

# QueryClick Comment On Google's New Service To Improve Web Page Load Speeds

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Expert SEO agency QueryClick (<http://uk.queryclick.com/>) have been analysing the recent announcement made by Google, who have launched a new service to help webmasters improve page speeds, called Page Speed Service. The new service will complement the existing Google Analytics and Page Speed Labs.

Boldly, Google have claimed that this service can help webmasters achieve improvements of up to 62% faster web page load times, as demonstrated in their Page Speed Service Gallery (<https://code.google.com/speed/pss/gallery.html>).

Google achieves this by obtaining the content from your original web server and caches it on their own servers, therefore requiring the DNS to be pointed towards Google. The code is then rewritten before all content is delivered to users through Google's own servers.

A spokesperson from the search engine optimisation (<http://uk.queryclick.com/en/search-engine-optimisation-seo/>) experts, QueryClick commented:

“The launch of this service will require the webmaster to give complete control over to Google's servers and take control away from their current hosting provider. Therefore it is simple to understand how Google can claim to achieve up to 62% improvements as demonstrated. But There will be a cost involved and, as no details have been released as of yet, it's still unknown who will be able to take advantage of such a service.”

Currently the service has been made available to a limited number of webmasters, and anyone interested can request access or view the possible results it can create by using the comparison tester and gallery by visiting [www.webpagetest.org/compare](http://www.webpagetest.org/compare).

The spokesperson from QueryClick went on to say:

“Time will tell after the initial trial stage being carried out if companies and individuals are willing to give control over to Google as well as pay for the ability to see results in faster page loading times.”