

Resources: Promoting

There Is No Such Thing as Fast Enough

According to a 1999 report by [Zona Research](#), business Web sites may be losing as much as \$4.35 billion per year due to long download times and Web page failures.

E-commerce is heavily dependent upon the flow and quantity of traffic available on the Internet. Regardless of the size or location of your server, Net traffic-jams can adversely affect your bottom-line.

A recent study of 12,000 online shoppers by the [Boston Consulting Group](#) showed that slow-loading Web pages was the biggest reason they were turned off from e-shopping. An overwhelming 48 percent of respondents said this was their No. 1 complaint when browsing for retailers online.

Rush hour traffic, once reserved for our roadways, has now become part of our virtual lives as well. Spikes in traffic can cause access to your site to become slower and it is possible to lose as much as 70% of your impatient potential customers! Congestion can be caused by something as simple as heavy usage, to those pesky fake chain letters. Once a surfer becomes bored they will hit that stop button, move on to the next destination and all hope of lassoing them in vanishes.

How can your business rise above the adversity you have no control over? An intelligent solution would be to not put all your eggs in one basket.

This is the basic concept behind a company called SolidSpeed.

[SolidSpeed](#) solves the problem of the "World Wide Wait" with its smart network of strategically placed global servers housing multiple, independent copies of your cached site information. "When a surfer tries to access your site, the SolidSpeed Network finds the most efficient route between your customers and your content. "We employ our intelligent routing and network optimization technology to bypass Internet bottlenecks." explains Jon Zeeff, CTO of SolidSpeed.

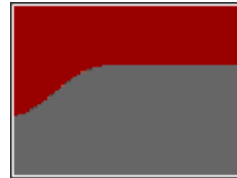
[SolidSpeed](#) also provides a significant increase in your site's reliability with its network of multiple copies of your site. If your site goes down, most of your customers will never notice a thing because your most frequently accessed content is in their caches. Even your origin server could go down completely and it's likely your customers will never know it. "We truly eliminate single points of failure." explains Jon Zeeff, Chief Technology Officer of SolidSpeed, "Traditional single server locations are susceptible to Internet outages that would not affect SolidSpeed's multiple location servers."

[SolidSpeed](#) can effectively handle flash crowd control. This means that when you receive temporarily heavy traffic because of a promotion or special feature at your site, the heavy congestion is transparent to your customers. If one server is overwhelmed with traffic, another of their several strategically placed servers takes over to handle the surge. This allows seamless, uninterrupted access to your site no matter the spiked volume.

Don't let your potential customers end up at a competitor's site. Customers are more willing to stay around - and do business- on a site when pages download quickly. Now, isn't this a webmaster's ultimate goal?

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