

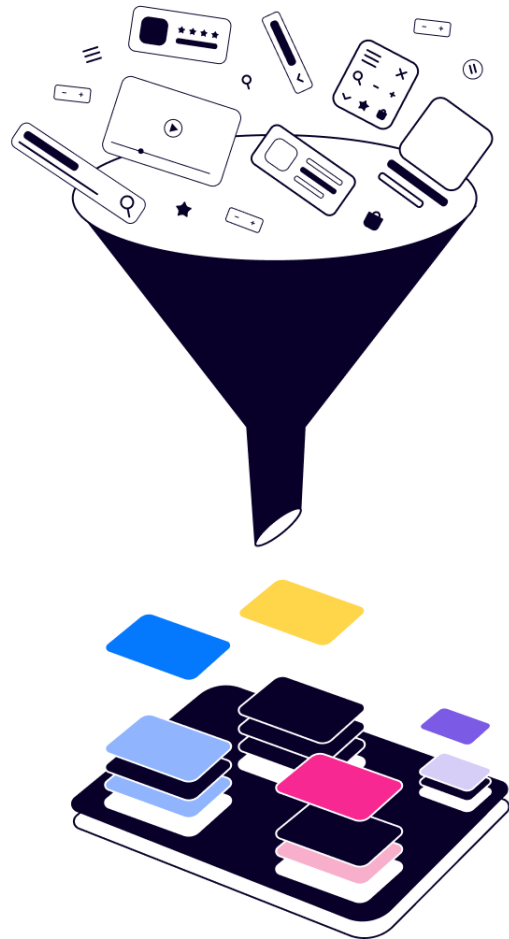


## The #1 Automated Site Speed Solution for:



Render Better automatically improves load times of ecommerce websites by sitting between the website and its traffic and optimizing code on the fly.

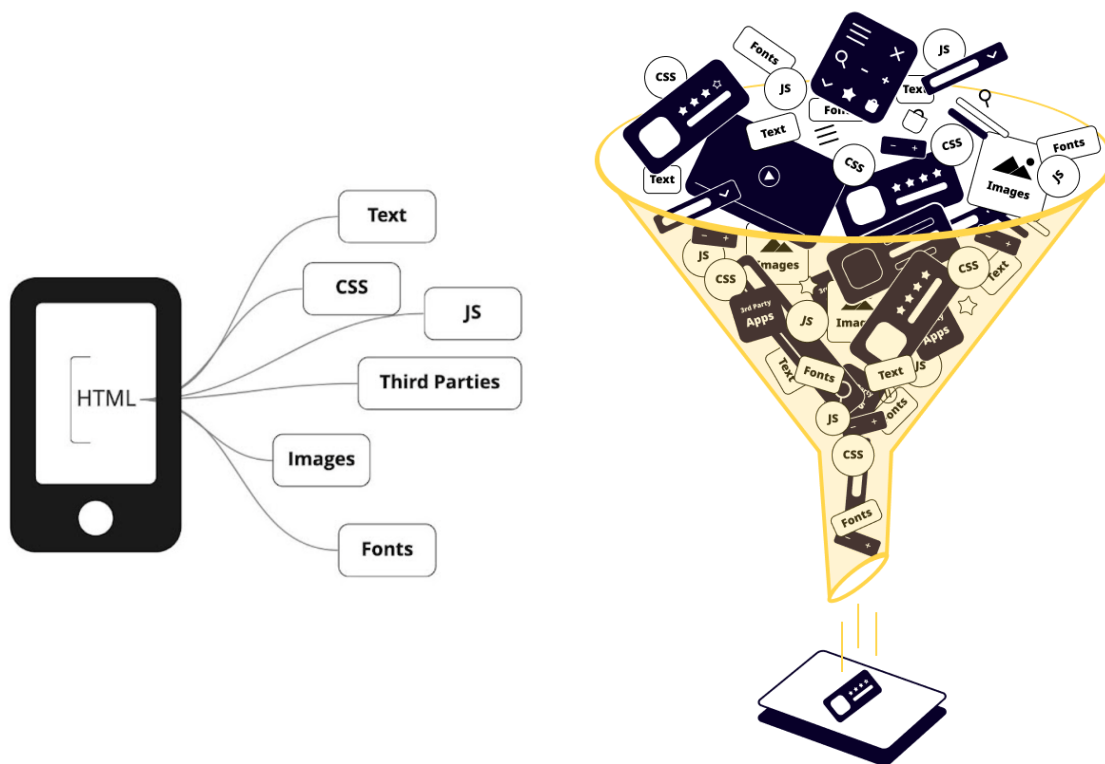
Set up is simple and done in minutes. We have seen an average improvement of 23% to site speed (LCP on mobile for real users) for customers when using Render Better and conversion rate increases of 6-18%.



# Why Sites Load Slow Normally

Typically when a web page loads in a browser, a browser doesn't have a good idea of which resources are more important than others to load. Resources are things like images, stylesheets, JavaScript, third party code, fonts, videos, etc. **All of these resources try to load at once, choking the browser and causing the page to appear to load slowly.** It's kind of like trying to push too many things into a pipe and getting it clogged.

Worse yet, all these resources tend to be unoptimized. Images are too big, unnecessary CSS loads, fonts are left unused, and so on.

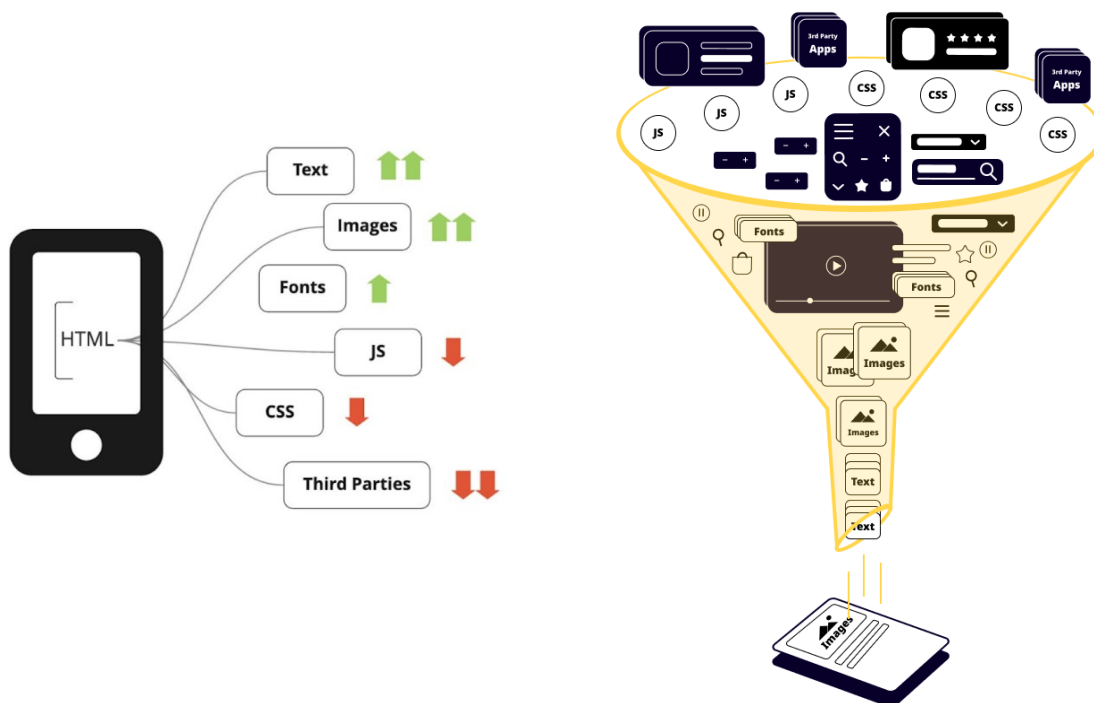


# Why Sites Load Fast **With Render Better**

Render Better crawls your website and learns which resources are most important and which resources are less important for each page. When visitors request a web page, Render Better fetches it from the server (such as Shopify) and uses what it learned about the page to make sure resources are loaded in the optimal order and at the right time. We call this process **Resources Priority Optimization (RPO)**, a proprietary technique we've pioneered through years of R&D that sets us apart from our competition.

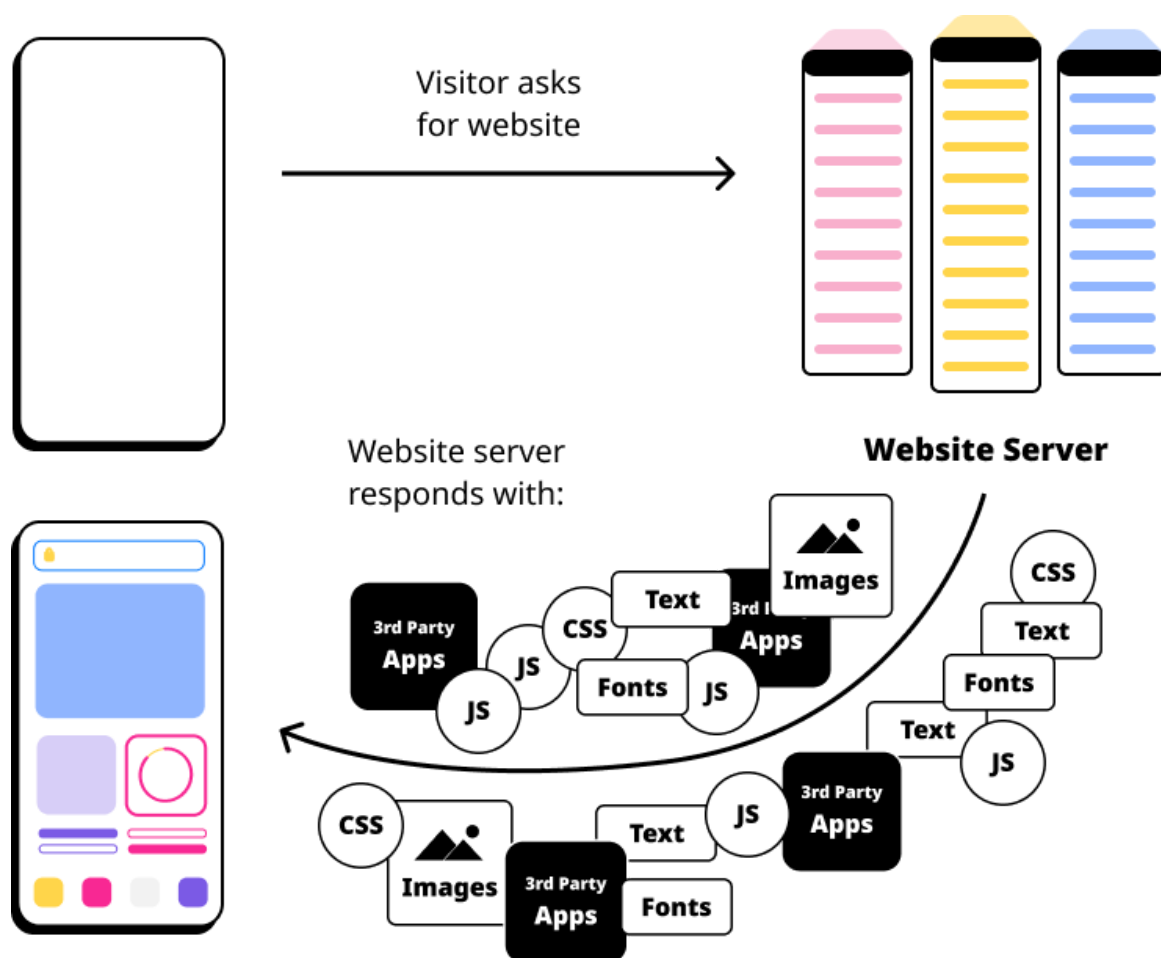
So, to prevent a visitor's browser becoming clogged like a pipe with too much in it, **Render Better uses RPO to make sure only the most important resources load first** (such as text and images), and less important resources being loaded later (such as third parties and low priority scripts).

Furthermore, we make sure resources that are loaded are each compressed and squashed as much as possible. Image sizes are adjusted if they're too big for the screen, unneeded font characters are removed, text is minified and compressed, and more.



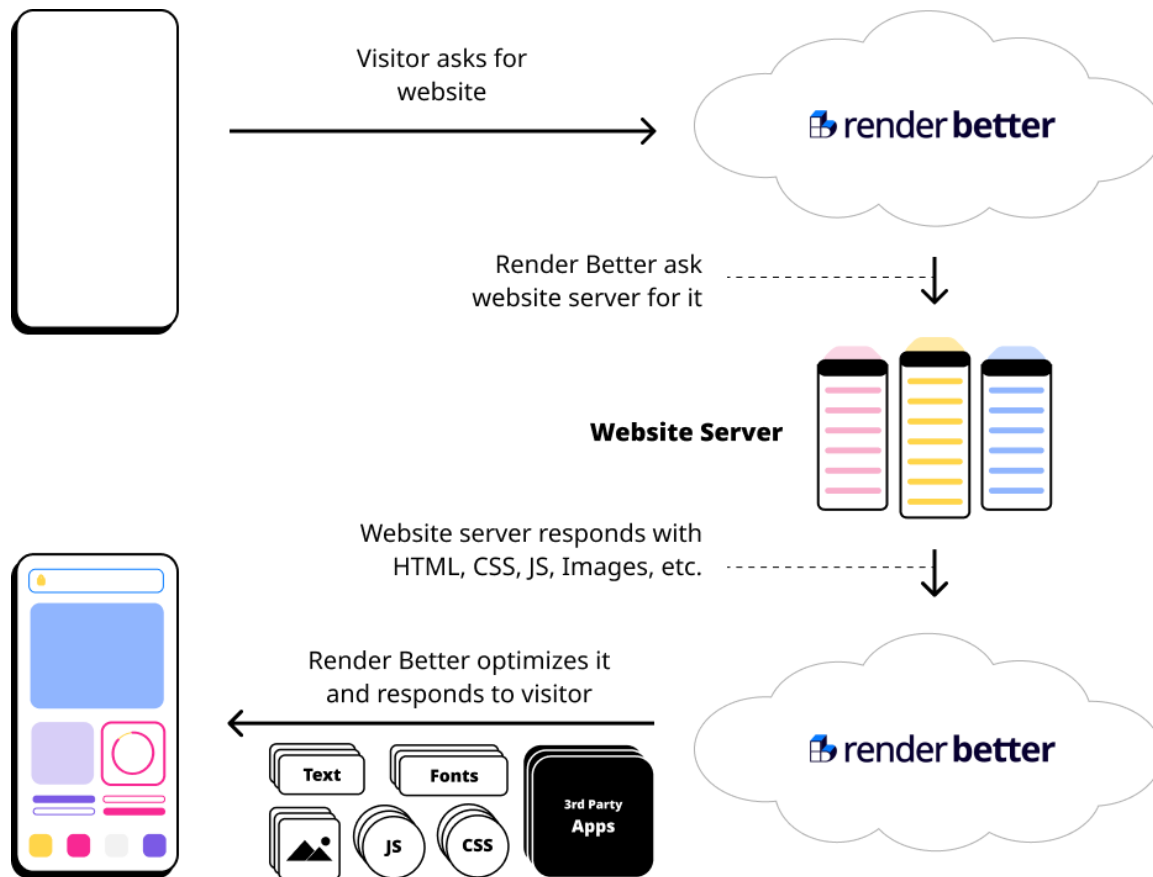
# How Sites Load **Normally**

1. Visitor's browser asks for the website
2. Shopify's servers gets the request and responds with the website code
3. Visitor's browser receives the website code and the website renders



# How Sites Load **With Render Better**

1. Visitor's browser asks for the website
2. **Render Better's servers get the request** and ask Shopify for the website
3. Shopify's servers gets the request and respond with the website code
4. **Render Better optimizes the website code** so it loads optimally for the visitor's browser
5. Visitor's browser receives the optimized website code and the website renders faster



# How Render Better Optimizes Sites

## Third Party Deferral

Defers the loading of third party code, such as apps and tracking code, so it doesn't impact loading of content.

## Critical CSS

Automatically detects styles used on each page and loads it early (inlined on first load) to reduce browser paint time.

## CSS Deferral

Defers loading unused CSS until after the page has loaded, so it doesn't impact loading of content.

## Critical JS

Automatically detects important JavaScript and instructs browsers to load it early to avoid rendering delays.

## Image Stabilizer

Finds images that shift content when they load and generates code that sets their dimensions to prevent them from worsening CLS.

## Preconnect

Finds the most important domains that will need to be connected to during a page load and generates code to tell the browser to connect to those early.

## Tag Rewriter

Modifies HTML tags to ensure loading best practices are followed, such as using the *async* attribute for images or *defer* attribute for scripts.

## Script Dedupe

Detects common duplicated scripts and removes them to prevent the browser from unnecessarily loading the same script multiple times.

## Image Preloader

Identifies the largest above the fold image and loads it ahead of time so the browser doesn't have to wait for it.

## Adaptive Images

Loads the most appropriately sized image in the best format possible based on the visitor's device.

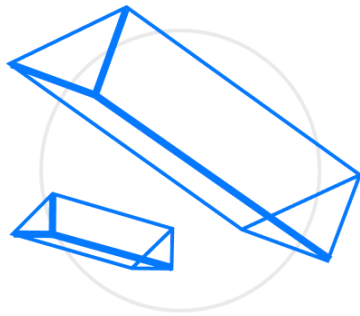
## Third Party Worker (Coming Soon)

Certain third parties are loaded in a web worker off the main thread, which reduces the browser from freezing during load.

## Video Compression (Coming Soon)

Videos are automatically compressed and streamed from our global CDN to ensure fast and smooth delivery.

# Benefits

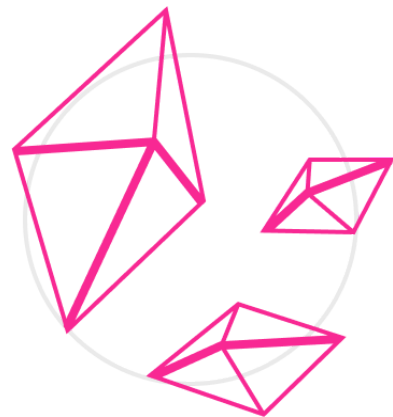


## Faster Site Speed and More Conversions

Visitors are at least 24% less likely to abandon a loading webpage that has good Core Web Vitals. Render Better optimizes your site's CWVs to provide a faster experience that converts more customers.

## Increased Search Ranking and Traffic

Google favors websites with better web performance. Render Better improves your Core Web Vitals, so you're more likely to rank above competing stores in search results and be found by new customers.



## Instant Results. No Developer Required.

No code changes, no new theme, just point your domain to Render Better. Your site will load faster and perform better for every visitor. If you're not satisfied, simply point your domain back with a few clicks.

# Our Process

1

## SETUP

Either you or our team make a few simple DNS changes so Render Better can sit in between Shopify and your visitor's browser.

2

## ANALYZE

Render Better crawls your website and learns the optimal way to load every page, based on our proprietary technology and AI.

3

## OPTIMIZE

For each new visitor, Render Better fetches your website from Shopify and optimizes it on the fly, ensuring a faster shopping experience.

4

## MONITOR

Render Better monitors your site to keep up with any changes you make, so you can modify code and design without worry.

# Expert Monitoring & Support



**Keeping websites fast isn't a one-time fix.** Over time, new code is written, third parties are installed, and browsers change. All of these can slow your site again, which is why, *in addition to our automatic optimizations*, we continuously measure your web performance and report the impact.

If issues pop up, we'll help you address them - **our engineers always have your back to ensure performance is maintained.**

# Ready to optimize?

If you have further questions or you're ready to get started, we're here for you! Feel free to reach out to us anytime:

[www.renderbetter.com](https://www.renderbetter.com)

[sales@renderbetter.com](mailto:sales@renderbetter.com)