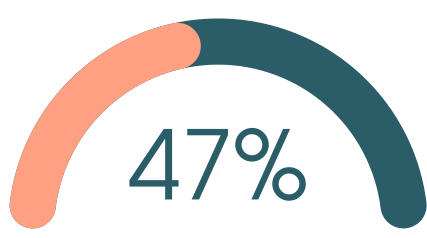


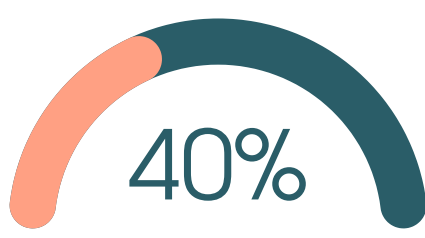


Website Speed does matter!

1. What customers expect about Website Speed?



users expect a web page to load in **<2 seconds**



visitors abandon a page that **takes >3 seconds to load**

amazon

lose \$1.6 billion/year with 1 second slower

Walmart

increase 2% in conversion for every 1-second faster

AliExpress

increase 10.5% in orders and a 27% in conversions by reducing 36% load time

2.

What happens if your site speed is too slow?



Bounce Rate



Downrank



Low customer loyalty

3.

What impacts page load time?



- Web hosting
- Size of files
- Number of HTTP requests
- Lack of CDN
- Mediocre codes
- Number of redirections

4.

How to check?

Google



PageSpeed Insights

[Check Here >](#)

5.

How to increase page loading speed?



• Optimize images

Compressing product images can save up to **40-50% of your web weight**.

• Reduce number of plugins

Deactivate or delete ones you **no longer need** to boost site speed.

• Reduce number of redirections

Google recommends each website should only contain **no more than 1 redirect** to the final landing page.

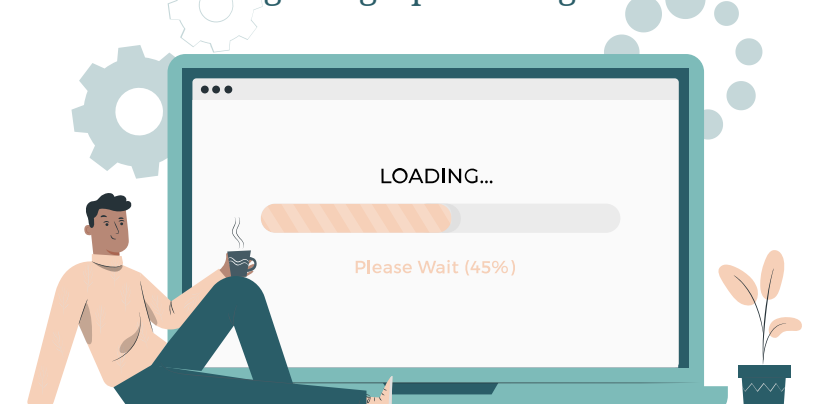
• Reduce HTTP requests

- Combine CSS, JS scripts and HTML files.
- Use CSS instead of images
- Reduce the number of elements on each web page.



SPEED UP PACKAGE

Improve your site speed by up to 50% based on Google Pagespeed Insight



[Boost your speed today >](#)