

## June 2010

Published 13 July 2010

I thought this month we would get a touch teccie. Our great friends at Google announced a few months ago a change in the way your search ratings are calculated, they have added a new signal in their search ranking algorithms: there is now a site speed element. Matt Cutts, Principal Engineer, Google Search Quality Team said "Speeding up websites is important â€” not just to site owners, but to all Internet users. Faster sites create happy users and we've seen in our internal studies that when a site responds slowly, visitors spend less time there. But faster sites don't just improve user experience; recent data shows that improving site speed also reduces operating costs. Like us, our users place a lot of value in speed â€” that's why we've decided to take site speed into account in our search rankings. We use a variety of sources to determine the speed of a site relative to other sites." TCRM hosting uses servers in data centers connected to main backbones at high speed, we also supply sites that are xhtml 1.1 and CSS 3 compliant, so in non teccie speak they are built for speed.

