

Google claims to have sped up the web

By *srlinuxx*

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ADVERTISING BROKER Google claims to have speeded up the web thanks to improvements in the Javascript it uses to display adverts.

Google has updated the show_ads.js Javascript that is used by millions of websites to display Google's AdSense adverts. The new turn of speed comes from embedding the heavy lifting of the script in an iframe, resulting in the browser not stalling while the Javascript is working out what adverts to display.

Google claims that in its real-world tests, the latency overhead of displaying its adverts "is basically gone" with asynchronous loading. It added, "Page load times with the new asynchronous AdSense implementation are statistically indistinguishable from load times for the same pages with no ads at all."

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