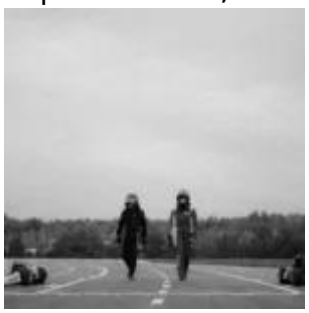
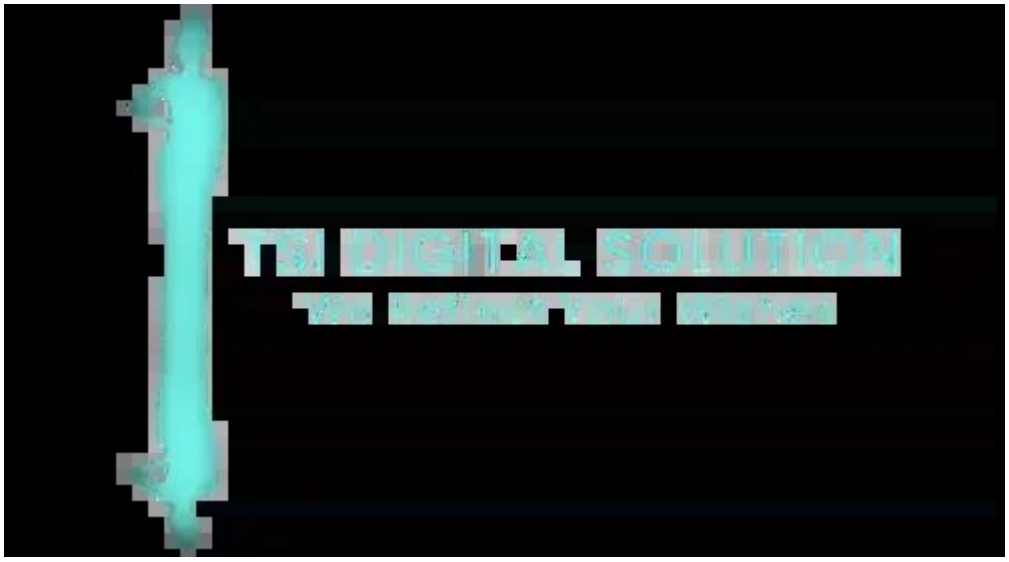
Speeding Up Websites

Category: Technical Blog
September 22, 2024





- About us
- Services
- Projects
- Blogs
- Contact us
- Languages
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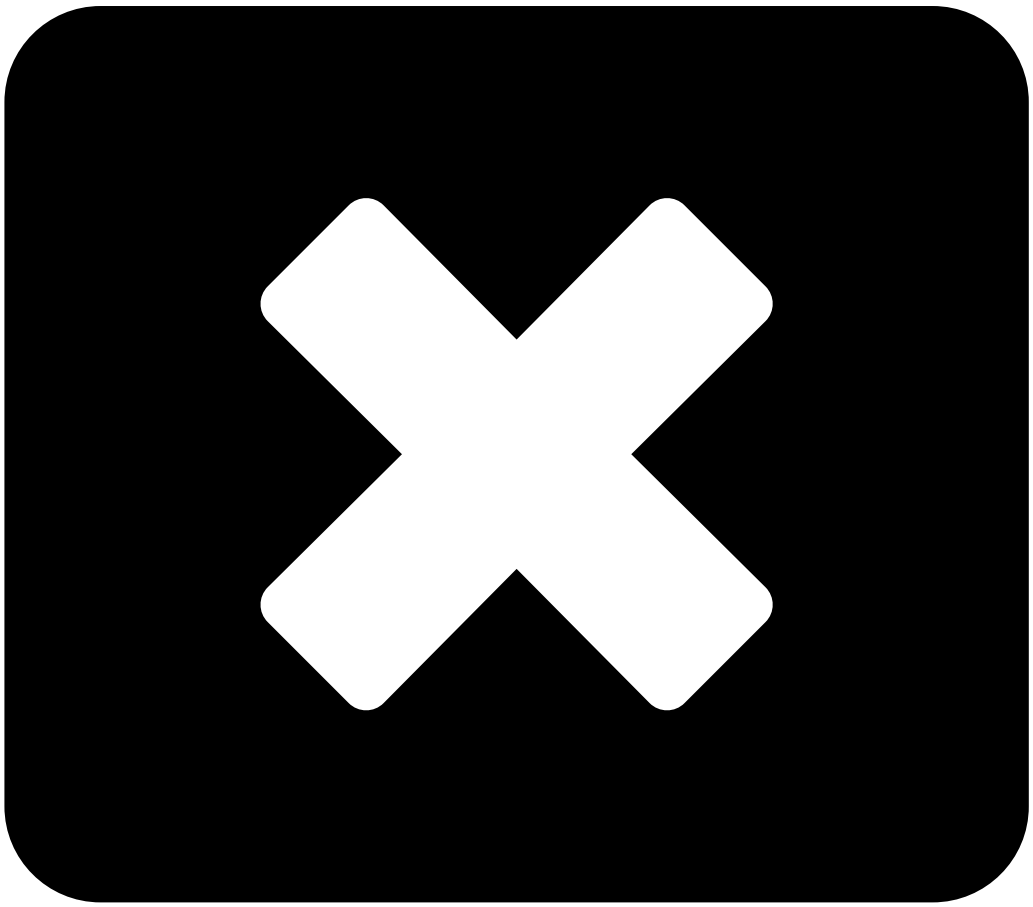

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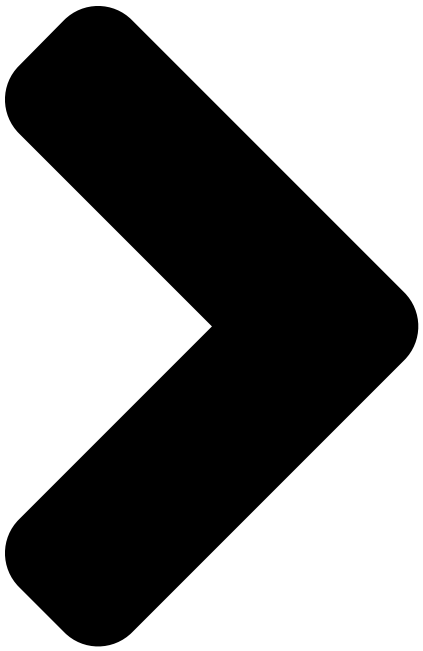

About us

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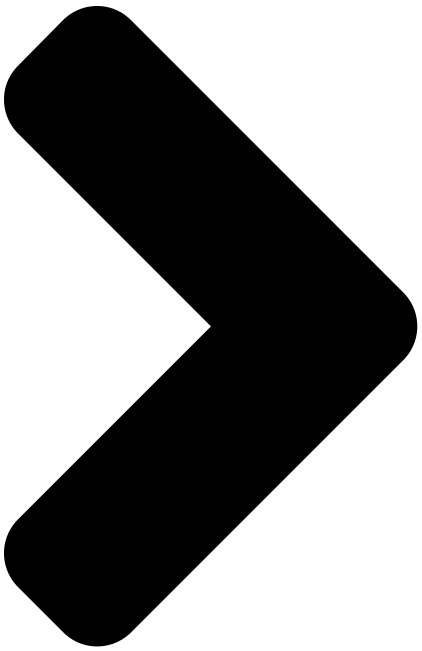

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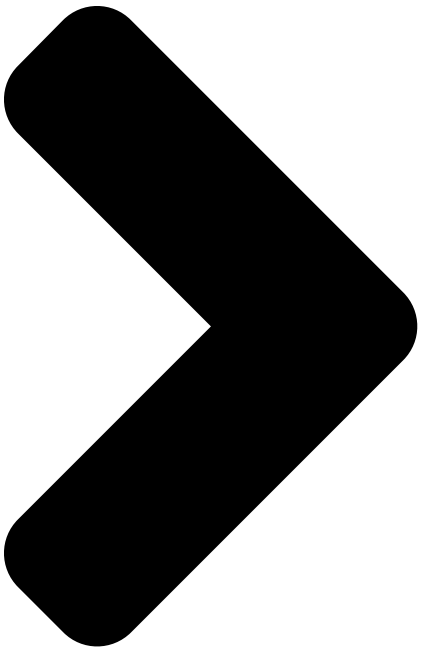

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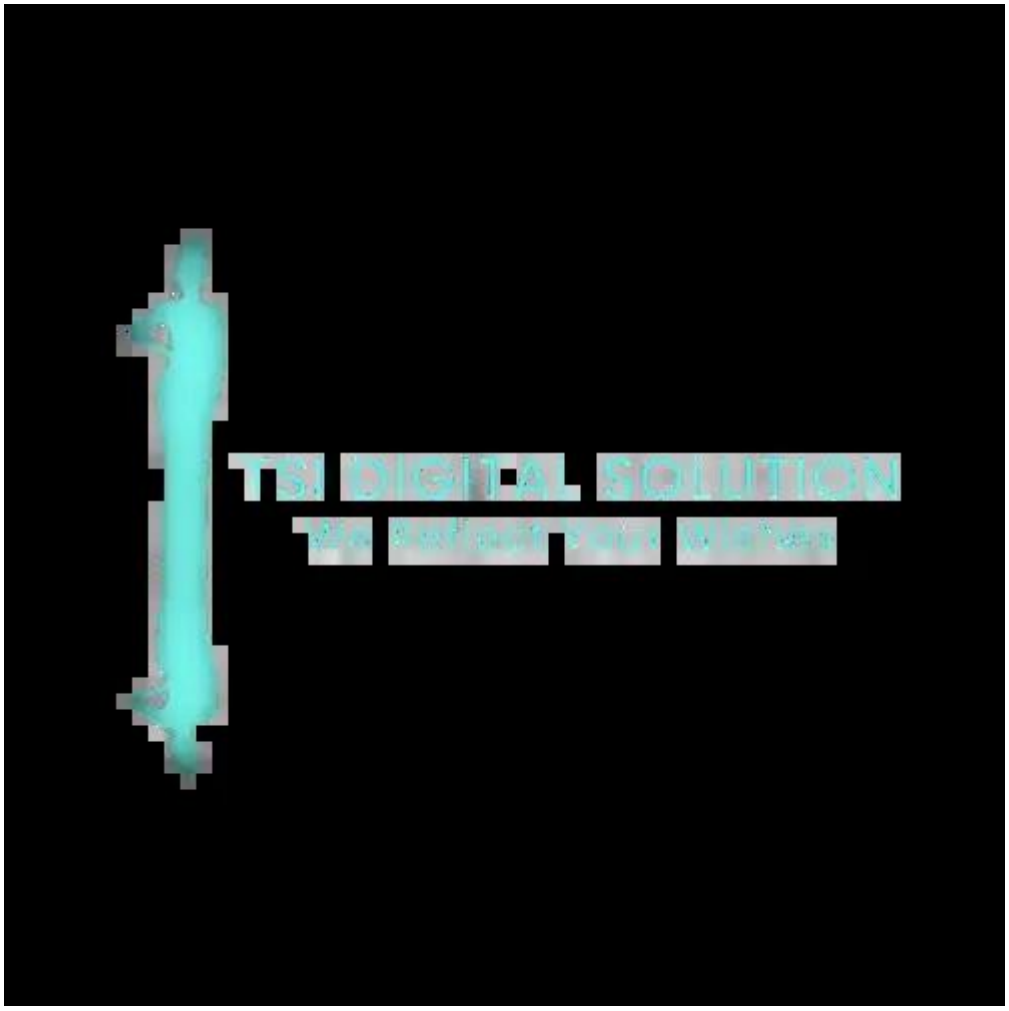
What we have realized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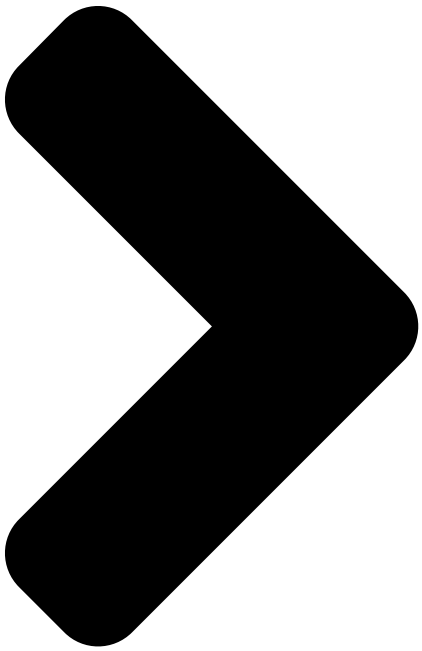

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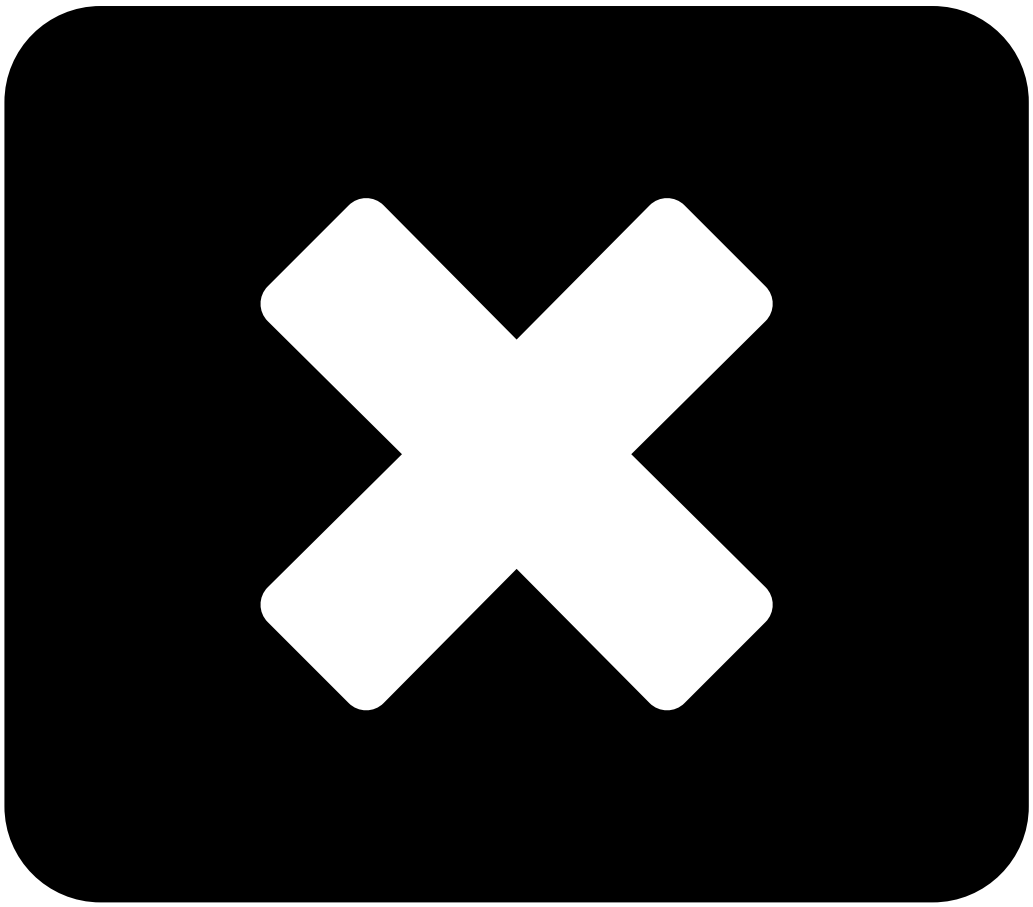

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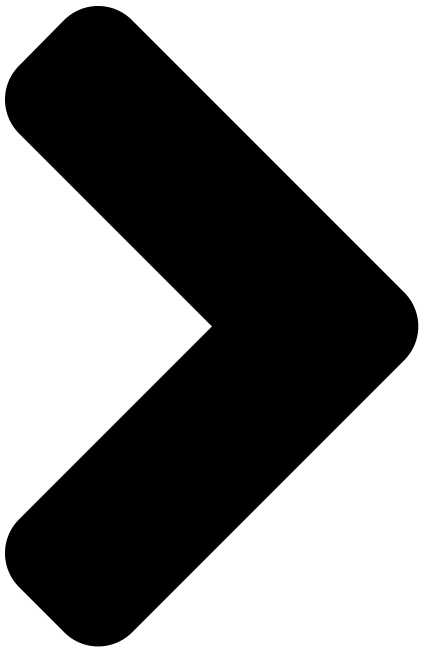

Services

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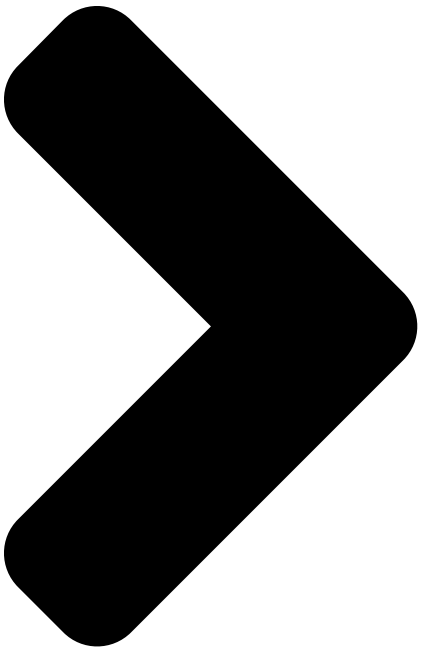
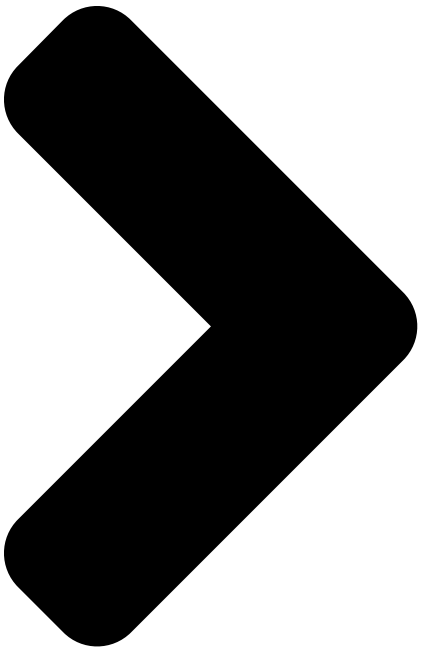
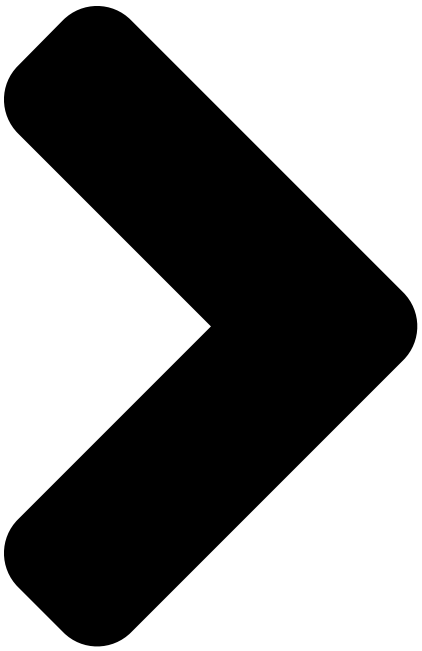


Web Design & Development



- Hosting



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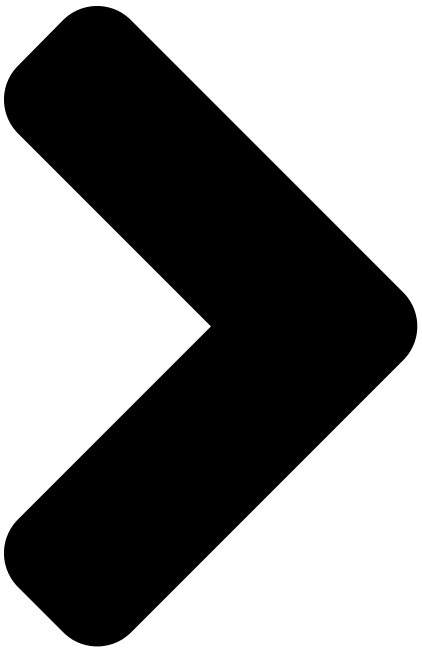

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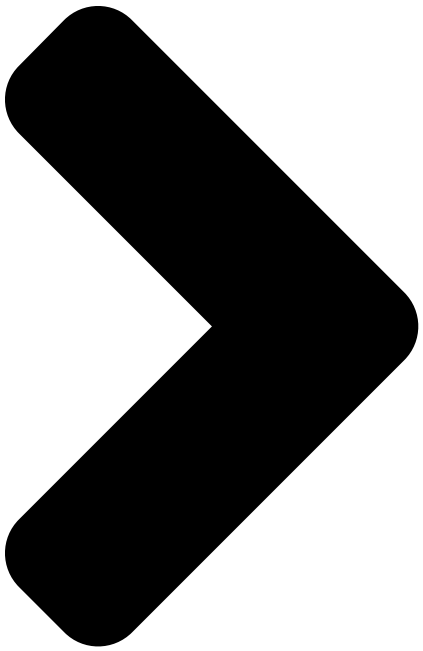

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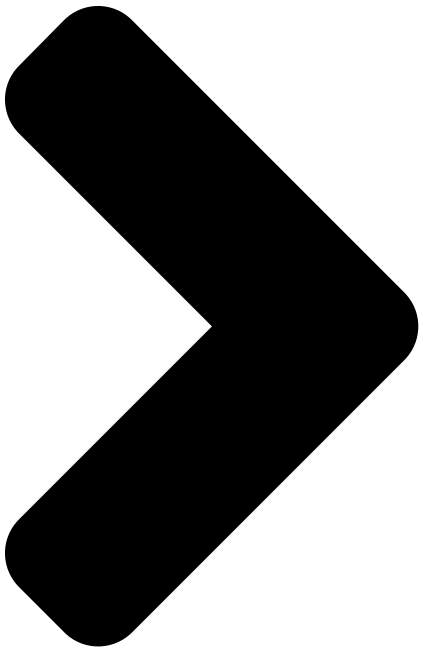
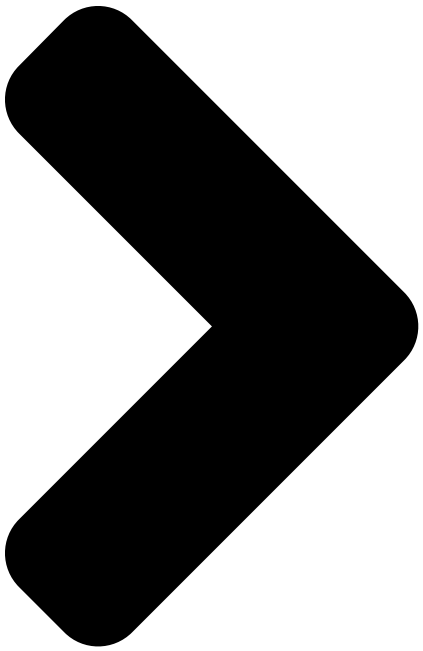
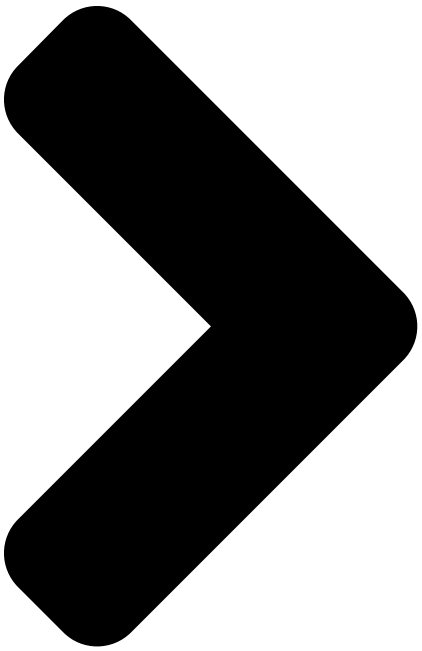


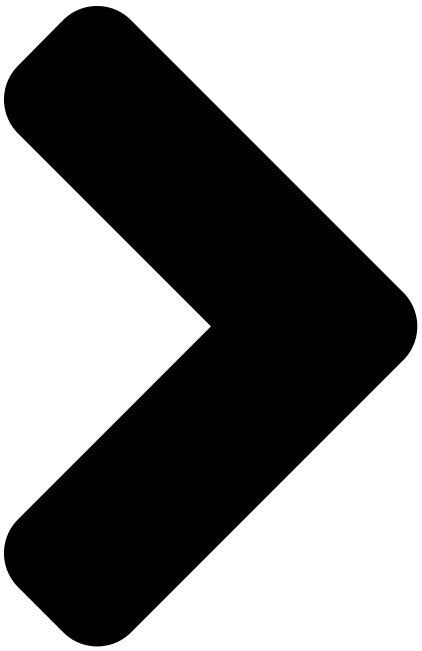
e-Commerce



- Branding



Social Media & Content Creation



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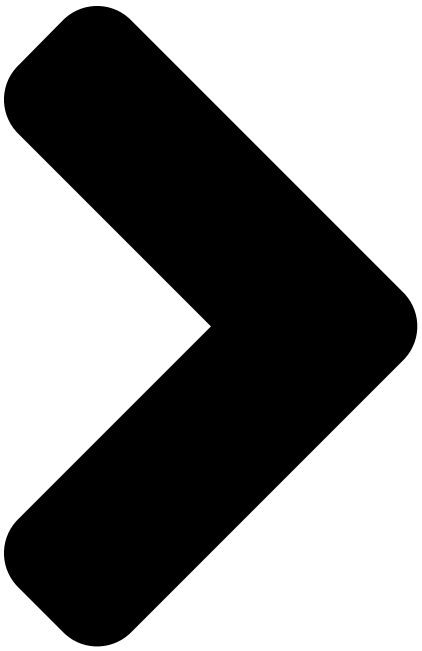

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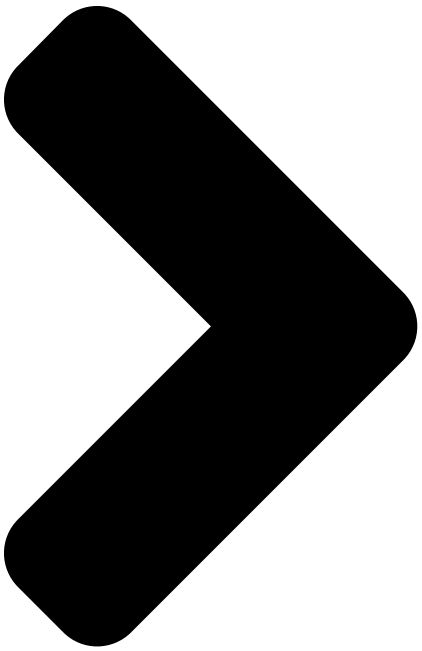
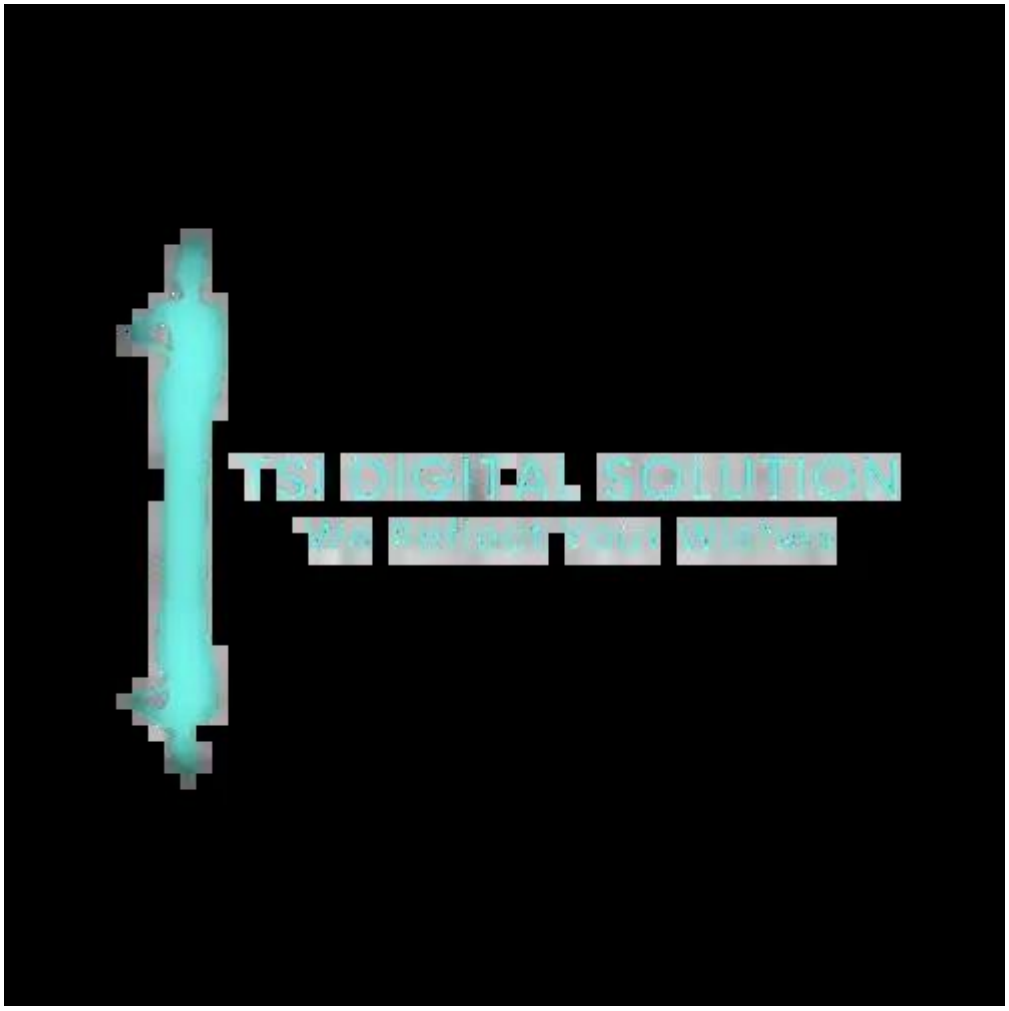


Photo- & Videography

Calculate the price online yourself

The way we work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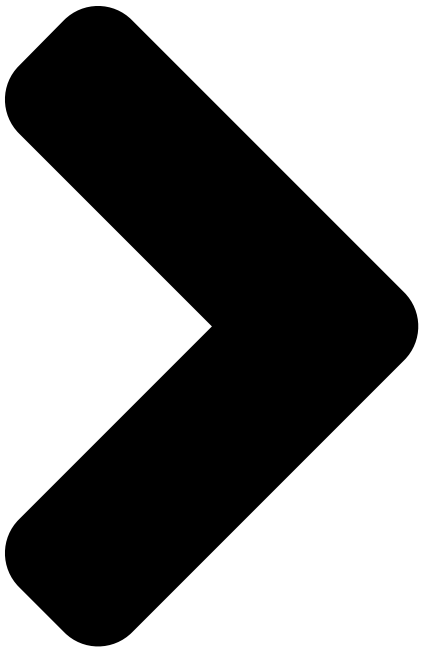

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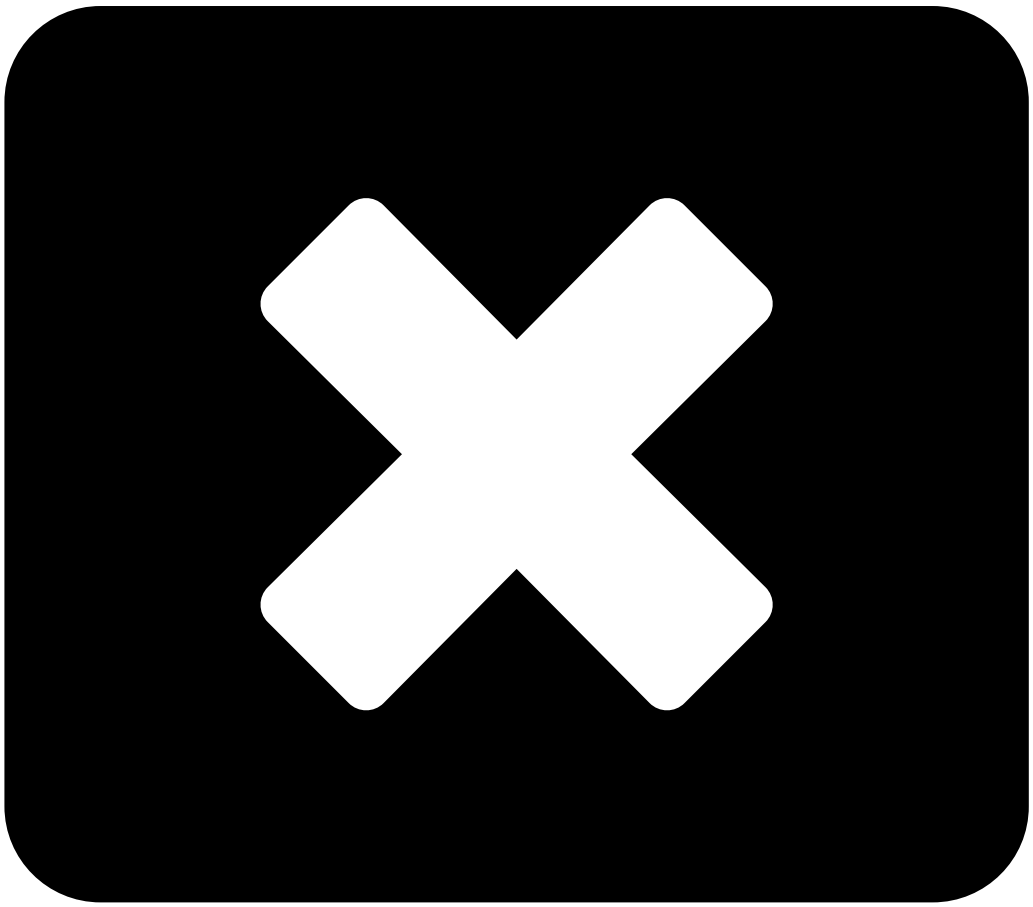

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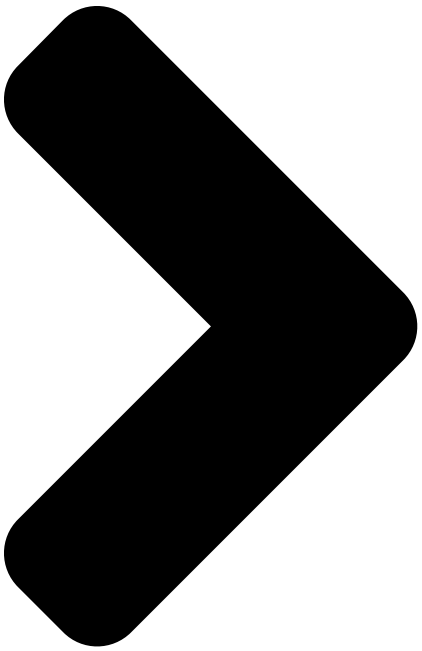

Realized projects

Calculate an estimate of your project costs directly online

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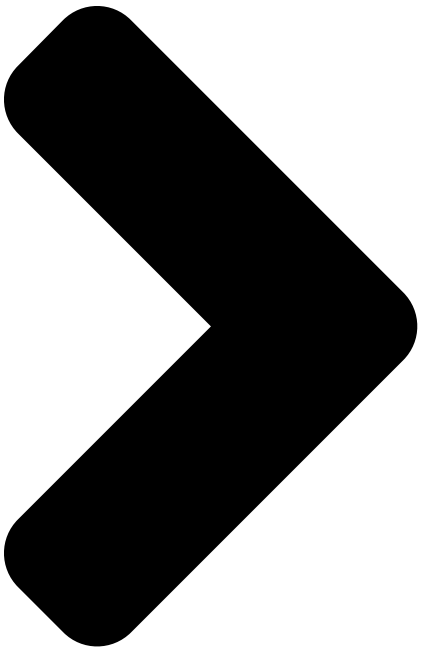
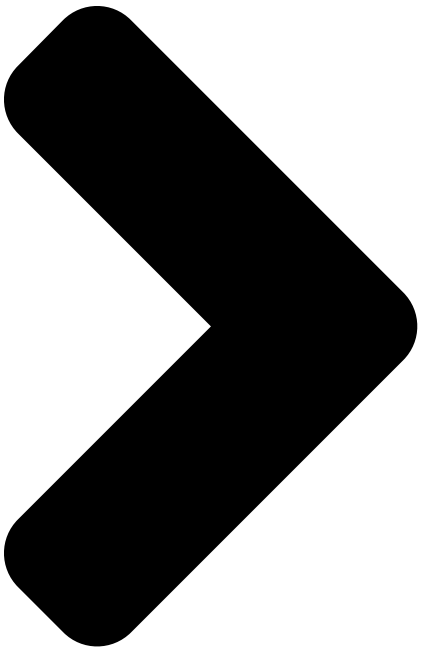
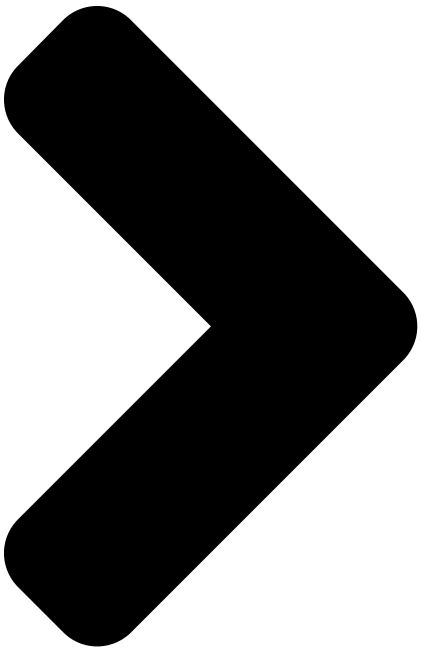


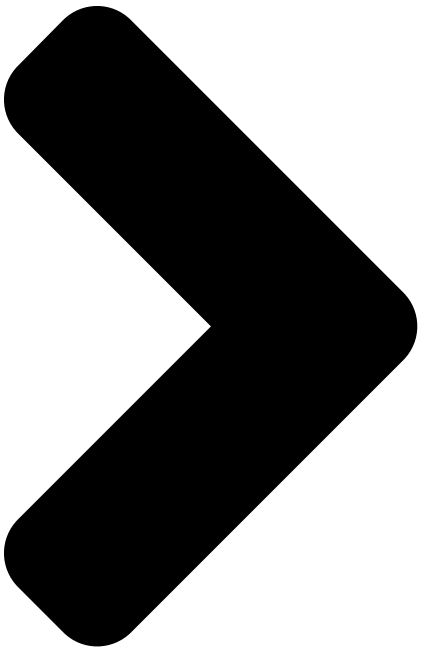
- Cost calculation for my website



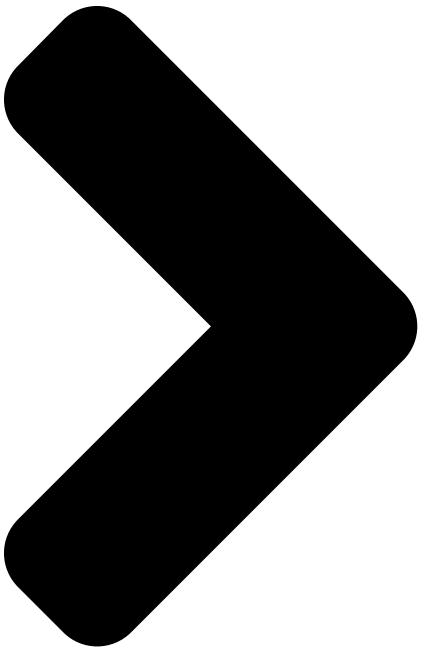
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



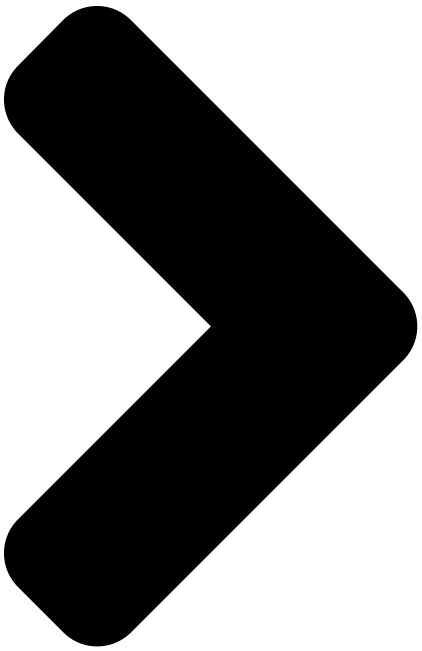
Contact us for a personal App



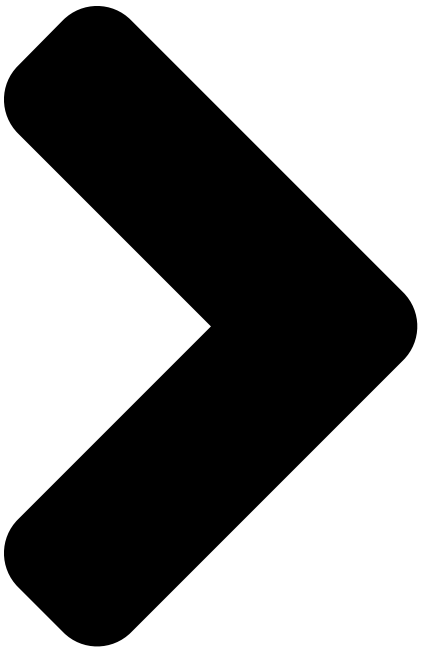
- Contact us for your AI Agent



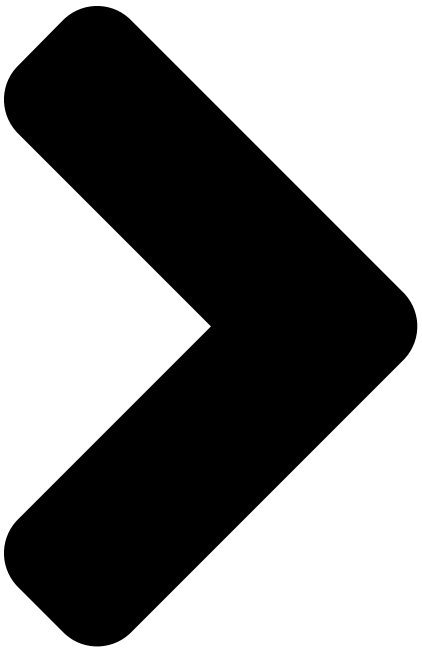
Cost calculation for an e-commerce shop



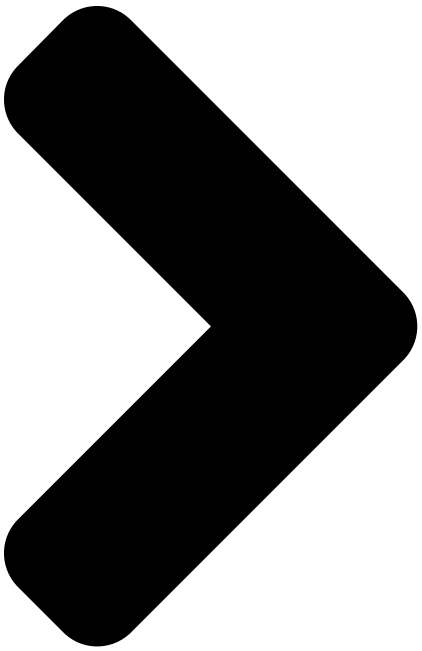
- Contact us for branding



Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



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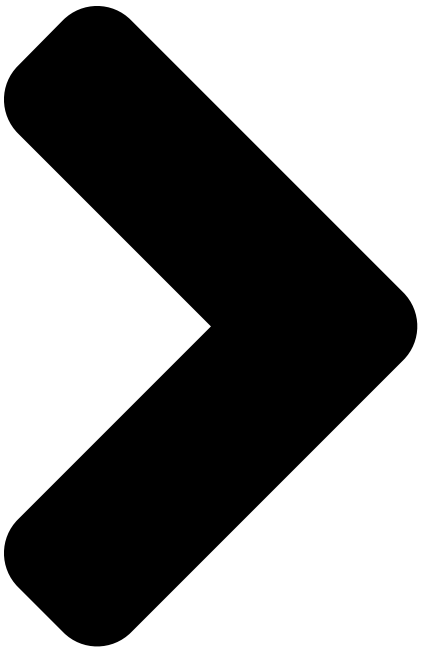

Cost calculation for Photo- & Videography

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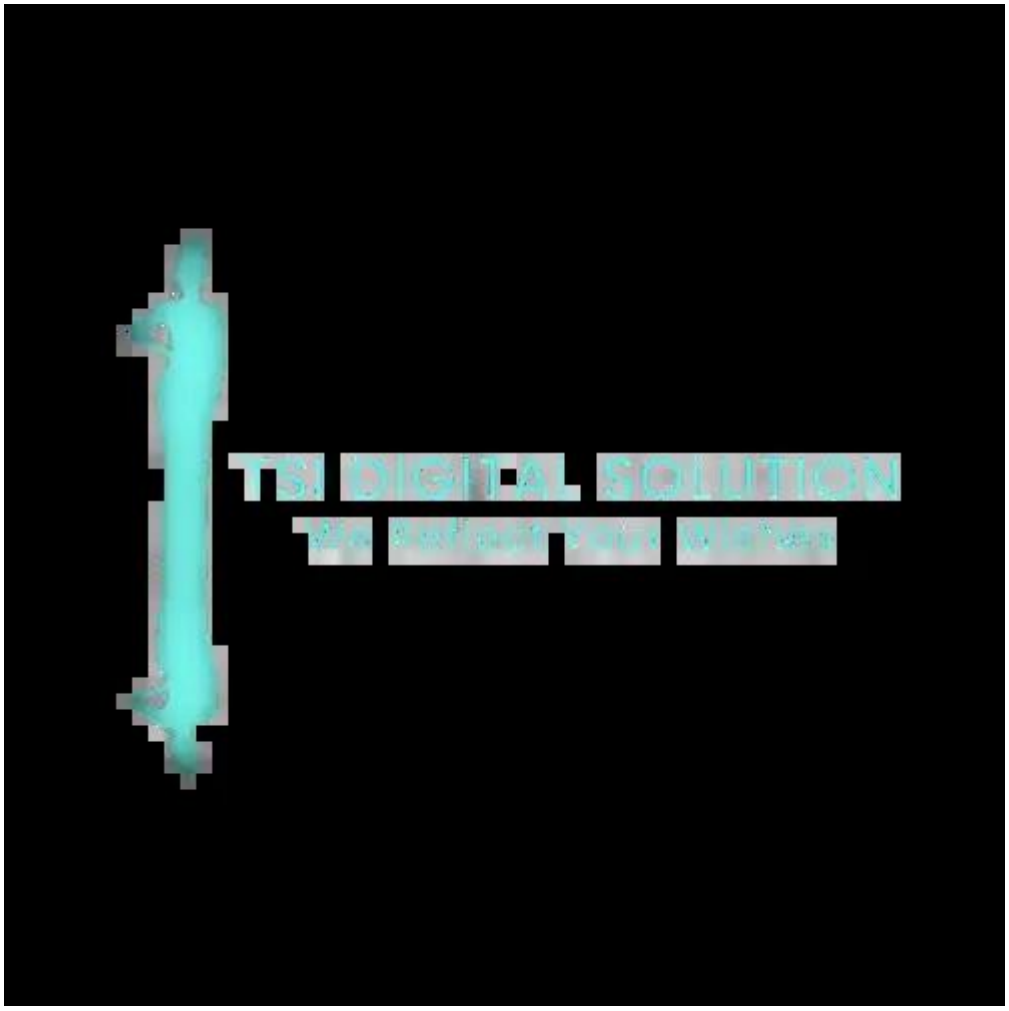
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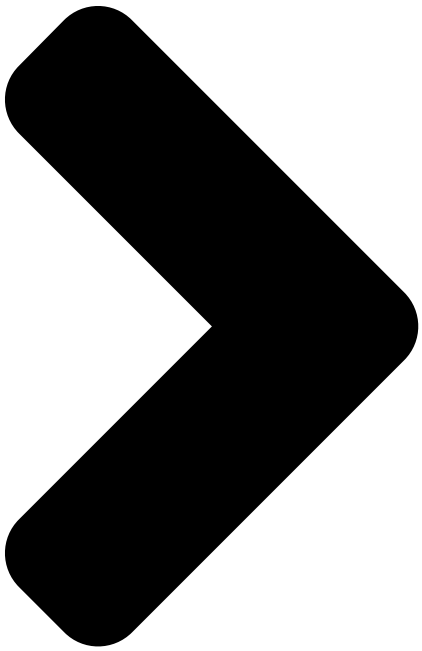

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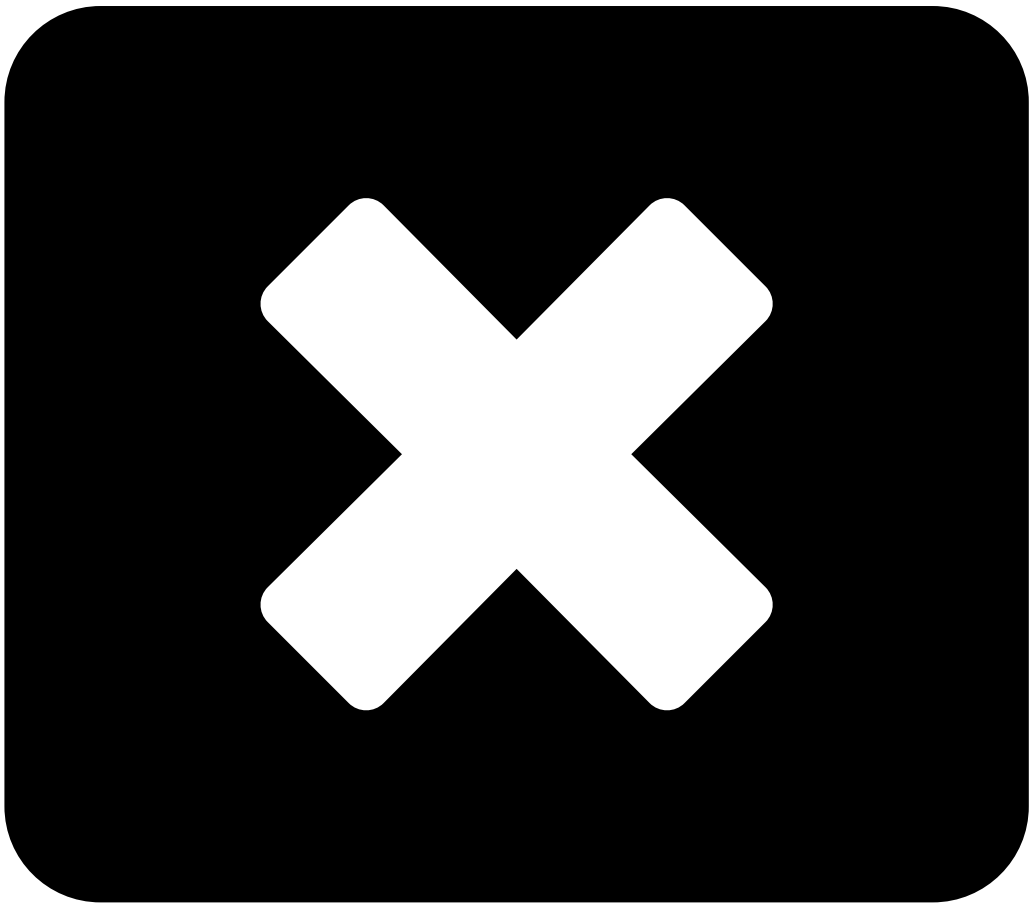

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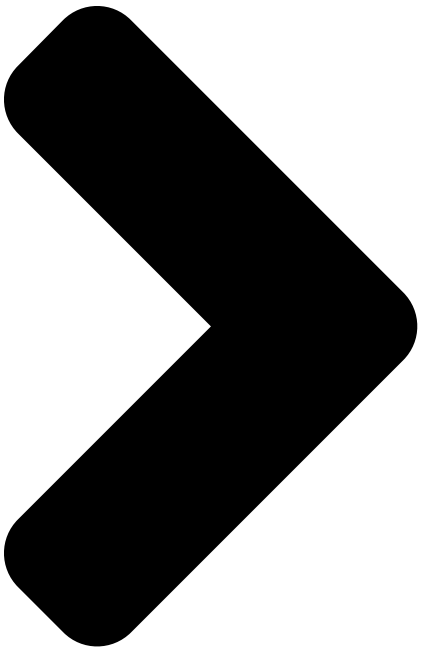
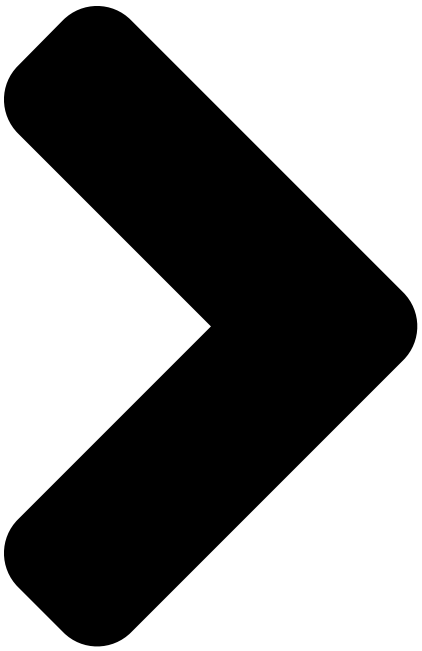


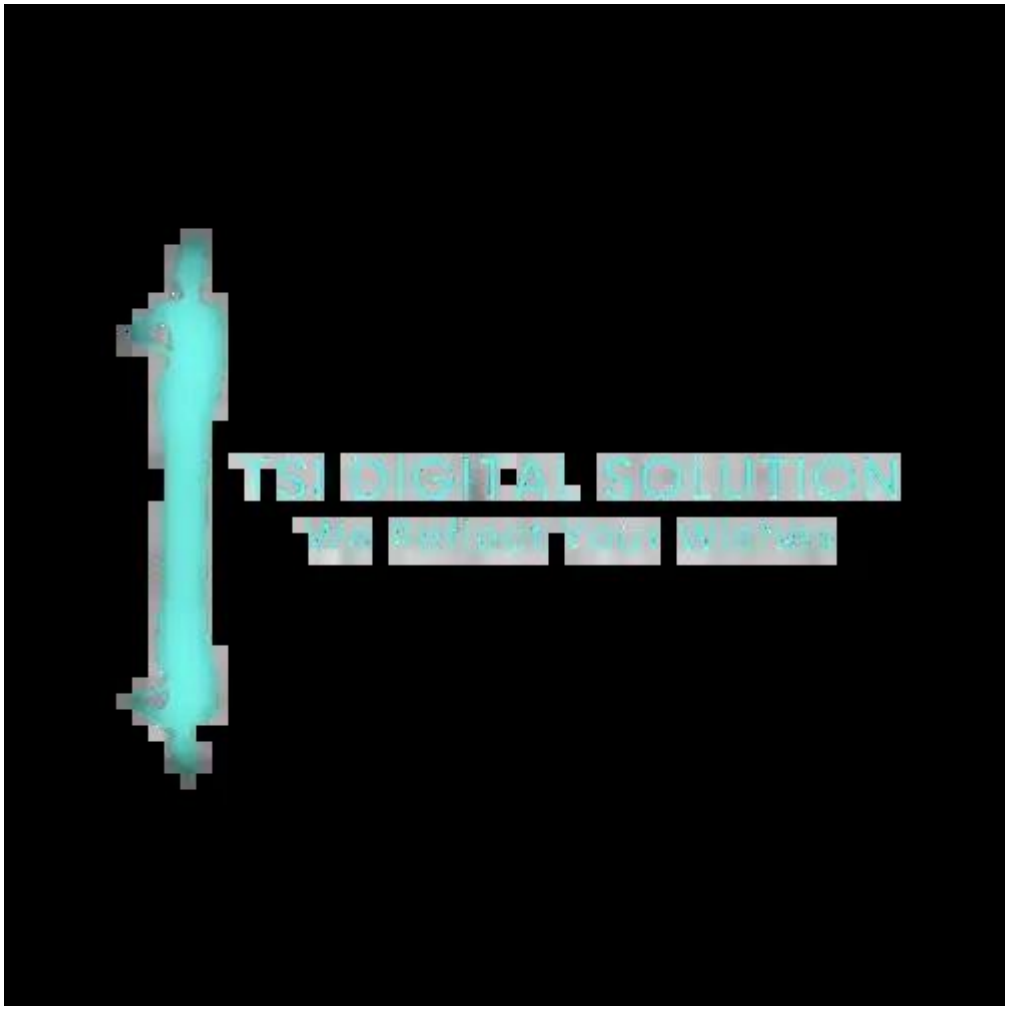
Blogs



Demo

Just ask, we are here for you

Who we are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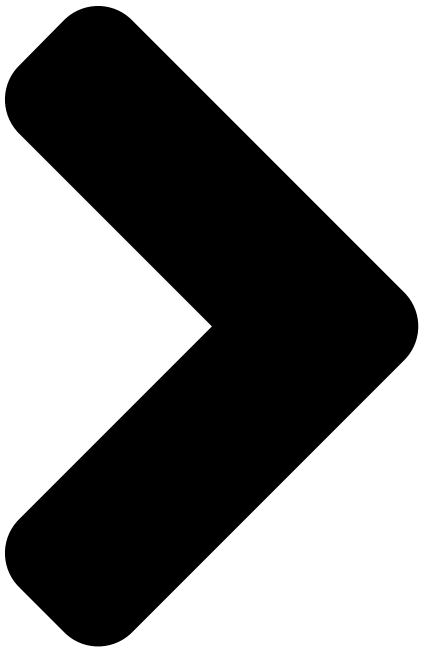

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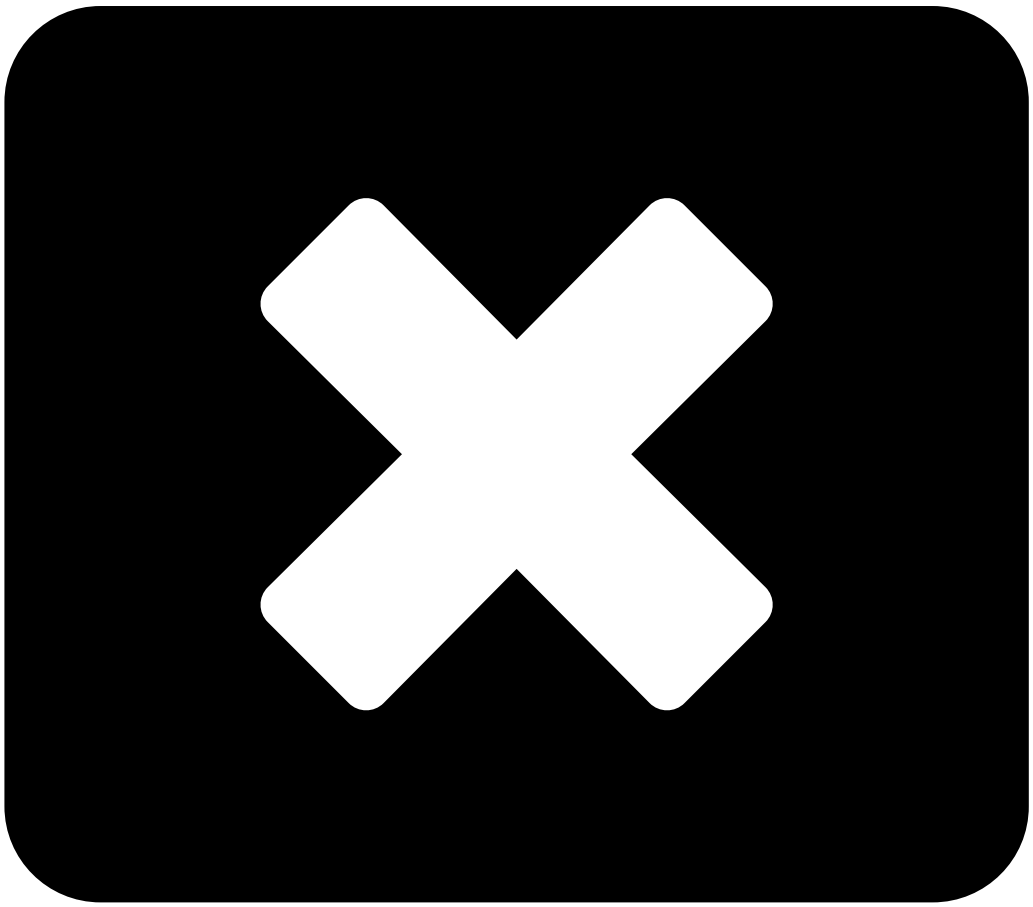

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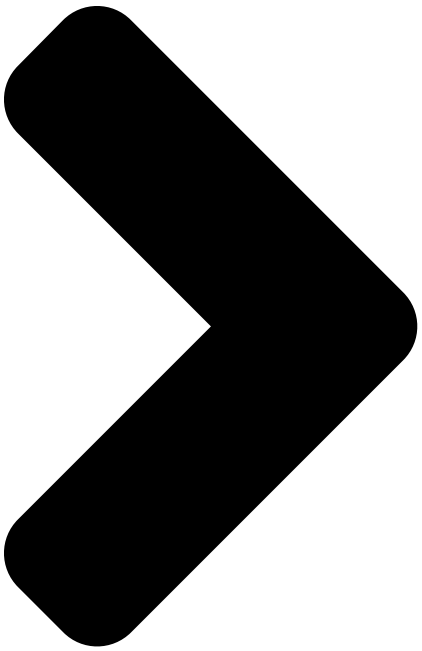

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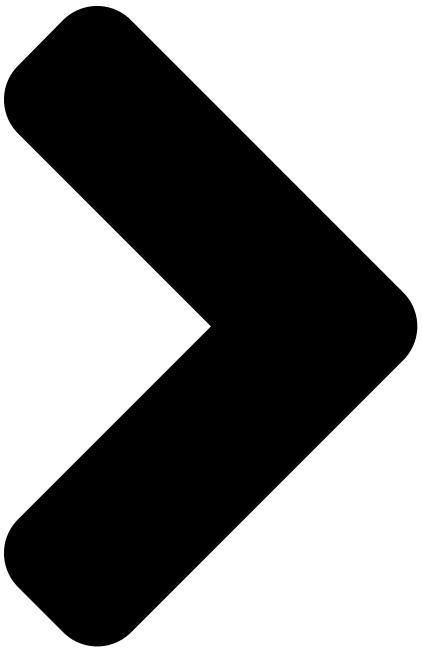

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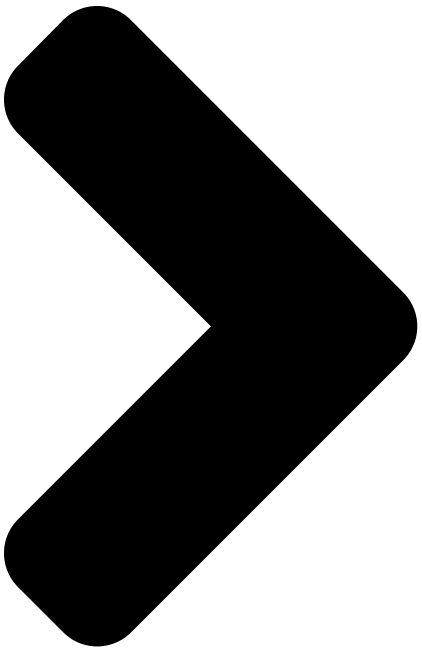

TSI Spam Blocker

Get a detailed quote

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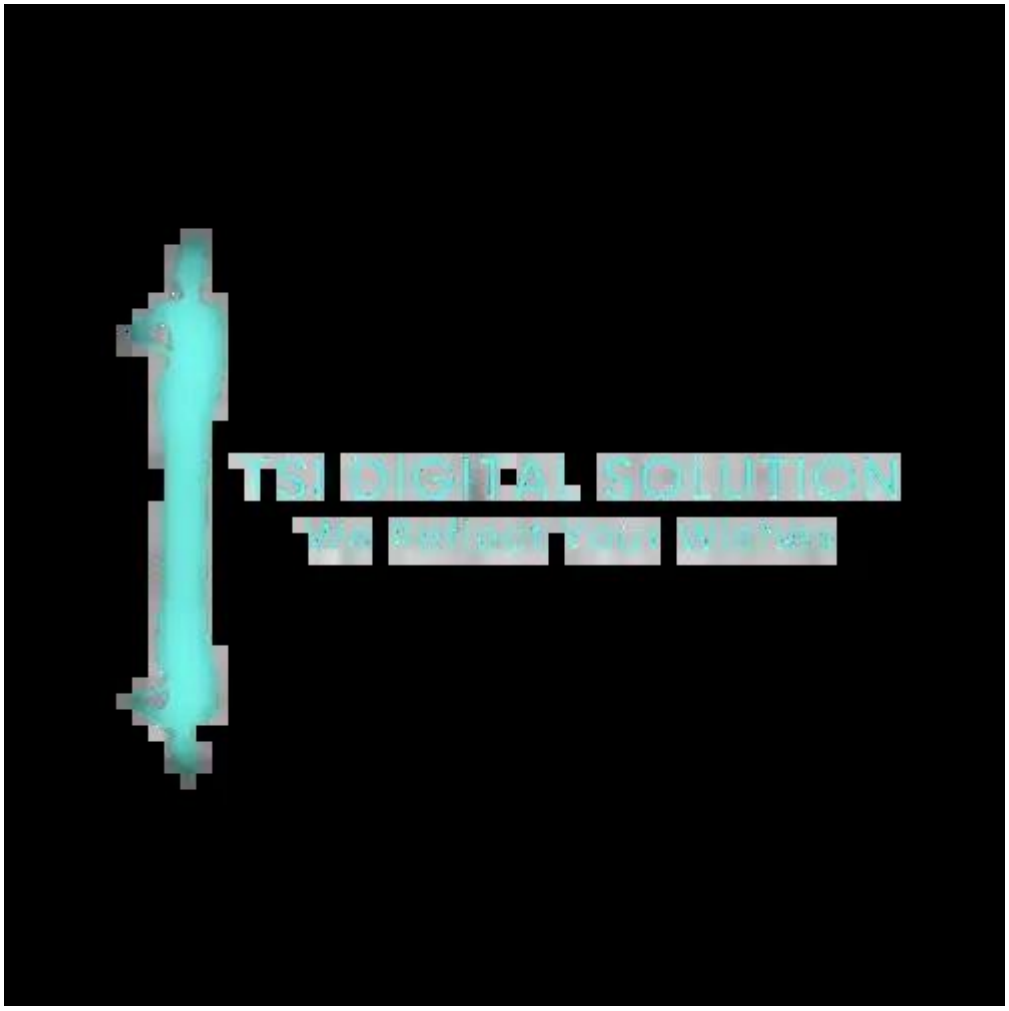
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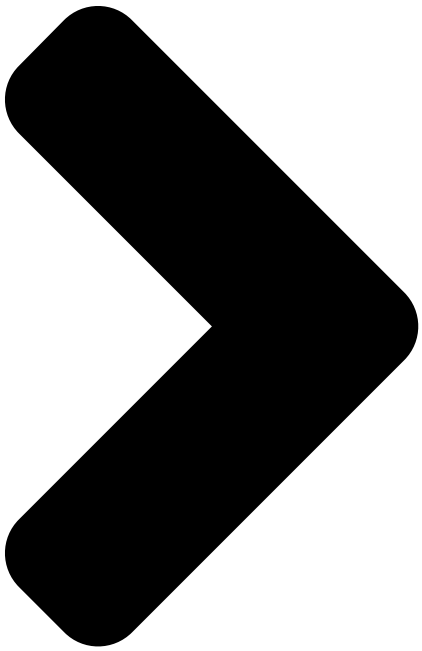

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Speeding Up Websites

Get An Online Quote

Benefits of a Speedup.

A Key Element in Digital Marketing Success

A slow-loading website can spell disaster for businesses. As clients of TSI Digital Solution, understanding the importance of website speed and its

impact on your digital marketing strategy is crucial. This blog will explore how website speed works, its implications, and the advantages of a speedy site, providing a fresh perspective on why optimizing for speed is not just a technical necessity but a strategic advantage.

Why Website Speed Matters

User Experience

Imagine this: a potential customer clicks on your website, only to be met with a spinning wheel and an endless loading time. Frustrating, right? Research shows that 40% of users abandon a website if it takes more than three seconds to load. In digital marketing, every second counts. A fast website improves user experience, keeping visitors engaged and encouraging them to explore your content.

Search Engine Ranking

Google and other search engines prioritize websites that offer a swift and seamless experience. Page speed is a ranking factor, meaning that faster websites have a better chance of appearing on the first page of search results. This can lead to increased organic traffic, higher visibility, and ultimately, more conversions.

Conversion Rates

Speed not only affects traffic but also conversions. Studies indicate that a one-second delay in page load time can result in a 7% reduction in conversions. For e-commerce sites, this can translate to significant revenue losses. By optimizing your website’s speed, you can enhance user satisfaction and drive more sales.

How Website Speed Works

Website speed is influenced by several factors, including:

1. Hosting Solutions

The choice of web hosting can greatly impact loading times. High-quality hosting services provide better resources, faster servers, and enhanced performance. Consider investing in a reputable hosting provider that specializes in speed optimization.

2. Image Optimization

Large images can drastically slow down a website. Using the right formats (like WebP) and compressing images can significantly improve loading times without sacrificing quality. Tools like ImageOptim or TinyPNG can help with this process.

3. Minification of Code

Reducing the size of HTML, CSS, and JavaScript files through minification can help your site load faster. This process involves removing unnecessary characters, such as spaces and comments, making the code cleaner and more efficient.

4. Content Delivery Networks (CDN)

A CDN distributes your website’s content across multiple servers worldwide, allowing users to access data from the nearest server. This reduces latency and improves loading times, especially for global audiences.

5. Browser Caching

Leveraging browser caching allows frequently accessed data to be stored locally on users’ devices. This means that when visitors return, they can load your site faster without fetching all data again from the server.

The Impact of Speed on Digital Marketing

Improved SEO Performance

By prioritizing speed, your website is more likely to rank higher in search results. This increased visibility leads to higher click-through rates (CTR) and a more robust online presence. Implementing speed optimization techniques is essential for any digital marketing strategy aiming for long-term success.

Enhanced User Engagement

A fast website creates a positive impression. Visitors are more likely to explore your content, interact with your brand, and ultimately convert into customers. Speed fosters a welcoming environment, leading to longer session durations and lower bounce rates.

Greater Brand Loyalty

Customers appreciate a smooth browsing experience. When users have positive experiences with your website, they are more likely to return. This not only increases repeat business but also encourages word-of-mouth referrals, expanding your customer base.

Advantages of Speed Optimization

Competitive Edge

In a crowded digital marketplace, having a speedy website sets you apart from competitors. Businesses that prioritize speed can capitalize on opportunities faster, capturing leads before they choose a slower alternative.

Cost-Effectiveness

Investing in speed optimization can save money in the long run. Faster websites often require less server bandwidth and resources, which can lower hosting costs and improve overall efficiency.

Better Analytics

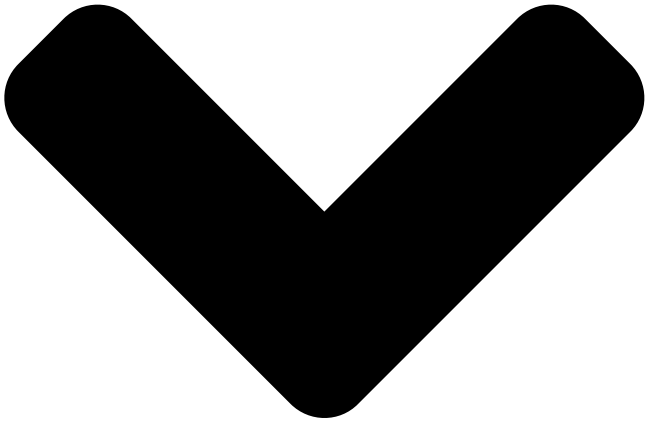
A faster website allows for more accurate data collection. When users engage with your site without delays, you gather better analytics, enabling you to make informed decisions for future marketing strategies.

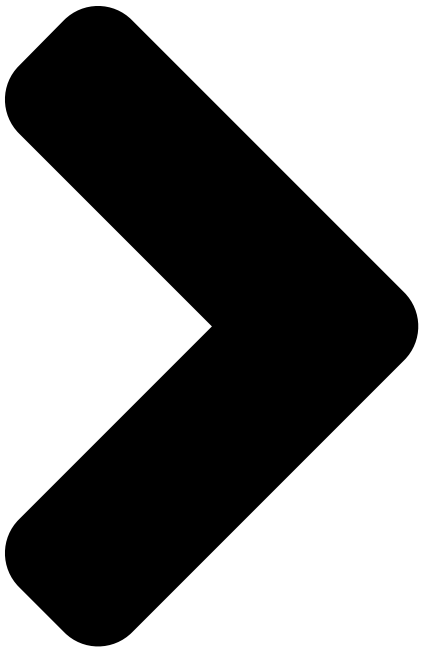
Conclusion

Speeding up your website is more than just a technical fix; it’s a crucial element of your digital marketing strategy. At TSI Digital Solution, we understand the nuances of website performance and the myriad ways it can impact your business. By prioritizing website speed, you enhance user experience, improve search engine rankings, and ultimately drive conversions.

Frequently Asked Questions (FAQ)

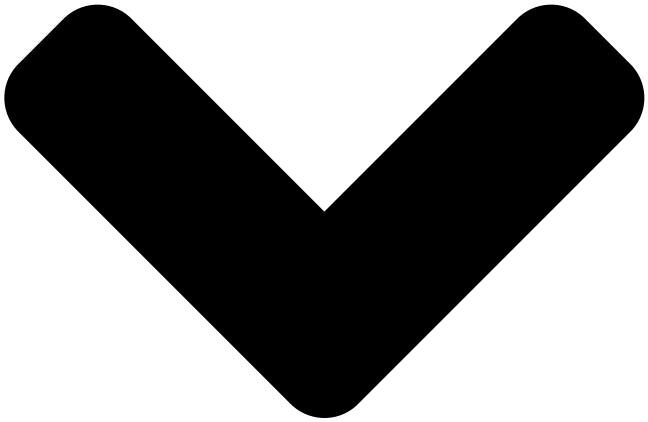
Why does website speed matter for my business’s digital marketing?

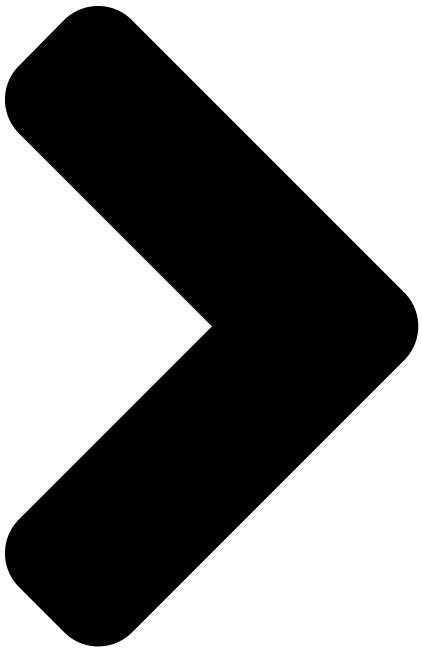




Website speed is critical because it directly impacts user experience, search engine rankings, and conversions. A slow site can cause 40% of visitors to leave, harm your Google ranking, and reduce conversions by 7% per second of delay.

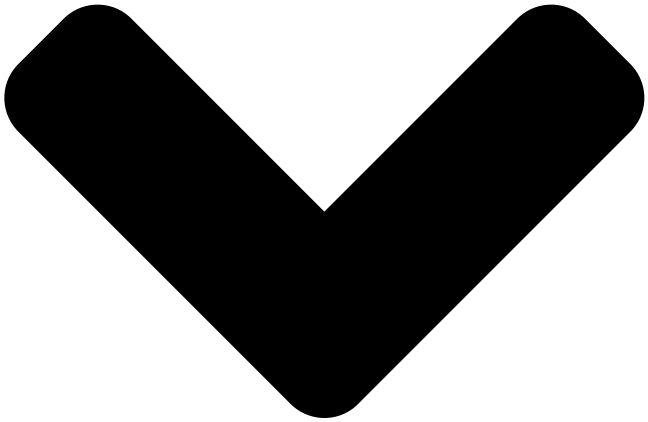
How does a faster website improve my search engine ranking?

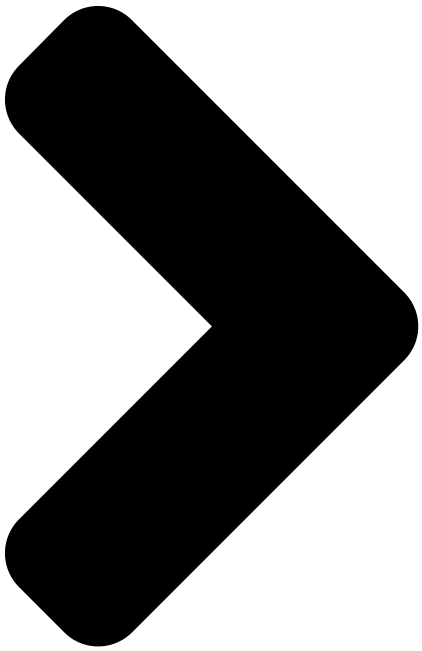




Google uses page speed as a ranking factor. Faster websites are prioritized in search results, leading to increased organic traffic, higher visibility, and more opportunities for conversions.

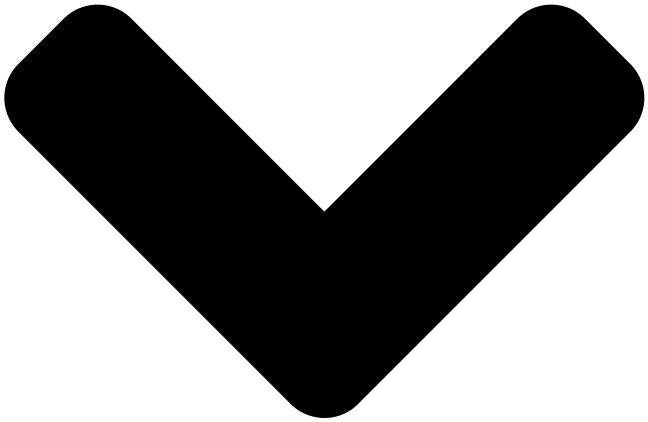
What are the main technical factors that affect my website’s speed?

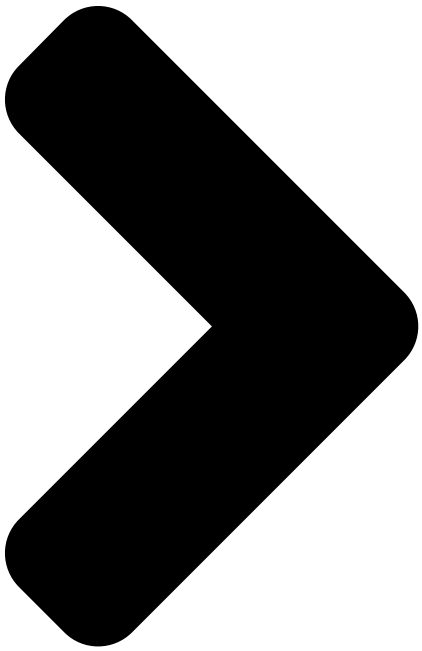




Key factors include your hosting solution, unoptimized images, unminified code, lack of a Content Delivery Network (CDN), and not leveraging browser caching. Addressing these areas significantly improves load times.

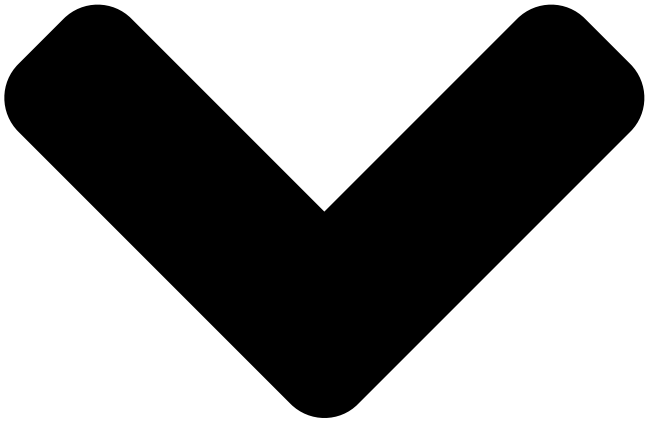
Can improving my website speed really increase sales or conversions?

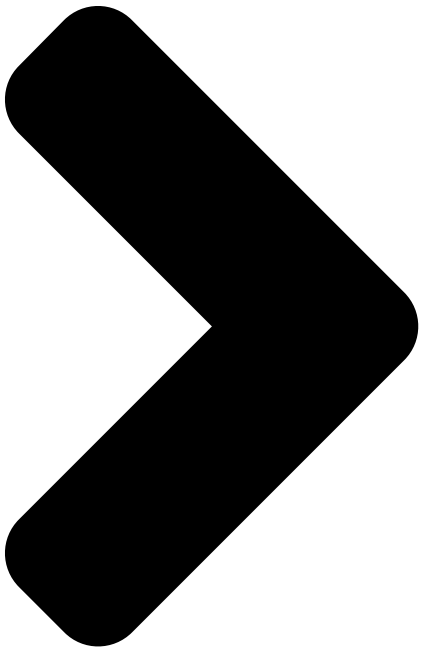




Yes. A one-second delay can lead to a 7% reduction in conversions. A faster site enhances user satisfaction, keeps visitors engaged, and removes friction, directly leading to higher sales and conversion rates.

What are the business advantages beyond SEO and user experience?





Speed optimization provides a competitive edge, can lower hosting costs through efficiency, and enables better analytics for informed marketing decisions. It also builds greater brand loyalty and encourages customer referrals.

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through efficiency, and enables better analytics for informed marketing decisions. It also builds greater brand loyalty and encourages customer referrals.

Reach Out to Us

Together, let’s accelerate your digital success!

Don’t let a slow website hold you back. Embrace the possibilities that come with speed optimization and watch your digital presence flourish.

If you’re ready to take the next step, contact us at TSI Digital Solution for tailored solutions that meet your business needs.

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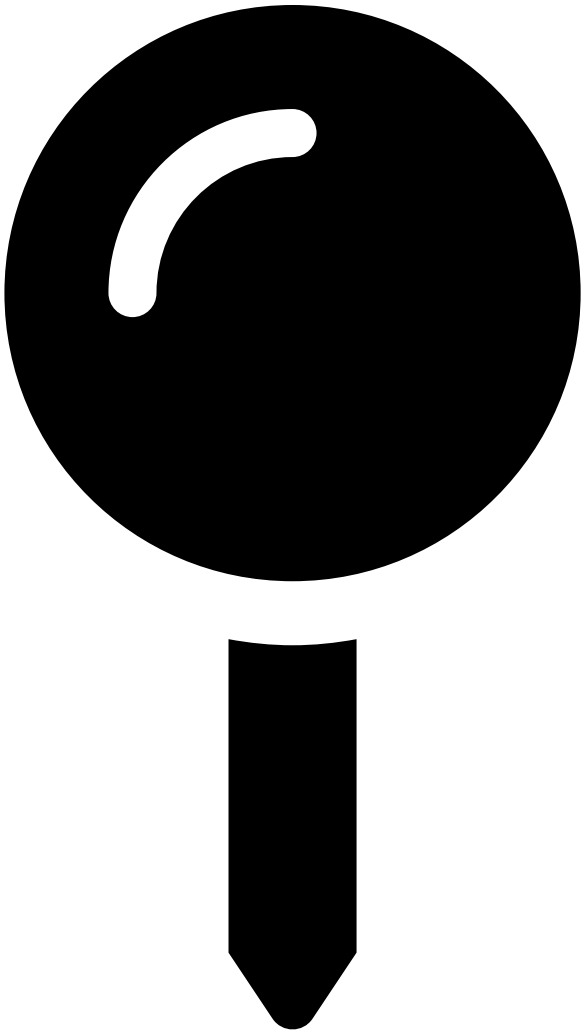

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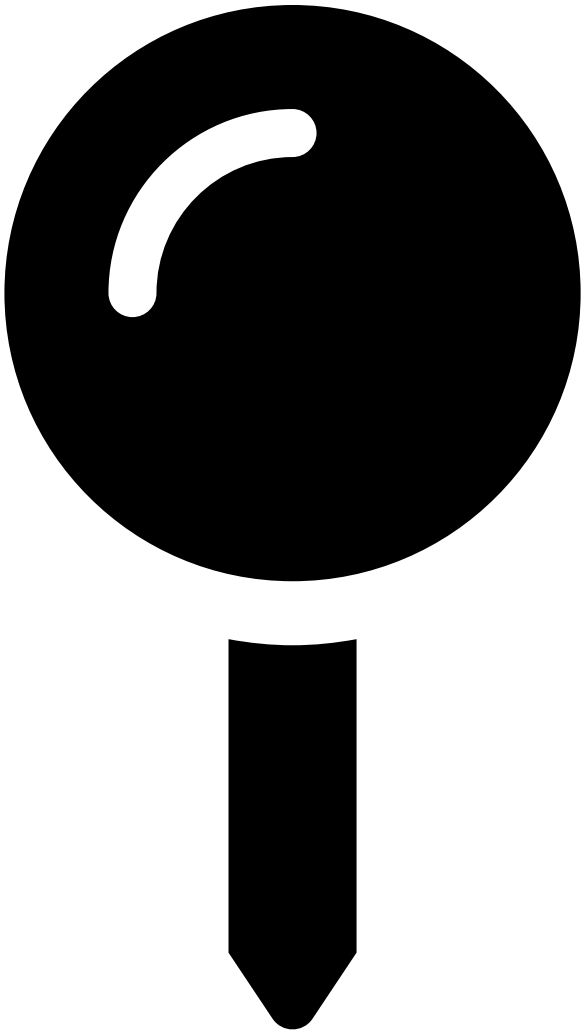

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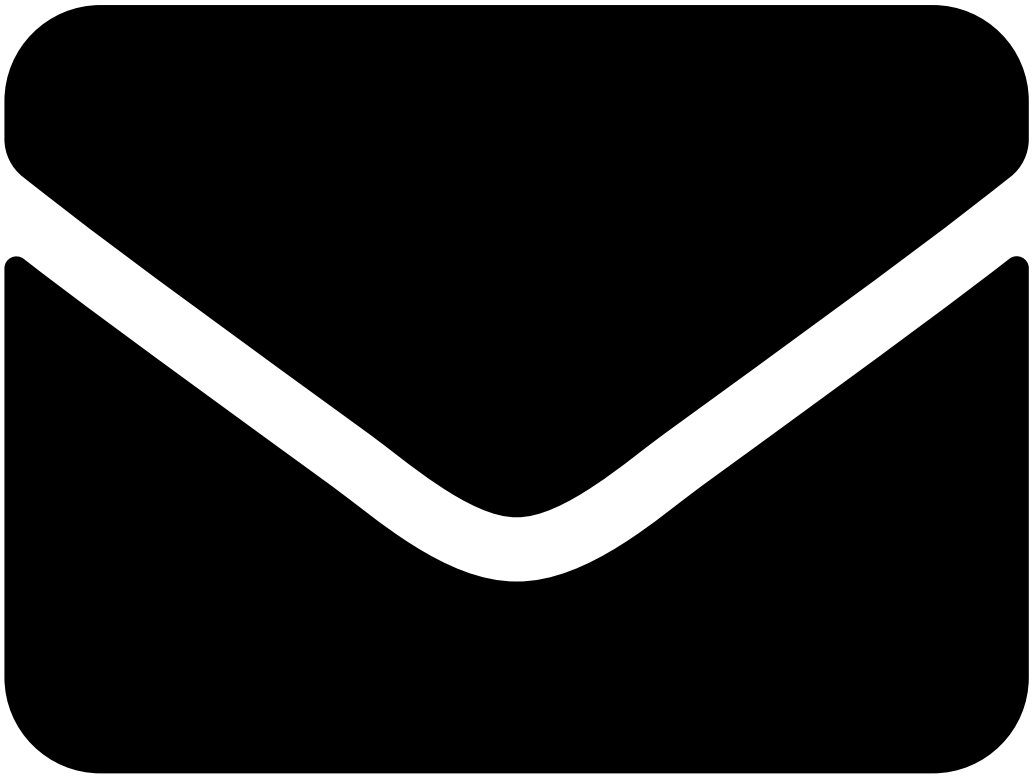

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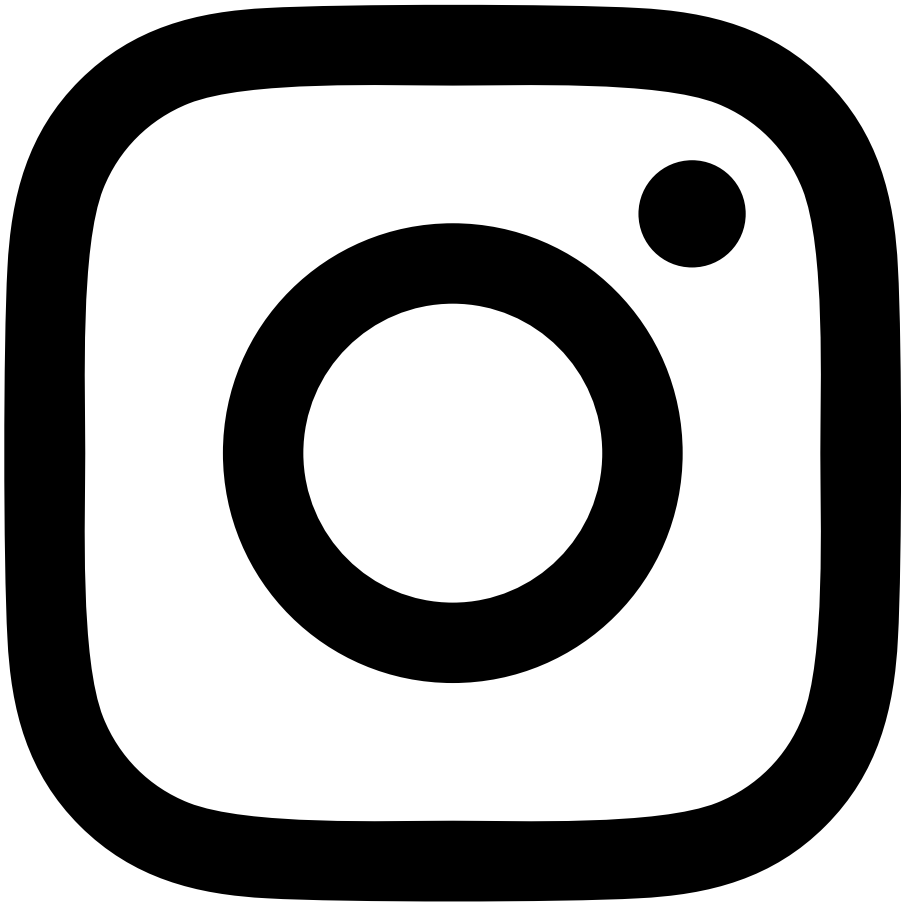

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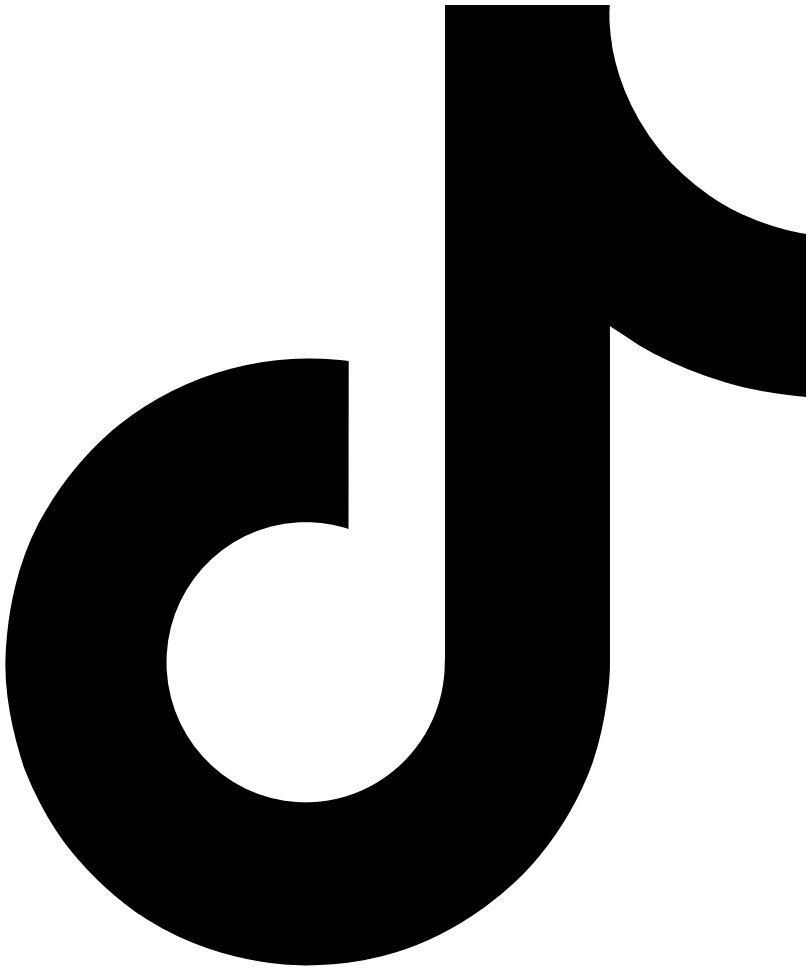

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