

The Ultimate Guide to
Website Optimisation:

Optimise your website speed



Contents

How to optimise your website speed	3
What does website speed affect?	3
How is website speed tracked for improvement?	4
Top ten best practices to optimise your website page speed	5
Conclusion	8
Price optimisation techniques and tips	9
What is price optimisation?	9
1. Collect data	10
2. Get familiar with your customers	11
3. Monitor and test	12
Conclusion	12

How to optimise your website speed

Improving your website speed can be a fundamental factor for increasing conversion rates, improving customer satisfaction, and ensuring your website is easy to navigate. Even a small decrease in website speed has the potential to cost a sale.

Your website is the first impression many customers will have of your business, and taking steps to optimise your website speed can be influential in determining your store's bounce rates, search engine rankings and conversion rates.

What does website speed affect?

Website speed has the potential to affect key aspects of your online store including conversion rates, website visibility and user experience, all of which can directly impact the success of your eCommerce business.

Conversion rates

[Research](#) has shown that website speed can have a compounding effect on conversion rates, with as little as a one-second delay leading to;

- 11% fewer page views
- 16% decrease in customer satisfaction
- 7% loss in conversions

47% of customers expect webpages to have a loading speed of [under 2 seconds](#). If your website is not able to achieve this, your potential conversions can be significantly impacted.

Visibility

With the introduction of Google's mobile-first indexing, website page speed now impacts search engine result rankings. Website speed is even more crucial for customers shopping on smartphones, and with the rise of mobile devices for online shopping, your eCommerce store could lose out on potential customers if your page load speeds are not fast enough.

User Experience

Website speed is also crucial to the customer experience on your website. Slow page loading speeds can create a poor user experience, which can impact customer loyalty and reduce your customer base.

Optimising your website's page load times can be easily achieved with some minor technical adjustments. 'Lazy loading' is a popular technique of increasing website load speeds. This method loads webpage content in stages, prioritising content that appears near the top of the page. This allows your visitors to see your website much sooner as they do not have to wait for all of your on-page media to finish rendering.

Making small changes to your website speed such as this can lead to large improvements in user experience, conversion rates and ultimately, your revenue.

How is website speed tracked for improvement?

Monitoring your site's speed over time is a useful way of evaluating your eCommerce store's performance. Tracking website speed can also allow you to catch any issues and rectify them before they can negatively impact your conversion rates, search engine rankings or user experience.

Some popular tools for creating website speed reports include; Google Pagespeed Insights, GTmetrix, Pingdom, and WebPageTest

Website speed reports typically include information on;

- Page load times
- Execution speed - how quickly images load and your user engagement response time
- Comparison against other tested websites
- Performance over time



47%
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Best practices to improve website speed and performance

There are many different methods you can use to optimise your website page speed. Here are our top ten best practices;

1

Minimise HTTP requests



HTTP requests are how browsers ask to view your website's pages. Each request is made for each of your on-page elements. The easiest way to reduce the number of HTTP requests is to not use any images, reduce image sizes, remove scripts and CSS. However, this can impact the aesthetics of your website. Alternatively, you can reduce or combine your HTML, CSS and JavaScript files to reduce the number of HTTP requests.

2

Use external JavaScript and CSS files



It is best practice to place your JavaScript and CSS files in external files, as opposed to the code being inline. When your browser loads a webpage it will cache the external CSS and JS files, as opposed to having to load them as it processes the HTML file. Having external files, as opposed to inline code will decrease rendering time and improve user experience.

3

Using caching systems



Caching eases the strain on the server whenever a request for your site's page is sent. This allows the server to be able to handle more traffic, improving your website's speed.

4

Reduce image sizes



Image files can often be very large so it can take a while for them to load, slowing down your page load speed. By compressing image files into formats such as JPG you can significantly reduce the amount of time your images take to load without reducing the quality.

5

Use a Content Delivery Network (CDN)



Website speed can be impacted by how far away a user is from your server. A CDN works by caching your website on a global server network. The CDN will route the users request to their nearest server, reducing their page load times regardless of how far away they are from your main server.

6

Use a dedicated server



Dedicated servers give you full control over your server's resources, unlike with shared hosting and VPS servers which require you to share space and resources with other websites. Having full control over your server means that your website speed will not be affected by spikes in website traffic on other websites that share your server.

7

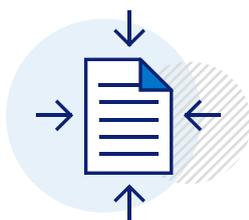
Minimise redirects



Redirects can cause your pages to load slowly as they create more HTTP requests. By avoiding redirects altogether, your website will be able to display content to the user much faster.

8

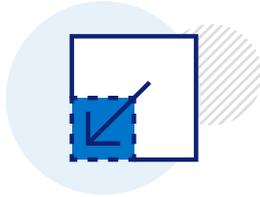
Enable compression



Compressing your website files to make them as small as they can be will reduce the HTTP requests and decrease server response time, allowing your website to load faster for the user.

9

Minify JavaScript and CSS files



Minifying files involves removing white or unnecessary space from your code. Doing this will make the file smaller and therefore allow the code, and your webpage, to load faster.

10

Reduce the number of Plugins



Plugins require a lot of resources to run which can slow down your page's load speed. Deleting unused or old plugins, particularly those that load their own JavaScript or CSS files, can dramatically reduce page load times as fewer files need to be downloaded for the page to finish rendering.

Conclusion

Website load speeds are becoming increasingly crucial to the success of online stores, affecting search engine rankings, bounce rates and conversion rates. Taking steps to optimise your website speed can improve the performance of your eCommerce store, allowing you to reach more customers and offer a refined user experience that could lead to increased sales and revenue, allowing you to successfully grow your online business.

Price optimisation techniques and tips

What is price optimisation?

According to figures, the average company spends just six hours on their pricing strategy throughout the lifespan of the business. If you fail to put the effort in to optimise your pricing decisions then this can have a detrimental effect on your business.

To put it simply, price optimisation is using mathematical analysis to work out how to price a product or a service and understanding how products will sell quickly at the right price and time while still making a decent profit.

Companies (B2B and B2C) use a price optimisation formula based on things like the demand for their product, the competition, historical prices and sales as well as the cost of manufacturing goods.

The best price point is where companies can best meet their objectives, whether that means increased profit margins, customer growth, or a mixture of both.

Price Optimisation Models can be used to tailor pricing for customer segments by simulating how targeted customers will respond to price changes with data-driven scenarios. Given the complexity of pricing thousands of items in highly dynamic market conditions, modelling results and insights helps to forecast demand, develop pricing and promotion strategies, control inventory levels and improve customer satisfaction.





1. Collect data

As already mentioned, businesses who use price optimisation collate and analyse data to work out the best price for a product or service.

The data is taken from various elements including

- Competitors' pricing
- Pricing history
- Product condition
- The cost of manufacturing

In order to optimise pricing you have to collect and analyse your data; both qualitative and quantitative. Ultimately, this is the only way to find out how much your customers will pay for a product or service you offer, and breaks free from that guessing game cycle.

Quantitative data such as transactional data, customer reviews, supply and demand data etc. show you how you're doing and what needs to be changed.

Qualitative data is about speaking to your customers either via surveys or phone. Asking them about what they may like or dislike about your product, or the benefits they value for example.

To work on your own website's price optimisation you would:

1. Select the preferred optimisation model and determine the desired goals.
2. Collect historical data, including product volumes, the company's prices and promotions, competitors' prices, market conditions, product availability, seasonal conditions and fixed and variable cost details.
3. Clarify the business's value proposition and set strategic rules to guide the price optimisation process.
4. Load, run and revise the model.
5. Establish decision-making processes that incorporate the results.
6. Monitor results and upgrade data input to continuously improve pricing accuracy.

There are software options available to help you make sense of those metrics and turn them into pricing insights by delving into your data based on demographic, your customers' interests and lifestyles and preferences.

2. Get familiar with your customers

Understanding your target audience is of huge benefit to your business. Looking at the different personas and how much they are willing to pay different prices for your products or services. This will then help you put a price to what you offer - creating tiers and the aptest packages for each customer persona.

Each tier should be priced along with your value metric (essentially what and how you're charging for your product) and should align with your different buyer personas so that you're offering the right amount of product or service to each customer grouping.





3. Monitor and test

Even once you've set your prices, it's important to remember you aren't done.

Pricing is an ongoing process, you need to be aware of what your competitor is doing and potentially adjust your pricing accordingly.

You should frequently be collecting data and assessing if your customers are getting what they should be for your products to ensure it's still meeting their needs and pricing desires.

If you need to have another look at your pricing and alter it, then do so. However, if you make changes too frequently or too quickly, be aware this might not look good to potential or existing customers.

Conclusion

If businesses fail to use price optimisation it can potentially lead to lots of problems, missed opportunities, and low revenue no matter what a business is selling be it, software, groceries, tech or machinery.

Optimising your pricing is a way to see sales grow and is something which shouldn't be overlooked. There are tools out there to help optimise your pricing, the process isn't and doesn't have to be difficult.

The Ultimate Guide to Website Optimisation



A **FREE** and complete guide to help you get the most out of your business's eCommerce website. Includes everything you need to know about:

- **The checkout process**
- **Website design**
- **Optimise your website speed**
- **Website optimisation for mobile**
- **Sales**
- **Upselling and cross-selling**
- **What is a good conversion rate?**



Speak to an advisor today:

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