



Lightspeed Hosting

Case Study

Safe Space Legal

Every Second Counts: How Fast Loading Times Drive Trust, Visibility, and Growth

A fast-loading website is more than just a convenience – it's a cornerstone of trust, credibility, and success in today's digital world. Quick load times not only instill confidence in potential clients, they also boost your search engine rankings and contribute to a seamless user experience. When every second counts, a faster website can mean the difference between a bounced visitor and a loyal customer.



Objectives

- **Improve Site Performance:** Significantly decrease page load times to enhance user experience.
- **Boost Search Visibility:** Increase the site's appeal to search engines and improve organic rankings.
- **Enhance Customer Confidence:** Deliver a professional, reliable online presence that instills trust and credibility among potential clients.



Outcomes

- **Faster Load Speeds:** Reduced full-page load time from 6.3 seconds to 2.2 seconds, dramatically improving user satisfaction.
- **Better Search Rankings:** Improved performance signals led to increased visibility and potential for higher placement in search results.
- **Increased Engagement:** The faster, more responsive site encouraged users to stay longer and explore more pages, driving better overall engagement.

About Safe Space Legal

Safe Space Legal is the first legal practice in Australia dedicated solely to Child Safety and Safeguarding. With over 50 years of collective experience, their team provides expert guidance to organisations, ensuring children and vulnerable individuals are protected and legal risks are minimized. Recognising the importance of a secure, fast digital presence in building trust, Safe Space Legal partners with Lightspeed Hosting to optimize their online experience – through performance-oriented web hosting.

The Challenge

Safe Space Legal was hosting their website with GoDaddy on US-based servers, leading to load times of around six seconds. For an Australian legal practice focused on urgent child safety matters, efficient online access is paramount. This slow performance didn't meet Safe Space Legal's goal of providing a swift and dependable online experience. Consequently, Safe Space Legal required a faster, more reliable hosting solution to ensure that visitors could promptly access critical legal information and services.

Why Safe Space Legal Chose Lightspeed Hosting

Safe Space Legal selected Lightspeed Hosting for its locally based infrastructure, proven track record of improving website performance, and responsive customer support. Additionally, Lightspeed manages its own hosting infrastructure end-to-end, removing the need for third-party providers and offering greater control over reliability and security. As a result, Safe Space Legal could reduce latency for Australian users, enhance load speeds, and maintain a seamless online presence that matches their dedication to providing high-quality legal services.

The Solution & Implementation

Lightspeed Hosting began by migrating Safe Space Legal's website from US-based GoDaddy servers to our Australian infrastructure, immediately reducing load times by more than two seconds. We then conducted a thorough performance audit, uncovering unoptimised images, external image sources, and inefficient scripts. By optimising these assets and refining the site's underlying code, we ensured that Safe Space Legal's digital presence became faster, more reliable, and better aligned with their commitment to providing timely legal services.

The Results

By migrating to Lightspeed Hosting's Australian infrastructure and optimising the website's assets, Safe Space Legal achieved a significant drop in full-page load time – from 6.3 seconds down to 2.2 seconds. This improvement delivered a more responsive and user-friendly online experience, supporting Safe Space Legal's core objective of making critical legal resources quickly accessible. As a result, the firm's website now reflects their dedication to efficient, high-quality service.

The Impact on Safe Space Legal's Business

With a load time of just 2.2 seconds, Safe Space Legal now offers a smoother, more efficient digital experience. Beyond improved visitor satisfaction, the faster site has delivered tangible business benefits. Within weeks of the optimisation, Safe Space Legal experienced a 30% increase in Google Ad click-throughs and saw their website climb the search results for key industry terms. This enhanced visibility helps attract new clients while reinforcing the firm's commitment to accessible, high-quality legal support.

Conclusion

Safe Space Legal's partnership with Lightspeed Hosting has not only resolved their performance challenges but also enhanced their online visibility and user engagement.

By migrating to Australian servers and optimising site elements, the firm now presents a faster, more reliable digital environment that supports their mission of delivering timely, high-quality legal services.

To learn how Lightspeed Hosting can transform your website's performance and help you stand out in a competitive market, contact us today for a complimentary consultation or performance audit. Let us show you what a difference speed, reliability, and local expertise can make for your business.

"Making the move across to Lightspeed Hosting was the best decision for our website, previously hosting overseas through one of the 'Big companies' we experienced slow loading speeds and lack of support." – Safe Space Legal



Lightspeed Hosting

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Get in touch for a complimentary performance audit or consultation to learn how our specialised hosting solutions can drive your business forward.