



# Top Furniture



“We cut across to the new server with UKFast in early March. The fact that we are still seeing growth compared to the same period 12 months ago is an amazing result to me”

Founder of [www.topfurniture.co.uk](http://www.topfurniture.co.uk)

**Top Furniture is an ecommerce website which does what it says on the tin – sells top furniture! They specialise in top quality oak dining furniture. The enterprise moved to UKFast looking to speed up their website in order to reach more people, sell more furniture and offer a better customer experience all round.**

**Since moving to UKFast the ecommerce has seen:**

- // **Online takings skyrocket by 300% in just two weeks**
- // **Online marketing ROI increase due to a server speed of 690 KB per second**

### boosting profits in a matter of weeks

In the week Top Furniture moved to speedier UKFast hosting, the company more than doubled its online takings.

Proving that taking internet business seriously really does pay off, the online furniture retailer invested in a dedicated server and turned weekly takings from £15k to £33k, in little over seven days. In a fortnight online takings were up 300%.



“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. “I would happily recommend them to anyone else.”

### hosting in the UK

Previously Top Furniture had unknowingly hosted with a provider who despite looking like a British company located all hardware overseas in Germany.

### “Since moving to UKFast the speed of our website has increased dramatically”

“We didn’t know at the time we signed up with our old host where the servers were located. They seemed to be a British company,” says Ryan.

“Since moving to UKFast the speed of our website has increased dramatically. Not surprising when you think about how far data has to travel to get from Germany to our customers in Britain.”

UKFast is purpose built to facilitate speed. Servers are located directly on the main UK network hub, we aggregate bandwidth access from the leading suppliers and operate multiple failover network routes.

### “It’s opened new levels of possibility for us as a business”

Our UK based network ensures speed for UK businesses because information has much less distance to travel to reach its audience. On top of the speedy, UK-based network UKFast only uses the best server equipment and our state of the art data centres apply the most efficient hardware.

### Google research shows 0.5 sec delay = 20% traffic loss

**speed is vital for success online**

Google research shows just a half second delay in page load speed results in a 20 per cent loss in traffic – a substantial amount of potential customers for a growing business.

Faster servers also help businesses in search engine marketing. For a company looking to grow online, a good SEM campaign is vital.

Faster hosting providers help boost a business' spot in the search engines because page load speed is a factor in distinguishing the best sites.

"It's opened new levels of possibility for us as a business which is fantastic as we're starting to do much more with the website now. We're looking into doing more marketing, we've added security features and we're making the web design much clearer."

### what does the future hold for Top Furniture?

Top Furniture is in the process of moving into a new, much larger warehouse which has been made possible by its online successes. The company is adding several new ranges to its portfolio to satisfy the growing demand of its online customers.

## "UKFast has opened new levels of possibility for us as a business"

UKFast servers are built for scalability so Top Furniture's online platform can never be overwhelmed.

With monitoring technology, the support team can anticipate when a change needs to be made and implement it before a server overloads capacity.

Because of this constant monitoring Top Furniture need not worry about server slowdowns.

"We're very happy that our solution is built to grow with our business – especially if our boom in trade continues as it has. It's astounding we've achieved so much in a few short months especially in light of the recession.

"It's clear ecommerce has seen far less damage than other sectors and it seems this is the way forward - we're glad we've had UKFast and their speed to help us along the way."

// Lawrence Jones, UKFast's managing director says:

**"Top Furniture is performing incredibly well in the current marketplace but this is just one business of many which has improved its fortunes with faster hosting. UKFast clients are continuing to grow and I'm proud to be part of the growth of these businesses."**

**If fast results are important to your business, then you need to talk to one of our hosting experts today.**

// call now on 0800 954 0894

// or visit [www.ukfast.co.uk/results.html](http://www.ukfast.co.uk/results.html)