

First Impressions Matter

An optimized website experience matters for every user and device type. But on mobile, attention and screen real estate are smaller and every millisecond counts.

- **95% of higher ed prospects say website design** impacts their decision
- Reducing mobile site **load time by 0.1 seconds can increase conversion rate by 8%**
- The average university homepage **takes over 10 seconds to load on a mobile device**, but more than half of all mobile users will leave a page that takes longer than 3-4 seconds to load
- Google uses the **mobile version of a website as the primary source** for indexing and ranking (SEO)

