



Using site speed in web search ranking

Friday, April 09, 2010 at 11:00 AM

Webmaster Level: All

You may have heard that here at Google we're obsessed with speed, in our products and on the web. As part of that effort, today we're including a new signal in our search ranking algorithms: site speed. Site speed reflects how quickly a website responds to web requests.

Speeding up websites is important — 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 — 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.

We encourage you to start looking at your site's speed not only to improve your ranking in search engines, but also to improve everyone's experience on the Internet.

Posted by Amit Singhal, Google Fellow and Matt Cutts, Principal Engineer, Google Search Quality Team

 ×
powered by Google™

Archive ▾

 [Site Feed](#)

 [Google™](#)

79138 readers
BY FEEDBURNER

Google Translate

Select Language ▾