

Mobile Page Speed Image Optimization

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Objective

To highlight the importance of mobile website page speeds on Colliers.com.

Page Speed Importance

Page Speed is the amount of time that it takes for a webpage to load.

A page's loading speed is determined by several different factors, with image optimization being one of the primary components .

Google has used page speed as a ranking factor since 2010, and given it more weight every year since then.

We can measure this metric via a Google tool called [PageSpeed](#) Insights, which grades the page out of a scale from 0 to 100.

Google now indexes mobile pages before desktop pages.

Page Speed Importance



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**



53% of visits are abandoned if a mobile site takes more than three seconds to load⁵

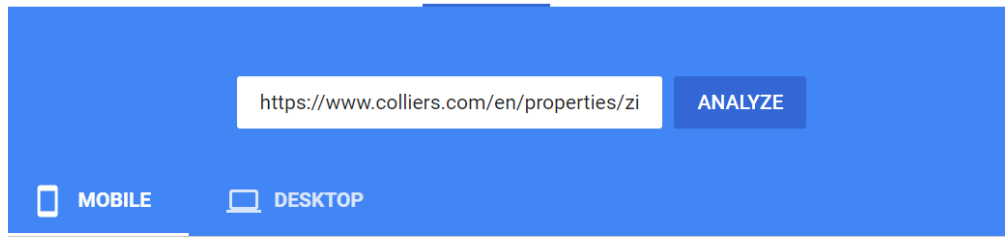


1 out of 2 people expect a page to load in less than 2 seconds⁶

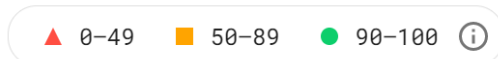
Property Pages

Mobile PageSpeed Insights

US Website PageSpeed Insights Scan

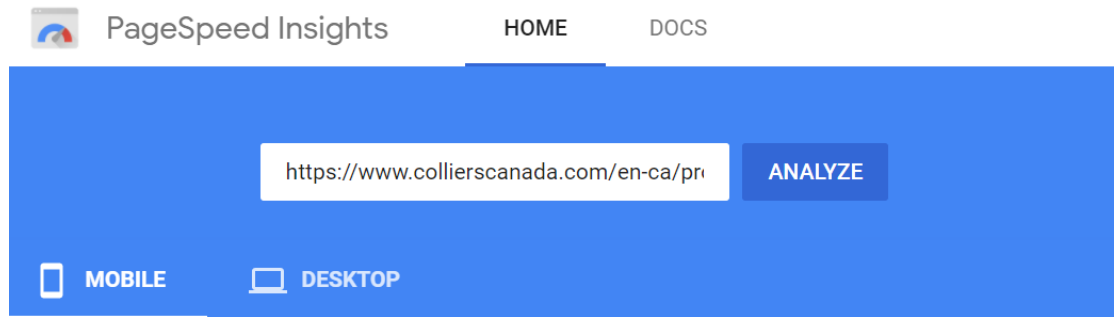


<https://www.colliers.com/en/properties/zions-bancorporation-portfolio/usa-255-n-admiral-byrd-rd-west-valley-city-ut-84116/usa1089814>



- Page used for scan, [the Zions Bancorporation Portfolio property page](#)
- One of the highest valued properties on the US website
- It received a 16 score on mobile from Google

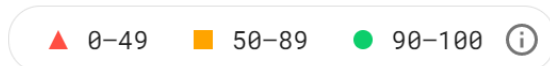
Canada Website PageSpeed Insights Scan



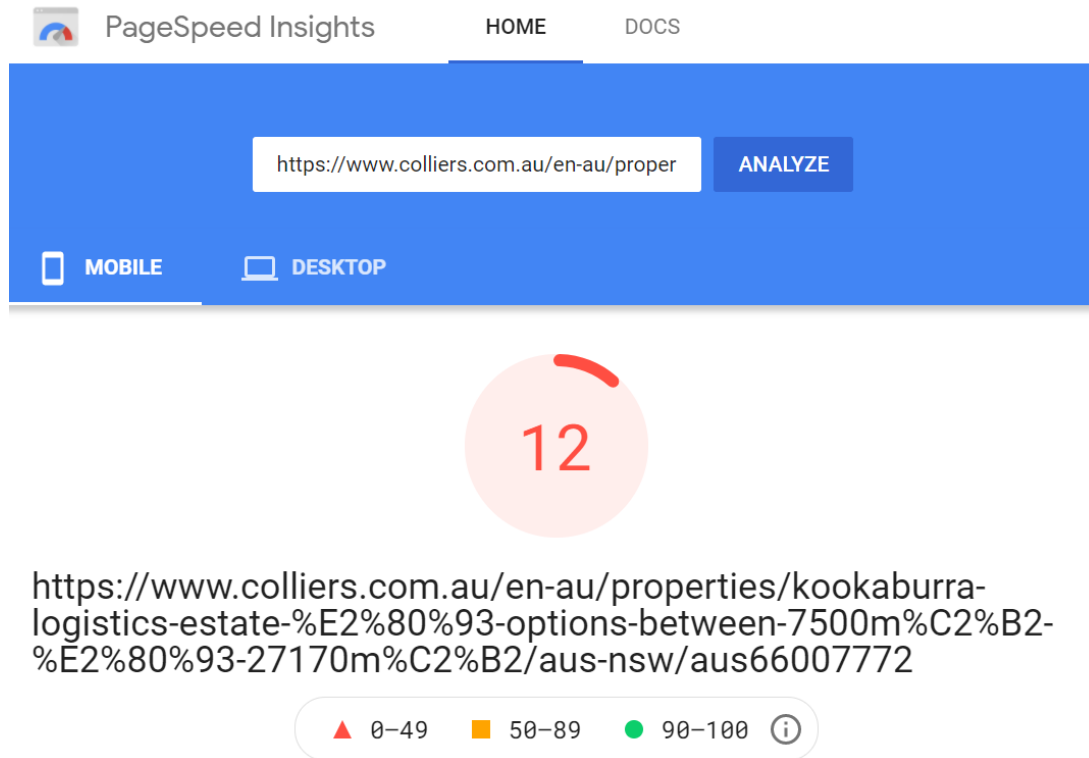
- Page used for scan, a [townhouse development site](#)
- One of the highest valued properties on the Canadian website
- It received a 17 score on mobile from Google



<https://www.collierscanada.com/en-ca/properties/firm-145-acre-townhouse-development-site-adjacent-to-vandusen-garden/can-1006-west-37th-avenue-5327-5475-oak-street-vancouver-british-columbia-canada/can2006505>

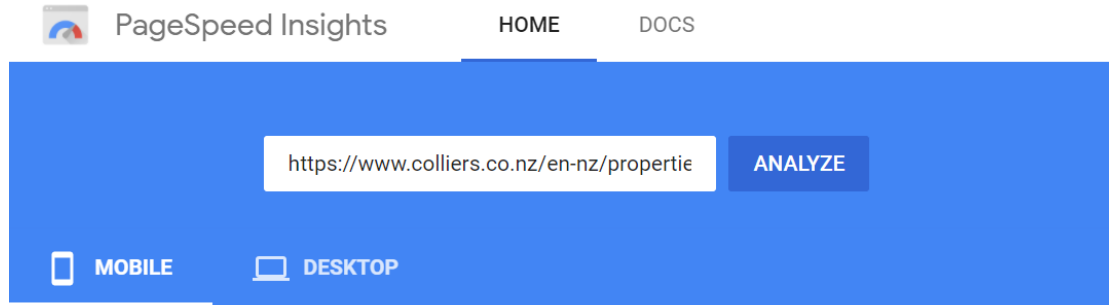


Australia Website PageSpeed Insights Scan



- Page used for scan, [the Kookaburra Logistics Estate property page](#)
- It is featured prominently on the home page and the properties overview page
- It received a 12 score on mobile from Google

New Zealand Website PageSpeed Insights Scan



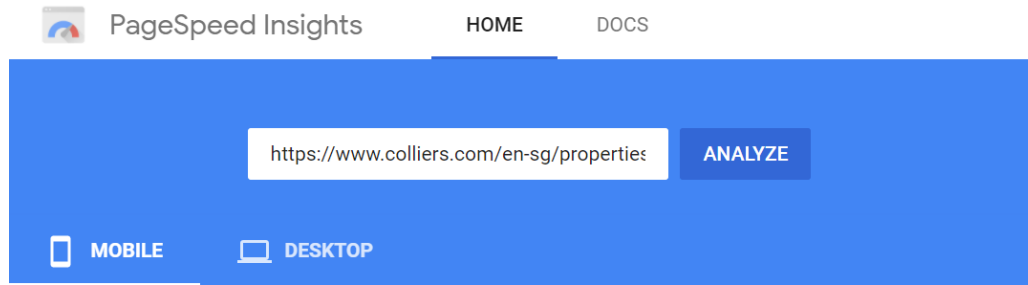
- Page used for scan, [a new medical hub property](#)
- It is featured prominently on the home page and the properties overview page
- It received a 16 score on mobile from Google



<https://www.colliers.co.nz/en-nz/properties/new-build-in-medical-hub/nzl-800-colombo-street-city-centre-christchurch-city-canterbury/nzl67016490>



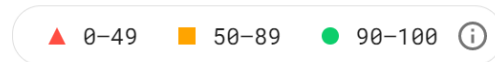
Singapore Website PageSpeed Insights Scan



- Page used for scan, [the Marina Bay Financial center](https://www.colliers.com/en-sg/properties)
- It is featured prominently on the home page and the properties overview page
- It received an 18 score on mobile from Google



<https://www.colliers.com/en-sg/properties/marina-bay-financial-centre-tower-1-fitted-office-space-for-lease/sgp-8-marina-boulevard-singapore-018981/sgp23000644>



Page Speed Importance

Image optimization is one of the optimal ways to increase load time.

Resize & optimize images to save data and improve page load time. Images should be sized for the component they are being used for. Image sizes can be found in our publishing guidelines. We recommend images be no larger than 700kb in file size.

For help with resizing and optimizing images <https://picresize.com/> is a free online tool that can be used to set dimensions and a maximum file size.

The background of the slide is a photograph of a painter. The painter is on the left side, wearing a dark blue hoodie, light-colored pants, and a cap. They are standing on a narrow ledge or scaffolding, reaching up with a brush to paint a large wall. The wall is divided into two sections: a white section on the left and a dark blue section on the right. Two paint buckets are hanging from the painter's belt. The overall scene is set against a dark blue background.

Thank You

Questions?

Contact digital@colliers.com