How to Make the Case To Your Boss

The secret sauce to turbocharge your website and leave the competition behind: **Performance**

See how your website performs and compares to your competitors.

<table>
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<tr>
<th>Test</th>
<th>Your Site</th>
<th>Competitor 1</th>
<th>Competitor 2</th>
<th>Competitor 3</th>
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<td>Accessibility</td>
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<td>Best Practices</td>
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<td>PWA</td>
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**Scores**

- **Good** 90-100
- **Needs Improvement** 50-89
- **Poor** 0-49

There is no score for PWA, which stands for progressive web app. The result evaluates if the site is or is not a PWA.

**How do you compare?**

We tested over 200 B2B industrial manufacturing websites of various sizes. Most of the websites tested missed the mark.

Set your goals on green, representing good scores.
7 Benefits of Technical SEO

- Makes your website easy for search engines to crawl and index, improving search rankings.
- A high-performance website offers a better user experience.
- Produces rich text snippets, which increase brand awareness.
- Offers optimal mobile experiences.
- Improves site security.
- Meets global accessibility compliance.
- Captures a larger share of the audience.

5 Facts About Search Results

- 2x - Organic search drives twice the revenue for B2Bs compared to other channels.
- 99% - The percentage of users who click on the first link in search results.
- 75% - The percentage of users who never click to the second page of search results.
- 63% - Google searches that begin on mobile devices.
- <1% - Users who click search results on the second page.

5 Facts About User Experience

- 39% - Percentage of users who exit a website waiting for images to load.
- 88% of users likely don’t return to a website after a bad user experience.
- Your bounce rate increases by 123% with loading times above one second.
- 94% of users' first impressions are design-related.
- $1 spent on user experience returns up to $100 in revenue.

How to Sell Technical SEO to Decision Makers →

Capture a Larger Share of the Audience →

Understanding Core Web Vitals and How they Affect SEO →