# Google: Mobile Speed Should Be an Ongoing Priority by @MattGSouthern

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Google encourages businesses not to think of mobile speed as a one-and-done fix. It should be an ongoing priority.

Mary Ellen Coe, president of Google Customer Solutions, penned an article outlining the reasons why mobile speed should be taken more seriously.

> *"While there are as many growth strategies as there are types of businesses, there's one area where nearly every business has room to improve: the mobile web."*

Having a mobile presence is no longer enough. In order for businesses to grow, they need to continue delivering speedy mobile experiences.

**Fifty-four percent** of people say that as the load time for a brand's mobile site increases, so does their frustration.

To that end, a one-second delay in mobile load times can impact conversion rates by up to **twenty percent**.

Conversely, a fast mobile experience can help attract and retain customers.

Milliseconds can earn millions, Coe says. No matter how fast a site is today, the will eventually degrade over time if it's not an ongoing priority.

# Mobile Speed Case Studies

## Dakine

Outdoor clothing company Dakine cut the load time of its start page by 55%, of category pages by 48%, and of product pages by 65%.

Over the next year, Dakine saw mobile traffic increase by 31%, mobile revenue by 45%, and tablet sales by 4%.

## BMW

BMW improved its mobile speed using AMP and Progressive Web Apps (PWA).

After those changed, the proportion of people clicking from BMW.com to a BMW sales site soared from 8% to 30%. That’s nearly 4X higher than it was before.

# Google’s New Test My Site Tool

When figuring out where to invest your resources when it comes to mobile site speed, Google recommends its new Test My Site tool.

A completely rebuilt version of Test My Site was rolled out earlier this week. See our coverage of the update to learn what’s new.

## More Resources

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