PERFORMANCE OPTIMIZATION

Do you struggle to convert sales from your website?

Are you having a hard time staying ahead of your competition?

Mediocrity should not be accepted when it comes to your online presence.

For years, people have thought of digital marketing as a means to drive traffic to a given website. What's often overlooked, however, is the fact that many websites are slow, outdated and ineffective at getting sales. There's a good chance that your site isn't drawing traffic, generating leads or getting conversion rates like it should be. You may need a miracle or just a good tune-up. Either way, you need the Fluid Edge.

We know that marketing online is more than just driving traffic to deficient webpages. And so we created the Fluid Edge, a progression that includes:

- *Analysis of the speed and performance of a website*
- *Improvement of the mobile experience for all users*
- *Analysis of the key points for conversion*
- *Creation of an engaging, interactive and trust-building brand experience*
- *Top-notch creative execution by our talented team*

All of this drives more website visitors to take action and become a qualified lead or customer. With the Fluid Edge, you have everything you need to set yourself ahead of the competition.

Everyone knows how frustrating it can be when a website is slow to load. Not only do they slow down the workday and take a toll on valuable time, but a slow-loading web page can also drive traffic away. People are likely to leave a slow-loading site and never come back. The average viewer spends about ten seconds or less on a page, which doesn't leave much time for you to make a good impression and entice the viewer to become a customer. We can make the tweaks to your site to make it load faster and perform better. This gives viewers more time to devour your great content and become engaged, which leads to a better brand experience and higher sales.

Any site, no matter how big or small, can benefit from performance optimization. With the Fluid Edge approach, we consider the following tactics to enhance the performance of each website:

1. *Comprehensive website analysis and thorough inspection*
2. *Compressing and optimizing images*
3. *Minifying and simplifying the codebase*
4. *Server adjustments and upgrades*
5. *Final performance review*

Fluid starts by analyzing the web code and looking for unnecessary complexities; more often than not there's some complicated JavaScript lying around that can be cleaned up. Fluid also works magic by minifying the code, compressing images and combining them with CSS sprites. If your site were a person, Fluid would be a personal trainer trimming away the fat.

Another consideration is finding and fixing or eliminating broken code. We also take a good, hard look at the server environment and site location, which are important and often overlooked back-end features. Not only can a poor location affect the site's performance, but it also costs more money. Small fixes, adjustments or even moving the entire site to a new location can increase the efficiency and save the site owner money.

Not convinced that performance optimization is worth it? Take a look at a study done by online retailer Shopzilla:

> " *By shaving off 3 seconds off of Shopzilla's site, I saw page views increase by 25%, Shopzilla saw 12% more revenue and together we all used 50% less hardware. This was an easy win!*

Neil Patel | Quicksprout and Kissmetrics

3 seconds saved on load time	=	**25**% more page views	**7-12**% more revenue	**50**% less hardware

According to Clark Bell, a member of Fluid's digital marketing team, only a small number of sites take advantage of performance optimization. "I only see one to two percent of websites actually caring," he says. "Taking advantage of performance optimization will set you apart from the crowd and will lead to more conversions and increased revenue."

At the end of the day, that's exactly what it comes down to—increasing revenue from web-based traffic. Every site owner should look into getting his or her site optimized. Performance optimization will enhance the user experience, lead to an improved conversion rate, and drive more qualified visitors to your site.

And let's not forget about mobile!

The fact is, if you aren't optimized for mobile you're ultimately losing sales.

Research shows that 57 percent of mobile users will abandon your website if it takes more than 3 seconds to load and 30 percent will abandon a purchase transaction if the shopping cart isn't optimized for mobile devices.

Considering how important a website can be for any business, it seems only natural to take the extra care to ensure the website is mobile friendly. It's amazing how so many websites are still not optimized for a mobile experience. With one-quarter of global web searches conducted on a mobile device by over a billion users worldwide, mobile websites are just as important, if not more so, than desktop versions.

Multiple sources report that smartphone users are engaging with mobile websites and apps while watching TV and commuting to work, and simultaneously while using a computer. People like your brand more when you offer a satisfying mobile experience and they're more likely to return to your website later on a desktop.

Desktop websites in mobile browsers are ineffective at converting visitors into buyers. They just don't work. Mobile shoppers have little patience for an unwieldy website, and one-third of them will abandon a transaction if the site isn't optimized for mobile.

If your website isn't optimized professionally for mobile, your bounce rate on mobile devices is going to skyrocket. By providing mobile visitors with an appropriate and intuitive user experience, you will engage visitors longer and drive more of them to purchase.

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Whatever your needs—converting to mobile or just speeding up your loading time—the Fluid Edge is uniquely designed to help businesses and online retailers get the most out of their website and brand. Most digital marketing agencies don't understand the importance of conversion optimization and creating an incredible brand experience for their website visitors. Our proprietary approach allows us to do what no other digital marketing agency can do—optimize your site for an enhanced user experience and increased sales.

Are you ready to give your website the fix it needs?
For a free consultation, call 801-295-9820 or go to getfluid.com.

getfluid.com