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Speed, performance and UX

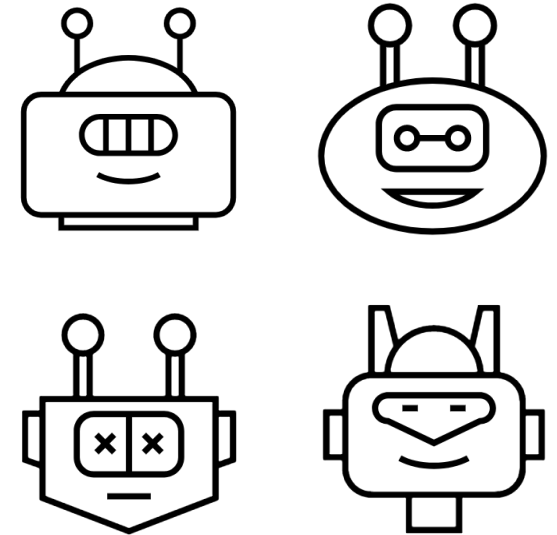
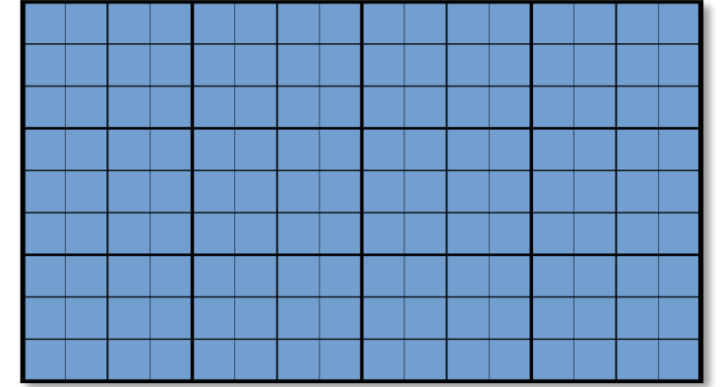
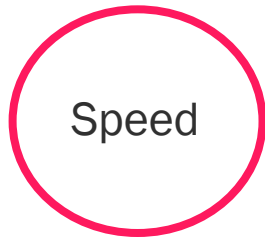


Trainer:

Mark Williams-Cook
Candour

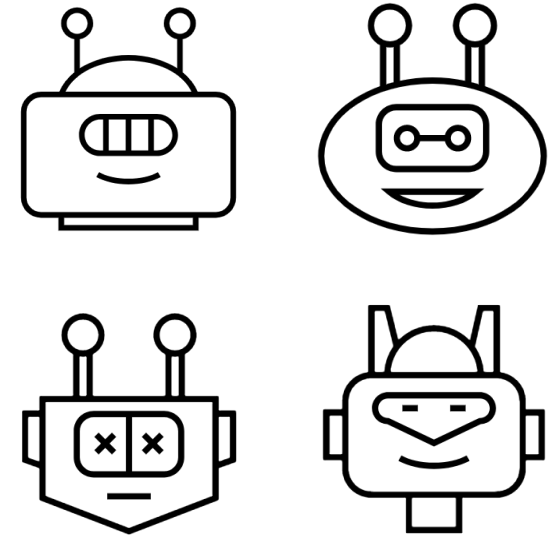
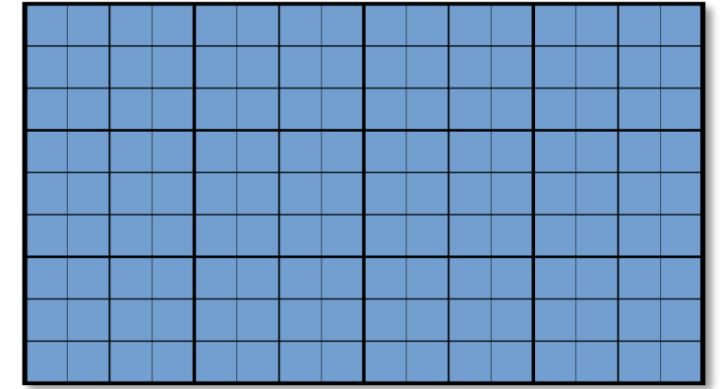
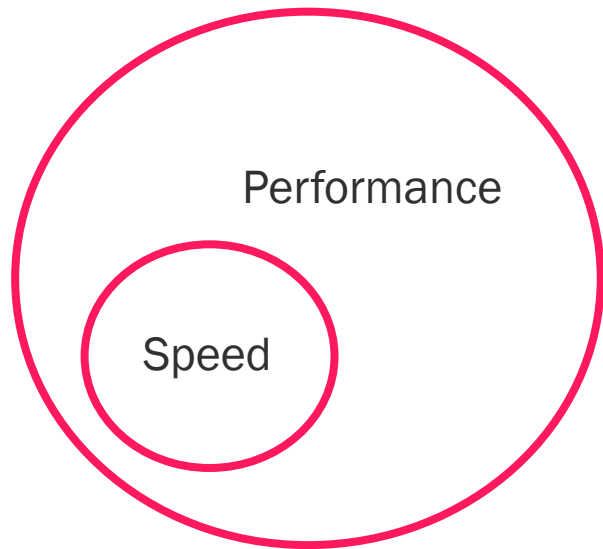


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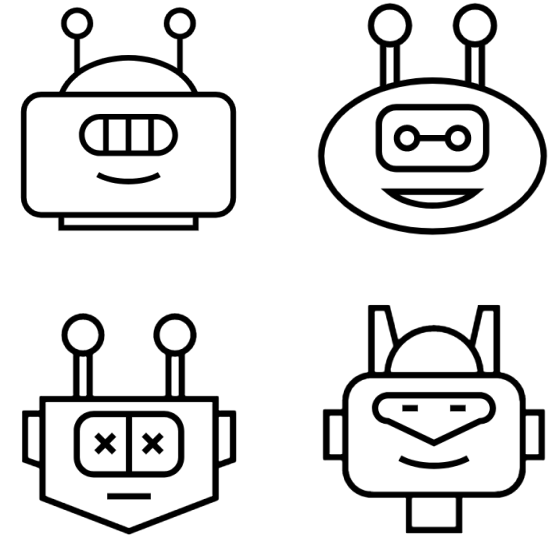
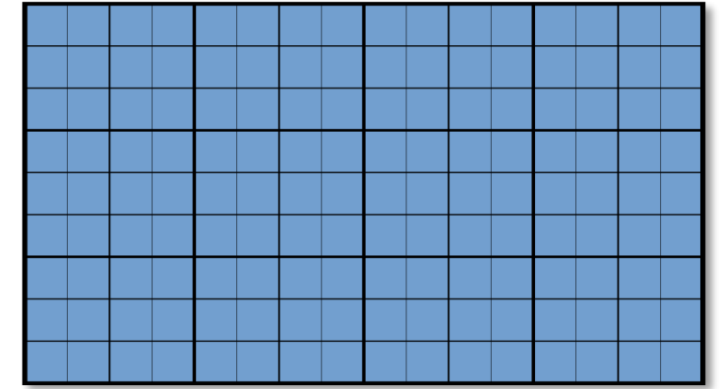
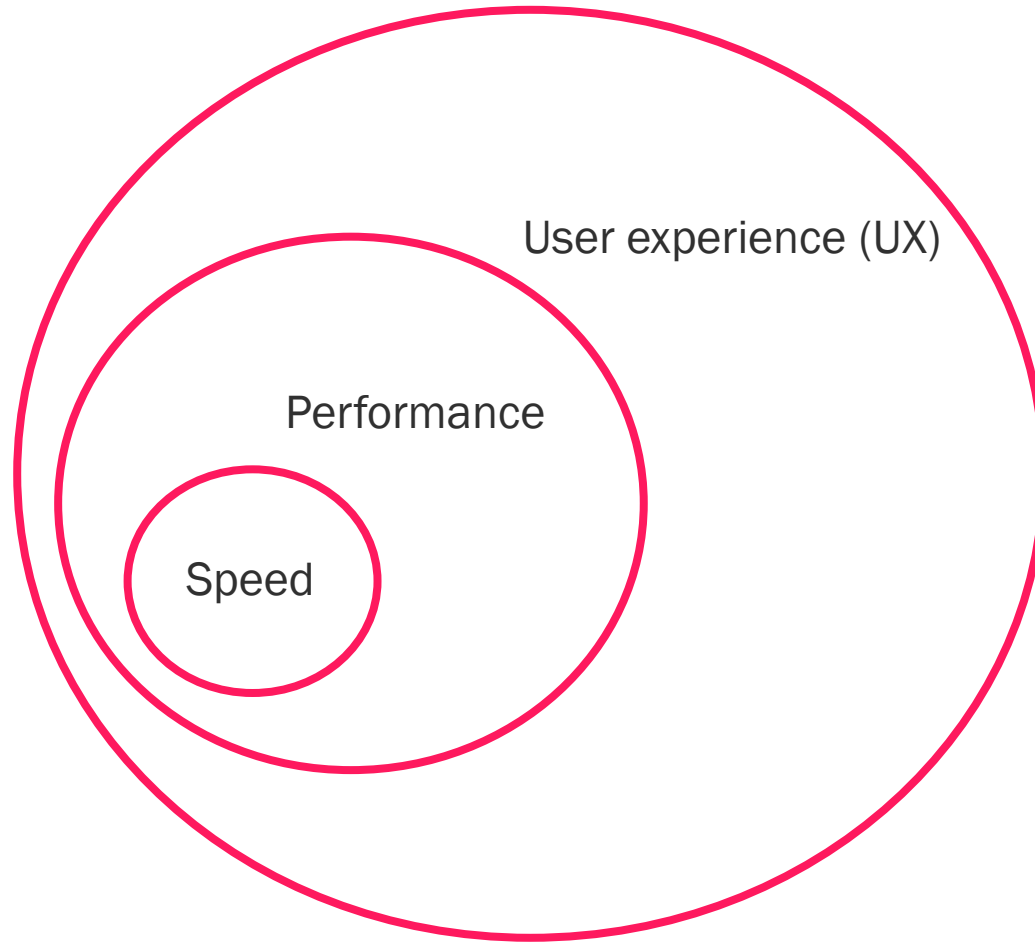
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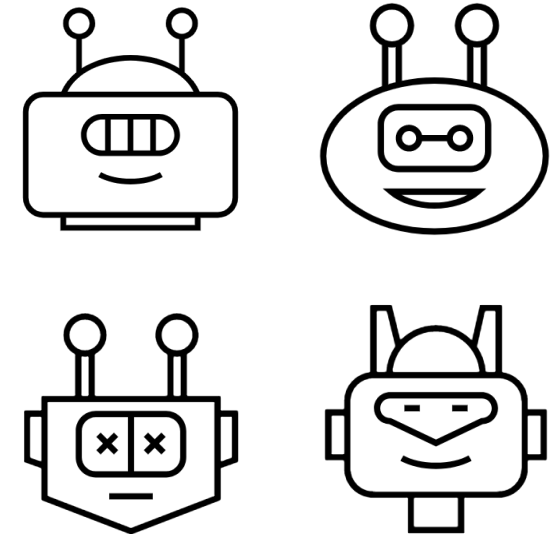
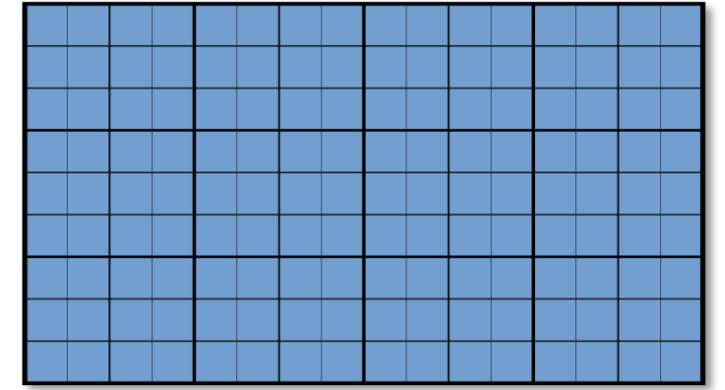


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Speed vs perceived speed



Source: GTMetrix

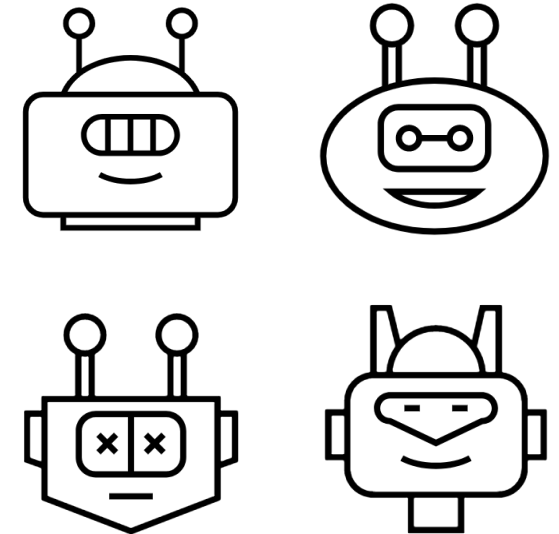
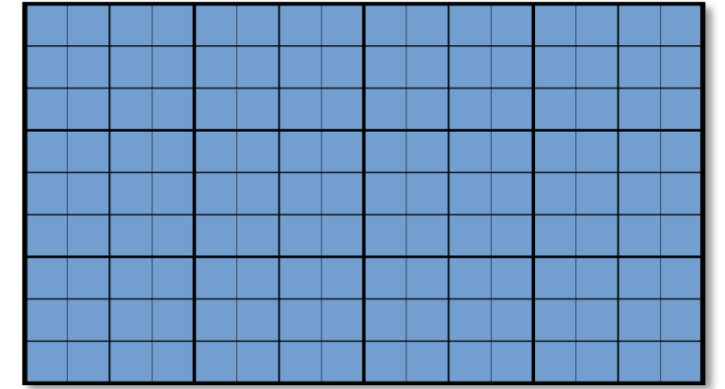
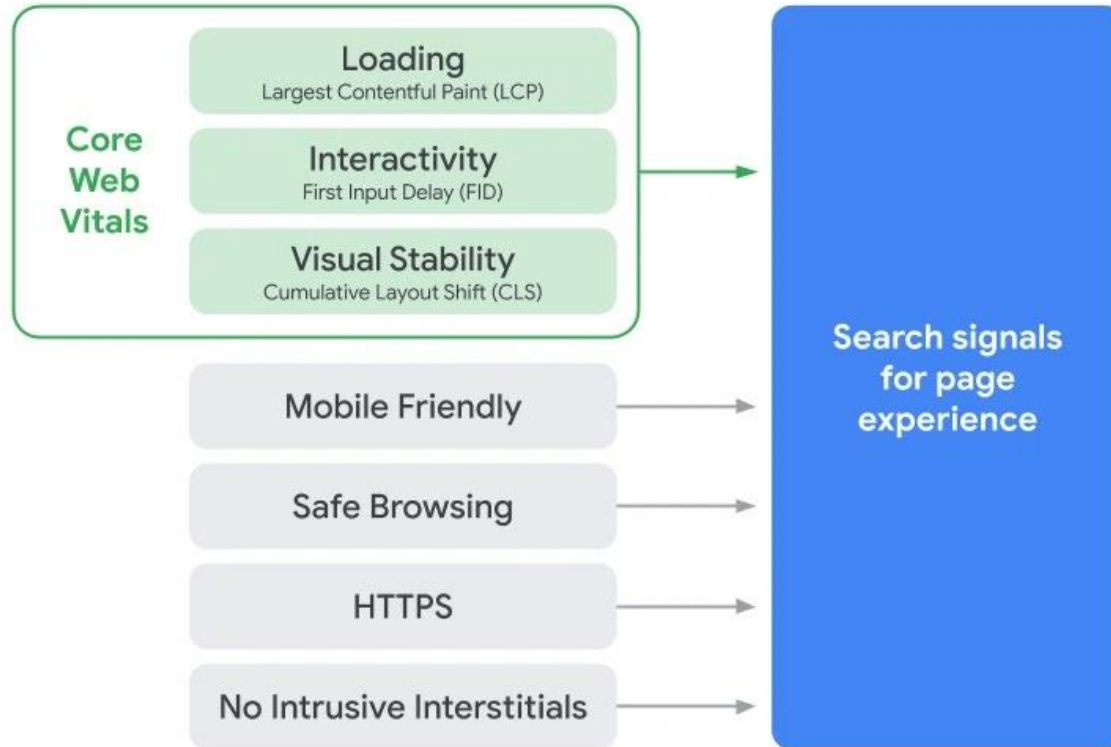


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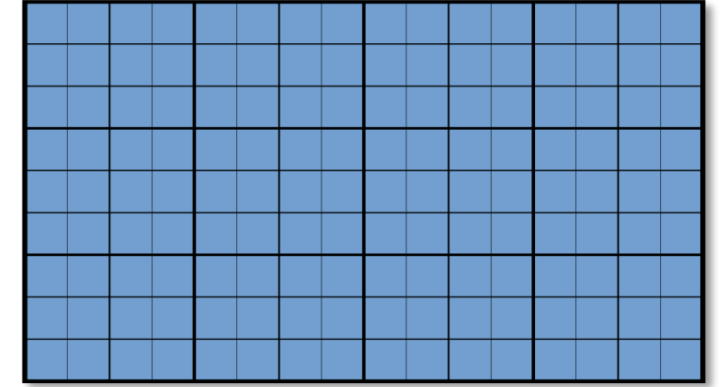
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Google uses these signals



Speed, performance and UX

Key concept



Google gives us a list of objective metrics and signals it uses when computing the “page experience” for a user. These go on to affect how well a website will rank.

