

# CASE STUDY

Worldsfastest.com was built with dedication toward improving user experience and speed to the max. Inspired by the endless difficulties every modern business and user encounter every day, we decided to put all of our experiences and technology to make a model for a better and more sustainable web. Applying an enhanced version of the same technology used on the godfather of speed & sustainability - FileScience.io.

Many businesses might initially believe that an impressive website speed is just a luxury. However, in modern days speed is no longer a fancy dream. Low website speed will negatively affect businesses in many areas including financial revenue, bad user experience and overall, severely impacted customer satisfaction.

Recent studies show that users are most likely to navigate away from a website if the website load time is more than 5 seconds.

- Walmart found that for every 1 second improvement in page load time, conversions increased by 2%
- Mobify found that each 100ms improvement in their homepage's load time resulted in a 1.11% increase in conversion

It's not only about money. Websites with lower speed times are most probably loading more resources including excess amounts of JavaScript, CSS and Images that will need more time to be processed by a CPU. Just like almost anything else, CPUs are powered with electricity. By 2020, only less than 30% of electricity generated in the world is generated from renewable sources. Others are generated using non-renewable sources. A slow website doesn't only affect financial revenue or business success, but it also affects the environment indirectly.



## How Website Speed Directly impact your business performance

1. Improved Sales Revenue: Better Speed means better sales. A study found that an average website visitor will judge a website by the first 50 to 500ms if viewing and assess how good it is. If the website is loading slower than 500ms. Then there is probably some revenue already lost. It makes sense also that visitors will feel bored if every page they navigate to is taking more time to load. And will be more likely to abandon the website earlier.
2. Better SEO Ranking: Most search engines will penalize websites with low speed. Which makes sense because it has an overall low user experience. Meanwhile sites with better speed and shorter load time will most probably rank higher with little SEO effort.
3. Reduced Customer Acquisition Cost: As SEO Ranking is improving, organic website visits are more likely to increase. Additionally, Website visitors are more likely to stay more on your website and therefore more likely to be loyal customers on the long run. Increasing number of customers referred by the very old acquisition method; word of mouth.
4. Sustainability: According to Climate Home News, Internet-Connected devices could produce 3.5% of global CO2 emissions in ten years, and possibly 14% by 2040. Using optimized webpages and sending only what really matters will save more power used to transfer and process data, and consequently help reduce Carbon emissions for a batter tomorrow.

1. <https://www.tandfonline.com/doi/abs/10.1080/01449290500330448>
2. <https://www.cloudflare.com/learning/performance/more/website-performance-conversion-rates/>
3. <https://www.climatechangenews.com/2017/12/11/tsunami-data-consume-one-fifth-global-electricity-2025/>