

HRAÐI

Hvaða máli skiptir hann?
Hvernig má mæla hann?
Hvernig má auka hraða?



Slow Loading

A slow loading website is the #1 reason why a user will leave your website.

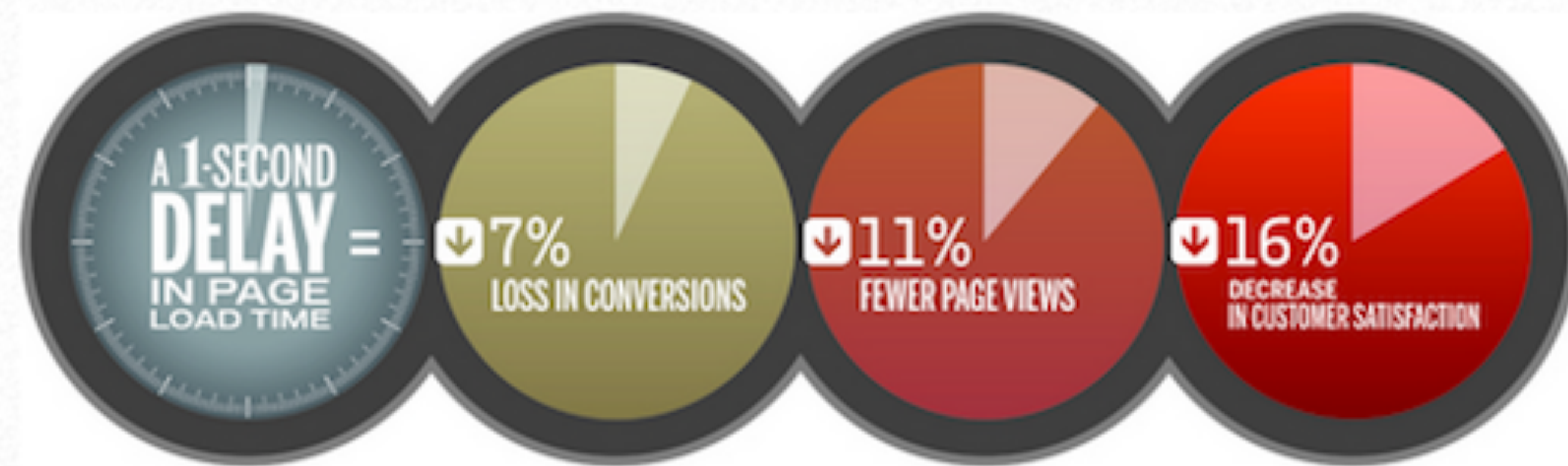


3

seconds

The average time a person will wait for a page to load before leaving.





IN DOLLAR TERMS,
this means that if your site typically earns \$100,000 a day, this year
you could lose **\$2.5 MILLION** in sales.

SOURCE: Aberdeen Group



You have less than **5 seconds**

to engage a visitor before he or she leaves your site.

46%

of visitors will not return to a poorly performing website.

Just 1 second delay in page loading time means:

7%

Loss in Patient Conversions

11%

Fewer Page Views

16%

Decrease in Patient Satisfaction

47%

of visitors expect a page to load in two seconds or less.

40%

of visitors will leave a website that takes more than three seconds to load.

Ideal load time for conversions

**2
Seconds**

Including useful images can increase conversions by as much as

95%

Use of video content can lift conversions an average of

9%

30%

of mobile users will abandon a website if it is not optimized for mobile.

LYKILATRIÐI Í „HRAÐA“

- Stuttur, hnitmiðaðar fyrirsagnir og texti eykur hraða í lestri
- Skýrir aðgerðarhnappa auka hraða í skilningi, orðalag og litur
- Hvað viltu að notendur skilji eða geri á hverri síðu?
- Einfalda öll eyðublöð eins og hægt er
- Myndbönd til að útskýra flóknari atriði
- A/B prófanir til að mæla árangur



LYKILATRIÐI Í HRAÐA

- Myndir ekki settar inn of stórar (og smækkaðar í textaritli)
- Ekki óþarfa myndir
- Ekki óþarfa millisíður, sprettigluggi/ megamenu eyðir út heilli óþarfa síðu
- Notandi leiddur áfram í texta síðunnar (minni þörf á að nýta valmyndina)



The screenshot shows the Pingdom Website Speed Test homepage. At the top, there is a navigation bar with the Pingdom logo and links for 'FULL PAGE TEST', 'DNS HEALTH', 'LOG IN', and 'SIGN UP'. Below the navigation bar, there is a yellow banner with the text 'Pingdom Website Speed Test' and 'Enter a URL to test the load time of that page, analyze it and find bottlenecks.' The main form has a 'URL' field containing 'www.example.com' and a 'Test from' dropdown menu set to 'Melbourne, Australia'. A green 'START TEST' button is to the right of the form. Below the form, there is a promotional message: 'Try Pingdom for free today! Automated speed tests every 30 minutes and more.' with a 'SIGN UP FOR FREE 14-DAY TRIAL' button and the note 'No credit card required'. At the bottom, there is a 'Recent tests' section with a table showing a test for 'http://traveltriangle.com' completed '16 ago'.

<https://www.pingdom.com>

The screenshot shows the Google PageSpeed Insights tool interface. The URL 'http://www.ruv.is/' is entered in the search bar, and the 'ANALYZE' button is visible. The tool has selected 'Mobile' as the device type. The analysis results are displayed in two columns: 'Speed' with a 'Fast' rating (1.2s FCP, 1.1s DCL) and 'Optimization' with a 'Good' rating (82 / 100). A text block explains that the page's median FCP and DCL ranks it in the fastest third of all pages. Below this, a 'Page Load Distributions' bar chart shows the percentage of events categorized as Fast, Average, and Slow for both FCP and DCL. The FCP distribution is 67% Fast, 22% Average, and 11% Slow. The DCL distribution is 84% Fast, 12% Average, and 4% Slow. A 'Page Stats' section indicates that the page requires 3 additional round trips to load render blocking resources and 1.4 MB to fully render. On the right side, there is a mobile device preview showing the RUV website layout. At the bottom, there is a URL bar showing the source of the page.

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