Pre-Rendering into Static HTML Files

If you're hosting your build with a static hosting provider you can use react-snapshot or react-snap to generate HTML pages for each route, or relative link, in your application. These pages will then seamlessly become active, or "hydrated", when the JavaScript bundle has loaded.

There are also opportunities to use this outside of static hosting, to take the pressure off the server when generating and caching routes.

The primary benefit of pre-rendering is that you get the core content of each page with the HTML payload—regardless of whether or not your JavaScript bundle successfully downloads. It also increases the likelihood that each route of your application will be picked up by search engines.

You can read more about zero-configuration pre-rendering (also called snapshotting) here.