

Website test: Amazing business benefits of performance testing

Meta des: Web performance testing is one of the most important testing processes for any website. Check out here to know business benefits of this type of website test.

Together with other types of testing, performance testing contributes a lot to ensuring and maintaining the good operation of a website or application. Of course, performance testing offers many benefits, especially when it comes to your business. Check out this article “*Website test: Amazing business benefits of performance testing*” to see how it makes your business better.

Web performance testing is considered one of the most important testing processes that are done for any website. This type of website test aims to ensure that a website performs well even in peak traffic conditions and extreme stress.



The website is more and more important for the majority of businesses

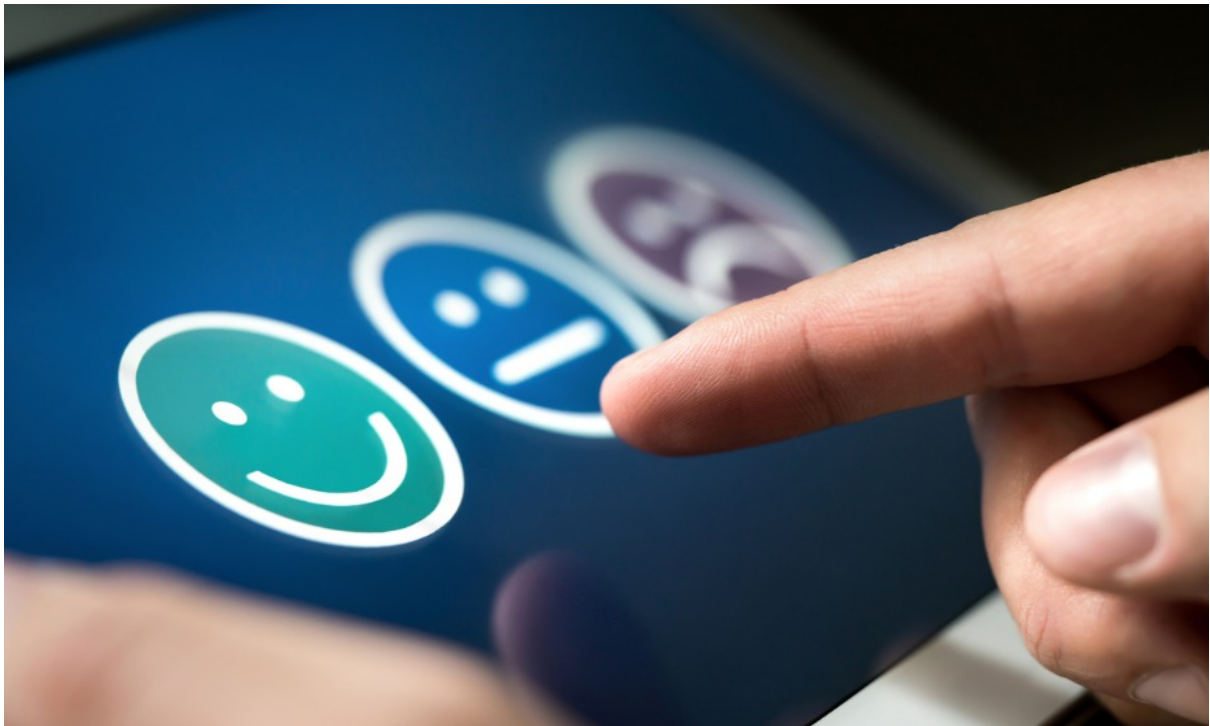
Well, we all know that most visitors will abandon a website if it takes too long to load. What if that slow website is your e-commerce website or your brand site? Well, your revenue, your credibility, your brand image will be affected a lot for sure. That's the reason why web performance testing is always crucial. Keep reading on to learn more about the benefits of performance testing for your business.

1. Help increase user and customer satisfaction

The first impression is always important, especially for your prospective customers. Research has pointed out that nearly 50 percent of visitors want loading time of web and mobile-based applications to be within 2 seconds.

If your website takes more than that timeframe to load, then not only your traffic but also your customer satisfaction will be affected. A lot of us feel so bad when we have to wait for a web page to be fully loaded and displayed on our screen, right? No one feels satisfied with slow websites and websites having delays while browsing.

So, measuring website performance will allow you to know how the customers are responding to your website. In that way, you can improve its performance, increasing the overall user experience of the website, making the visitors more and more satisfied.



Website test: Web performance testing can help improve customer satisfaction

2. Help improve the number of conversions and revenue

A conversion on a website may be that the visitors click on an ad, make a purchase, complete contact form, or do anything else that is of value to you. Well, we all know that it's not easy to make prospective customers click and visit your site. But it's also hard to keep them browsing around your site and doing conversion actions if your website performs poorly.

These days, customers and users are extremely sensitive to glitches even if it's just a small one. They will likely leave your site before doing something there if it takes a long time to load and respond. Also, users will visit more pages on your website if it has a short load time and quick response. That means there's a more chance of conversions if your site loads faster.

The website test of performance testing will help you improve the speed and overall performance of your website, so that the number of conversions and revenue is also improved as well.



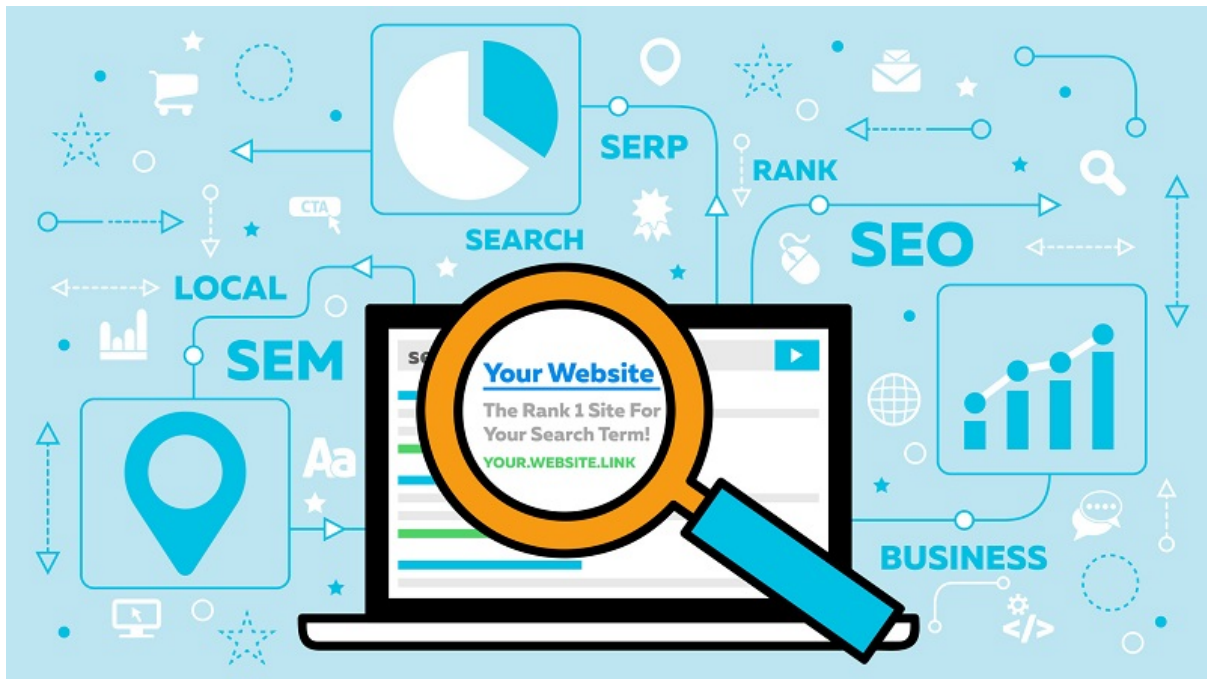
It's also able to boost the number of conversions for your website

3. Help improve ranking on SERPs

Generally speaking, web performance, in general, and its page load time, in particular, affect the ranking of a site on Search Engine Result Pages (SERPs). Google and most other search engines have taken load time into account when they create a website's ranking.

Higher rankings on SERPs will help your site have more traffic from search engines. That means there will be more customers and users coming to you, promising more revenue and profit.

On the other hand, a poor load time or slow site is just like a big obstacle for you to win more prospective customers from Google and other search engines. But doing a website test on its performance, you will know how fast or how slow your website's load speed is, then you will find solutions for speed improvements.



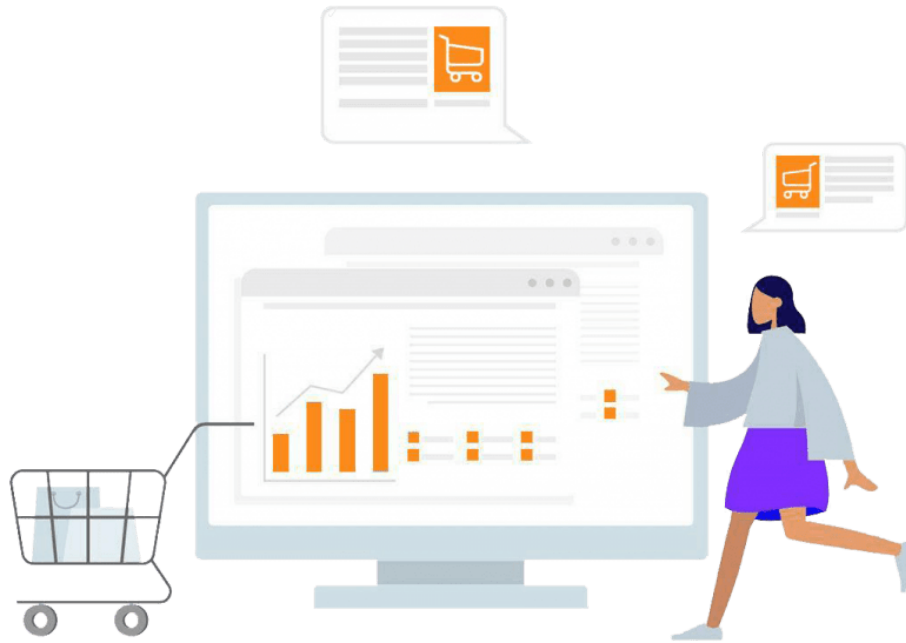
Page load time affects the ranking of a site on SERPs

4. Website test on its performance helps improve load capacity, scalability, stability

Doing a website test on its performance can help your site deal with high volume when it hits high levels of users. Think of an e-commerce website on a big sale day like Black Friday, for example. There will be a lot of users visiting, browsing around the web simultaneously.

In case that e-commerce site is not able to handle a huge volume of visitors accessing the web, causing slow load speed, lags, or even crashes, then the revenue will be significantly affected. Nothing is worse than that, right?

But web performance testing will help you avoid that bad situation by gauging the speed, scalability, stability, and more of your website. It will let you know how many users your site can handle until issues take place so that you can find solutions to improve it.



Doing a website test on its performance can help your site deal with high volume of visitors

5. Others

Together with the above benefits, web performance testing also offers other great advantages for your business such as helping optimize your website the right way, decreasing bounce rates, making the site more sustainable, eliminating bottlenecks, and more.

In general, this kind of [website test](#) makes your website more optimal and helps improve the customer experience as a whole. That's how web performance testing matters to your website and your business.

Conclusion

The website is more and more important for the majority of businesses. It is just like the online presence of your business on the Internet. A poor performance website might affect your business a lot. But a good performance one, on the other hand, is a big advantage that can help your business, your revenue, your profit, your brand, ... improve a lot. Doing web performance testing is a good and necessary way to ensure your business website performance. Recently, we introduced to you some important business benefits of this type of website test. Hope that this article and its information are useful and interesting to you.

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servebolt.com/articles/10-reasons-why-your-website-should-be-fast/

testpoint.com.au/the-benefits-of-performance-testing/