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note inc.
November 11, 2026

note Renews the System That Supports Web Page Display
Faster article display and more comfortable reading



note has renewed the front-end architecture that supports its web service.
We have prepared an environment where readers can read articles faster and more comfortably. We also hope that articles will reach more readers through search engines such as Google.

In this renewal, with cooperation from Google, we carried out the migration while checking how search engines recognize articles, page display speed, accessibility, and other points.

For reference, note and Google entered into a capital and business alliance in January 2025.

Improving display speed and readability

At note, we make various improvements every day, including article display speed, on-screen readability, and ease of use. This renewal of the front-end architecture is also part of these efforts.

In particular, the article page is the page on note that the most people visit. In this renewal, we placed importance on not harming the reader experience and on keeping the pages properly recognized by search engines.
For the migration, we received cooperation from Google and checked quality through repeated testing. We moved forward while confirming, one by one, whether the new pages were properly recognized by search engines and whether there was room for improvement in display speed, accessibility, and other areas.
note's article pages already displayed quickly, and this renewal improved them further. For the article with the largest improvement, display became about 24% faster. The accessibility rating also improved.

In designing and building the new foundation, we also referred to "Modern Web Guidance," which Google publishes for web developers. It brings together technical recommendations and best practices for improving the quality of websites.
https://developer.chrome.com/docs/modern-web-guidance

This initiative by note is featured as a case study on Google's website.
https://developer.chrome.com/blog/mwg-with-internal-component

We will continue to make improvements, aiming for a service where creators' works reach more people and readers can comfortably enjoy articles.

note

note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 89.93 million works have been created. The number of members has reached 13.13 million (as of the end of August 2026).

- URL: https://note.com/
- iOS App: https://apps.apple.com/jp/app/note-noto/id906581110
- Android App: https://play.google.com/store/apps/details?id=mu.note

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Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

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