

What is the optimal site load? Why
does it matter for SEO?

Audience and numbers

- How many people are meant to visit your site?
- Are the servers optimised for the number of people visiting (shared, managed, dedicated) Hosting.
- Is the huge traffic on the website slowing it down - if so what are the solutions?

4. WHAT KIND OF HOSTING DOES YOUR SITE NEED?



Site optimisation

- Faster loading speed
- Smaller image sizes
- Optimised resolution on content
- Good meta-data links
- Is your keywords, and information precise and relevant?
- Better server hosting

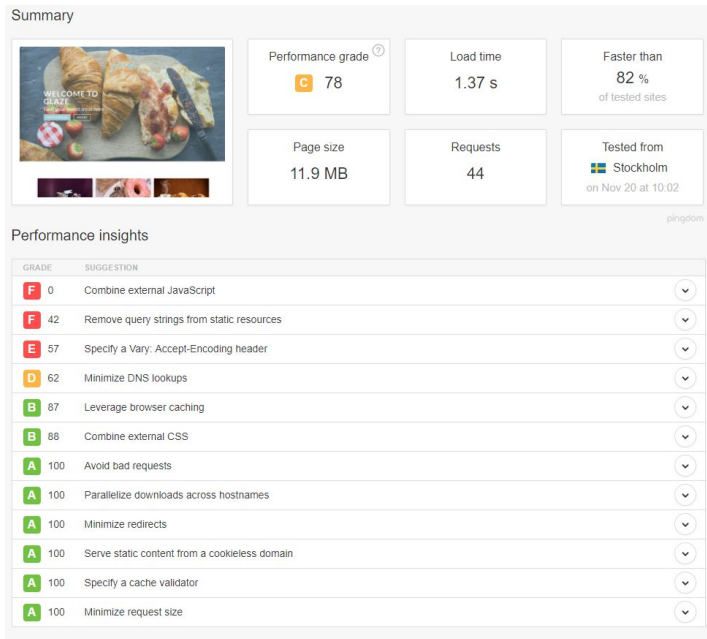


Website speed performance loading speed performance

I'm using our Glaze website as an example for what needs to be improved for the landing page to perform better whilst loading.

There are 4 categories that are failing our website.

- Combine external Javascript
- Remove query strings
- Specify a vary: Accept encoding
- Minimize DNS lookups



How to improve your landing page for SEO?

Google explains in those help files that a good landing page experience contains any of the following:

- Providing relevant, useful, and original content,
- Promoting transparency and fostering trustworthiness on your site (for example, by explaining your products or services before asking visitors to fill out forms sharing their own information),
- Making it easy for customers to navigate your site (including on mobile sites), and
- Encouraging customers to spend time on your site (for example, by making sure your page loads quickly so people who click your ad don't give up and leave your site prematurely).

Tools to use

- GZIP compression tools
- Save your CSS and scripts as external files
- Use caches

SEO mobile

But is SEO one of those reasons? Will businesses that optimize their Google page speed score to 100/100 on mobile be able to rank higher than businesses that don't?

The answer to the first question is “yes,” in the sense that Google has said that speed is a ranking factor ([and has been since 2010](#)), and that [this year they will use the speed of your mobile pages instead of desktop](#) when determining your mobile rankings.



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%**