



How to Make the Case To Your Boss

The secret sauce to turbocharge your website and leave the competition behind: **Performance**

See how your website performs and compares to your competitors.

Lighthouse Test Instructions



Test	Your Site	Competitor 1	Competitor 2	Competitor 3
Performance				
Accessibility				
Best Practices				
SEO				
PWA				

Scores

Good **90-100**

Needs Improvement **50-89**

Poor **0-49**

There is no score for PWA, which stands for progressive web app. The result evaluates if the site is or is not a PWA.

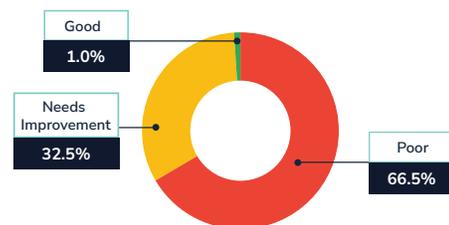
How do you compare?

We tested over 200 B2B industrial manufacturing websites of various sizes. Most of the websites tested missed the mark.

Set your goals on green, representing good scores.

Performance

The vast majority of websites for industrial companies need some or significant technical work to improve page loading speeds.



7 Benefits of Technical SEO

- > Makes your website easy for search engines to crawl and index, improving search rankings.
- > A high-performance website offers a better user experience
- > Produces rich text snippets, which increase brand awareness.
- > Offers optimal mobile experiences
- > Improves site security
- > Meets global accessibility compliance
- > Captures a larger share of the audience

5 Facts About Search Results

- > 2x - Organic search drives twice the revenue for B2Bs compared to other channels.
- > 99% - The percentage of users who click on the first link in search results
- > 75% - The percentage of users who never click to the second page of search results.
- > 63% - Google searches that begin on mobile devices
- > <1% - Users who click search results on the second page

5 Facts About User Experience

- > 39% - Percentage of users who exit a website waiting for images to load.
- > 88% of users likely don't return to a website after a bad user experience.
- > Your bounce rate increases by 123% with loading times above one second
- > 94% of users' first impressions are design-related
- > \$1 spent on user experience returns up to \$100 in revenue

How to Sell Technical SEO
to Decision Makers →

Capture a Larger Share
of the Audience →

Understanding Core Web Vitals
and How they Affect SEO →