HOW Loading Time AFFECTS YOUR Bottom Line

**EVERY SECOND COUNTS**
Loading time is a major contributing factor to page abandonment. The average user has no patience for a page that takes too long to load, and justifiably so.

Observation: Slower page response time results in an increase in page abandonment, as demonstrated in the following chart.

**MOBILE VS. DESKTOP**
Tablet internet users expect a web browsing experience on their phone that’s comparable to what they get on their desktop or laptop.

What follows is a graph of how users thought their mobile browsing experience compared to their desktop browsing experience.

Observation: Most participants in the survey thought that their phone had slower load times than their desktop.

**COMMON PROBLEMS WHEN ACCESSING A WEBSITE FROM A MOBILE PHONE**
60% of mobile internet users say that they’ve encountered at least one problem while browsing within the last 12 months.

- 73% of mobile internet users say that they’ve encountered a website that was too slow to load.
- 61% say that they’ve encountered a website that crashed, froze, or received an error.
- 48% say that they’ve encountered a website that was difficult to read.
- 45% say that they’ve encountered a website that was difficult to navigate.
- 40% say that they’ve encountered a website that wasn’t available.

**PATIENCE OF MOBILE WEB USERS**
How long are users willing to wait for a site to load before they abandon the page? The following graph seeks to answer this question.

Observation: Most participants in the survey would wait 0-10 seconds before they abandon pages.

**HOW WEBSITE PERFORMANCE AFFECTS SHOPPING BEHAVIOR**
47% of consumers expect a web page to load in 2 seconds or less.

- 40% abandon a website that takes more than 3 seconds to load.
- 39% of shoppers who are dissatisfied with website performance are less likely to buy from the same site again.
- 30% of online shoppers state that quick page loading is important to their site loyalty.

**A 1 SECOND DELAY IN PAGE RESPONSE CAN RESULT IN A 7% REDUCTION IN CONVERSIONS.**
If an e-commerce site is making $100,000 per day, a 1-second page delay could potentially cost you $2.5 million in lost sales every year.

**SOURCE:** gomoz.com, wamiz.com