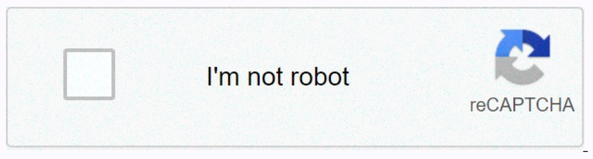

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Make your web pages fast across all devices Analyze Having specific and answerable questions about using PageSpeed Insights? Ask your questions at Stack Overflow. For general feedback and discussion, start a thread on our mailing list. PageSpeed Insights analyzes the content of a webpage, and then generates suggestions to make the page faster. Learn more. Убрзаате веб-странице на свим уређаима Анализирае Имате одређена питаа о коришаеау PageSpeed Insights-а на коаа бисмо могли да годмоворимо? Поставите питае на Stack Overflow-у. Ако желите опште повратне информације и расправу, започните нит на дописној листи. PageSpeed Insights анализира садржаа веб-странице, а затим генерише предлоге за убрзаваае те странице. Сазнајте више. ... and we have added 6 more testing servers to increase capacity for Vancouver, Canada. Wah! #majorreleaseprep 📬 We have re-deployed servers to our Dallas, US test areas and also added more capacity there. IP address has... 🥕 Add more capacity to Mumbai, India and Sao Paulo, Brazil! 📬 a great time ahead - GTmetrix moved to lighthouse! Take a peek at our upcoming changes:... We'll break down the performance of your pages in a summarized report. What else can GTmetrix do for you? We'll test your page on schedule and track how it's done. Learn why monitoring is important Set up notifications and get notified when your page is under-developed. We'll send you an alert linked to the full report so you can find out what's going on. Test your page on your original Android device or on more than 20 different Simulation Device options. Analyze your performance with iPhone, iPad, Samsung Galaxy/Note, Google Nexus/Pixel phones, and other popular devices. See how your page is performing at 7 different global test locations and make sure your page loads quickly for all your visitors around the world. See all our global trial regions Trial for FREE! Need to use GTmetrix in a professional capacity? See GTmetrix PRO! You've just built a new website for your company. You spend days working during design and weeks in production with countless hours of editing. But there's a problem: you find that your beautiful new website isn't as fast as you need it to be. And when it comes to building conversion rates and search engine optimized websites, speed is an important factor. If you don't have a fast website, people will bounce faster than you can say conversions. But speeding up your website is not an easy task. It is often difficult to what causes your website to run slower than it should. Your problem could be anything from code written to a large image or page element. And you need to diagnose and fix this problem quickly. Google will ding your website otherwise. If you run a website through Google's PageSpeed Insights and find a 100% score, your site is fast. And Google gives preferential treatment to websites that load quickly. The faster your site loads, the lower the bounce rate. If your site is fast, you have a better chance of ranking on Google through slow sites that drive high bounce rates. Luckily, Google offers this free tool to find out what you need to fix. But unfortunately, they don't give you the best instructions to get your score up to 100%. Here's how to score 100% perfectly on Google's PageSpeed Insights and why you need to achieve this feat. Why you should care about page speed Page speed is an important factor in terms of ranking your website higher on Google search engine results. If your website isn't on par with the top 10 organic pages, you won't get ranked on the first page. And most search engine users will not click to the second page. It's no secret that the top 10 results will generate most clicks. So focusing on page speed is essential to having a successful company and a website that converts. Backlinko recently conducted a study in which they analyzed more than one million pages of search engine results (SERP) on Google. They want to find out which factors are most common among sites that rank in the top 10 results. And they quickly discovered that the average page load speed for a particular website was a big factor in ranking higher: The top ranking positions on Google all had the same thing in common: Fast page speeds on their websites. They have well-optimized sites clearly designed by their creators for speed. In addition, they found that top-ranked sites also had very low bounce rates when compared to second or third page results: There was a large correlation between fast websites and low bounce rates. And that correlation was recently supported and supported by Google's new PageSpeed industry benchmark. They found that when page load times go up, the likelihood of someone bouncing off your site increases dramatically: That means that if your page takes 10 seconds to load, chances are someone leaves your site even before the load increases by more than 120%! And if you look back at the Backlinko chart from above, it shows that the top-ranked websites on Google's first page all have speed under 3 seconds. But according to Google's latest report, most websites are very slow in every industry: The average load time for most sites is more than eight seconds and can even surpass 11 seconds in the tech industry. Meanwhile, the best practice benchmark is under three seconds. Almost all of us miss the mark when it comes to having a fast fast performance If you want to have a ranking shot on Google's first page, your site must load in less than three seconds. The Backlinko study proves that, and Google's benchmarks further solidify data. In another study, BigCommerce found that conversion rates for ecommerce websites averaged somewhere in the range of 1-2%. And Portent uses this research to do their own research. They found that when you speed up your site from two seconds to a second, your dollars per pageview increase by 100%. Getting your speed up to under two seconds can double your traffic and revenue. So, what causes the page to load slowly? The most common causes of slow pages are large images and poorly designed coding. If you look at any website in the modern era, it's likely filled to a tipping point with images. And if you don't optimize your image, you could have a page that takes up a lot of megabytes of space. Page size and page weight are often measured by page number bytes. Simply put, the page weight bytes indicate the total size of the web page measured in bytes. Google benchmark data shows that best practices for page size or weight are below 500KB: But then again, most of us miss the mark here. We greatly exceeded the recommended weight. One of the concepts that stood out most to me from the Google report came from this short but impactful quote: No matter what, faster is better and more or less. With 70% of pages over 1MB, 36% being above 2MB and 12% being above 4MB, the statement holds a lot of weight (no word intended). Google found that a page weight of just 1.49MB (comparable to the average size of a single HD image), takes seven seconds to load on the page. In their research, they even found web pages with images that averaged 16MB per image. Google only tells us the difficult but hopeful truth: We have serious room for improvement on our website. How to diagnose your desktop and mobile site Knowing that slow websites kill conversions is just the beginning. Acknowledging that your site may have some fundamental issues that you can't see on the surface is the first step. Most sites will run slowly because of large images that take up too much space. But that's not always the case for every website. You need to know exactly what is causing your slow site speed before you can make the necessary changes to score 100% on the PageSpeed Insights tool. To get started, go to the PageSpeed Insights feature and enter your website URL into the bar: Click Analyze to get Google fast testing on your site. A completed report will tell you everything you need to know about your site and what might be hampering its performance. Here's what my report looks like: This is 87/100. It's not good. It's not terrible either. But you almost always have room for improvement. My goal here is to get you to 100% at the end articles as we travel this in page speed together. First, let's take a look at the items I've optimized and perfected: Now, notice how there are only a few items in this list compared to my Optimization Possibilities list: This information tells me that items on Optimization Possibilities are slightly less impactful than I've optimized. But obviously, you have to take care of each element to reach 100% on the Page Speed Insights tool. You'll want to start with the top priority item (more on this later). Next, we want to test our mobile site separately. You can use mobile site testers in the PageSpeed Insights tool, but Google released a more accurate version of this. Visit Test My Site to try it out. Enter your website URL and hit enter: Google will take a few minutes to run this report, but it will give you a detailed look at the performance of your mobile site compared to industry standards. This will even tell you how many visitors you could lose due to lower page speeds. Here's what my data looks like: My load time on mobile devices is four seconds. Remember: The recommended load time is three seconds or less. That means that my speed is not on par with industry standards. And because of that, I lost up to 10% of my visitors just from poor speed performance! Here's what my mobile test looks like when I compare it to industry standards: While still in the best performing part, I'm not where I should be if I want to maximize the effectiveness of my website or drive more traffic and conversions. Scroll down further and Google will give you an estimate of what your top fixes can do for your website: Google says that with some improvements I can reduce my load time by about three seconds. That means that I could potentially have my website loaded at the one-second mark! That's amazing. And believe me, to save 10% of your visitors or more, that's something you need to do. Run your website through this mobile site test to get data on what improvements you need for your website. In the next section, I'll walk you through fixing a top five-page speed issue that can help you print 100% on the PageSpeed Insights tool. 4 ways to get the perfect PageSpeed score Getting 100% perfect in Google's PageSpeed Insights tool is no easy task. It's also not going to happen overnight. You have to do some foot work and spend a few hours on the rocks But if you want to save traffic, drive more conversions, and bring in more revenue, you need to do so. It may be boring, boring and exhausting, but you need those conversions. You can't be lazy and risk leaving traffic and profits on the table. Here are the top four ways you can speed up your site and score perfectly 100% with Google. 1. Compress your images The biggest cause of slow pages and large low scores When I fixed this on my own site, I found a big impact on speed. One of the top optimization techniques for improving image size is compression. You can save an average of 50% or more on image size by using a simple compression tool. If you're using WordPress, one of the best ways to do this without spending a lot of time is to use plugins. My favorite plugin to use is WP Smush Image Compression and Optimization: WP Smush has many amazing features for free. You can smush images automatically by adding plugins. It will scan your media library in WordPress and detect compressable images: If you want to smush tons of new images for your site in bulk, you can upload them directly to the plugin. You can smush up to 50 images at a time, making it one of the fastest tools on the market: If you go to the settings for this plugin, you can turn on the settings to automatically smush the image on upload. If you enable this setting, you don't have to worry about compression anymore. And if you compress all the images that are on your site, then you don't have to worry about them every time you upload them. WP Smush is an excellent and free tool for everyday WordPress users. But, if you don't use WordPress, what do you do? Well, there are many other plugins for different sites. For example, if you run shopify-based stores and sites, you can use Crush.pics: Crush.pics saying that you can expect a big jump in PageSpeed Insights scores using their tool: PageSpeed score before compression: 75/100. PageSpeed score after compression: 87/100 Install this free plugin for Shopify to start compressing your images and increase your page speed score. If you're not familiar with plugins or don't like using them for your site, you can use free online tools like Compress JPEG, Optimizilla, and more. Both are fast, free tools that allow you to compress up to 20 images in a single upload. See an example of this image I compress to give you an idea of how impact these programs have: I reduced the file size by 68% in just two seconds using Optimizilla. It reduces the size from 380KB to 120KB with almost no difference in quality! You can use all these tools for free and you should definitely implement them if you can't use the plugin. 2. Use browser caching browser caching is another tool that can make a big impact with relatively little effort when it comes to page speed. Retrieve resources to load your website a lot of effort. This requires loading each image and page element and then dealing with heavy HTML and encoding. Every time someone loads your site, this process has to happen again. Your site will take too long to load. And that's where browser caching can help. This works by remembering preloaded resources so that they don't have to reload on each visit. When a website travel to new pages on your site, all your data, such as logos and footers, doesn't need to load anymore. That will result in a huge increase in speed when people land on your site. So, how do you implement it? Luckily, there's a plugin for that. You don't need to be an expert in coding to do this. Try using the W3 Total Cache for wordpress sites. It's got over a million active installations and is the most popular caching plugin on the market: W3 Total Cache claims that it can give you at least a 10x improvement in overall site performance. In addition, they claim (and back up) that this plugin will help you achieve higher results in Google's PageSpeed tool. It also helps you mine HTML (which we'll dive into next), JavaScript, and CSS, giving you up to 80% bandwidth savings. Try using W3 Total Cache today to give your website a quick and easy speed upgrade even if you don't have coding experience. 3. Minify your HTML Minimizing the space your HTML encoding takes up is another big factor in getting a perfect score from Google. Minification is the process of deleting or repairing unnecessary or duplicated data without affecting how the browser will process HTML. This involves fixing code, formatting, deleting disused code, and shortening the code if possible. And again, thanks to the amazing WordPress plugin option, you don't need to be a coding genius to fix this. One of the best tools to do this is HTML Minify: you can download this plugin for free directly from their site and install it to your WordPress account. And you can do it in seconds. You can also install it directly from this plugin page. Once you've installed the plugin, you just have to take a few steps before you see the instant impact on your site. If you want to increase speed, mining your script will be a big win. Go to the settings tab of your Minify HTML plugin and enable all the following settings: you can effectively kill multiple birds with one stone. Google's PageSpeed Insights recommends mining HTML, JavaScript, and CSS. Enable the Minify HTML + Inline JavaScript setting. Next, be sure to select Yes to Remove HTML, JavaScript and CSS comments. The great thing about this plugin is that it will tell you what actions are recommended under each setting. Follow this action if you're not familiar with how this setting works. Minify your encoding today and you'll see an instant impact on your insights report. 4. Apply AMP AMP is short for Accelerated Mobile Pages. This projects implemented by Google to help load mobile pages faster. It works by creating an open-source format that strips off a lot of unnecessary content, making your mobile pages load almost instantly. This gives users a more efficient experience on mobile without clunky features that don't work well on mobile devices. If you're browsing Internet on your phone, you may have clicked on an AMP-based article. Here's what they look like: They're often relegated to the Top Stories section of Google search results and they load instantly. They don't have much formatting, which helps them load quickly and deliver content that mobile users want to see. When searchers on Google click on one of these AMP articles, they see content like this: It's a simplified version of a real website that allows users to scroll between different stories without leaving the webpage and clicking next. For example, you just have to swipe left or right to read the next article in order: This feature simplifies the user experience on mobile devices. Gone are the days when you had to wait 10 seconds for the site to load, then click back to the search results page, and wait another 10 seconds to load the next site. Here you can access the content of some articles without clicking the back button once. It's very effective for speeding up your site and reducing the likelihood someone will leave. Many companies take advantage of AMP. WIRED companies are starting to implement AMP to do a better job of reaching their customers. They found that their mobile user experience was too slow. Conversions don't happen at all due to speed issues and visitor retention issues. Deciding to invest time into AMP made a big impact for WIRED. They increased their click-through rate from organic search results by 25%. They found a 63% increase in CTR on ads in AMP stories as well. They can also add AMP stories to more than 100k articles on their site. Gizmodo also jumped on the AMP train and saw a big increase on their mobile site. They get over 100k AMP page visits every day with load times that are 3x faster than standard mobile pages. Conversions also increased by 50%. It's safe to say that AMP can significantly increase mobile conversions and speeds, giving you a great opportunity to score higher in Google's PageSpeed Insights. If you want to start using AMP on your own site, there are several ways to do it. If you're familiar with HTML, you can follow AMP's detailed tutorial here. For those who are less tech savvy or have no experience in HTML, try using the WordPress plugin. One of the most popular plugins is AMP for WP. It has more than 80,000 active installations and has constant support and updates. This plugin includes an AMP page builder that you can drag and drop page elements easily: This is one of the easiest ways to create content AMP-friendly. All you have to do is download and install the plugin in your WordPress dashboard and activate it. From there, you can use the page builder in each new post you upload. These pages will then create an AMP-friendly version that will appear in the search results. AMP is a proven way to speed up your mobile site. This can help you reduce your speed by under a second, and many companies find success with it. Conclusion When you've spent many days, weeks, and months building a new website, you want it to be perfect. Every image, element, and icon should be the best. But it often keeps you with websites that are slower than the best practices set by Google. And when it comes to driving conversions on your site, speed will always play a big role. People don't want to wait 10 seconds for your site to load when they can click back to Google and choose their next result. And Google is about providing a good user experience. So if your site is too slow, and Google sees people bouncing, they'll drop you in the SERP. It's important that you get a 100% score in Google's PageSpeed Insights. Or as close as possible to that perfect score. This should be one of your top priorities when trying to improve and optimize your site. To get started, you first need to diagnose what problems are bothering your site. Are images, page elements, too much text, bad coding, or all of the above? Use the Google PageSpeed Insights feature to find out your next step. Generally, images will be a big part of your job. Start by compressing and optimizing your images with a plugin or website image compressor. Next, use the plugin to take advantage of the browser cache. You can find plugins that help your site load faster and use fewer server-based requests. Then, consider mining your coding. This step will help you remove unnecessary coding that slows down your site. Finally, try applying AMP to get your pages loaded instantly. It is a proven tool that has made a huge impact on countless corporate sites. Scoring 100% perfectly on Google's PageSpeed Insights can give your website the boost it needs to succeed. What's the best way you find to increase the speed of your site? Speed?