

Speed ??race on the web and mobile platform, how do businesses follow the lead?

'Time is money' was once the slogan that companies apply to improve performance and profitability. In today's fast-paced and connected world, this maxim is once again the guiding principle that companies must follow if they want to improve customer experience and boost sales.

By the end of 2019, 86.2% of the 3.75 billion Internet users worldwide use mobile phones to access online. However, the general situation is that today's websites are often "bloated" and difficult to meet the requirement of a seamless experience and bring immediate results. So where is the cause? It could be videos, images, scripts or all of the above. But whatever the reason, companies will still need to do more to reduce the load.

Speed ??equivalent to revenue

A slow loading page on a mobile device not only tests user patience, this 'failed' customer experience can also cost businesses. A study on the attitude of 1,150 consumers and businesses found that page load speed is a decisive factor in purchasing behavior.

Specifically, nearly 70% of consumers say page speed affects their readiness to buy. Moreover, slow loading times also reduce the chance they will come back in the future. A data download problem resulted in 22% of shoppers closing tabs, 15% said they would visit a competitor's website while another 12% would tell friends about their negative experience. Companies right now not only prioritize page load speed, but also evaluate their speed against competitors that will create a gap to a year ahead.



For mobile environments, conversion rates drop sharply as page load times increase. For example, the data showed that when mobile page load time increased from 1 second to 3 seconds, conversion rate halved and bounce rate increased by 6%. Conversion rates continue to plummet from there. Therefore, it is imperative that online businesses invest resources to ensure that websites and mobile devices load quickly.

Bottom Line: *Bounce rate bounce rate - the percentage of users navigating away from a website after viewing only one page - increases significantly as the page load time increases. If you want users to be sympathetic and cooperative, businesses need to ensure the site loads as quickly as possible, especially on mobile devices.*

How to optimize speed, optimize sales?

Contrary to popular belief, download speed is important only for sales websites, e-commerce websites, in fact, everything from education, travel to news depends very much on This element in the competition for customers, readers. This is completely understandable because user behavior on the Internet is becoming more and more diverse. They are not just shopping, entertaining, but also looking up information, learning knowledge, or saving instructions that they find useful on their handsets. Not being able to access the desired content is the fastest way to "push" customers away from brand reach.

Many businesses today are aware of the importance of website speed to user experience when focusing on optimizing photos, videos, and static files (files do not change when visitors visit more than once). But these efforts are mostly manual operations on each image, and are not synchronized on both web and mobile platforms. This may partly help the web reduce the size and increase the friendliness on the Google search engine but this method is extremely time-consuming and manpower.

For example, a travel website needs to post a few dozen to a few hundred articles a day about attractive destinations, each post contains 7-10 images. So the number of photos to upload a day can range from a few hundred to thousands of photos. Optimizing each image on tools or directly on the page will certainly discourage collaborators for a boring and boring job.



Tối ưu từng ảnh trên các công cụ hoặc trực tiếp trên trang chắc chắn sẽ làm nản lòng các cộng tác viên cho 1 công việc nhằm chán đến buồn tẻ.

To solve this problem, many businesses have applied CDN with maximum speed optimization features such as automatic compression, image size to fit the display size without losing quality and optimization. CSS and JS, streamline metadata, display images in Progressive Image format .

When integrating CDN on the system, the entire image of the website will be automatically optimized according to the standard without any manual operation. It is important that the image quality is guaranteed when optimized, without affecting the page viewing experience of the customer. Image size reduction, image size reduction helps the overall website "lighter", and as a result, web download speed is faster.

BizFly CDN is an outstanding solution in the diverse cloud ecosystem provided by BizFly Cloud with many advanced products. Operated by VCCorp - a leading company in the field of communications and internet in Vietnam - BizFly Cloud is also a cloud infrastructure provider for many prestigious units such as VTV, Vingroup, Fahasha, Topica, Thu Cuc , Northern Green Land, Ahamove, .

Refer to the details of CDN solution and FREE trial for up to 30 days at:

Website: <https://bizflycloud.vn/cdn/>

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