
ROCKET FAQs

Why Does Rocket Matter:

To Users: Users notice a 100ms delay. According to Google, a 0.5 second additional delay on your website can reduce traffic by around 20%. Rocket speeds up your website which in turn can help to deliver more visitors (and revenue!) to your site.

To Profits: Servers and bandwidth cost money. Rocket will make your site much more efficient. You'll also save on development costs as Rocket instantly and automatically implements technology which would normally take a great deal of time to implement. Rocket also makes it easier to maintain a fast website. You can keep all your code and images separate and uncompressed - Rocket will take care of the rest.

To Google: Google like fast websites and your page load speed directly affects the Adwords quality score and cost. "At Google, we focus constantly on speed; we believe that making our websites load and display faster improves the user's experience and helps them become more productive."

<http://googlewebmastercentral.blogspot.com/2009/06/introducing-page-speed.html>

To Environment & Your Servers: Servers use lots of electricity. Normally, a faster website means bigger and more power hungry servers; not with Rocket. Rocket technology will allow your server to make more efficient use of it's CPU cycles and increase speed at the same time. Rocket's will save you precious bandwidth and power all the while improving your user's experience.

What Does Rocket Do?

Rocket makes it easy and affordable to quickly implement 'best practice' techniques for web design. These techniques include caching, automatic CSS image spriting, compression and many more.

How Much Will It Cost?

Pricing is still being decided but is likely to cost between £30 and £55 (+VAT) for developers. We will also have affordable price for installation by ITWiz.

What If It Doesn't Work?

We're very confident about our Rocket technology. We guarantee Rocket will improve your Speed Score or we'll give you your money back.

Why Use Rocket? - Can't My Developer Do This?

Rocket makes it very quick and easy to implement lots of different techniques. Ask your developer for a quote to implement any single one of these techniques and you'll be instantly impressed by the value of Rocket. Rocket is designed to be installed by your developer - just put them in touch with us and we'll get them started.

I'm A Developer - Does Rocket Make It Harder To Maintain My Sites?

No - Rocket sits along side your existing code. Just add 2 lines at the top and bottom.

Rocket takes your uncompressed code, non-sprited CSS images etc, and performs these techniques in realtime. It also caches to save your server from doing this repeatedly. This means you can keep easy-to-maintain code on your site, but have all the advantages of compression etc.

Why not offer Rocket as an upgrade to your sites? As a developer you can save when you contact us for bulk pricing.

I'd Like to Offer Rocket As Part Of My Web Service

Rocket will be available by license to distributors. Contact us for more information.

What Does Rocket Require?

Rocket works on Apache servers with sites made with PHP. Most sites on the web run on Apache servers and it is still the fastest growing web server platform. Almost 70% of the busiest sites on the web use Apache.

(Source: Jan 2010 Netcraft.com)