

# Caching explained

Without the jargon

What caching  
actually means for  
your website speed.



Neil Miller / [www.pie.co.de](http://www.pie.co.de)



# Why websites feel slow

Every time someone visits  
your site, it often has to:

Load images

Generate content

Run scripts



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# Browser caching

Your visitor's browser remembers files like images and styles.

Next visit?

They load instantly instead of downloading again.

Best for returning visitors.



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# Server caching

Instead of rebuilding pages every time, the server keeps a ready-made version.

- Faster pages
- Less strain on hosting
- More stable performance



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# CDN caching

Your website is stored on  
servers around the world.  
Visitors load the site from the  
closest location.  
Faster globally.  
More reliable during traffic  
spikes.



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# Why it matters

- Faster websites
- Better user experience
  - Improved SEO
- Higher conversions

Speed isn't a luxury. It's a requirement.



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# The takeaway

You don't always need a new website.

Sometimes, you just need smarter caching.

Simple optimisations



Measurable results



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