

The Scientific Response to a Slow Website

Everyday, people experience delays and lag time, which can cause a fair amount of stress. Don't let your website be a source of frustration. Your website performance can affect visitor experience, which can greatly impact your bottomline. Here's why.

FRUSTRATED VISITORS

Frustration builds. The brain sends signals through the spinal cord, to the adrenal glands, releasing adrenaline.

Adrenaline speeds up heartrate, quickens breathing, and increases blood pressure. Your website visitor is losing patience.

Stress mounts. The hypothalamus sends signals to the pituitary gland to release the stress hormone cortisol.

Body tenses, muscles tighten, preparing for fight or flight. The website visitor gives up and abandons your site.

BAD EXPERIENCE



Decrease in customer satisfaction for every second of page load delay



Of online shoppers worry that a slow check out means their transaction failed



Of online shoppers have thrown their phone while on a slow loading mobile site



Of online consumers will abandon a website after 3 seconds of waiting



Of online consumers will not return after a bad experience



Will tell friends about their bad experience

GOOD EXPERIENCE



Of consumers will pay more for a better customer experience



Revenue increase for Shopzilla with just a 400 millisecond improvement in website performance



Increase in traffic for Yahoo with just a 100 millisecond increase in website performance



Paid subscribers in over 40 countries earned Netflix US\$ 1B in revenue in 2013, thanks to high-speed streaming



Increase in app load time when Mailchimp used a Content Delivery Network (CDN)

SATISFIED VISITORS

Whether browsing, shopping or video streaming a fast-loading website provide visitors with instant gratification and mental stimulation.

The frontal lobes of the brain, which are responsible for creativity, logic, problem-solving, strategy and intuition, are activated.

New experiences trigger the brain to release the neurochemicals dopamine and serotonin, eliciting feelings of pleasure.

Your website visitor seeks to repeat the experience by returning to your website again and again.

Improve your website performance! Here's how.

1



Optimise your website

80% of page-loading time is spent downloading its components. Reduce the number of page components by simplifying your website design and streamlining codes to make them load faster. Optimise your images and videos to achieve best picture quality at the smallest file size before uploading.

2



Choose the right Content Delivery Network (CDN)

Delays matter. Bring your content faster to your audience with a Content Delivery Network (CDN). A CDN with a solid IT infrastructure and an extensive global content network with the capacity to optimise content in any device, system or format, can make a big difference in delivering a great visitor experience.

Whether you are a small business or a corporate giant, StarHub Velocity CDN can help you achieve seamless content delivery to anywhere in the world. Call us now for a FREE trial.

 1800 888 8888



business@starhub.com



www.starhub.com/business



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