

INTERNET

## Streamlining Web sites leads to increased ecommerce

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*Content direct networks increases ecommerce*

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By NANCY BUCKLEY

NEW YORK – The director of marketing from CDNetworks at Luxury Interactive 2014 highlighted the necessity of a quick and streamlined Web site and ecommerce experience for global brands.

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When brands enter networks further from its data centers, the load time of their Web site increases significantly, losing the interest of many consumers. According to the CDNetworks executive, the best way to reach the global audience is to use a content delivery network that helps streamline the path in which content reaches consumers online, despite their physical location.

“The further away the audience is from a data center, whether it is [a brand’s] or a [brand’s] ecommerce platform, the longer it is going to take for that Web site’s pages to download,” said Sharon Bell, director of marketing at [CDNetworks](#), San Jose, CA.

“[Brands] may have one or two existing data centers, the performance within [the data center] is within a second probably, with downloading the home page and pages on the site, a little further away it may go up to a second and a half or two seconds, it might

double,” she said. “[Brands] are really not going to have good performance in Asia, South America, South Africa and even the Middle East.”

### The Web site race

Consumers expect a Web site to load in two seconds or less. The more time the site takes, the more likely they are to click away. Within the region of a data center, consumers see very fast loading times, the distance of the consumer is directly proportional to the location of the centers.

Many brands only have a few data centers worldwide, but hope to reach consumers everywhere; therefore these brands have a need for content delivery networks. A content delivery network is especially necessary for those brands interested in reaching Chinese consumers online.

“All the way out to China where [brands] are not just dealing with distance latency, but [they] are also dealing with the great fire wall,” Ms. Bell said. “The Chinese government put into place this firewall around the Internet that protects Chinese citizens from what is deemed as inappropriate Web sites.”



*Ms. Bell at Luxury Interactive*

Within China there is also poor pairing with Internet service providers that affects the speed of Web sites. These factors impact a brand's presence in country.

52 percent of consumers are found to tie site loyalty to whether or not they had a good experience on the site. For every second it takes a page to load, that Web site loses 11 percent of the users.

Consumers are much more forgiving on mobile, but the increase in mobile sites and mobile ecommerce is creating a higher demand for speed in loading.

When a Web site is slow, Google's algorithms will rate it lower and therefore it will get a worse spot in Google's search results.

Content delivery networks create a quick and secure tunnel online for content to reach

consumers. Without this direction, information online tends to travel to a consumer's device in an illogical pattern, slowing the process. Especially in China, with the firewall, content loads more slowly than in other countries.

Growth expands greatly when Web site download time is quick and content is delivered to users without any pitfalls.

### Online shopping

Reaching consumers online is a crucial part of any brand, but connecting with those consumers quickly, coherently and consistently can be even more important.

Forty-seven percent of consumers also prefer to make purchases online, according to a report from the Shullman Research Center.

The report also called attention to the retailers where affluent consumers across generations like to shop. For instance, Amazon was the most popular store among those surveyed, while Nordstrom had consistent responses from all generations and Neiman Marcus skewed toward millennials ([see story](#)).

The increase in ecommerce creates a greater reason for brands to focus on the delivery of their content online.

"If consumers do get to the point where they build a shopping cart, 11 percent of consumers say they will abandon their shopping carts if the Web site is slow, due to Web site performance," Ms. Bell said. "If your Web site is slow or goes down, you lose revenue."

### Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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