

Syndy Relaunches Website that scores better on GT Metrix

Syndy relaunches its website syndy.com. The old website didn't score well anymore, and the need was felt for an improved and modern browsing experience for users. It also contains a "Try Syndy" section, where users can request a demo PIM environment.

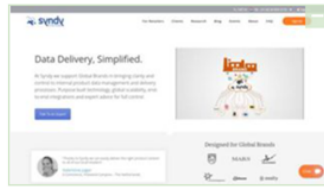
The new Syndy website is a part of the ongoing evolution of the Syndy brand. Compared to the old website, the design is more modern and intuitive to navigate. Among others, there is a clearer menu structure with a drop-down menu that highlights all the features of the Syndy platform.

GT Metrix: performance upgrade

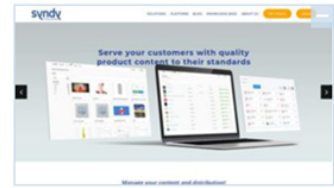
[Compared](#) to the previous site, the speed parameters have significantly increased and the website GTMetrix grade went from a D to an A. Furthermore, the structure score increased from 58% to 99%. The total blocking (scripting) time dropped from 410ms to 79ms (-331ms). This means that users and visitors will have a much smoother experience. Site performance is important for Google indexing as well.

Compare Reports

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<http://syndy.com/>
Mon, Oct 11, 2021 9:11 AM -0700
London, UK
Chrome (Desktop) 90.0.4430.212



<http://syndy.com/>
Mon, Oct 11, 2021 11:37 PM -0700
London, UK
Chrome (Desktop) 90.0.4430.212

GTmetrix Grade
Performance Score
Structure Score
Largest Contentful Paint
Total Blocking time
Cumulative Layout Shift

D

73%

58%

1.2s

410ms

0.01

A +25%

92% +19%

99% +41%

941ms -242ms

79ms -331ms

0.01

What's next?

We will continue to add more features to the website and make it SEO proof. And, also work on tutorial videos regarding the Syndy platform to help existing users, complementing the FAQ that is already in place. Further, we will add more customer success stories, [release notes](#), manuals, and updates on the blog page to keep users better informed.