

CASE STUDY



Load Time

Reduced by 2.9s

Increased
Conversion
Rate
6.07%

Decreased
Bounce
Rate
55.2%

Reduced
Request
Count by:
48

Increase in Pages
per session

130%

Average Session
Duration
Increased
167%

Organic Search
Traffic Increased

5,090%

Certified Carbon
Negative Website

worldsfastest.com was built with a laser focused approach toward improving speed, security, sustainability, accesibility and design on the web. Inspired by endless difficulties, which millions of modern businesses and every day user encounter — we decided to utilize our past experience and technology to create a model for a better and more suitable web.



FileScience is a cloud-to-cloud SaaS offering that sells to Fortune 500 companies.

Our projects always begin by gaining a deep understanding of your business goals, customer needs, applicable technologies, and market. Clients come to us when their websites are failing business metrics that relate to revenue and the bottom line. These can be load time, visibility on the web, UI/UX, among other items. Furthermore, the worldsfastest.com (WFW) team unlocks insights, opportunities, and solutions businesses typically haven't considered. Frequent check-ins and process reviews ensure that everyone is engaged as a key contributor.

No matter how complicated the task is, we always deliver fast and efficient websites for your business. WFW team evolves from advisor to partner and is there to consult and assist you throughout the journey.

How Did Website Speed Directly Impact FileScience.io

1. **Higher Revenue:** Better speed means better sales. A study found that an average website visitor will judge a website by the first 50 to 500ms and assess their experience. If the website is loading slower than 500ms, then there is some revenue loss already. **With FileScience we were able to consistently load sub 100ms — revenue had an increase of 220%.**
2. **Increased Conversion Rate:** The sales team saw more leads, more frequently. **This accounted for a 2.5x improvement with web conversions.**
3. **Reduced Customer Acquisition Cost:** As SEO Ranking improved, organic website traffic went up. Additionally, website visitors stayed longer on the site and over time had an uptick in customer loyalty.
4. **Sustainability:** Using optimized webpages and sending only what really matters saves a significant amount of energy used to transfer and process data, and consequently help reduce carbon emissions for a better tomorrow. **FileScience.io is a Carbon-Negative Website.**

