STUDIOPRESS SITES

Cache Rules Everything Around Me: How to be Ready for Your Next Big Online Moment

by **JEROD MORRIS AND MATT LAWRENCE**

You know you need your website to be fast. *Super-fast.*

And as long as you have made the wise choice to avoid the trap of cheap hosting and invest in premium WordPress hosting, you should be able to trust that your pages will, generally, load pretty fast.

But what happens when your website needs to serve up a lot of pages at once? How does your site handle hundreds, or even thousands, of people trying to access your site at one time?

Don't think this can't happen.

If you've been around the block a few times, you know it can. If you're just starting out, you need to prepare for it like it's an inevitability.

Think about expected traffic like when you announce new blog posts on social media or send out emails when you launch products or have special offers. Each will drive a lot of activity on your site at once that you need to be ready for.

But also consider other types of traffic like:

» The unexpected link in a curated email newsletter that gets sent to 300,000 people ... meaning a whole lot of clicks to your website all at once

» The unexpected retweet from the gal with 55,000 really engaged followers ... meaning a whole lot of clicks to your website all at once

» The unexpected rise of one of your posts from back page to front page on Reddit ... meaning a whole lot of clicks to your website all at once.

It's the internet. These things happen. And when they do, you often don't have time to prepare for them. You need hosting that can help you scale at a moment's notice.

That's how you prepare for success rather than set yourself up for failure.

And why would you be putting in all the work if you're not planning to reap the fruits of your labor?

That is why cache = cash

So, let's talk about how you prepare your site for success.

Let's talk about *caching.*

Caching is the best method for handling traffic spikes so your site can keep humming along the same with 300 concurrent visitors as it does with three.

What does caching do? Simply put, it allows you to serve dynamic content in a static way.

Okay, and what does *that* mean? To help answer that question, here's a quick explanation of how WordPress works.

WordPress pages and posts are rendered from several different areas:

» Content and other settings come from the database.
» The design and feel of the site comes from the theme.
» The behavior of both content and design can then be altered further by plugins.

As you can see, there is a lot going on behind the scenes with WordPress when a visitor loads a single page on your site. It's no sweat when only a few people access your site at once, but you can see how things might get a bit unwieldy as your concurrent traffic grows.

It's like managing a restaurant.

When you have a team of waiters, each of whom only have a few tables a piece, you can easily give all of your customers timely, attentive service. But imagine having only one waiter in the restaurant during a rush.

Gulp.

Sure, you have the potential to make a ton of money if everyone can get their food and pay their bills. But chances are good that your one poor waiter will be overwhelmed, and upset customers will leave in a huff, hungry, and not too keen on coming back.

You don't ever want to put your website visitors in that same position.

Which is where caching comes in.

Remember everything described above that has to happen for each WordPress page to load? There's no reason for all of that to happen every single time for the same page when the content and design of the page don't change with a high number of visitors. It just chews up server resources without delivering any extra benefit.

Caching loads the page once, then saves the fully loaded page to be served up again the next time it's requested.

So if you're getting crazy traffic to one blog post, instead of WordPress needing to go through the entire page load process each time, and your site potentially buckling under the pressure, caching allows you to simply serve up the pre-loaded page quickly — *bam-bam-bam-bam-bam* — to each new visitor who arrives.

See how much more efficient that is?

Which is why you can't afford to not have it.

Here's all you really need to know

You don't really need to understand anything else about the logistics or fundamentals of caching.

You just need to know that every StudioPress Site has it.

Caching helps increase your normal page load speeds, *and* it enables your site to handle three visitors the same way it handles 300 (or even 3,000).

[Premium WordPress hosting](#) will include a method of caching for your site that is tailored specifically to its server configurations. (Don't be afraid to ask about it. Any host worth using will be happy to tell you all about their caching strategy.)

Cheap WordPress hosting, on the other hand, often comes with no caching.

And while there are several caching plugins in the WordPress repository that can be used with any hosting, caching alone can't help you overcome bad hosting infrastructure. And do you really have the time it takes to learn and configure the plugins?

Whichever route you decide to take, make sure you have a caching strategy in place that is finely tuned to the specific needs of your site.

It can make the difference between being ready for your next big moment … and a major lost opportunity.

STUDIOPRESS SITES

Are you ready for your next massive influx of traffic?

FIND OUT MORE

Sent this guide by a friend?

Share so more
people can enjoy it!

Sign up to get
the whole set