

Caching explained

Without the jargon

What caching
actually means for
your website speed.



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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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