

Tips to Speed up Your Magento Development Process

Magento is an open source e-commerce platform owned by eBay that is used widely to grow online businesses. It is a stable platform that offers scalability, customizability and a high functionality level. BuiltWith reports that over 20% of the top 100,000 e-commerce sites make use of Magento, proving the fact that it is a universally used platform.

Even though Magento gives users full control and offers excellent flexibility, its performance is one of the reasons why people hesitate with using it. A vital part of the Magento development process is performance speed and optimization – this is because it plays a huge role in the success of e-commerce stores.

When online businesses hire Magento certified developer for e-commerce development services, they let the companies know of the various ways to speed up the performance of their Magento e-commerce site to avoid loss of sales due to poor UI. In this post, we will look into the various ways you can effectively speed up your Magento development process. Before we get into this, let's take a look at how to measure Magento speed.

Measuring the Speed of Your Magento Development Process

When a web page is loading in a browser, the following actions take place:

- It obtains HTML data from a server
- It examines the data and loads the external files on the page
- It creates a Document Object Map and finally renders the page with the elements

Three periods can be used to measure the speed of a webpage, and they are highlighted below:

- Server Response Time (Time To First Byte): This is the time from when the link has been clicked on or typed in till the first information arrives from the server
- Start Render Time: This is the first time point when the screen displays something other than a blank page
- Document Object Map (DOM) Complete Time: This is the time when the page is considered loaded by the browser
- Fully Loaded Time: This is the time when there is no network activity in the web browser as the webpage is loaded.

The start render time is the most crucial period; this is because the faster something appears on the page after the user requests a webpage, the quicker for the site to appear. The ideal render time to make a website fast should be around 1 second. Let's go ahead and discuss the tips.

Run the Latest Version

Any web and mobile development company you hire that offers e-commerce development services will need to inform you of the importance of running the latest magneto version. This is because, with each update, there are improvements in performance and fixed bugs. When you hire Magento certified developer, he will take the following steps to update to the latest version.

- Install the new Magento file tree version
- Run the installer to upgrade the database
- Move custom extensions and themes to the updated version

You don't need to worry about missing the updates as Magento notifies users when critical updates are available for seamless transition.

Leverage Caching

For faster performance and reduced start render time, there are different caching forms that any web and mobile development company can utilize with Magento. There is an in-built caching module in Magento, but it has been proven that 3rd party solutions achieve better results. It is vital that you enable all the cache types to "System" – "Cache Management." The different forms of caching you can leverage are outlined below;

- **Browser Caching**

You can enable Gzip compression, expire headers to your .htaccess file to leverage this form of caching. You can achieve this on the Magento2 with the .htaccess.sample file, but in older Magento versions, it will need to be added manually.

- **Page Caching**

This is one of the best ways to speed up the performance of Magento. It is done by taking the load off the web server by serving already visited pages from the cache to make it faster. You can make use of the different page caching extensions for Magento such as Full page Cache Pro, LiteSpeed's LiteMage, Zoom Full-Page Cache, and Brim's Full Page Cache.

Image Optimization

A large percentage of the weight of a websites page is made up of images. When you hire Magento certified developer, he can optimize the image of your product to increase the speed of your e-commerce website. Your page images, the other hand, should be compressed to allow for faster and easier page loading and less use of data.

You can compress your product images by utilizing tools like PhotoShop or Magento extensions like TinyPNG Extension, GTspeed, and Compressor Extension which you can use to optimize your product images automatically. There is also an Image Optimizer that Magento 2 users can make use of as well.

Select a Good and Fast Web Hosting

Choosing a good and fast web host is one of the vital decisions any web and mobile development company you hire should make. This is because it will affect the performance of your e-commerce site.

Shared hosting sites that cost \$5 per month will not cut it for Magento sites as they tend to overcrowd their servers which will adversely affect your site. There are good web hosts available like DigitalOcean, Nexcess, Linode, Lexiconn, Vultr, and others that will give you good start render times and TTFB.

Select the Best Content Delivery Network

Content Delivery Network is a connected system of distributed servers that sends web pages and contents to site visitors. The visitor/users' geographical proximity is the basis of this network. Implementing a CDN with Magento is an easy way developers' who offer e-commerce development services reduce load time.

The system helps the pages of your visitors load faster. You can setup CDN by going to your backend and selecting 'GENERAL' from the 'Stores Configuration' tab. Go to the 'Web' tab and insert the HTTP URL of your site in the secure base URL. Both KeyCDN and Magento 2 have simple integration that can be structured with HTTP and HTTPS configurations.