Stay shoppable:

8 steps to online retail readiness

VARNISH SOFTWARE

You've set up robust marketing and advertising campaigns and driven demand...

but what happens if you haven't given equal attention to the technology powering your online retail performance?

The performance metrics that keep people on your site, such as page load times and making sure your sites and apps are up and available even in peak traffic conditions and outages is what can set you apart.

Here's an eight-step checklist for online retail readiness that can help you make sure you're ready to stay shoppable in any conditions.

Test your page load times and site performance

Shoppers will navigate away if a page load is perceived as slow, with "slow" being defined as anything slower than one second. Speed and convenience are the name of the game, and consumers won't play if their experience isn't fast and responsive. Up to 70% of consumers claim they won't make a purchase from a slow site. Caching can help speed things up.

Update product info in real time

Focus on your cache invalidation strategy to manage purging old data and adding new, e.g. to keep inventory, product descriptions, and images up to date in real time.

Set up high availability

Shoppers expect to shop, no matter how much traffic hits your site. High availability ensures replication of content across caches to ensure 24/7 uptime and resilience.

Use your cache

Make sure your caching strategy is robust and you can handle peaks. Making sure the basics of caching are operating smoothly is fundamental to securing performance.

Introduce or enhance personalization

With advanced caching technology, you can cache the uncacheable. With e-commerce acceleration, personalized, dynamic content won't slow down content delivery and will deliver a unique experience to users. Available for Magento and other e-commerce platforms, the accelerator reduces backend operational costs and dramatically boosts website performance without requiring changes to the e-commerce platform itself.

Make sure you have a backup plan

Make sure you have sufficient capacity to meet unpredictable traffic peaks and demand, with a fallback in place to scale up automatically, such as extra cloud caching nodes when peaks hit.

Set up an origin shield

If you want to stay shoppable in an outage or slowdown conditions, and give the impression that your site is still up and running - even when it isn't - you need an origin shield. An origin shield can protect your site from being overloaded and save you when downtime can't be avoided.

Make sure you're mobile ready

Speed up page rendering and page loads to optimize the mobile shopping experience.