

# GOOGLE LOAD TIME ADVICE

## Speed wins for Sponsored Links

When Google Vice President Marissa Mayer headlined at the Web 2.0 Conference, she focused on user experience and speed. User tests carried out by Google, revealed that just a half second delay in page loading speed causes a 20% drop in traffic.

As Mayer said in her talk, “users really respond to speed”. Half a second delay killed user satisfaction. As a consequence Google now includes the load time of website in their Quality Score assessment of advertisers and the measurement has been added into the algorithm for natural search.

The following guidance is provided by Google on their website:

### 1. How does load time affect my landing page quality?

You are able to see a grade for your landing page’s load time in your AdWords account. ‘Load time’ refers to the amount of time it takes for a user to view your landing page after clicking your ad.

Several weeks after your load time grade becomes visible, it will begin to impact your landing page quality and, therefore, your Quality Score. We recommend working to improve your load time during this interim if it’s received a low score.

### 2. Why is load time a factor?

Users value ads that bring them to the information they want as efficiently as possible. A high-quality landing page should have a fast load time as well as feature unique, relevant content. Fast load times also benefit advertisers because users are less likely to abandon a site that loads quickly.

### 3. How is my load time graded?

Each of your keywords will receive a load time grade based on the average load time of the landing pages in the ad group and of any landing pages in the rest of the account with the same domain. If multiple ad groups have landing pages with the same domain, therefore, the keywords in all these ad groups will have identical load time grades.

- When determining load time grade, the AdWords system follows destination URLs at both the ad and keyword level and evaluates the final landing page.
- If your ad group contains landing pages with different domains, the keywords’ load time grades will be based on the domain with the slowest load time. All the keywords in an ad group will always have the same load time grade.

## How can I improve my load time?

The AdWords system re-evaluates landing pages on a regular basis. If you make significant improvements to your landing page’s load time, you should see improved Quality Scores. Note that your Quality Score may update incrementally over a number of weeks after you improve your load time.

### To improve your load time:

- Use fewer and faster redirects
- Don’t use interstitial pages (advertising pages before site content)
- Compress the size of your page
- Contact your webmaster or web hosting provider to discuss other possibilities

Speed matters. People do not like to wait. Do not make them.

Call our hosting specialists to discuss how UKFast can increase the speed of your website and help boost your traffic.

0800 458 4545

Watch the latest Google videos at:

[www.ukfast.co.uk/googlelove.html](http://www.ukfast.co.uk/googlelove.html)

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Google evaluates your load time in relation to the average in your servers geographic region. If your website is hosted in India, your landing page load time will be compared to the average load time in that region, even if your website's intended for the US.

## 4. How can I see if my load time is good or not?

- If your keyword is graded 'This page loads slowly,' your landing page quality and Quality Score will be negatively affected.
- If your keyword is graded 'No problems found,' landing page quality and Quality Score will not be affected. One exception is if your keyword is graded 'No problems found' and 'Load time is faster than average' this may have a positive affect.

Take a look at more of Google's top tips on the importance of speed and how to speed up your website:

- <http://code.google.com/speed/>
- <http://www.google.co.uk/corporate/tenthings.html>
- <http://googlewebmastercentral.blogspot.com/2009/06/introducing-page-speed.html>
- <http://chrome.blogspot.com/2009/05/speedier-google-chrome-for-all-users.html>

## Why the best companies choose UKFast

- Data centre location, 2 x direct dark fibre links to the hub of the internet (Telehouse)
- Accreditations – ISO9001, ISO14001, ISO27001, PAS2060, PCI Compliance
- Certified Level 3 engineers manning the support desk
- 24/7/365 UK based support – round the clock HQ & on-site DC engineers
- 3 rings policy + 15 min rapid response + 1hr hardware replacement guarantee
- Managed firewall for all clients
- Intelligent backup – secure, effortless full state system backups
- Proactive uptime monitoring – continuous monitoring with engineer & client alerts
- Award winning – ISPA Best Hosting Provider 4 consecutive years, ISPA Best
- Business Customer Service, ISPA Best CSR
- High grade bandwidth, optimised for web acceleration
- 100% network uptime guarantee

## Technology partners



## Popular upgrade options

- Dedicated firewall
- Capacity Threshold Monitoring
- Dedicated backup server
- SQL clustering
- Load balancing
- Server replication

## Portfolio of services

- Dedicated hosting
- Private cloud hosting
- Public cloud hosting
- Hybrid hosting
- Virtualisation
- Application hosting
- Database server hosting
- SaaS hosting
- High availability hosting
- Data centre outsourcing
- Load balancing
- Server replication
- Server clustering
- Intelligent backup solutions
- Anti-DDoS solutions
- Web acceleration solutions
- Security audits
- Virus defence
- Firewall defence
- Disaster recovery
- Business continuity

## Benefits of outsourcing

- Reduced capital expenditure
- Increased ROI
- Affordable monthly payments
- Enterprise class hardware
- Performance optimised network
- Increased availability
- Advanced data centre security
- Built-in business continuity
- 24/7/365 expert IT support
- 100% system compliance
- Rapid scalability and deployment
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