**Enhancing Page Loading Speeds with a Content Delivery Network**

For businesses that transverse vast geographical boundaries, it’s necessary to ensure optimal service delivery, which may be difficult to achieve when relying on web pages that take longer than necessary to load. Thanks to technology, you may incorporate the concept of Content Delivery Network (CDN) in business web design and development and ensure pages load optimally, from extensive geographical locations.

With a CDN, you deploy several servers in many geographical locations, each of which must be within reasonable proximity to your target customers. This enhances delivery of static content as well as anything you may be streaming live. The system works by rerouting user requests to servers near their geographical locations to speed up page loads and optimize bandwidth use.

**How does CDN Add Value to your Business Website**

Video content has proved to be a useful marketing tool for business, especially following YouTube’s huge success with it. Thus, if your business incorporates videos in web design, it’s important that visitors be able to view these very fast. With the servers that host your site’s content being strategically located, the visitors will benefit from enhanced viewing and downloading speeds.

While data redundancy is highly discouraged in design of information systems, when it comes to CDNs, the duplicated data can prove useful as a contingency measure in case of server failure in other geographical locations. This positions your business site better to serve your customers in case of a catastrophe that impedes content and service delivery in some target markets.

In the same vein, a CDN can prove handy in promotional activities that involve teleconferencing and live coverage of events through video streams. Online marketers can use these to strengthen SEO efforts and generate more traffic.

Thus, if your business targets a global market, you should seriously consider a CDN