



CloudHosts Case study

> Yachting Pages



YACHTING PAGES

“Within 2 weeks the number of pages indexed by google increased by 500 per cent, making the site more visible to users all around the world. Customers are also seeing improvements as the load time of the homepage has fallen by 60 per cent.”

IT Manager, Yachting Pages

Yachting Pages

Yachting Pages is the world leader in superyacht directories. The Yachting Pages website is the digital equivalent and with users all over the world, it is the most effective way of communicating with readers and clients alike.

Moving to the CloudHosts Platform, Yachting Pages benefits from:

- > **A website that is 60% faster**
- > **A migration made painless by the excellent support**
- > **100% uptime, necessary for an international clientele**

Why CloudHosts

Rapidly expanding, the previous host was “Not only slow and unreliable, but when faced with issues, customer support was poor” recalls the IT manager of Yachting Pages.

For businesses like the Yachting Pages who operate on an international scale it is imperative their website is up and running every second of every day. At CloudHosts, the speed and reliability of our network infrastructure ensures we can not only support this but aid businesses in their growth. Essentially, with Yachting Pages the speed of our network increases their international exposure. Why? Because Google rewards companies who offer users a faster, better quality experience. On the UK’s fastest network, Yachting Pages is tipped for success.

CloudHosts platform was developed in conjunction with industry leaders Microsoft and UKFast and utilises best-of-breed components from Dell, Cisco and Microsoft. This significant investment in infrastructure make it both the largest and the most reliable network in the UK. “This provides us with a reassurance that enables us to focus on growing our customer base in the knowledge that our website is in safe hands.” IT manager, Yachting Pages.

A Whole World of Support

“The technical support service provided by CloudHosts is second to none”

We insist our clients have 24/7/365 access to technical support. Further to this we ensure if a client does ring in their call will be answered within three rings. This access to support

is particularly important to companies like Yachting Pages that operate on an international scale where traffic is constant.

Our approach to support has led to many awards, including being voted the best hosting provider in the UK for four years consecutively. We also place a great emphasis on training and development, so all our specialist support engineers are tasked with taking the relevant qualifications to ensure our clients are being aided by experts at all times.

“The three rings and you’re in policy meant that there was no waiting around. The team on the other end of the line are highly skilled and with experts in each field, you could tell that they knew exactly what they were talking about.”

Easy Migration

“The move across to the new cloud environment was very straightforward”

Many organisations worry about the technical aspects of moving from one host to another and the downtime repercussions this could have on their business. Statistics suggest that almost a third of businesses are concerned about this migration. To make the process simple, we have a launch team and a quality assurance manager who are dedicated to giving businesses the smoothest transition possible.

Advanced Opportunities

The opportunity CloudHosts offers a business like Yachting Pages is huge. It allows them to utilise an incredibly reliable infrastructure for their hosting that would cost tens of thousands of pounds a year in a dedicated environment. It is the kind of infrastructure a top retailer, travel site or financial institution might enjoy. The chances of downtime are minimised beyond anything previously possible, whilst the cloud technology means that Yachting Pages does not have to pay huge sums for this peace of mind.

“Because we only use and pay for the resources we need from the cloud in terms of bandwidth, processing power, memory and storage it means that we can access the unlimited benefits of resilience and scalability offered by such a massive hosting infrastructure, but at a fraction of the cost that we would otherwise have had to pay. “

Fast Track to Success

The robust CloudHosts network delivers absolute security. By leveraging our considerable hardware infrastructure data is completely safe and web presence is constant.

CloudHosts operates on the main hub between Manchester and London, maximising performance, speed and reliability. Our network also benefits from extensive duplication of connectivity. This ensures 100% network uptime in any eventuality, meaning our customers are on the best network from which to grow their online business, attracting and retaining valuable customers through the delivery of exceptional user experience.

Growth

Any company who is serious about growing their business needs to ensure they are maximising all of the opportunities presented online. The move to CloudHosts plays a significant part in the Yachting Pages growth strategy for the coming year by ensuring they are on the fastest, most reliable network backed by expert and proactive support. The immediate results enjoyed by Yachting Pages following their move to CloudHosts, demonstrates the importance of business quality hosting. The long term advantages of this investment guarantee that Yachting Pages are on the fast track to success.

For more expert advice on cloud hosting
solutions call our specialists today on

0800 542 2703

www.cloudhosts.co.uk