

Improve Your Search Rankings And Site Usability With Fast Hosting

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Did you know that one of the factors Google uses to index sites is speed? Google wants to index the best site possible to fit a search query. If there are a number of sites that are very similar in search rankings for a query, Google could very well index the faster sites because of their better performance.

Since a slow website could potentially be ranked lower in Google, you will want to pay attention to how fast your website loads. One key factor in website speed is choosing a fast hosting provider. If you are in the market for fast web hosting, I certainly suggest that you visit [A2 Hosting](#). They have a number of features in place to ensure that your site performs optimally. These include:

- Not overloading their server with users
- Triple-redundant internet connectivity
- Top performing server hardware
- 300kVA UPS uninterruptible datacenter power supply
- 99.9% uptime guarantee (site reliability is certainly as important as site speed in search rankings)

Just as load speed is just one of the factors Google uses to rank sites, there are factors impacting your site's performance in addition to your hosting speed. There are ways you can edit your site to speed it up. Make sure to visit [Google Webmaster Tools](#). This tool is compatible with each hosting account at [A2 Hosting](#). The Site Performance section of Google Webmaster Tools will show you how fast Google thinks it

takes to load each of your pages. You'll be able to pay more attention to your slower loading pages. You will also want to try the [Firefox Page Speed](#) plugin. Page Speed analyzes pages on your site and offers specific tips on what you can do to speed each one of them up.

If you're not overly concerned with your search ranking as far as site speed is concerned, you still should pay attention to your site's performance. Current estimates are that website visitors wait an average of 4 seconds before they decide to stay on a site or bounce. If your site takes an inordinate amount of time to load, chances are visitors are leaving before they even have an opportunity to view your site.