

Make Offer Landing Pages Load Faster

There is a pretty neat method you can use to help your affiliate offer landing pages load faster that I have just started using which I found about while attending Affiliate World Asia and I wanted to share it with you all in the Mobile Immersion Area, it basically only involves you adding a little bit of code to your landing page.

```
<LINK REL="PRERENDER"  
HREF="CTA_URL_GOES_HERE">
```



```
<LINK REL="PREFETCH" HREF="ASSET_URL_GOES_HERE">  
<LINK REL="DNS-PREFETCH" HREF="DOMAIN_GOES_HERE">
```



(<http://cashmoneyaffiliate.com/wp-content/uploads/2015/12/prefetch.jpg>).

This code above allows your landing page to prerender the next URL your visitor will go to and gives us the ability to preemptively load all of the assets of a certain document.

This is like opening the URL in a hidden tab – all the resources are downloaded, the DOM is created, the page is laid out, the CSS is applied, the JavaScript is executed, etc. If the user navigates to the specified href, then the hidden page is swapped into view making it appear to load instantly. Google Search has had this feature for years under the name Instant Pages. Microsoft recently announced they're going to similarly use prerender in Bing on IE11.

So far I have seen slight increases in conversion rates (traffic via Chrome browsers have seen the best increase in

So far I have seen slight increases in conversion rates (traffic via Chrome browsers have seen the best increase in conversion rates) when using this on my campaigns so I suggest you give it a try.

You can read more about this via visiting <https://css-tricks.com/prefetching-preloading-prebrowsing/>
(<https://css-tricks.com/prefetching-preloading-prebrowsing/>).

Copyright © 2018 · Cash Money Affiliate

[Terms & Conditions](http://cashmoneyaffiliate.com/terms-conditions/) (<http://cashmoneyaffiliate.com/terms-conditions/>).

[Privacy Policy](http://cashmoneyaffiliate.com/privacy-policy/) (<http://cashmoneyaffiliate.com/privacy-policy/>).