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## My site speed google

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IP addresses have... ¶ Added more capacity in Mumbai, India and Sao Paulo, Brazil! ¶ Exciting moments ahead - GTmetrix moves to Lighthouse! Take a look at our upcoming changes... We'll spread the performance of your page in a summary report. What else can GTmetrix do for you? We'll test your page according to a schedule and monitor how it's doing. Learn why tracking is important, set up an alert, and receive notifications when your page is down. We'll send you a notification linked to a full report so you know what happened. Try your page on a real Android device or over 20 different device simulation options. Analyze your performance with iPhone, iPad, Samsung Galaxy/Note, Google Nexus/Pixel phones, and other popular devices. See how your page works in 7 different test sites worldwide and make sure it loads quickly for all your visitors around the world. See all our global test sites Try it for FREE! Do you want to use GTmetrix as a business property? Check out GTmetrix PRO! You just built a new website for your company. You spent working days over design and weeks in production with countless hours of edits. But there's a problem: You may find that your new, beautiful website isn't as fast as you need it to be. And when it comes to building a conversion rate and search engine optimized website, speed is a Factor. If you don't have a fast website, users will bounce faster than you can say conversions. But speeding up your website is not an easy task. It is often difficult to diagnose what causes your website to run slower than it should. Your problem could be anything from poorly written code to images or large page elements. And you need to diagnose and fix these issues quickly. Google will ding your website if you don't. If you run your website through Google's PageSpeed Statistics and find a 100% 100% your site is fast. And Google gives preferential treatment to websites that load quickly. The faster your website loads, the lower the bounce rate. If your site is fast, you're more likely to google slow sites that lead to high bounce rates. Fortunately, Google offers this free tool to find out what to fix. But unfortunately, they don't give you the best instructions to get your score to 100%. Here's how to earn a perfect 100% on Google PageSpeed Information and why you need to achieve this feat. Why you should be interested in the speed of the Page page is a critical factor when it comes to ranking your website higher for Google search engine results. If your site isn't on the same level as the top 10 organic pages, you won't be on the first page. And the vast majority of search engine users simply won't click on the second page. It's no secret that the top 10 results will produce the majority of clicks. So focusing on page speed is paramount to having a successful company and a website that converts. Backlinko recently conducted a study where it analyzed over a million pages of search engine results (SERPs) on Google. They wanted us to understand which factors were the most common among sites ranked in the top 10 results. And they quickly found that the average page loading speed for each given website was a huge factor in ranking higher: The top posts on Google all had the same things in common: Fast page speeds on their websites. They had well-optimized locations that their creators had clearly designed for speed. On top of that, they found that the top sites also had very low bounce rates compared to second or third page results: There was a strong correlation between fast web pages and low bounce rates. And this correlation was recently supported and supported by Google's new PageSpeed industry benchmarks. They found that as page loading times go up, the likelihood of someone bouncing off your site increases dramatically: This means that if your page takes 10 seconds to load, the likelihood of someone leaving your site before it even loads increases by more than 120%! And if you look back at the Backlinko chart above, it showed that the top websites on Google's front page all had page speeds of less than 3 seconds. But according to Google's latest report, Websites are incredibly slow in every single industry: The average load time for most sites is over eight seconds and can even exceed 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 performance website. If you want to get a chance at ranking on the first page of Google, your site must load in less than three seconds. Backlinko's study proved that, and Google's benchmarks stabilize the data even more. In another BigCommerce found that conversion rates for e-commerce websites average somewhere in the 1-2% range. And Portent used this study to conduct his own research. They found that when you speed up your site from two seconds to one second, your dollars per pageview increase by 100%. Getting your speed in less than two seconds can double your traffic and revenue. So what causes a page to load slowly? The most common causes of slow pages are massive images and poorly designed encoding. If you look at any website in the modern era, it is likely to be filled with the tipping point with images. And if you don't optimize your images, you could have pages that take up a lot of megabytes of space. Page size and weight are often measured by page weight bytes. Simply put, page weight bytes show the total size of a Web page measured in bytes. Google's reference data shows that the best practice for page size or weight is under 500KB: But again, most of us are missing the mark here. We are well above the recommended weight. One of the concepts that stand out to me the most from Google's report comes from this short but impactful quote: No matter what, faster is better and less is more. With 70% of pages being over 1MB, 36% being over 2MB and 12% being over 4MB, this statement holds a lot of weight (no pun intended). Google found that a page weight of just 1.49MB (comparable to the average size of a single HD image) took seven seconds to load into a page. In their research, they even found a website with images that averaged 16MB per image. Google simply tells us the hard but promising truth: We have serious room for improvement on our websites. How to diagnose your desktop and mobile site Knowing that slow websites kill conversions is just the beginning. Recognizing that your site may have some underlying issues that you can't see on the surface is the first step. Most sites will run slowly due to large images that take up a lot of space. But that's not always the case for every website. You need to know exactly what's causing your website's low speeds before you can make the necessary changes to win 100% in the PageSpeed Insights tool. To get started, open the PageSpeed Insights tool and enter your website URL in the bar: Click Analyze to make Google a quick test on your site. The complete report will tell you everything you need to know about your website and what may be hindering its performance. Here's what my report looks like: It's an 87/100. It's not perfect. That's not terrible either. But you almost always have room for improvement. My goal here is to get you to 100% by the end of this article as we take this trip to page speed together. First, let's look at the items I've optimized and perfected: Now, notice how there are only a few items in this list compared to my Possible Possible list: This information tells me that the data for Possible Optimizations is a little less impactful than what I've already optimized. But obviously, you will need to take care of each item to click 100% on the page speed information tool. You'll want to get started with the top priority items (more on that later). Then we want to test our mobile website separately. You can use the mobile site controller in the PageSpeed Insights tool, but Google has released an updated, more accurate version of it. Head to test my site to try it out. Enter your website URL and press enter: Google will take a few minutes to run this report, but it will give you a detailed look at how your mobile site works compared to industry standards. It will even tell you how many visitors you could lose due to a lower page speed. Here's how my data looks: The loading time on my phone is four seconds. Remember: The recommended loading time is three seconds or less. This means that my speed is not at the same level as industry standards. And because of that, I lose up to 10% of my visitors just because of poor speed performance! Here's what my mobile test looks like when I compare it to industry standards: While still in the top performance segment, I'm not where it should be if I want to maximize the effectiveness of my website or drive more traffic and conversions. Scroll down even further and Google will give you an estimate of what your top fixes could do for your website: Google says that with a few fixes I could reduce my load times by about three seconds. This means I could possibly get my website to load at the one second mark! That's amazing. And believe me, to save 10% of your visitors or more, is something you need to do. Run your website through this mobile site test to get data about the fixes you need for your website. In this next section, we will guide you in determining the top five page speed problems that can help you score a 100% on the PageSpeed Insights tool. 4 ways to land a perfect PageSpeed rating Getting a perfect 100% for Google's PageSpeed Insights tool is no easy task. That won't happen overnight either. You're going to have to work on foot and spend a few hours on the grind. But if you want to save traffic, increase your and increase revenue, you have to do it. It can be boring, tiring and tiring, but you need these conversions. You can't be lazy and risk leaving traffic and profit on the table. Here are the top four ways you can speed up your website and rate a perfect 100% with Google. 1. Compress your images The biggest cause of slow pages and low results are large images. When I fixed this on my own site, I found a huge impact on speed. One of the leading optimization techniques for determining image size is compression. You can save an average of 50% or more on image size using simple compression If you use WordPress, one of the best ways to do this without spending a lot of time is to use a plugin. My favorite plugin to use is WP Smush Image Compression and Optimization: WP Smush has tons of awesome features for free. You can smush images automatically by adding the plugin. It will scan your media library in WordPress and detect images that can compress: 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 head to the settings for this plugin, you can turn on the setting to automatically smush images when uploading. If you enable this setting, you won't have to worry about compression again. And if you compress all existing images on your website, then you don't have to worry about it every time you upload. WP Smush is an excellent, free tool for everyday user wordpress. But, if you're not using WordPress, what are you doing? Well, there are tons of other plugins for different sites. For example, if you run a shop and a Shopify-based site, you can use Crush.pics: Crush.pics says you can expect a big jump in PageSpeed Insights scores using their tool: PageSpeed rating before compression: 75/100. PageSpeed post-compression rating: 87/100 Install this free plugin for Shopify to start compressing your images and improve the speed score of your page. If you're not familiar with plugins or don't want to use them on your site, you can use free online tools like JPEG compression, Optimistilla, and more. Both are fast, free tools that allow you to compress up to 20 images into a single upload. Check out this image example that I've compressed to give you an idea of how impactful these programs can be: I reduced file size by 68% in just two seconds using Optimizella. Reduce 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 a plugin. 2. Use the browser caching browser is another tool that can have a big impact with relatively little effort when it comes to page speed. Getting the resources to load the Web site requires a ton of effort. Requires each image and page element to be loaded, and then with heavy HTML and encoding. Every time someone loads your site, this process must happen again. Your site will take them too long to load. And this is where browser caching can help. It works by remembering the previously loaded resources so that you don't have to reload them on every visit. When a visitor to the website travels to a new page on your website, all your data, such as logos and footers, won't have to load again. This will lead to a big increase in speed when people land in your area. So, how do you apply it? Fortunately, fortunately, a plugin for it. You don't have to be an coding expert to do this. Try using W3 Total Cache for wordpress sites. It has over a million active installations and is the most popular caching plugin on the market: W3 Total Cache claims it can give you at least a 10x improvement in the overall performance of the site. On top of that, they claim (and back up data) that this plugin will help you achieve higher results in Google's PageSpeed tools. The tool also helps you minify HTML (which will dive into the next one), JavaScript, and CSS, giving you up to 80% bandwidth savings. Try using W3 Total Cache today to give your website a quick, easy boost in speed, even if you don't have coding experience. 3. Minify your HTML Minimizing the space that your html encoding occupies is another great factor in getting a perfect score from Google. Minification is the process of removing or specifying unnecessary or duplicate data without affecting how a browser will process HTML. Includes specifying code, formatting, removing unused code, and shortening code when possible. And once again, thanks to wordpress's amazing plugin options, you don't have 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 on your WordPress account. And you can do it in seconds. You can also install it directly from this plugin page. Once you install the plugin, you only need to take a few steps before you see a direct effect on your site. If you want to increase speed, your minifying scenario is going to be a great win. Head to the settings tab in the Minify HTML plugin and enable all of the following settings: You can effectively kill multiple birds with one stone. Google's PageSpeed Insights recommends that you make mini HTML, JavaScript, and CSS applications. Turn on Minify HTML + Built-in JavaScript settings. Then be sure to choose yes for Remove HTML, JavaScript and CSS comments. The great thing about this plugin is that it will tell you what the recommended action is under each setting. Follow these actions if you are not familiar with how these settings work. Minify your coding today and you should see a direct effect on your information report. 4. The implementation of AMP AMP is short for accelerated mobile It's a project implemented by Google to help mobile pages load faster. It works by making an open source format that removes tons of unnecessary content, making your mobile pages load almost immediately. It gives users a more streamlined mobile experience without any clunky features that don't work well on mobile devices. If you browse the Internet on your mobile phone, you've probably clicked on an article based on AMP. Here's what they look like: They're often relegated to the Top Stories section of Google search results and loaded immediately. These have a lot of formatting, which helps them to load quickly and deliver the content that the mobile user wants to see. When a Google search user clicks on one of these AMP articles, they see the content as follows: It's a simplified version of the actual website that allows the user to move between different stories without leaving the website and clicking on the next one. For example, you can simply swipe left or right to read the next article in the sequence: This feature simplifies the mobile user experience. Gone are the days when you had to wait 10 seconds for a site to load, then click back on the search results page, and wait another 10 seconds for the next site to load. Here you can access the content of multiple articles without clicking the back button once. It is extremely effective in speeding up your site and reducing the likelihood that someone will leave. Tons of companies are taking advantage of AMP. WIRED started the AMP app to do a better job of reaching their customers. They found that their mobile user experience was very slow. The conversions simply didn't happen because of speed and visitor retention problems. The decision to invest time in AMP has had a huge impact on WIRED. They increased the click-in rate from organic search results by 25%. They found a 63% increase in CTCs in ads on AMP stories, too. They were also able to add AMP stories to over 100k articles on their website. Gizmodo also jumped on the AMP train and saw huge improvements to their mobile site. They were getting over 100k AMP page visits every day with loading times that were 3x faster than standard mobile pages. Conversions also increased by 50%. It's safe to say that AMP can significantly increase mobile conversions and speed, giving you a huge opportunity to rate higher on Google's PageSpeed Insights. If you want to start using amp on your own site, there are a few ways to do it. If you are familiar with html, you can follow amp's detailed tutorial here. For those who are less technologically savvy or have no experience in HTML, try using a WordPress plugin. One of the most popular plugins is AMP for WP. It has over 80,000 active installations and has ongoing support and updates. The plugin includes an amp page builder tool that you can easily drag and drop page elements: It's one of the easiest ways to create AMP-friendly content. you have to do is download and install the plugin for your WordPress dashboard and activate it. From there, you can use the Page Builder tool in each new publication you upload. These pages will then create an AMP-friendly version that will appear in mobile search results. AMP is a proven way to speed up your mobile website. It can help you reduce your speed in less than a second, and tons of companies find success with it. Conclusion When you have spent countless days, weeks, and and building a new website, you want it to be perfect. Each image, item, and icon must be top notch. But this often leaves you with a website that is slower than best practices set by Google. And when it comes to driving conversions to your website, speed will always play a big part. Users don't want to wait 10 seconds for your site to load when they can click On Google and choose the next result. And Google is all about providing a good user experience. So if your site is too slow, and Google sees people bouncing, it will throw you into SERPs. It's paramount to score 100% on Google's PageSpeed Information. Or as close as possible to this perfect score. It should be one of your main priorities when trying to perfect and optimize your site. To get started, you must first diagnose which issues plague your website. Are they images, page elements, too much text, poor coding, or all of the above? Use the Google PageSpeed Insights tool to figure out what your next steps are. Usually, images will be most of your work. Start by compressing and optimizing your images with a plugin or website image compressor. Then use a plugin to take advantage of browser caching. You can find plug-ins that help your site load much faster and use fewer server-based requests. Then think of your minifying coding. This step will help you remove any unnecessary encoding that slows down your site. Finally, try implementing AMP to make your pages load instantly. These are proven tools that have made a big impact on the sites of countless companies. Scoring a perfect 100% on Google's PageSpeed Statistics can give your site the boost it needs to succeed. What are the best ways you've found to increase the speed of your website? Speed?

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