

# Speeding up your web site on Google

*Having a fast loading and mobile responsive web site is now more critical than ever in today's business world.*



## Mobile usage stats and page speed metrics

50%

3.5 s

8.9 s

March 2018

### STATS

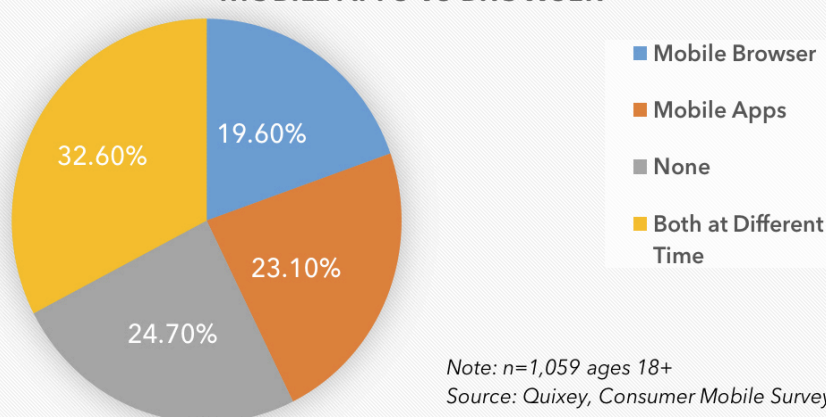
- Percentage of users accessing the internet on mobile devices.
- How long a visitor waits on a site to load before moving on.
- How long an average site takes to load.
- When has page speed been an active Google ranking factor from?



## The importance of site load speed on Google

Google has now come out and said that site loading speed is now an active ranking factor on both mobile and desktop devices. This has been in response to the increase in users of mobile and tablet devices.

### MOBILE DEVICE USERS PREFER TO USE MOBILE APPS VS BROWSER



Note: n=1,059 ages 18+  
Source: Quixey, Consumer Mobile Survey,



MOBILE VIDEO IS ON PACE TO ACCOUNT FOR 69% OF ALL MOBILE TRAFFIC BY 2018



## Mobile search volume

This increase in mobile device usage has seen online traffic via mobile devices reach almost 70% with online videos leading the increase.



44%

Percentage of small businesses that have mobile-friendly websites



## Advertising, mobile responsiveness and site speed.

It is hard enough for a business owner to increase inbound leads. Don't waste your budget by allowing new visitors to arrive at your site and bounce off due to a non responsive website or slow loading speeds!

These infographics are produced by SEO Services Dublin to better inform business owners about what they can do to improve their site rankings on Google. To ensure you don't miss further infographics, please contact us directly.

Contact us now for a FREE site speed and SEO health check!

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