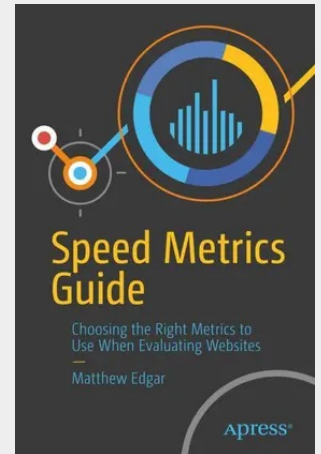


Speed Metrics Guide

Faster websites offer a better user experience and typically have higher conversion rates. It can be challenging to know where to invest to meaningfully improve a website's speed. Investing correctly to improve speed starts with understanding how to correctly measure speed and knowing how to use those measurements to identify the biggest opportunities. Speed Metrics Guide helps marketers, SEOs, business leaders, designers, and everybody else involved in website performance select the right metrics to use to optimize their website's speed. Each chapter examines a specific metric, discusses what it measures, why the metric matters and what tactics will help improve that metric. What You'll Learn - The best metrics and tools to help you measure website speed, including Google's Core Web Vitals - How and when to best use each metric - Where each metric fits within the website loading process - How to use each metric to find different ways of improving website speed Who This book Is For Non-technical audience, including marketers, SEOs, designers, and UX professionals.

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