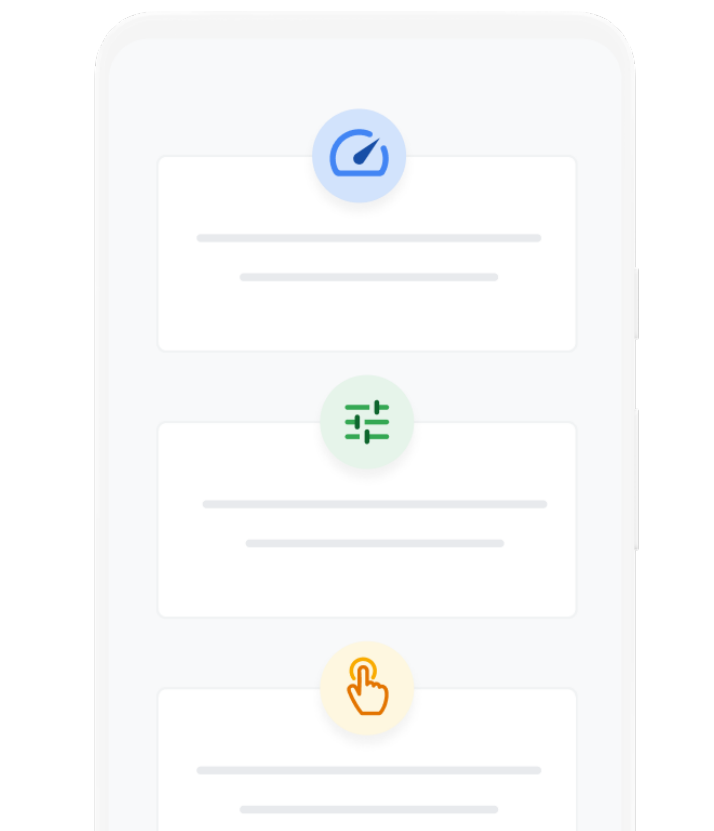# Your mobile report for muhannadalabdullatif.net

What's inside

Mobile speed results

For marketers

Boost your speed
Connect with more customers, faster. Learn how improving your site speed can help increase your conversion rate.

Get personal
See why relevant experiences are key to winning business.

Make it seamless
Help your customers get down the funnel faster by making key actions seamless.

Next steps
Learn how to work with your technical teams to implement these recommendations.

For developers

Developer checklist
Keep track of recommendations that can help enhance your mobile site experience.

Custom speed recommendations
Get tailored technical fixes from Lighthouse to improve your site and page speed.

Custom PWA audit and recommendations
Find out if your site meets the criteria for installable and exemplary PWAs.

Mobile speed results

Page speed is the speed of an individual page within you site. The page speed of muhannadalabdullatif.net is:

1.7 seconds

RATING

Needs improvement

Good sites start to load in under 1 second.
Poor sites start to load in over 2.5 seconds.
Needs Improvement sites start to load in 1 to 2.5 seconds.

Learn how to optimise your mobile site

We've put together a list of curated recommendations based on what matters to customers.*

	Boost your speed	A fast site can increase conversions and decrease bounce rates. Get recommendations to speed up your site.

	Get personal	Personalised and relevant experiences are key to winning business. Learn how to create experiences tailored to each customer.

	Make it seamless	Making key actions seamless can get customers down the funnel faster. Find out how to remove friction for easy transactions.

*Some resources in the report contain links to sites that may not be available in your preferred language or that require you to select your language.

Boost your speed

WHY DOES THIS MATTER?

Customers are impatient, so the speed of your site has a big impact on conversion and bounce rates. Speed up your site to make the best first impression on your customers.

> Improving your load time by 0.1s can boost conversion rates by 8%.
>
> Google/Deloitte
> Milliseconds Make Millions

Otto Group

See how Otto Group's speed race helped consumers reach content more quickly.

Read more

BMW

Learn why speed was the driving force behind the automaker's game-changing mobile web strategy.

Read more

How can you boost your site speed?

In order to increase the speed of your site, you need to improve the speed of individual pages first. Below is a list of recommendations to make each page on your site faster. You can find more specific technical recommendations in the developer section of the report.

Update your images

Reduce the size of your image files to load them faster. Additionally, load images offscreen to increase page speed.

Clean up your code

Remove unnecessary code and minify all CSS and JavaScript to make sure your site loads and runs as quickly as possible.

Get fast and stay fast

As you implement new fixes, it's important to keep testing and measuring what's working and what's not. Check back monthly to monitor progress.

Boost your speed

Load your site faster with Progressive Web Apps (PWA)

What's a PWA?	Progressive Web Apps are fast and reliable mobile sites that take advantage of modern web design techniques and APIs to create the best experience for users.

Why are PWAs important?

PWAs are fast	Loads instantly (in under one second)
	Enables quick page interaction
	Dynamically responds to any input
	Repeat visits are near instant
PWAs are reliable	Works on flaky connections
	Works completely offline
PWAs are engaging	Accessible from phone's homescreen
	Launches in fullscreen
	Easily re-engage with push notifications

See if PWAs are right for your business

Learn more about the advantages of PWAs and how they can drive mobile revenue. Give your developers this report to get started.

Boost your speed

Improve Your Results

How do the site speeds of industry leaders compare?

Return to Test My Site to see how you stack up. Enter your competitors' sites and find out how your site speed compares.

How does site speed impact potential annual revenue?

Return to Test My Site to watch your revenue increase as your site speed increases. Make sure you have your average monthly visitors, conversion rate and average order value for the most accurate calculation.

Boost your speed

Check out these additional resources for more ways to improve your speed

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Milliseconds make millions

See how improvements in mobile site speed positively affect a brand's bottom line.

[Read more](#)

How to start the speed conversation

Learn how to start the conversation on site speed with your technical teams, starting with images.

[Read more](#)

Consider a speed budget

Learn from Risa Wexler, head of Pfizer's Media Lab, on why you should have a speed budget.

[Read more](#)

PWA ebook

Learn about the capabilities of Progressive Web Apps, plus product strategies, UX best practices and more.

[Read more](#)

Get personal

WHY DOES THIS MATTER?

No two customers are alike. Delivering on their needs with relevant and smooth experiences is key to winning business.

> People are 40% more likely to spend more than planned when they identify the shopping experience to be highly personalised.
>
> Think with Google
> Google/BCG, U.S., Business Impact of Personalization in Retail study, 2019.

Telia Norway

See how Telia Norway increased mobile sales with Google Optimise.

Read more

Spotify

See how Spotify uses Google Optimise 360 to increase premium subscriptions.

Read more

How can you create a personalised experience?

In order to deliver a better mobile experience, understanding the customer journey and designing great UX is key. Below is a list of recommended tools and resources to help you create a more personalised site experience for your customers.

Personalise your UX

Tailor your site experience to each user to keep them engaged with relevant content.

Personalise with Optimise

Take advantage of A/B tests

Run website experiments to see what resonates best and then personalise your site with content tailored to each customer.

A/B test with Optimise

Re-engage with push notifications

Send customers push notifications with relevant content to keep your business top of mind.

Learn more about PWAs

Be available anywhere

Launch your mobile site from your customer's home screen for quick and easy access—even offline.

Learn more about PWAs

Get personal

Check out these additional resources for more tips and best practices

Conversion Rate Optimisation Course	Take our exclusive course to learn how Google thinks about UX research, A/B testing, and design. Read more

4 Steps to Create Good UX Design	Learn four simple ways to improve your UX and focus on your users. Read more

Make it seamless

WHY DOES THIS MATTER?

When it comes to completing a purchase or lead generation form, ease is of the essence. Make sure customers can get through the funnel, fast.

> 77% of smartphone shoppers are more likely to purchase from companies whose mobile sites or apps allow them to make purchases quickly.
>
> Think with Google
> Google/Ipsos, U.S., Playbook Omnibus 2019.

Eastpak

See the 5 lessons retail brand Eastpak learned from its mobile audience.

Read more

Expedia

Read tips from Expedia Group's CMO on how your mobile experience can drive results.

Read more

How can you create more seamless conversions?

In order to convert the highest number of customers possible, it's important to remove friction and simplify the experience. Below is a list of recommended tools and resources to help you deliver a seamless conversion process throughout your site.

Seamless sign in/up and checkout

Allow users to sign in with their Google account and use Autofill to automatically populate their saved information for faster checkout.

Learn about Google Identity Services
Learn about Autofill

Make payments easy

One of the leading causes for low conversion is abandonment during checkout. Make it easy for users to complete transactions on mobile.

Learn how to set up GPay

Enhance your web experience

Progressive Web Apps (PWAs) deliver native-like capabilities, reliability, and installability while reaching anyone, anywhere, on any device.

Learn more about PWAs

Enable deep linking

Have an app? You can seamlessly connect your web pages to your app pages with deep linking for both Android (App links) and iOS (Universal links).

Read more

Make it seamless

Check out these additional resources for more tips and best practices

Android and iOS (Universal) Links

See how to set up Android App Links or iOS Universal Links to get users the content they want.

Read more

Google Analytics for Firebase

It's essential to track your in-app conversions with deep links. Find out how with Google Analytics.

Read more

PWA ebook

Learn about the capabilities of Progressive Web Apps, plus product strategies, UX best practices and more.

Read more

Next Steps

Now that you've learned about your mobile experience, take action to make your site fast, personalised and seamless.

STEP 1

Share the developer section of this report with your technical teams.

STEP 2

Create an optimisation plan together.

Unify your KPIs to incorporate the recommended fixes into your product roadmap. If you're a marketer, here are 4 mobile speed wins to get the conversation started with your developers.

However, we know that working together comes with its own set of challenges. Consider our mobile-first transformation handbook to help address any organizational hurdles.

STEP 3

Monitor your mobile web experience monthly.

Check Test My Site monthly to monitor your mobile speed and ensure your site speed doesn't slow down over time.

Developer checklist

We know you're always working to improve the speed and functionality of your mobile site. Below is a sampling of custom improvements from Lighthouse based on what matters to customers.

- [ ] Optimise the quality of your user experience by focusing on the metrics that matter most. Learn more about Core Web Vitals

- [ ] Improve your site speed with the custom recommendations in this report

- [ ] Check if your site is an installable and exemplary PWA

- [ ] Implement Google Optimise to run server-side experiments against variants

- [ ] Enable Google Identity Services and Autofill to build a system that allows seamless sign in

- [ ] Add GPay to your existing payments processing stack to offer simpler, more secure checkout

- [ ] Have an app? You can seamlessly connect your web pages to your app pages with deep linking for both Android (App links) and iOS (Universal links). Learn more.

Improve your site speed with custom recommendations

Below is a list of custom fixes to make each page on your site faster. You can select each recommendation to see more details in Lighthouse.

PAGE SPEED

RATING

1.7 seconds

Needs improvement

PAGE URL	PAGE SPEED	RATING
http://muhannadalabdullatif.net/	1.7 seconds	Needs improvement

RECOMMENDED FIXES

- ☐ Ensure text remains visible during webfont load
- ☐ Reduce JavaScript execution time
- ☐ Avoid an excessive DOM size
- ☐ Defer unused CSS

- ☐ Defer offscreen images
- ☐ Properly size images
- ☐ Serve static assets with an efficient cache policy
- ☐ Avoid enormous network payloads

Ensure your site is an installable and exemplary PWA

In order to help teams create the best possible experiences, we've put together an audit that automatically tells you what you need to do to ensure your PWA is installable and exemplary. Check out our developer page for more details.

Sorry, your site does not meet PWA criteria.

Fix these issues to meet the criteria for a baseline PWA and allow users to install your site.

INSTALLABILITY   0/3

✗ Does not use HTTPS

✗ Does not register a service worker that controls page and start_url

✗ Web app manifest does not meet the installability requirements

Once your mobile site meets the above criteria, make your Progressive Web App exemplary using these recommendations.

EXEMPLARY PWA EXPERIENCE   2/10

✗ Page load is not fast enough on mobile networks

✗ Current page does not respond with a 200 when offline

✗ start_url does not respond with a 200 when offline

✗ Does not redirect HTTP traffic to HTTPS

✗ Is not configured for a custom splash screen

✗ Does not contain any content when JavaScript is not available

✓ Content is sized correctly for the viewport

✓ Has a tag with width or initial-scale

✗ Does not provide a valid apple-touch-icon

✗ Does not set a theme colour for the address bar

Your recommended fixes

Select each recommendation below for more details.

Ensure text remains visible during webfont load

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading.

Reduce JavaScript execution time

Inefficient javascript can slow down your page. Reduce the time spent parsing, compiling, and executing your code.

Avoid an excessive DOM size

A large DOM tree can harm your page performance. Look for ways to create DOM nodes only when needed, and destroy them when no longer needed.

Defer unused CSS

Style sheets containing unused CSS can significantly increase the time users wait before content appears on their screen. Delete unnecessary CSS.

Defer offscreen images

Since users can't see offscreen images when a page loads those images don't need to be loaded initially. Use offscreen images to speed up the page load time.

Properly size images

Your page shouldn't serve images that are larger than the version rendered on the user's screen. Resize images to match display dimensions to speed up and improve page load time.

Serve static assets with an efficient cache policy

HTTP caching can speed up your page load time for returning users. Increase your cache lifetime to speed up repeat visits to your page.

Avoid enormous network payloads

Reduce the total size of network requests to speed up page load time.

Additional resources

web.dev

Find additional recommendations for improving site and page speed.