



Recruitment Websites Speed Test

Benchmark Report

2017





Recruitment Websites Speed Test

Benchmark Report

2017

Kamila Domagala
Web Analyst

Why is website speed important?

Website speed refers to the time a visitor has to wait until your page is completely loaded. It is important because Google takes it seriously into account. It is now one of the factors considered in Google's ranking algorithm, which determines the position the website is displayed for a specific query typed by a user into the search engine.

One of the reasons, is the fact that Google takes website speed seriously into account. It is now one of the factors considered in Google's ranking algorithm, which determines the position the website is displayed for a specific query typed by a user into the search engine.

Another reason why page load time is so important is user experience. Usually, poor speed will lead to a higher number of people dropping off from the site without any interaction, spending less time viewing other pages. This can even have a negative effect on the user journey on your site and might affect the conversion rate, for example, fewer users may apply for a job or submit their CV.

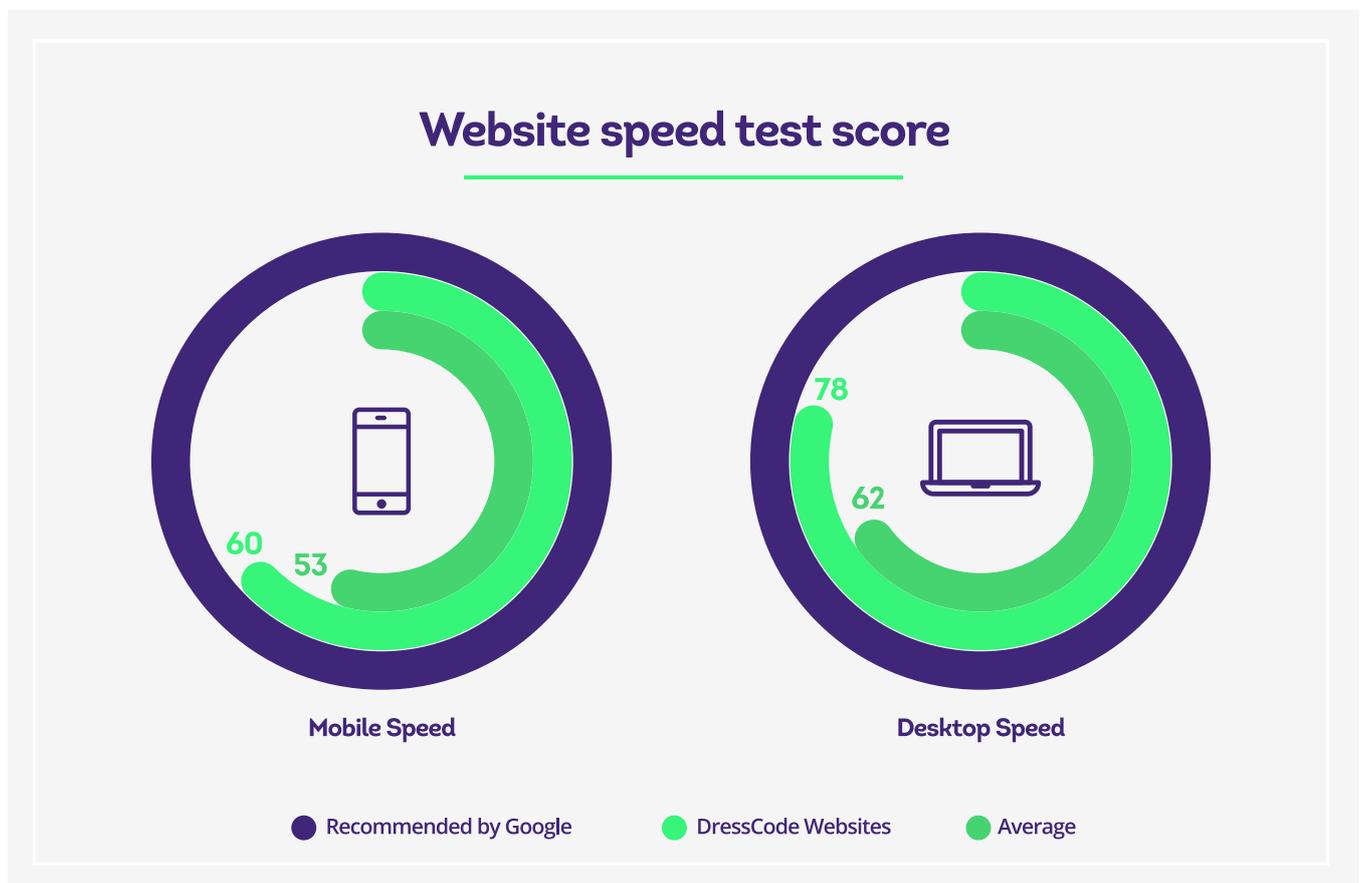
Wave conducted a page speed test on 100 recruitment websites and in this report, we present a benchmark analysis of the results we received. To help us with our research, we used a Google website speed test tool (PageSpeed Insight). We also ran a test directly on the Chrome browser using a regular 3G connection on both desktop and mobile devices to measure the performance via a browser developer tool.

Google pagespeed insight

The graph below shows the performance results from Google PageSpeed Insight tool. This tool launched by Google assigns scores based on recommended performance best practices. The higher the score, the better and faster user experience with the website. This tool measures not just speed but it also considers other factors that might affect user experience such as mobile friendliness. If the website text is too small to read or the CTA buttons are not finger-tap friendly, it will result in a lower score for mobiles.

Our research revealed that **recruitment websites receive better speed performance score on desktop than on mobile**. On average recruitment websites scored 62 out of 100 on desktop and 53 out of 100 on mobile.

Our DressCode websites (websites designed and developed by Wave especially for recruitment agencies) performed better in this test by showing 13% better results on mobile and a 25% better score on desktop.



How long does the recruitment website take to load?

In the next test, we measured website load time. The test was performed on the Chrome browser with a regular 3G connection.

We analysed page load time by three factors:

- **Content load time** (the time when a user can see the page without all images or styling elements);
- **Full page load time** (the time when a page is fully displayed with all elements);
- **Second load time** (the fully re-loaded time; the speed might vary from the first load as the browser temporarily stores some HTML elements, which allows much faster page loading if a user accesses the web page again).

Load time test on desktop

The table below shows the results of our testing on desktop devices:

Content Load Time	Full Load Time	Second Load Time
5.2s	11s	2.2s

*3G connection, test on Chrome browser - 17.07.2017

The recommended overall load time is 3 seconds. Usually, if a user is made to wait longer, they would be more likely to leave the page without waiting for content to be displayed.

Our test revealed from all analysed career sites that on average a user needs to wait 5.2 seconds for the content to be displayed and 11 seconds for the page to fully load. Better results were achieved when a user accesses the website again as usually the browser will have stored data from a previous visit and it loads the web elements faster. When we accessed these websites again, they loaded in only 2.2 seconds on average.

Load time test on mobile

The table below presents similar test results but performed on mobiles devices:

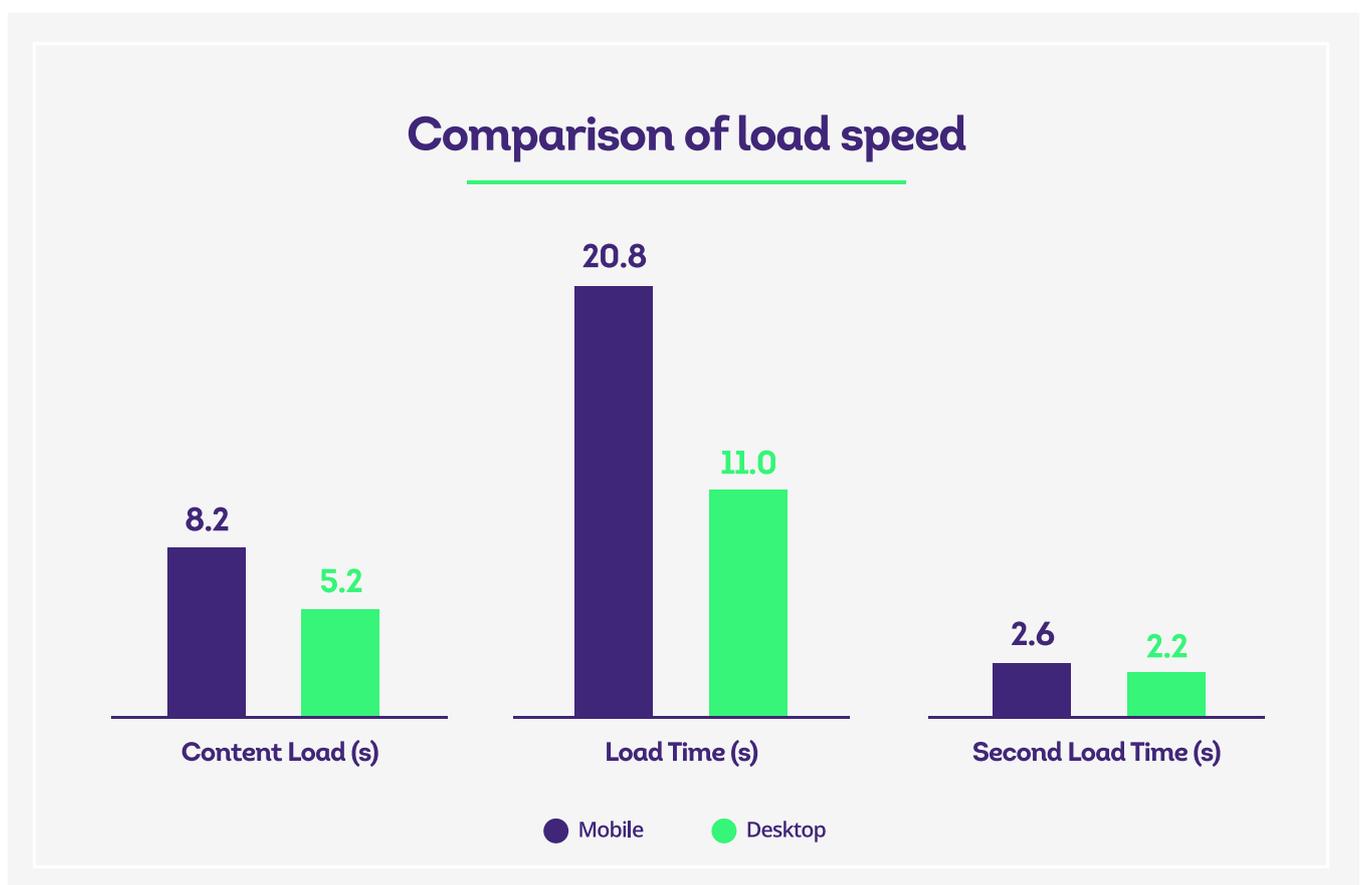
Content Load Time	Full Load Time	Second Load Time
8.2s	21s	2.6s

*3G connection, test on iPhone 5 -17.07.2017

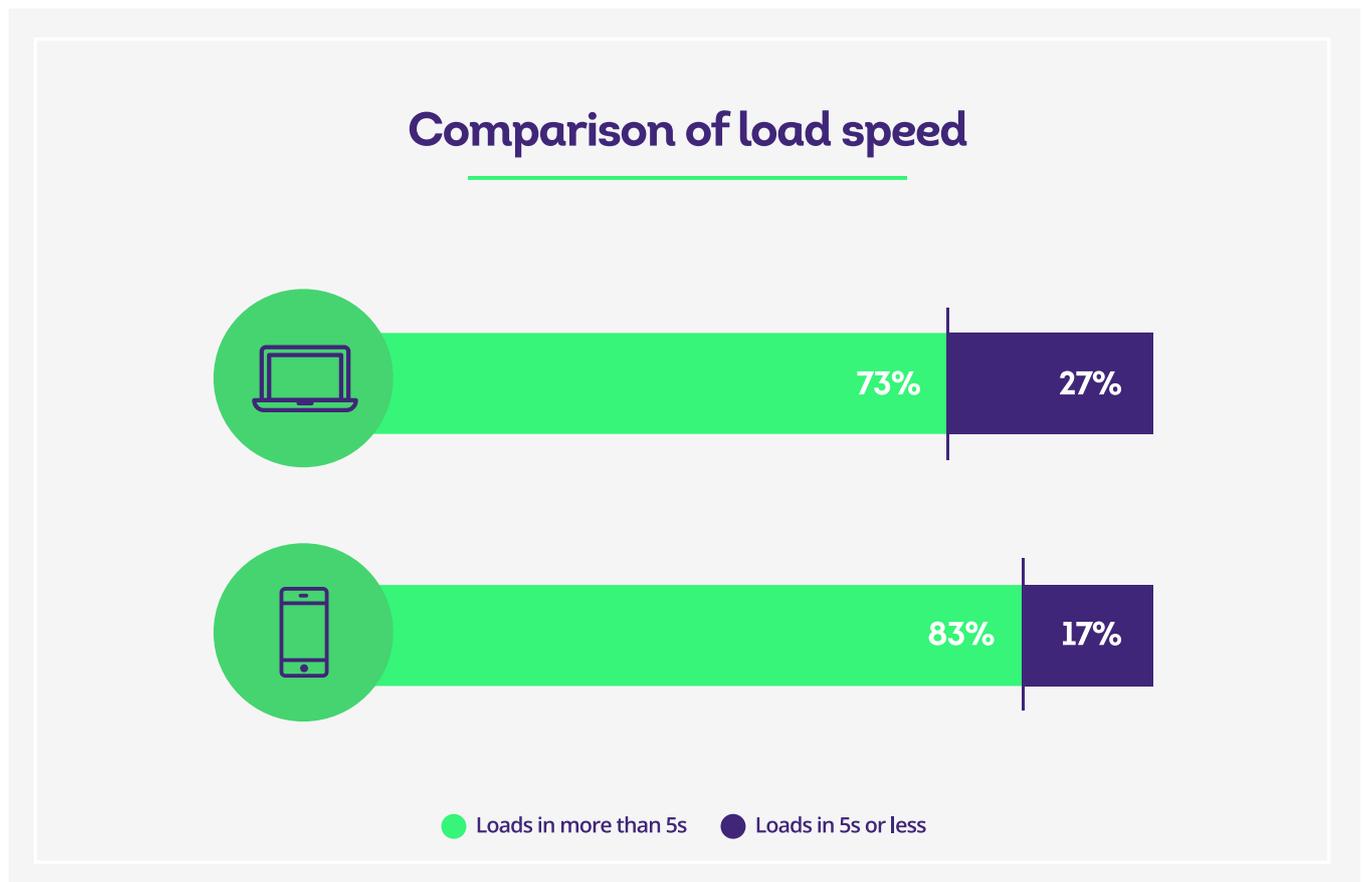
The test revealed that there are speed issues with recruitment websites on mobiles.

In this case, all analysed recruitment websites displayed the content without images or heavy graphics in more than 8 seconds and on average websites were ready to fully view after 21 seconds, which is quite a long time for a user to wait. Usually, the main factor influencing speed load time discrepancies from desktop results might be a bandwidth performance. However, since we ran a test using the same network connection, the lower speed on a Smartphone could be due to a smaller memory and CPU capacity on these devices.

The graphs below show a comparison of load speed analysis for desktops and mobiles:



All analysed career sites loaded in less than 3 seconds when accessed again from the same browser. If the second load time takes more than 5 seconds for the page to be fully displayed it may result in a poor user experience.

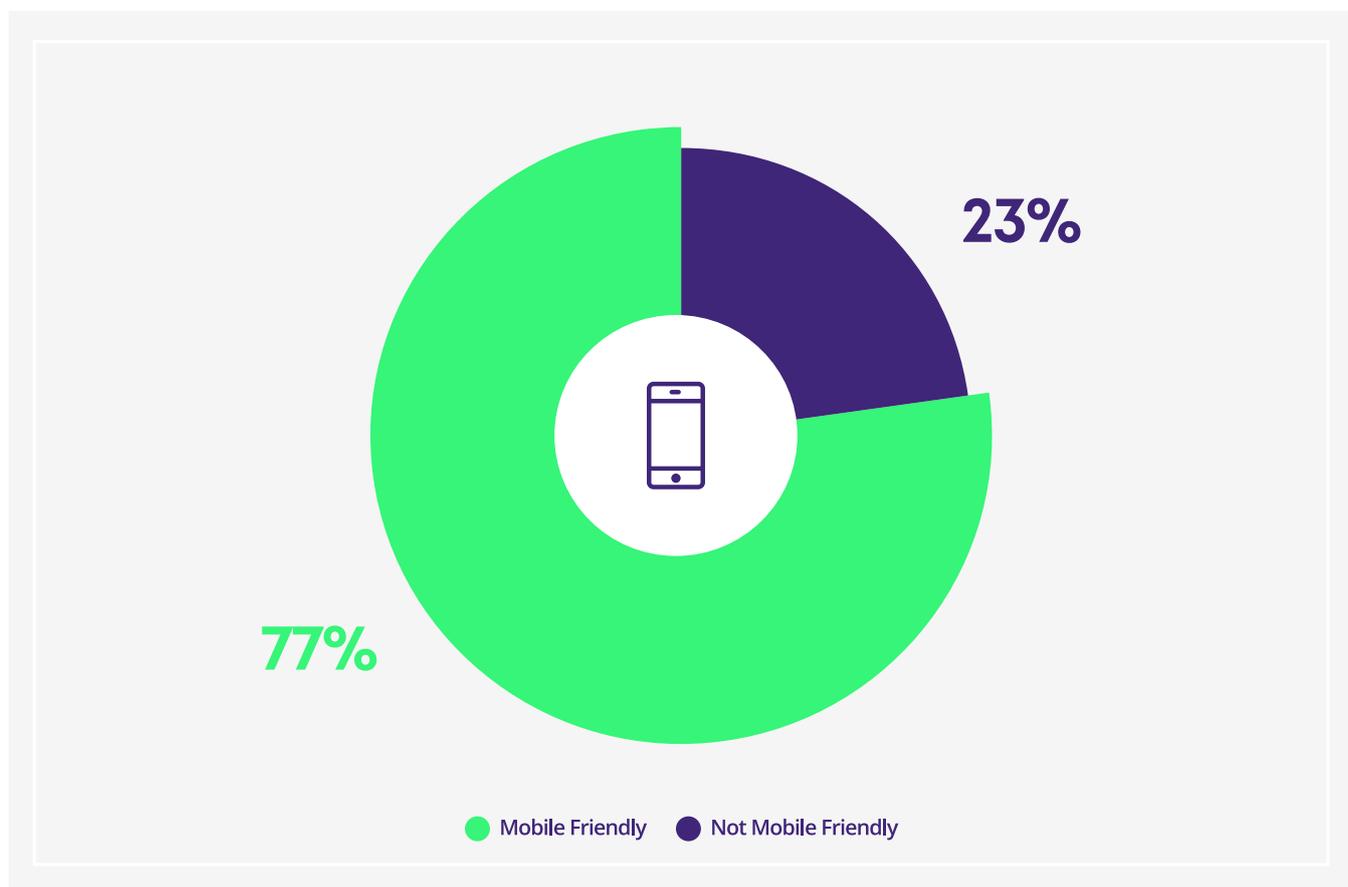


Our research showed that only 27% of recruitment websites loaded fully within 5 seconds on desktop and only 17% on mobile devices.

Are recruitment websites mobile friendly?

Apart from the speed, Google also takes into account whether a website is mobile friendly or not. The website might even be penalised by Google if it's not responsive for smaller screens.

Our test revealed that from the analysed websites, 23% are still not mobile friendly. This means that on Smartphones text is too small, links and other CTAs (call-to-actions) are not finger-tap friendly and images are not optimised for smaller screens.



Mobile optimisation is incredibly important due to the high number of users accessing websites via Smartphones. **Over 60% of the UK population are using mobile devices** to browse the Internet so if your career website provides a poor user experience on these devices, you might lose the opportunity to not only receive applications through your website from a mobile audience but it may also make your site hard to find in an organic search by potential clients.

Speed page and conversion rate

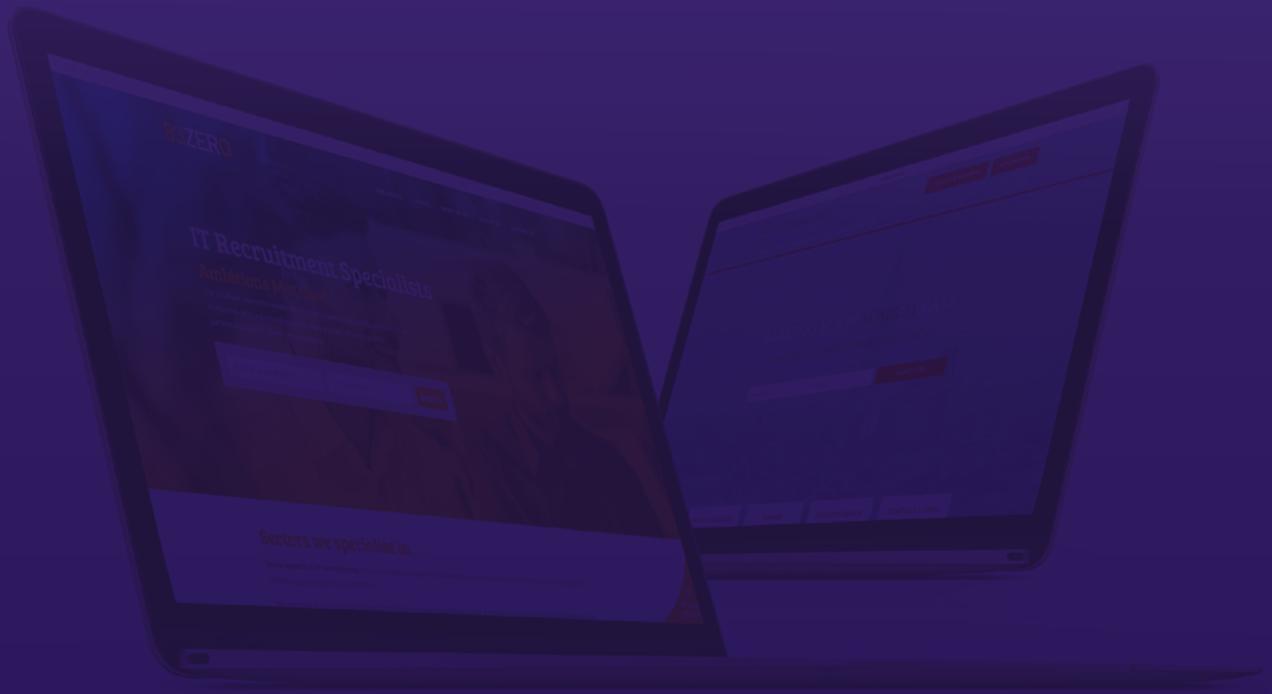
Page speed, as a Google ranking, plays a significant role in SEO strategy, making sure your website is found by relevant users. For recruiters, the importance of the site being easily found is that they can generate more applications from candidates for the vacancies listed on their website.

In conclusion, improving the page speed is important not only for better ranking but also to provide a better user experience. The more applications, CVs or vacancies queries received through the website, the better the conversion rate. It will help you win a ranking battle with your competitors and bring in a higher return on investment from your career website.

Dress<code/>

At the centre of any recruitment strategy lies your website.

DressCode is a website, a CRM tool, a job board and it can be your best performing sales representative.



WAVE

 01189 868 900

 info@wave-rs.co.uk

 wave-rs.co.uk