

PAGE SPEED

- What?
- Why?
- How?

WHAT IS PAGE SPEED?

- Basically, how fast the content on a web page loads.

WHAT INFLUENCES THE PAGE SPEED?

Page weight primarily.

Page weight is how much data is on your page i.e images, videos, text, flat icons etc

Various other factors can add on to page weight, thereby affecting page speed. Plugins, apps like Flash (casino sites use this quite a bit so that players can actually play the games) .

Too many ads on your page can also slow your page speed.

Overly designed themes can also negatively affect the page speed.

Widgets like social media plugins can also slow your page down.

How your page is coded also affects your page speed (but coding is beyond my expertise so moving right along).

WHY HAVING A FAST SITE IS IMPORTANT

- Part of our goal is to keep visitors on the site and be ranked well by Google - fast page speed will help to reach both those goals.

So, how does faster page speed impact how Google ranks your site?

- 53% of people will leave a page if it takes longer than 3 seconds to load.

Therefore if your pages load faster, your bounce rate decreases and conversion rate increases.

Conversion rate is the percentage of visitors to your website that complete a desired goal (a conversion) out of the total number of visitors. A high conversion rate is indicative of successful marketing and web design: It means people want what you're offering, and they're easily able to get it!"

Simply put; it is how well you retain the visitors you have on your site. The number of visitors that come to your site and actually stay versus just coming immediately leaving.



As page load time goes from:

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

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

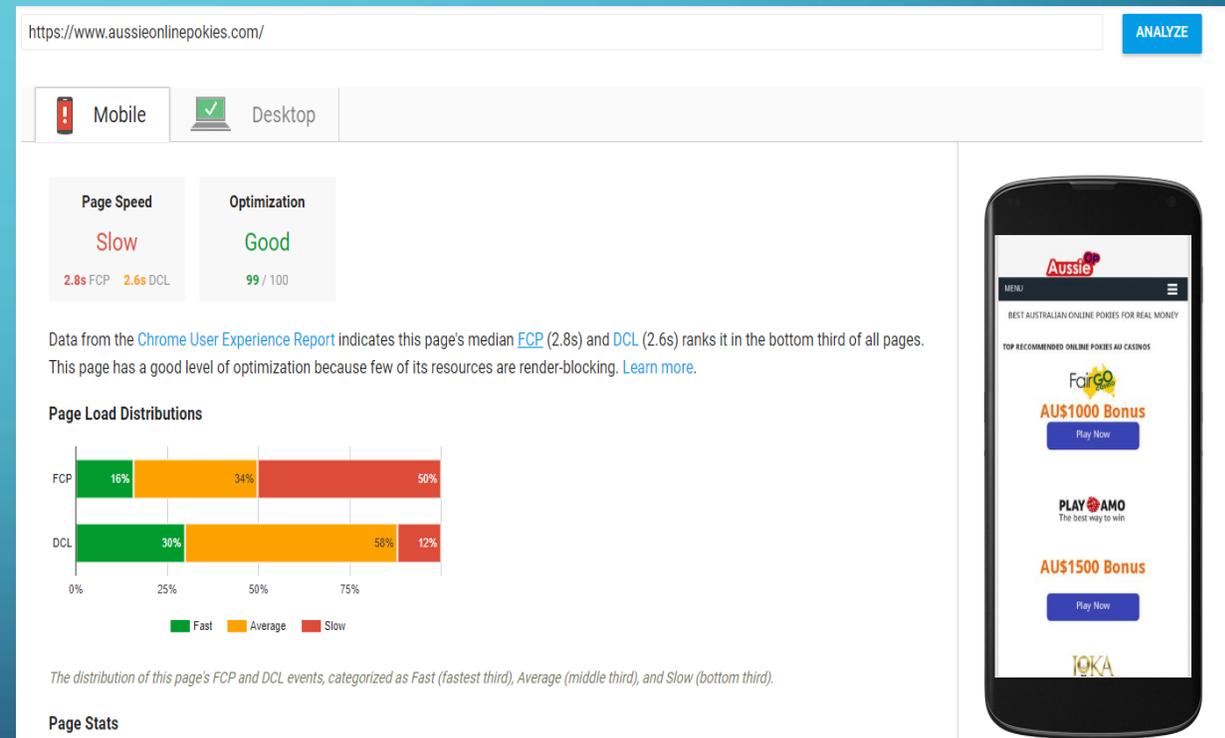
1s to 6s the probability of bounce **increases 106%**

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

HOW TO IMPROVE PAGE SPEED

- In determining page speed Google takes into consideration how fast your page loads on mobile and desktop.
- Page speed insights gives recommendations of how to fix the issues that are slowing your page load speed.

{Side note, FCP is essentially the above the fold and DCL is rest of the page.}



HOW TO IMPROVE PAGE SPEED

- **Responsive design** -

This avoids unnecessary redirects. Pages auto adapt to different devices to avoid slow page loads. If your page/site is not responsive then it will take long to load on mobile and other non desktop devices because there's too much data for mobile or because there are unnecessary redirects to get to the mobile platform which just increases the time content takes to load.

e.g

onlinepokies.site uses responsive web design, no redirects are needed that means faster page speed

But if onlinepokies.site → m. onlinepokies.site /home – it's a roundtrip for mobile users which means it takes longer to load = slow page speed

onlinepokies.site → www. onlinepokies.site → m. onlinepokies.site – very very slow mobile experience.

ALSO ; Trailing slash – include the trailing slash on URLs when linking. Eg <https://onlinepokies.site/> https://onlinepokies.site /best-payout-casinos/
not doing so (i.e https://onlinepokies.site /best-payout-casinos) creates an unnecessary redirect which slows down page speed

HOW TO IMPROVE PAGE SPEED

- **Enabled compression on sites-** similar to responsive.

User asks for info on a device e.g mobile. Server finds the file in size compatible with mobile. Where compression is not enabled, the server gives a large file which will load very slowly

- **Removing unnecessary repetitive data** - without affecting how the page is processed by the browser. This is a coding issue.
- **Above the fold should load faster** - When that part loads faster, it looks to the user that the page is loading faster as a whole. This is described as perceived performance, from the perspective of the user.
- **Quality Web hosting** – using cheaper web host might work out for costs but it will cost in the long run. Cheaper web hosts / servers slow site speeds and might be unresponsive during high traffic periods
- **Optimise images** – compress & resize images always

THE END

