What does Power Line do?

Power Line is a political commentary website managed by Publir, a Chicago and Palo Alto-based startup that provides a suite of content economics technologies to premium publishers. Joe Malchow, co-founder of Publir, used PageSpeed Service on Power Line in preparation for expected increase in site traffic related to the upcoming U.S. presidential election.

“In using PageSpeed Service, we have seen a significant increase in average visit duration, pages per user visit, and pageviews. These improvements came despite no significant changes to the site design.”

—Joe Malchow, co-founder of Publir

Why PageSpeed Service?

Google’s PageSpeed Service provides a very simple way for sites to significantly improve their performance. The team from Power Line knew that faster loading sites have higher user engagement and wanted an easy way to boost their web sites performance and to measure the impact on customer activities.

PageSpeed Service offers a fast and easy way to get started, without requiring any technical talent. Google then applies state-of-the-art web performance optimization techniques to pages and associated assets such as CSS, JavaScript, and images without requiring any changes to existing content or workflow. Improvements are seen immediately and get even better over the initial few weeks.

To help determine the impact on the visitors of their site, Power Line was able to take advantage of PageSpeed Services’ support for A/B testing. They ran a one week experiment where 10% of their traffic received the non-optimized experience and 90% of the traffic went to pages that were fully optimized by PageSpeed Service. The results were even better than they had hoped for.

Fast and Easy Set up

In under 5 minutes Power Line had provided the information needed to start using PageSpeed Service and began routing traffic to the service. Setting up the A/B test was also quick since Power Line was already using Google Analytics. The Power Line team was able to start seeing results the next day.
Impressive Performance Improvements
The measurements showed that PageSpeed Service had a significant effect on the average page load time, improving by 40%.

More Engaged Visitors
Power Line was very excited to see how the performance improvements impacted visitors engagement with their site. What they observed was:

• A 6% increase in the average number of pages per visit, showing that with faster loading pages, visitors want to see more content.
• An 11% increase in average visit duration, indicating users were more engaged and spent more time on the site when their site performed better.
• A 6% decrease in bounce rate, which measures the percentage of single-page visits, suggesting that the faster site was more effective in drawing visitors to view more pages.
• A 13% decrease in the percentage of new visits, which measures the amount of first time visits compared to return visits. This indicates more visitors return after the initial visit if the site is faster.

Power Line was very pleased with the positive impact from using PageSpeed Service. They provided a better experience for their customers, improved important metrics for their business and they were able to achieve these results without rewriting any content and with minimal effort from their team.

“With PageSpeed Service’s highly advanced rewriters the most important bytes, our content, load first and fast. To the readers, Power Line appears to be completely instantaneous, prompting deeper and lengthier reading sessions and more profound engagement with the site.”
—Joe Malchow, co-founder of Publir

About PageSpeed Service
PageSpeed Service is an online service to automatically speed up loading your web pages. PageSpeed Service fetches content from your servers, rewrites your pages by applying web performance best practices and serves them to end users via Google's servers across the globe. Faster page load times lead to higher user engagement, improved Google search engine rankings and improved ad quality scores.

For more information visit: developers.google.com/speed/pagespeed/service