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Sommario/riassunto

Why is my website loading slowly? Where should I invest to improve speed? How do I know if those changes made a difference? This book will answer these questions and provide the metrics available to measure website speed. Everybody who manages and maintains a website needs to measure the website's speed. Everybody has a role to play in improving the website's speed. SEOs need to improve core web vitals to compete in organic rankings. Marketers need to improve speed to increase conversion rates. Designers need to create faster websites to improve the user experience. Speed Metrics Guide will help marketers, SEOs, business executives, founders, designers, and more know which metrics to use when measuring their website's speed. Learn how to measure each metric, when it is best to use each metric, and what to do when each metric is slow. You will: Examine the most important metrics to use to measure website speed Understand the meaning of each metric and what to do if that metric is slower Know when to use a given metric and how to measure it.
