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## Tips and Tricks For Discussion with Your Development Team:

3 Quick and Easy Fixes to Increase Site Performance

Having issues with your site performance? Here are three quick and easy fixes for your development team.

1. Content Delivery Networks (CDN)

One of the easiest ways to speed up your site is the use of a Content Delivery Network, often referred to as "CDN". It hosts your assets including images, style sheets, and other static files in a worldwide, highly-scalable network of servers.

The servers in a CDN serve your assets to your visitors instead of your own server. They host redundant copies across the world, making sure visitors always load assets from the closest and fastest server. That takes strain off your own infrastructure and speeds up load times for your visitors.
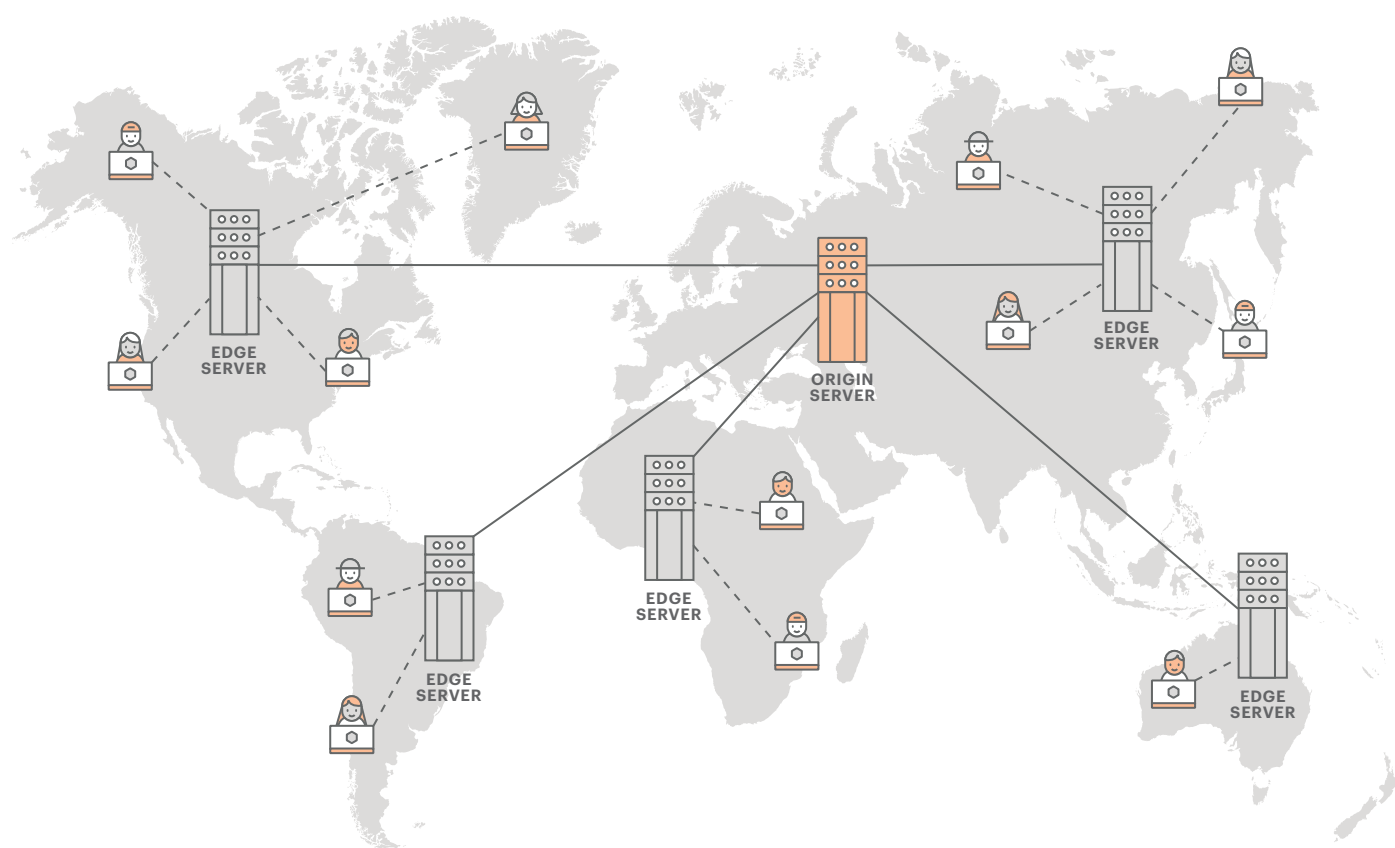

As well as speeding up your site and providing relief during peak seasons, some CDNs also protect you against many denial-of-service (DDoS) attacks.

Setting up a CDN to work with your store is usually a quick process and requires little work for your dev team. Setup depends on your commerce platform and the CDN, but most Magento customers get up and running within one day. Have a quick conversation with your development team or agency. Or get in touch with us – we can help walk you through the process.

2. Full-Page Caching

When a customer visits your web store, its pages are built dynamically, involving a series of server-side actions like querying your database and building the page from your templates. Most pages, like product pages, don't change frequently, so you can cache the fully rendered page for some time, making it unnecessary to go through those server-side actions every time the pages get requested. Full-page caching can yield significantly faster page load times, reduce your server load, and the amount of required infrastructure.
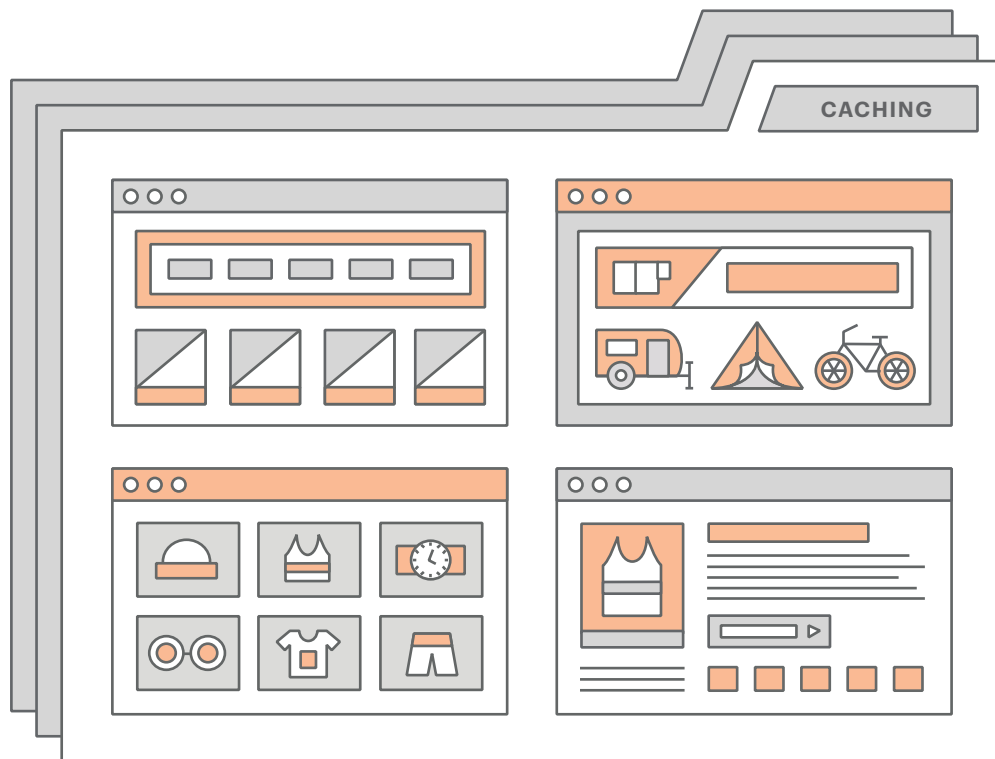
It is important to have full control over your caching settings. You need to control how long you choose for a page to be cached before it gets refreshed so you don't serve out-of-date versions of the page. Take a product page for example. Every so often, you want it to reflect a recent review. Instead of manually forcing the page to refresh in your cache, you can set the cache to only last for a couple of minutes before it refreshes automatically. That way you can serve up-to-date pages with vastly increased load times.

If and how full-page caching is configurable depends on your commerce platform. While it is a simple check box with granular optional settings in Magento, SaaS platforms like Shopify don't give you any control over full-page caching options. We recommend exploring the benefits of full-page caching with your development team. And we are here to walk you through the process.

3. Cloud Hosting in a Dedicated Environment *(versus shared)*
Hosting in the Right Cloud

Chances are, your store is already hosted with a third party provider, or even in a Cloud infrastructure like Amazon. But not all Clouds are created equal. Understanding the differences will allow you to unlock speed and reliability especially during peak times.

Most SaaS commerce platforms, including Shopify, are so called 'multi-tenancy' platforms. That means they are hosted in the Cloud, and each server hosts multiple stores at the same time, which all share a single application acting like multiple websites. While that is a convenient way for SaaS providers to scale and provide an attractive entry-level service, you also share computing power with your neighboring sites on the same server. If one hits peak demand, you and the others are affected and get slowed down.

This also impacts your ability to build custom and flexible experiences. When you share the same underlying application with everyone else in the SaaS model, you can't customize the code and are limited to simple scripts, templates, and the functionality that APIs provide.

Magento Enterprise Cloud Edition is architected to provide an elegant solution for both problems: Your site is hosted on its own, dedicated slice of the Cloud, isolating you from performance impacts that others might experience. At the same time, Magento provides your own individual copy of the full platform code, allowing you to customize any part of its open source platform directly, without having to sacrifice flexibility.

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Questions?

We've got a team of friendly commerce experts ready to answer them! We don't bite, but we will help you grow your business.

✉ EMAIL US	📱 CALL US	▶ SEE A DEMO

About Magento Commerce

Trusted by more than 250,000 businesses worldwide, Magento Commerce is the leading provider of open omnichannel innovation to retailers, brands and branded manufacturers across retail B2C and B2B industries. In addition to its flagship open source digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions empowering merchants to successfully integrate digital and physical shopping experiences.

With over $50B in gross merchandise volume transacted on the platform annually, Magento Commerce is the foremost provider to the Internet Retailer Top 1000 and the Internet Retailer B2B 300, counting more than double the clients to the next closest competitor.

Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at *__magento.com.__*