*express*

Implemented SSR to optimize SEO which makes the website crawlable by search bots.

*prerender-node*

Add this prerender middleware for the sake of SEO. In other words, this middleware intercepts the requests to the Nodejs server and return static HTML file generated by prerender service. This prerender middlware checks and makes sure several statuses, for example by checking user-agent string, it knows whether the request was from browser or the crawler.

*query-string*

Get parameters from URL

*react-device-detect*

This module helps to detect the users’ device, for example whether they are on mobile or tablet. In more detail, whether they are on iOS, android, Firefox or Chrome.

*react-helmet*

For the sake of SEO. We can change all meta tags dynamically for individual pages which is pretty good to optimize SEO. This is one of the most-used module to optimize SEO for React based websites.

*react-loadable*

This module makes code-splitting incredibly easy. ReactLoadable is a HOC that loads components dynamically before rendering. This reduces FMP so it optimizes user experience for the end users.

*styled-components*

Styled Components help keep the concerns of styling and element architecture separated and make components more readable. Furthermore, when you have components that rely on JavaScript for their style, Styled Components gives control of those states back to CSS instead of using a multitude of conditional class names.

*sweetalert2*

It is easy-to-use module to display modals with action buttons.

We can customize the modal content, modal action buttons and styling of modal.

*redux-logger*

User redux logger to track all actions of Redux. It helps us to find out unexpected behaviour easily in development stage.

*redux-thunk*

Used Redux thunk for global state management of React app.

*react-cookie*

Set cookies inside several pages and fetches this cookie information when users register their account on the platform.

This helps us to to determine what page is the most influential, and what page is not.

In other words, we can know what page makes users to register accounts.

This is a good method to investigate and raise conversion rating.

*\* Use webpack as a module bundler, bable as a transpiler.*