

# How website speed can impact your digital marketing efforts – and your business

When it comes to creating a marketing strategy for your business, it's not enough to simply have a website. You need a fast website. This is an important element often overlooked in digital marketing. As a business owner, the last thing you want is for customers (or valuable leads) to click away because your site is loading at a snail's pace.

We've put together a few key reasons (and four ways) to enhance your website's speed, which can directly boost customer engagement and improve SEO.

## 1. Customers expect the best user experience

Thanks to faster internet connection, a rise in social media, and infinite scrolling, we expect excellent user experience at lightning speed. Did you know that 47% of people expect a web page to load in **two seconds** or less?

According to Kissmetrics and Neil Patel's [marketing blog](#), 40% of people abandon a website that takes more than **three seconds** to load. Interestingly, a page-loading delay of just **one second** can lead to 7% less conversions.

## 2. Search Engine Optimisation dictates ranking

Search engines love fast loading websites. The faster your website is, the quicker SEO-crawling robots (like Googlebot) can scan your site and update search engine page rankings. The higher your website ranks, the better chance there is of organic traffic being driven to your site.

What's a good website loading speed? For best practice, your website should [load in less than three seconds](#). Any longer and you could notice customers dropping off – or abandoning your site without returning.

## 3. Paid marketing costs and your quality score

Pay Per Click (PPC) is an online advertising model that drives traffic to your website through keyword bidding. If you're using Google Ads, your [quality score](#) affects the rate you pay per keyword. The higher your quality score, the less you pay for ads.

If your website is slow, Google will see it as a poor user experience and lower your quality score. This isn't ideal for saving advertising costs or keeping customers engaged on your site.

## 4 Ways to improve your website's loading times

Now that you know why your site's speed is so important for your digital marketing strategy – and your business, here are a few best practices for boosting loading times:

1. Use a well supported and fast-loading CMS like WordPress, Weebly or Squarespace
2. Optimise your website code, images and other media
3. Leverage performance-enhancing technologies like CDNs and caching
4. Choose a [reliable hosting provider](#) that's optimised for speed

Finally, remember that there are plenty of tools and techniques available to help you improve your website's speed. You could also consider taking a digital marketing [course](#) or partnering with a digital marketing expert for additional guidance and knowledge.