

Speed still a critical driver

A survey by hosting company 1&1 Internet has found that 52% of respondents experience 'web rage' as a result of slow websites.

53% said they would only wait 30 seconds for a page to load, and a massive 9 out of 10 said they would switch to a competitor if a business website failed to load. These findings aren't anything new - it's something that we've all known for a while. But the temptation is to assume that more and more of our user-base are switching to faster internet connections, and so we can worry less about page-weight (the size of each page) and download times. This survey should remind us not to stop our optimization efforts just yet.

FourHats only delivers CSS-based standards-compliant websites, which go a long way to minimizing the download times of any page. The presentational aspects of the website are cached, so that only a page's content must be retrieved from the server, reducing the overall page-weight by as much as 50%

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