

WWW-sites:

How long are visitors willing to wait for a page to download *- before they leave...?*

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► **GRAPHIC PRESENTATION**

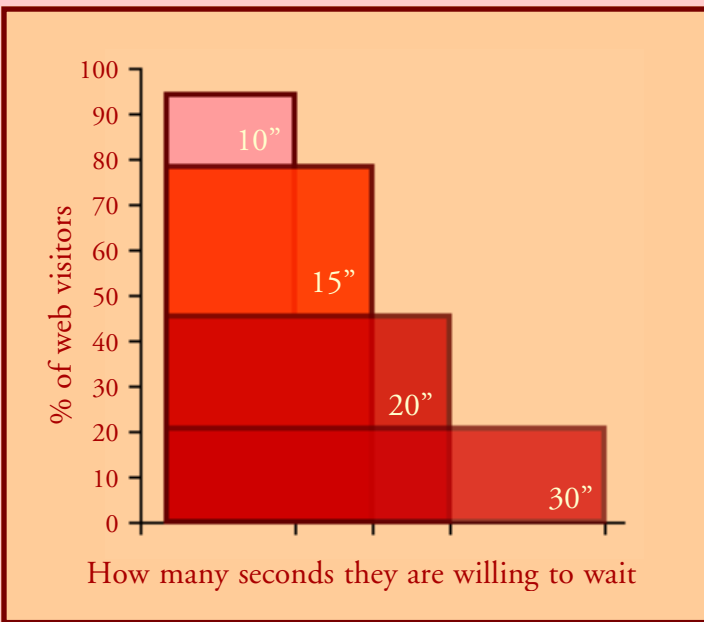
► **DETAILS & SOURCE**

GRAPHIC PRESENTATION

How long are visitors willing to wait?

It means that

- ♦ if your page takes 10" to load, 19 visitors out of 20 are still with you
- ♦ if it takes 15", you'll still catch four in every five of them
- ♦ at 20" you've lost half your readership
- ♦ at 30", you're authoring for one visitor in five



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How long are visitors willing to wait?

“According to eMarketer.com this is how long visitors are willing to wait for a page to download before they leave:

10 seconds	16%
15 seconds	33%
20 seconds	25%
30 seconds	21%
None of the Above	5%

“Will your visitors wait for your page to load? Check to see:
<http://www.fullsitetuneup.com/?journal>

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Source:

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GRAPHIC PRESENTATION