



LETS STAY UK

Case Study

“I must say how pleased I am with the impact that my new UKFast server has had on the launch of our latest holiday website.”



Mike Cummins, founder and MD, Lets Stay UK Limited

Lets Stay Together is a brand new holiday directory, part of Let's Stay UK, for group accommodation in the UK. Launching this website from scratch to join the Let's Stay family of sites, the organisation needed a fast server solution so they could get registered in Google quickly. The site needed to be visible to the maximum amount of holiday seekers in anticipation of the busy summer season.

Since joining the UKFast family, Lets Stay Together has benefited on a multitude of levels:

- A page load speed of 650 KB per second – superb for search engines
- Visible in Google rankings within just two weeks of launch

“Recently we launched a new website called www.letsstaytogether.co.uk – a website dedicated to group holiday accommodation in the UK,” says Mike Cummins, of Lets Stay UK Ltd. “From the new site’s launch with UKFast on March 1st 2009, it took just two weeks to appear in Google’s organic search results. More than 70 pages have been indexed since. I’m glad to say that Google seems to like it very much - and if Google likes it, I love it!”

SPEEDING THE SITE FOR HIGHER RANKINGS

Speed is vitally important in establishing and maintaining a successful website, especially for new online enterprises wanting to hit the web running. Let's Stay UK collaborates reams of information on places to stay for the UK traveller, all of which is powered by a UKFast server.

“This extra performance of our site is definitely attributable to the speed of the UKFast dedicated, managed server,”

KEEPING CUSTOMERS HAPPY

The speed information is delivered at is often the deciding factor on whether web-users stay or leave a web page. And indeed whether they buy from your site.

Google assessed that even a half second delay in page load speed caused 20 per cent drops in traffic. Speed is so important to Google that it rewards fast sites by boosting them in the search rankings.

The search engine giant perceives a quick response as great customer service.

“I thank you for delivering what you promise and I look forward to growing my business rapidly with UKFast as my number one hosting partner.”

“This extra performance of our site is definitely attributable to the speed of the UKFast dedicated, managed server,” said Mark. “I am pretty anal about these things and am 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.”

The server resides on the UKFast network which has been cultivated to be the fastest – and it is consistently rated so by Webperf.

NETWORK TO SUCCESS

UKFast operates on the main hub between Manchester and London to maximise performance and reliability and our network benefits from extensive duplication of connectivity.

This ensures that we stay connected in any eventuality because we always have an uninterrupted route available.

“Thanks UKFast for the fantastic performance of Let’s Stay UK. At the moment I have 30 Let’s Stay websites and by the end of the year that will have risen to more than 50 available for seekers of holiday homes. Delivering excellent search engine results with all of my websites is what my business is all about. UKFast is helping me achieve that aim.

“It took just two weeks to appear in Google’s organic search results.”

“I thank you for delivering what you promise and I look forward to growing my business rapidly with UKFast as my number one hosting partner.”

LAWRENCE JONES, UKFAST MD:

“I get such satisfaction from providing a secure and reliable hosting solution for a company. However, watching Lets Stay UK rise through Google’s search rankings as the business goes from strength to strength – that is fantastic. It is what UKFast is all about.”

If great performance and consistent results are important to your business, then you need to talk to one of our hosting experts today.

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