



# AUTOXLOO

## Digital KPI Measurement

Google and Pingdom allocate all websites according to certain characteristics and into special zones marked with 3 colors.

**GREEN**

Represents the sites that have **ACCEPTABLE PARAMETERS** in most categories.

**YELLOW**

Indicates that your website is **GOOD** but requires some improvements in the load time, performance or speed.

**RED**

Areas provide a **WARNING SIGNAL** that your website specifications are unacceptable.

AUTOXLOO WEBSITES	pingdom RESPONSIVE	pingdom						Google					
		LOAD TIME			PERFORMANCE GRADE			MOBILE SPEED			DESKTOP SPEED		
		HOME	INVENTORY	VEHICLE DETAILS	HOME	INVENTORY	VEHICLE DETAILS	HOME	INVENTORY	VEHICLE DETAILS	HOME	INVENTORY	VEHICLE DETAILS
WWW	✓	GREEN	GREEN	GREEN	GREEN	GREEN	GREEN	YELLOW	YELLOW	YELLOW	GREEN	GREEN	GREEN
WWW	—	GREEN	GREEN	GREEN	YELLOW	YELLOW	GREEN	GREEN	GREEN	GREEN	GREEN	GREEN	GREEN
WWW	✓	GREEN	GREEN	GREEN	GREEN	GREEN	GREEN	YELLOW	YELLOW	YELLOW	GREEN	GREEN	YELLOW
WWW	✓	GREEN	GREEN	GREEN	GREEN	GREEN	GREEN	YELLOW	YELLOW	YELLOW	GREEN	GREEN	GREEN
WWW	✓	GREEN	GREEN	YELLOW	GREEN	GREEN	GREEN	YELLOW	YELLOW	YELLOW	GREEN	GREEN	GREEN
WWW	—	GREEN	GREEN	GREEN	GREEN	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	GREEN	GREEN	GREEN
WWW	✓	GREEN	GREEN	GREEN	GREEN	GREEN	GREEN	YELLOW	YELLOW	YELLOW	GREEN	GREEN	GREEN
WWW	—	GREEN	GREEN	GREEN	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	GREEN	GREEN	YELLOW
WWW	✓	GREEN	YELLOW	GREEN	GREEN	GREEN	GREEN	YELLOW	GREEN	YELLOW	YELLOW	GREEN	GREEN
WWW	✓	GREEN	GREEN	GREEN	GREEN	GREEN	GREEN	YELLOW	YELLOW	YELLOW	GREEN	GREEN	GREEN

Now you can compare Autoxloo websites with the other dealer providers. With such statistics as the load time, performance grade and speed having a great impact on any users' visits to your website, as well as with your search engine ranking results, you can either profit or suffer losses in your online business.

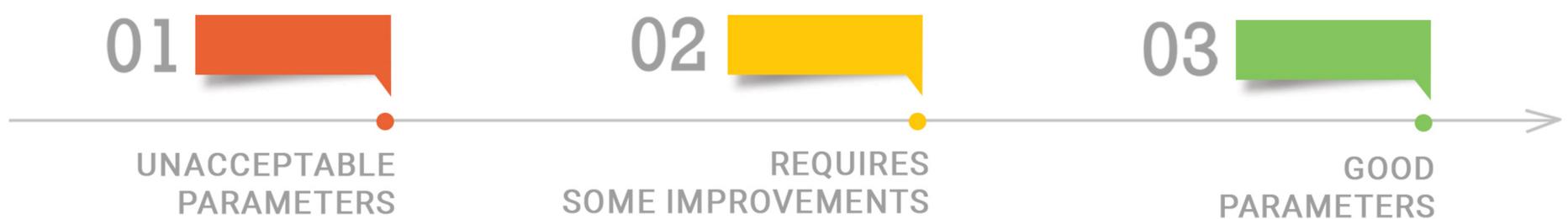
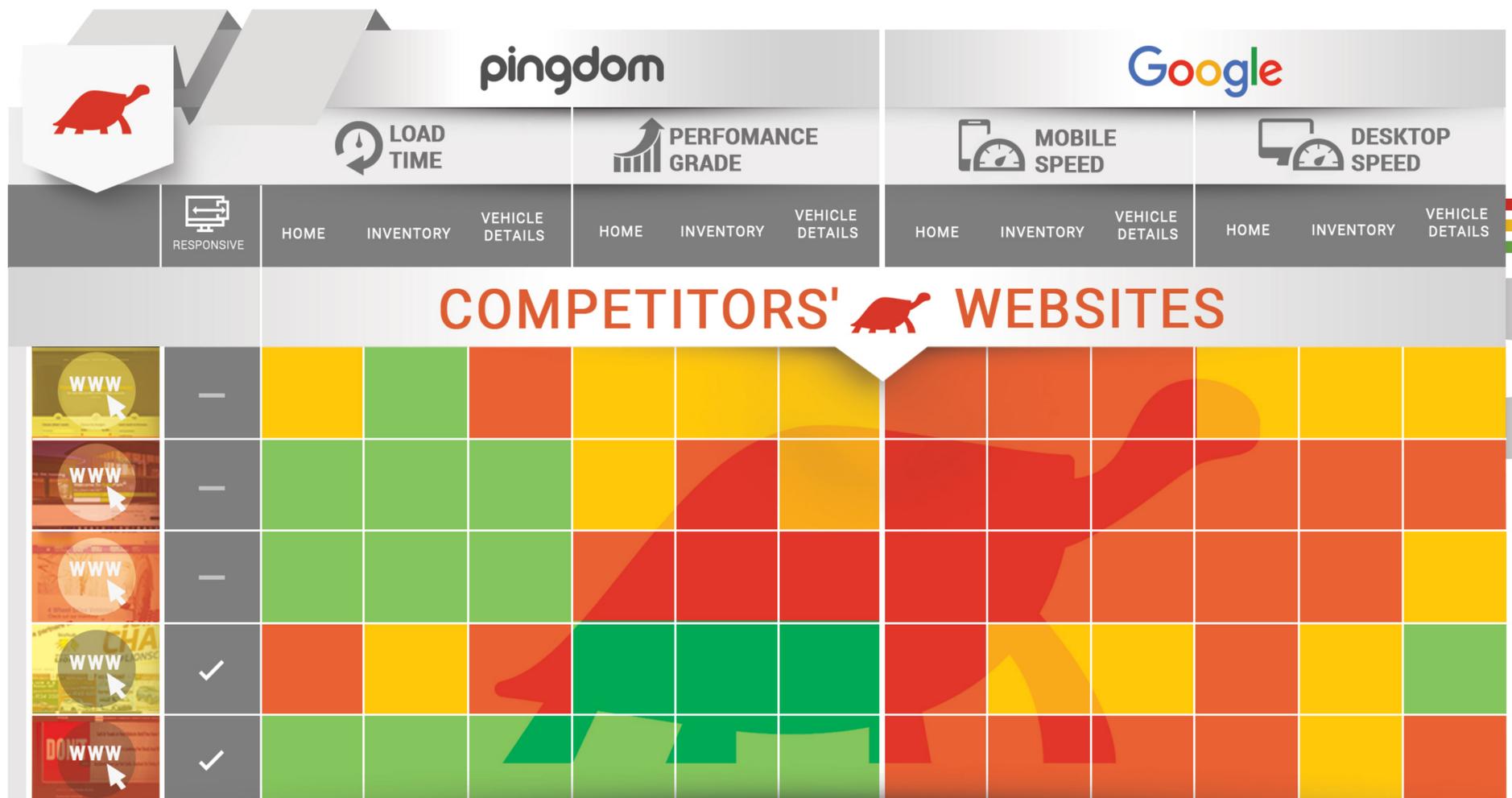


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## Digital KPI Measurement

Surely you have noticed that some websites load very quickly while others keep you waiting until a webpage fully appears. The page load speed is an important parameter which influences the website usability, user-friendliness, performance and SEO promotion. For example, Google prefers to raise “light” websites in its search results since it helps users get the required information within a very short period of time.

Website speed affects such behavioral factors as the bounce rate and visit depth. The faster a website loads, the better these performance specifications will be.



The average website loading time should not exceed 4 seconds. The optimum load speed is 2 seconds or less because this is the approximate time a patient user will wait until the information appears on the screen. 57% of visitors will leave the page when it takes more than 3 seconds to load.

A progress bar can extend the expectation time for up to 38 seconds. Thus, the website’s performance plays an essential role for the traffic volume and should be monitored and studied in detail.