duda

2017 Is The Year of Speed

Marketing and Selling with
Google PageSpeed Scores

www.dudamobile.com

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Executive Summary

Duda is now the first and only Google Preferred Website Builder to adhere to the search giant's best practices for creating websites that load at lightning-fast speed. This is a boon to your customers and a great marketing and sales opportunity for you.

Download this free e-Guide to marketing with Google PageSpeed now!

Intro

For the past few years, SMBs across the world have been told that making their websites mobile-friendly, and embracing a mobile-first world, were essential for business success. And this was good advice. These simple facts were, and remain, universally true for every region across the planet. However, now that many SMBs have accepted these truths and made their sites mobile-friendly, what will be the next big challenge/initiative in the web design industry?

The answer is speed, and Duda has addressed this issue head on. We have reconfigured the way Duda websites are architected to ensure they adhere closely to Google's best practices, as recommended by Google's PageSpeed Test. Duda websites now regularly score well into the 90s in Google's test.

Not only does this mean that Duda websites now load faster than ever (which is great for your existing customers), a strong Google PageSpeed score is also a great marketing and sales tool for your company.
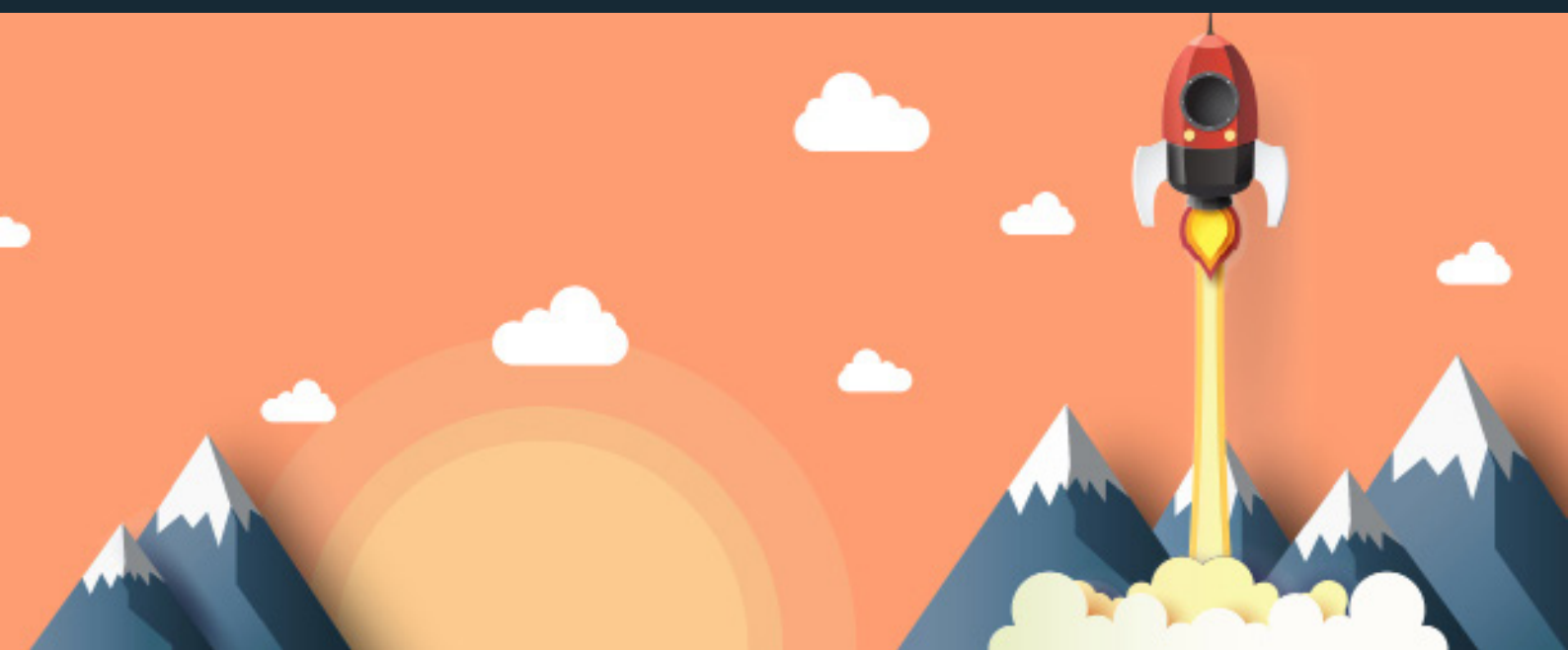
How We Did It

Improving the speed of Duda's websites and adhering to Google's PageSpeed best practices entailed a few different in-depth tasks:

- Refactored the JavaScript framework Duda uses, which eliminates the need to render the JavaScript upon the first page load
- Identified the critical CSS and ensured it loads quickly by placing it in optimal locations on the page
- Pushed all non-essential CSS to the bottom of a page
- Optimized images using industry-leading lossy compression techniques
- Compressed and minified the HTML, CSS, JavaScript

This whole process is automated and runs seamlessly in the background as your designers or users build websites. Within 30 seconds of being published, Duda sites are fully optimized to score well on Google's PageSpeed Test.

For a more detailed breakdown of how Duda became the only Google Preferred Website Builder to implement Google's best practices for pagespeed, check out this blog post by Duda's CTO, Amir Glatt.

Benefits To Your Customers

No matter whether a consumer is on a desktop, tablet, or mobile device, they increasingly expect a website to load quickly. Addressing this creates improvements for your customers.

SEO Advantages

Google cares a lot about speed, and in an attempt to help improve the quality of its search experience, has used load times as a [positive ranking signal since 2010](#), and more recently announced site speed would become [a ranking factor on mobile, as well.](#)

Conversion & Engagement

In addition to the SEO benefits improved pagespeed brings to your customers' websites, there are many conversion and engagement advantages, such as:

- More Time On Site — 70% Longer Sessions*

- Lower Bounce Rate — 35% Lower Bounce Rate*

- Higher Engagement — 60% More Pageviews*

- Competitive Advantage — 77% of Websites Take More than 10 Seconds to Load on Mobile*

- More Customer Conversions — 7% Less Conversions for Every Second It Takes to Load*

*Source: The Need for Mobile Speed 2016, DoubleClick by Google

The above statistics in Google are largely in line with the trends we found while examining our own data during this research.

For example, there is a clear relationship between Render Start and Mobile Engagement Rates.

Render Start time (s)	Mobile Conversion Rate*	% Change
<1	10.50%	
1.0-1.9	9.60%	8.40%
2.0-2.9	9.10%	5.00%
3.0-3.9	7.70%	15.80%

Mobile Engagement = Click-to-Calls, Contact Form Submits, Map Clicks, Click-to-Email, Opentable Clicks, and Click-to-SMS

What this means is that sites with the fastest render starts (<1 sec) get nearly 50% more engagement actions than the sites in the slowest group (3-4 sec). As you can see from the data, there is roughly a 10% decrease in conversion rate for every additional second it takes a site to load.

This trend also holds true when just looking at Click-to-Call.

Jan Render Start time (s)	Jan. Click-to-Call Rate	% Change
<1	7.80%	
1.0-1.9	6.70%	13.70%
2.0-2.9	5.80%	14.20%
3.0-3.9	5.10%	11.10%

Bottom Line

Pagespeed is a critical component for getting users to engage with a site. Web experiences today need to be, relevant, painless and fast. By lowering Duda's start render time by 23%, we've significantly increased the value SMB customers receive from the Duda platform.
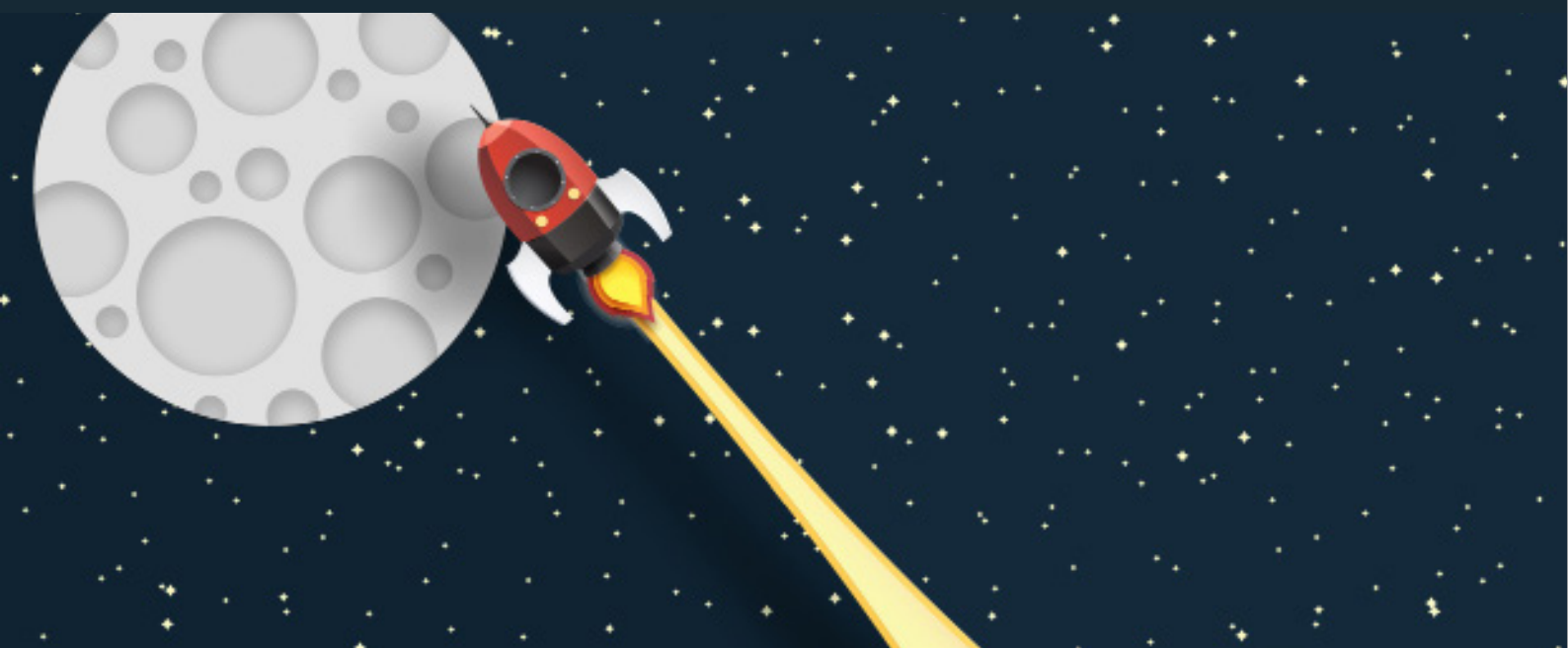
How to Present PageSpeed to Customers

Highlighting Google PageSpeed scores is a very effective way to market your service, upgrade existing customers, sell new websites, and increase customer loyalty while lowering churn.

Here are some tips on how your salespeople and marketing team can present pagespeed to your different audiences.

Existing Customers Whose Sites Have Been Improved

As the new pagespeed optimizations run automatically in the background, your existing user base will not know about these improvements unless you inform them. We recommend emailing your existing customers to let them know about this update, and encourage you to highlight the benefits it will bring to them.

This update to the Duda platform has no impact on site performance other than improving load times, so feel free to reassure your customers that this news is all good.

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***Note:** Your customers' websites must be republished on the Duda platform to be optimized for speed, so instructing them to do so in an email is strongly advised.*

Existing Customers Whose Sites Are On Legacy Platforms

Duda's pagespeed improvements are an excellent reason to reach out to any existing customers you have who are on legacy website builders and encourage them to upgrade/migrate their websites.

While reaching out to these customers, it would be a good idea to inform them of the positive effect the change could have on their search results ranking and conversion rate. You may also want to show them their current PageSpeed score, which can be pulled out of Google manually or via API, compared to the average score of Duda websites.

Letting your customers know their new website would be aligned with Google's best practices for pagespeed is a very strong USP.

Potential New Customers

Nobody has ever wished for a slower website, and yet, the internet is seemingly full of them. Many SMBs may not be aware of how slow their websites actually are and the impact this could be having on their conversion rates and SEO.
Successfully marketing to this audience may require a small amount of education on why website load times are important and how improving them can impact an SMB's bottomline.

It's also a good idea to point out how pagespeed is just one of the many benefits of using the Duda platform, along with website personalization tools, the ability to customize sites independently by device, a robust eCommerce solution, and more.

A landing page or video highlighting the benefits of a website that loads at breakneck speed is a great hook for introducing your company to potential customers, and then cross-selling your other services.

Summing Up

- Invoke Google and how the search engine is pushing for sites to have better load times
- Compare the scores of Duda websites to legacy platforms and outside website builders
- Reference SEO, engagement and conversion benefits of creating a website with a great Google PageSpeed Score

Questions?

If you have any questions about Duda's improvements to our websites' Google PageSpeed scores and load times, feel free to reach out to partners@dudamobile.com.