

Five ways to boost webpage loading speed for increased conversion

Studies have proven a direct correlation between slow-loading websites and poor conversion - a drop of 7% for every second spent watching a loading screen!

Cover off these five points to give your loading speed a boost:



Optimize your images

Images can stifle your loading speed, especially large and high resolution files (which let's face it - all the best website images are!).

When planning images for web use, many photo editors, like Photoshop, have a "Save for Web" option, ensuring images are compressed for fast loading.

Reduce file size

Ask your website host if they use GZIP compression and deflation, as when combined, these techniques can reduce file size by as much as 70% - **a quick win to drastically speed up website load time.**



Manage your re-directs

Though many websites use re-directs, to keep content current, avoid dead-end pages and boost SEO -using too many can confuse website browsers and negatively impact loading speed.

Avoid double re-directs (where a page is re-directed to another re-directed page) and carefully manage your website structure to ensure loading speed doesn't rely on a number of complicated directional coding.



Don't trust HTML to edit image size

Many websites are built with HTML formatting that minimizes an image when displayed on a specific webpage; this is a technique especially prominent on blog pages.

However, this automatic resizing doesn't affect the amount of room that image takes up on your server. Without editing the image, loading speeds will remain slow as the browser analyzes the original size of the image and makes appropriate adjustments to display the correct size.



Spread the network load

If your website is popular (rejoice!) and sees a high volume of traffic, you may need to consider a Content Delivery Network (CDN).

These solutions serve webpages depending on the location of the visitor, taking the pressure to deliver a fast loading website away from your local browser, and shares the load.

If you're a business with an online login where both clients and prospects regularly access your website, this option could drastically improve loading speed.

Webeo creates the perfect website, for every visitor

To kick-start your conversion rate optimization success, get in contact with our expert Webeo team, committed to helping businesses deliver exceptionally effective website personalizations.

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