Increase Mobile Conversions

DID YOU KNOW?



1 second mobile page load improvement ___ _ _ +27% conversions*





AND IT'S NO SECRET



Google **Search Rankings** are **signaled** by



page speed

TAKE ACTION - Optimize Your mSite Speed

Near Term

Focus on First Impressions

- Prioritize rendering of critical content
- Inline CSS
- Progressively load anticipated content

Limit Server Hits

- Avoid page redirects
- Cache resources
- Use CDNs, HTTPS & HTTP/2

Optimize Content Delivery

Compress / minify JS, CSS, images

Medium Term

Become **RAIL** compliant:

Response: Respond in <100 ms to feel instant

Animation: Deliver frames consistently - optimally at every 16ms

Idle: Maximize idle time: complete CPU work in 50ms chunks

Load: Deliver interactive content in <1000ms to keep the user engaged

Long Term

A Progressive Web App

provides an app-like user experience that is low friction and is built using modern web capabilities.

Reliable Access: Build a robust offline experience

Speed: Load pages quickly

Re-Engagement: Send push notifications from the browser

Installability: Engage without forcing users through installation gate

■ What We Learned

FINDING #1

Number of scripts was a predictor... but not in the way we expected

Number of scripts per page (median)





FINDING #2

When entire sessions were more complex, they converted less

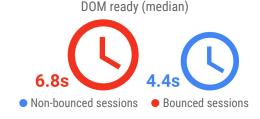
FINDING #3

Sessions that converted had **38% fewer images** than sessions that didn't



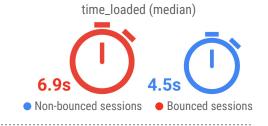
FINDING #4

DOM ready was the greatest indicator of bounce rate



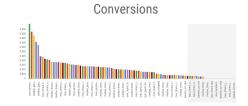
FINDING #5

Full load time was the second greatest indicator of bounce rate



FINDING #6

Mobile-related measurements weren't meaningful predictors of conversions



source: Think With Google -- Why Marketers Should Care About Mobile Page Speed