

By Welton Hong

"the shorter the supply line the better off you are"

Funeral Directors Research, Inc.

AMRA INSTRUMENT, LLC
623 N. Tower (P.O. Box 359)
Centralia, WA 98531



www.amrainstruments.com
www.preproomdirect.com



WEB DIRECT GIFT & PRICING

Precious Memories Keepsakes™

Fingerprint Keepsakes in Gold and Silver Because Simple is Better

Our Pricing is Fixed You Do Not Have to Call for Pricing

All Prices Include Engraving, Shipping, Velvet Customer Boxes, Color Brochures with Retail Prices for your Families

We Use **Genuine Birthstones**
Proudly Crafted In The USA
Contact us for more information or a FREE Display Kit!

Heart Pendants *Cremation Pendants*

Precious Memories Keepsakes™
1-800-774-0306
www.pmkeepsakes.com
Email: pmkeepsakes@aol.com

Precious Memories has no affiliation with Meadow Hill, Inc. (Thumbies)

Why Is Page Speed So Important?

As a death care provider, you obviously know that timely service is a necessity. Families in need can't wait for callbacks that take days, and they appreciate prompt, compassionate service at every step of their journey with you.

But did you know that this same attention to detail is important in your digital marketing efforts? The speed of your website has a lot to do with whether families or individuals decide to partner with you.

One reason page speed is critical is that Google uses it as a key factor in page rank. Slower sites might not appear as high in the search result, which means families searching online for a funeral provider might not come across your business at all.

This has been true for some time, but July 2018 updates from Google made it even more important to ensure your page loads quickly. As part of its mobile-first index, Google looks at how your site works for users on smartphones and tablets—including how fast load times are.

The search engine actually prioritizes sites that perform better on mobile over those that perform well only on desktop, which makes sense. After all, Google wants to serve sites that best fit user needs, and since 2016, more people have browsed the internet on mobile devices such as smartphones or tablets than on desktop or laptop computers.

But a speedy site (on mobile or desktop) isn't just a box to check off to impress Google.

Even if your slower site ranks well on search engines because of other factors, it might not convert a lot of traffic. In fact, it could be doing the exact opposite by sending potential clientele to your competitors.

Page load time—how quickly pages render on your site—plays a huge role in user experience. Did you know that about 50 percent of site visitors expect pages to load in two seconds or less?

This is true no matter what device they're using, but it's especially important to searchers on mobile devices. Those users are more likely to be on the go or distracted by others, so they're not going to stick around for an archaic site to load.

In fact, more than 40 percent of users will simply swipe, click or browse elsewhere on the internet if a site takes more

than three seconds to load.

In the death care industry, this need for speed is compounded by situational pressures. Families in an at-need situation are facing a time crunch and stress in dealing with the situation. They need fast, professional answers so they can move on in the process. Pages that don't load correctly on mobile or take too long to load on any device don't give the impression that you're the provider to meet those needs.

So what should companies in the death care industry do to demonstrate that they are the provider to meet those needs?

First, Google recommends that you check the performance of your site via its Page Speed Insights tool. Simply search Google for "PageSpeed Insights" to quickly access the free tool, then enter your home page URL and click "Analyze."

The tool lets you see speed performance on both mobile and desktop, and it even makes some recommendations on how you can improve page load times.

Next, take action on this information. Unfortunately, many death care websites remain behind the times in 2019, which means you might need to overhaul site architecture and content and take advantage of technical upgrades that have arisen since your site was designed. You definitely need to incorporate responsive design (a design that works equally well on all screens and devices) if you haven't already.

If you contract with a website design firm, you might need to push your webmaster to enhance speed on your site (or shop for another firm if your current provider doesn't seem likely to help).

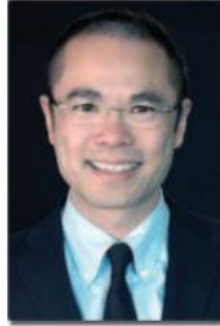
Design firms that take a one-and-done approach to site creation—in other words, they charge you to build a site and move on after the job is done—aren't under any obligation to come back and reconfigure the site later.

I recommend bringing the Page Speed Insights data to the person or firm in charge of your website and discussing a proactive approach to increasing performance.

If current providers won't (or can't) help boost the speed of your death care website, it's probably time to shop for a new online marketing firm.

Look for a provider who is knowledgeable about current best practices and has a great reputation for helping companies in your industry succeed with digital marketing.

Welton Hong is the founder of *Ring Ring Marketing*® and a leading expert in creating case generation from online to the phone line. He is the author of *Making Your Phone Ring with Internet Marketing for Funeral Homes*. For more information, visit www.FuneralHomeProfits.com.



Welton Hong