



IMPORTANCE OF SPEED

Case Study

Web-users are becoming ever more demanding - if a page is not up to speed, they will simply go elsewhere. Google research shows that just a half second delay in page load speed can cause as much as a 20 per cent drop in traffic. And with the search giant now taking page load speed into account in its algorithm, speed also affects your ranking within the search results.

At UKFast bandwidth is aggregated and uncontested (guaranteeing 24/7 connectivity), this coupled with the most sophisticated network in the UK, means our bandwidth is extremely fast.

Our data centres are connected to London via two 1GB rings with another dark fibre ring connecting five data centres around London itself. This means that in the unlikely event that any one data centre goes offline, there will always be an alternative that can be utilised to avoid any downtime or disruption.

The UKFast network is specifically tailored to ensure speed for our customers and has been independently rated as one of the fastest in the UK by Webperf.



COMPANY: Let's Stay UK

INDUSTRY: Retail

WEBSITE: www.letsstaytogether.co.uk/

PROFILE: Directory website listing group accommodation

Holiday directory Let's Stay Together, part of Let's Stay UK Ltd, lists group accommodation in the UK. As a start-up site, a fast-hosting solution was needed to ensure the site delivered an excellent experience immediately.

With the fast-loading site encouraging repeat visitors, it didn't take long to demonstrate success. While it consistently handled ever increasing levels of traffic, the site was quickly indexed and ranked in search engines: "From the new site's launch with UKFast, it took just two weeks to appear in Google's organic search results," says Mike Cummins, Owner of Let's Stay UK.

UKFast servers have been cultivated to be ultra fast and Let's Stay UK attributes its success so far to the speed of the site.

"The extra performance of our site is definitely attributable to the speed of the UKFast dedicated, managed server," said Mark. "I am pretty obsessive about evaluating why and how my websites are performing, so I'm convinced on this issue."

"Pages load very rapidly, navigation is seamless and this all contributes to a great user experience."

"Delivering excellent search engine results with all of my websites is what my business is all about. UKFast is helping me achieve that aim."

COMPANY: Hobo Web
INDUSTRY: Creative
WEBSITE: www.hobo-web.co.uk
PROFILE: Glasgow-based SEO company.



“Your website load time now matters to Google, so much so that the search engine rewards fast relevant pages with better rankings,” says Shaun Anderson, co-founder of SEO company, **Hobo Web**.

As a search engine optimisation (SEO) company, Hobo Web knows only too well the importance of speed on a website’s potential for success.

“Our single reason for existence is to get websites more traffic from search engines so we needed a reliable host that is available 24/7 to both search engines and human visitors, and a fast host for SEO benefits and most importantly user

satisfaction,” continues Anderson. “There is no downside to a fast loading page.”

“We don’t want to be the biggest SEO company, we want to be the best. We have some new ideas regarding how to facilitate SEO for small businesses and plan to continue to work with UKFast to roll these out in the future.”

“It is not just about choosing a hosting provider - it is about sticking with them. UKFast ticked all of the boxes and has delivered the service that we asked for, I’m extremely happy with the team at UKFast.”



Top Furniture Ltd

In the week that furniture e-seller **Top Furniture** moved to speedier UKFast hosting, the company more than doubled its online takings and within a fortnight takings were up by 300 per cent.

“Now that we’ve seen the dramatically positive effect a faster, more reliable hosting solution can have on a business, we’re convinced of the value of a good host like UKFast,” says Ryan Turner, founder of Top Furniture.

“We’re very happy that our solution is built to grow with our business, especially if our boom in trade continues as it has;

COMPANY: Top Furniture
INDUSTRY: Retail
WEBSITE: www.topfurniture.co.uk
PROFILE: An e-commerce furniture website

it’s astounding that we’ve achieved so much in a few short months, especially in light of the recession.

It is clear that e-commerce has seen far less damage than other sectors and it seems this is the way forward- we’re glad we have UKFast and their speed to help us along the way.”

Increased speed is not only an essential tool to websites for SEO benefits, speed can also give a key competitive edge to forward-thinking companies using Software as a Service (SaaS).



COMPANY: Foresite SPA

INDUSTRY: Business analyst

WEBSITE: www.foresitespa.com

PROFILE: A leading forecasting company.



Foresight SPA is the leading driver-based forecasting and practical analytics solution hosted over the internet. It is provided as Software as a Service (SaaS), software which operates over the internet and is a growing phenomenon worldwide because of its accessibility and instant update capabilities.

In providing a service as SaaS, Foresight SPA needs a hosting provider that can optimise the offering and deliver with the same quality performance as a local application.

“Speed is invaluable for Foresite SPA and SaaS” says Graham McNamara of Foresite SPA. “Whilst we can do so much with code optimisation and web design to make things work faster, a server which runs three times more quickly than our previous one and delivers content as if it were installed on your own PC is a real achievement.”

“We were astounded by the speed of the UKFast server, because of it we’re at the forefront of our industry online in terms of SaaS.”



COMPANY: All Join On

INDUSTRY: Social Media

WEBSITE: www.alljoinon.com

PROFILE: Social media network built to connect people.

Andrea Newton, founder of social networking site, **All Join On**, has experienced the benefits of a faster website first hand.

“When I set up the site I was with a different hosting provider on a shared platform,” recalls Andrea. “We quickly outgrew the solution and started having some severe problems with speed. The site was just getting slower and slower and people were leaving after several failed attempts to access it. The user experience was just awful.

“The speed of the site since joining UKFast has improved dramatically and so have our customer numbers. We had 4,000 clients when we joined the network and just three months later the tally was 15,000. Over a year later, we had a very impressive 20,000 regular users.”

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