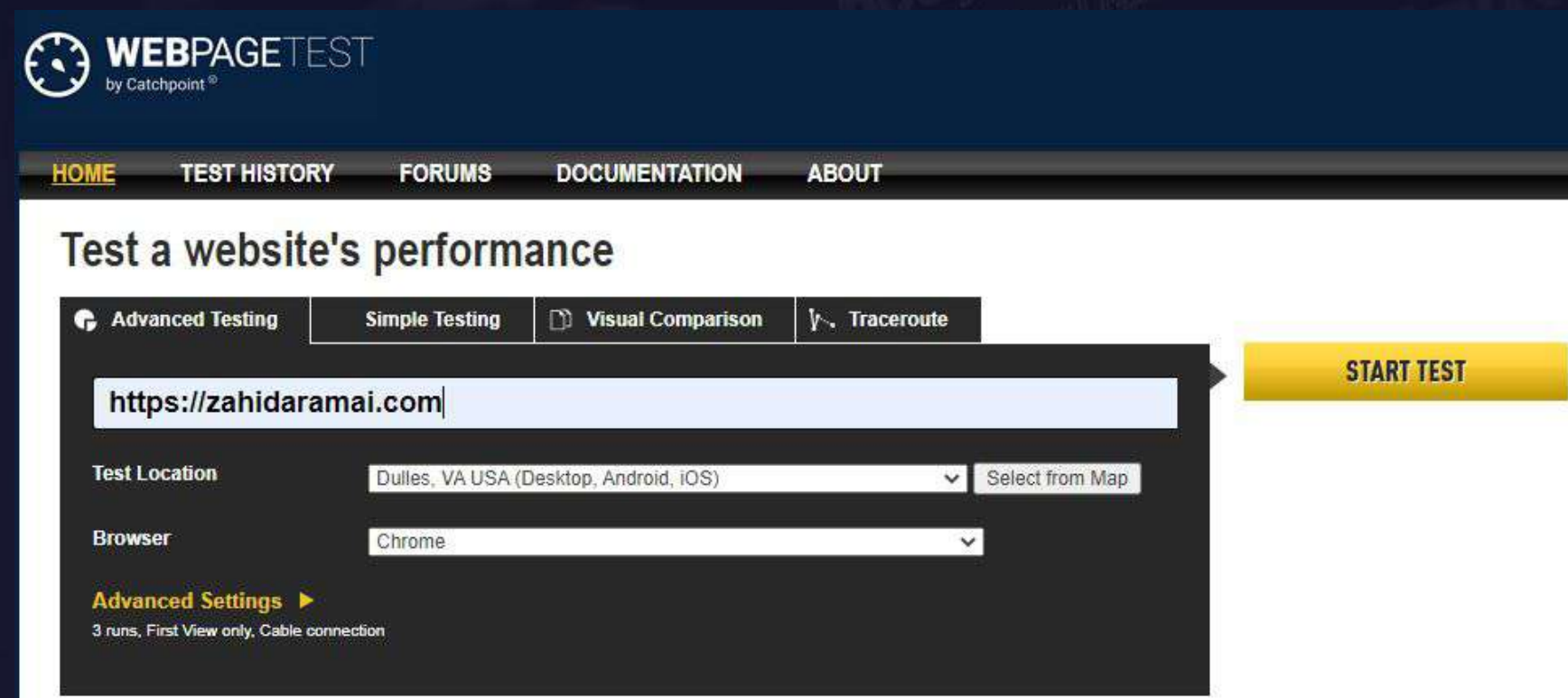
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<https://zahidaramai.com/>

0-49 50-89 90-100

PageSpeed Insights

<https://developers.google.com/speed/pagespeed/insights/>



WEBPAGETEST by Catchpoint

HOME TEST HISTORY FORUMS DOCUMENTATION ABOUT

Test a website's performance

Advanced Testing Simple Testing Visual Comparison Traceroute

START TEST


Test Location:

Browser:

Advanced Settings

WebPageTest

<https://www.webpagetest.org/>



GTmetrix

Features Pricing Resources Blog

Latest Performance Report for: <https://zahidaramai.com/>

Report generated: Wed, Feb 3, 2021 4:29 AM -0800

Test Server Location: Hong Kong, China

Using: Chrome (Desktop) 86.0.4240.193, Lighthouse 6.3.0

GTmetrix Grade		Web Vitals			
B	Performance	Structure	Largest Contentful Paint	Total Blocking Time	Cumulative
	80%	95%	1.2s	10ms	0

GTmetrix

<https://gtmetrix.com/>

My Personal Tools

<https://zahidaramai.com/tools/>

Plugins To Improve Website Speed

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Suggest WP Plugin

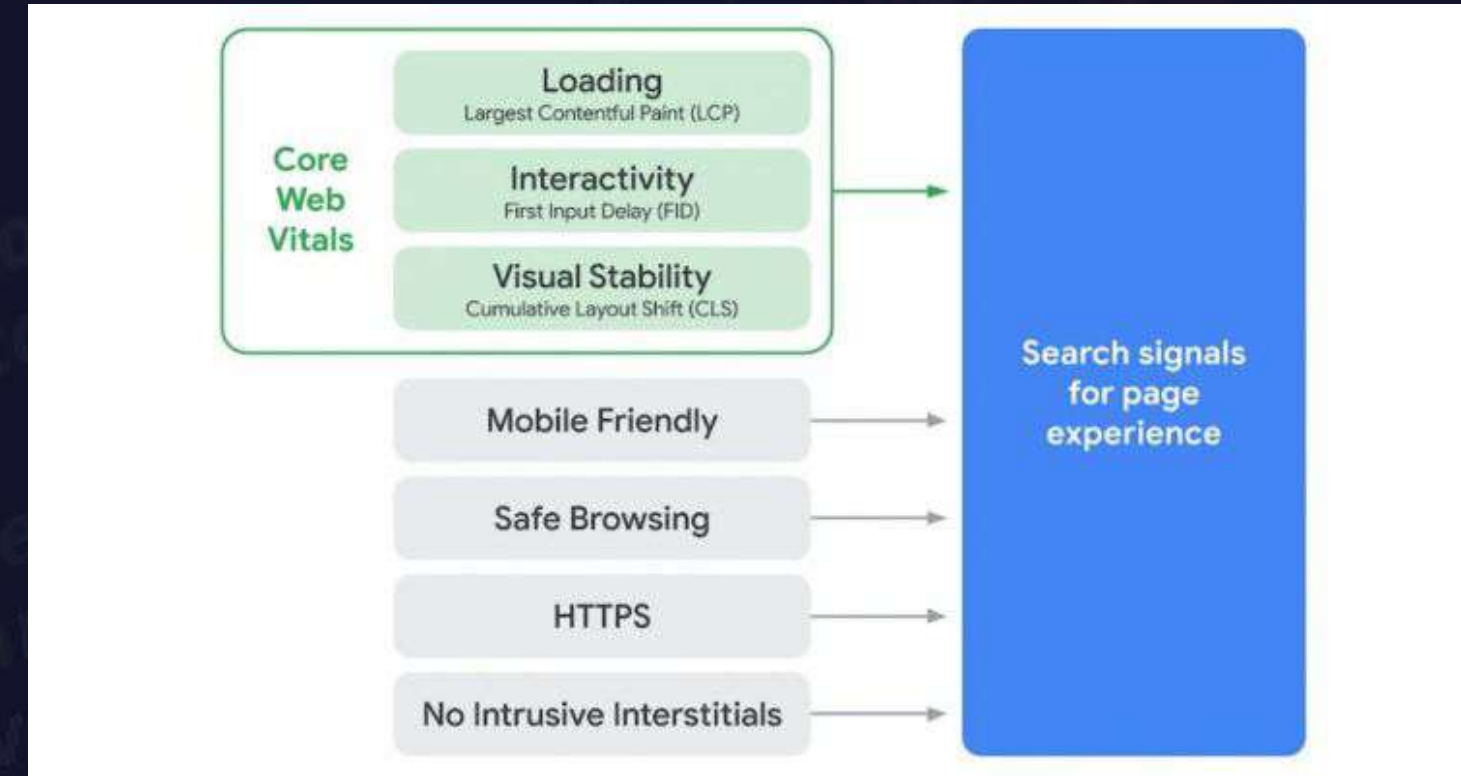
WP Rocket
LiteSpeed Cache
Autoptimize
Async JavaScript
Swift Performance Pro
Advanced Database Cleaner Pro
Perfmatters
Flying Analytics by WP Speed Matters
ShortPixel
Disable WooCommerce Bloat

My Personal Tools

<https://zahidaramai.com/tools/>

What Impact Does Site Speed Have On SEO?

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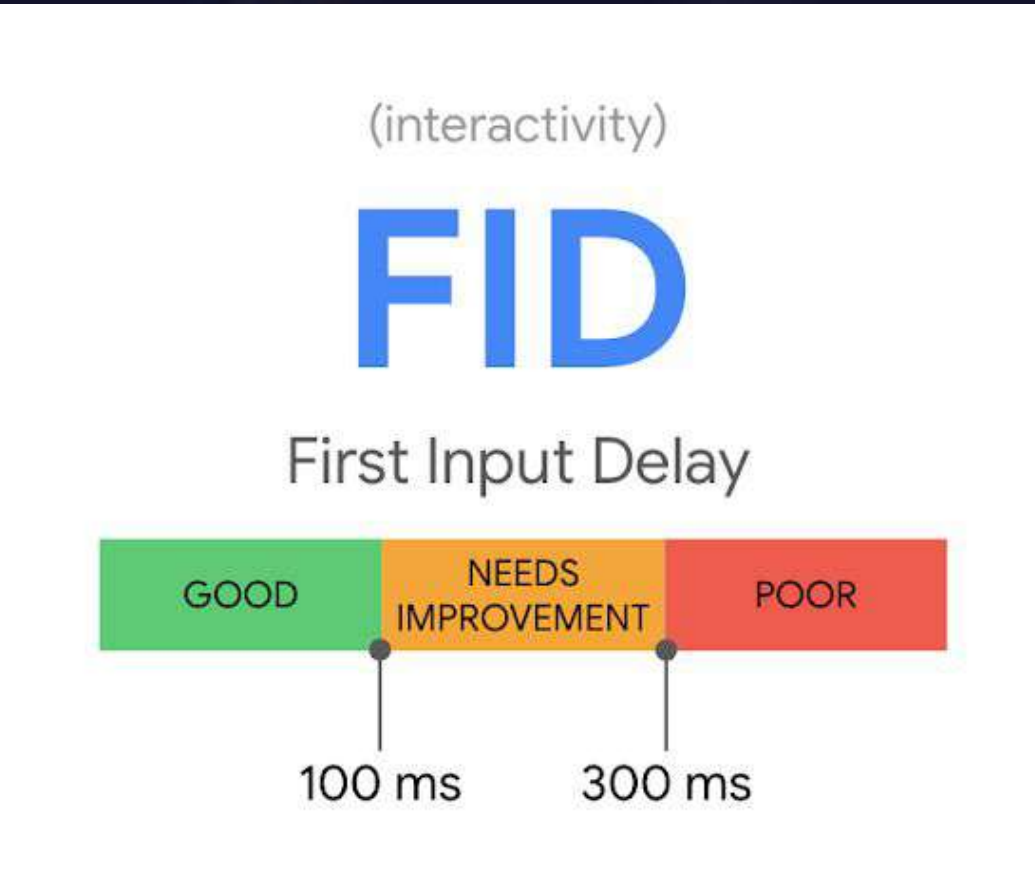
Google has indicated **site speed (and as a result, page speed)** is one of the signals used by its **algorithm to rank pages**. In addition, a slow page speed means that search engines can crawl fewer pages using their allocated crawl budget, and this could negatively affect your indexation.

For Google, the **user comes first**, for the pages having longer load time it is extremely easy to end up leaving users in an “uncanny valley”. Which means there is a chance that user might bounce back and it may negatively impact our website performance as well as SEO.

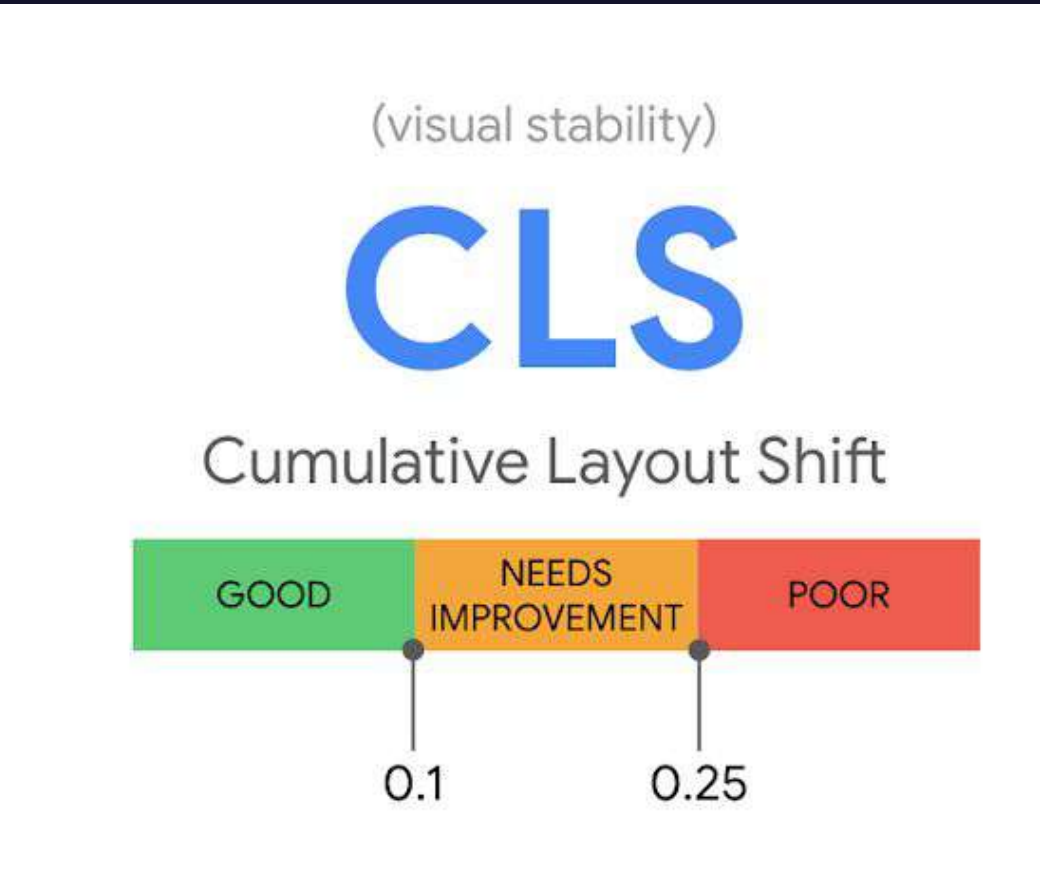
Google: Core Web Vitals Becoming Ranking Signals in May 2021



The time it takes for a page's main content to load. An ideal LCP measurement is 2.5 seconds or faster.



The time it takes for a page to become interactive. An ideal measurement is less than 100 ms.



Cumulative Layout Shift measures the movement of visible elements within the viewport.

**Conversion Rate
Optimization
(CRO)**

**Content is King,
But
Data is Emperor**

NEXT.....

**Design that
Converts
UI/UX**

**Customer Database
Sweet Spot**

Design Concept that Convert

1

Engaging Headlines



2

Services offered

3

CTA Button for quick action

Need Fast Loading Web Designer?

2
2



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END