



KeyPrinciples
digital marketing you can trust

automotive

PAGE SPEED & MOBILE FRIENDLINESS TOOLS



Page Speed Tools

Having a fast loading website is crucial to your business. A fast website will ensure higher rankings in search engines and increased conversion rates as users don't leave your site in frustration.

1) Google PageSpeed Insights

This tool gives you an insight into how Google sees your page load speed and provides recommendations to speed up your website. It's important to note that each page is treated individually so ensure you check all pages on your site.

<https://developers.google.com/speed/pagespeed/insights/>

2) GTMetrix

This is a tool independent of Google and provides some more advanced features to see what is stopping your pages from loading faster such as a timeline (waterfall) of the files being loaded.

<https://gtmetrix.com/>

3) Google Mobile Speed Test

This is more of a basic test and is easier to run and view the page speed on mobile. The advantage of this test is that you will be able to see your page load speed on both a 4G and 3G connection.

<https://www.thinkwithgoogle.com/intl/en-gb/feature/testmysite/>

Mobile Friendliness

Mobile phones account for the majority of usage on the internet now so it's important to ensure your website operates well on mobile devices.

1) Google Mobile Friendly Test

Again, a test directly from Google showing whether your page is mobile-friendly or not. If your page isn't seen as mobile-friendly from Google a message may appear to users in search results.

<https://search.google.com/test/mobile-friendly>

2) Bing Mobile Friendly Test

Another search engine that will drive traffic to your site is Bing so while your main focus should be on Google, it's still good to see Bing's recommendations as well

<https://www.bing.com/webmaster/tools/mobile-friendliness>



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