

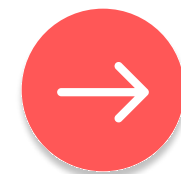
# PRERENDER

Allows search engines to crawl SEO-friendly versions of your Javascript website.

WEBSITE DESIGN & DEVELOPMENT

 **30 MINUTE MEETING**

<https://prerender.io>



## PROBLEM AND CHALLENGES

The client offers a complicated product for professionals in SEO and web development and needed a website that met the challenge of explaining how their product helps accelerate SEO for customers to find their clients' websites and drive sales and engagement.

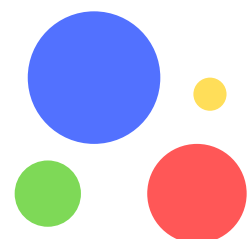
The challenge was to design and develop a website that used UI and UX and graphic design to explain their story in simple terms.



## SOLUTION AND RESULTS

We created a fresh-looking logo, design, and custom-made pictures so they stand out and look smart.

We've also provided the custom WordPress theme with the usage of the most advanced SEO and Advanced Custom Fields plugins to make the website responsive and fast. The outcomes were a responsive and fast website, a happy client and more customers for them.



**WHERE DO YOU WANT TO GROW YOUR BUSINESS TODAY?**

Made with  in Miami, Kyiv, Kharkiv and Zaporizhzhya

[www.teammediamagic.com](http://www.teammediamagic.com)



## Javascript SEO, Solved

Get **higher rankings** by serving crawlers a static HTML version of your Javascript website, without compromising your customers' experience.

Your Email Address  [Sign Up for Free](#) [See It in Action](#) [→](#)

Prerender® has served **>58 Billion** web pages to search engine crawlers



Trusted by **Developers** and **Webmasters** at some of the **biggest** and **fastest-growing web properties**

WIX



Comcast

dish

LIONSGATE



**Dynamic Rendering** is Microsoft's suggested solution for rendering JavaScript, and Prerender® is specifically recommended by Google in their [docs for developers](#) [→](#)



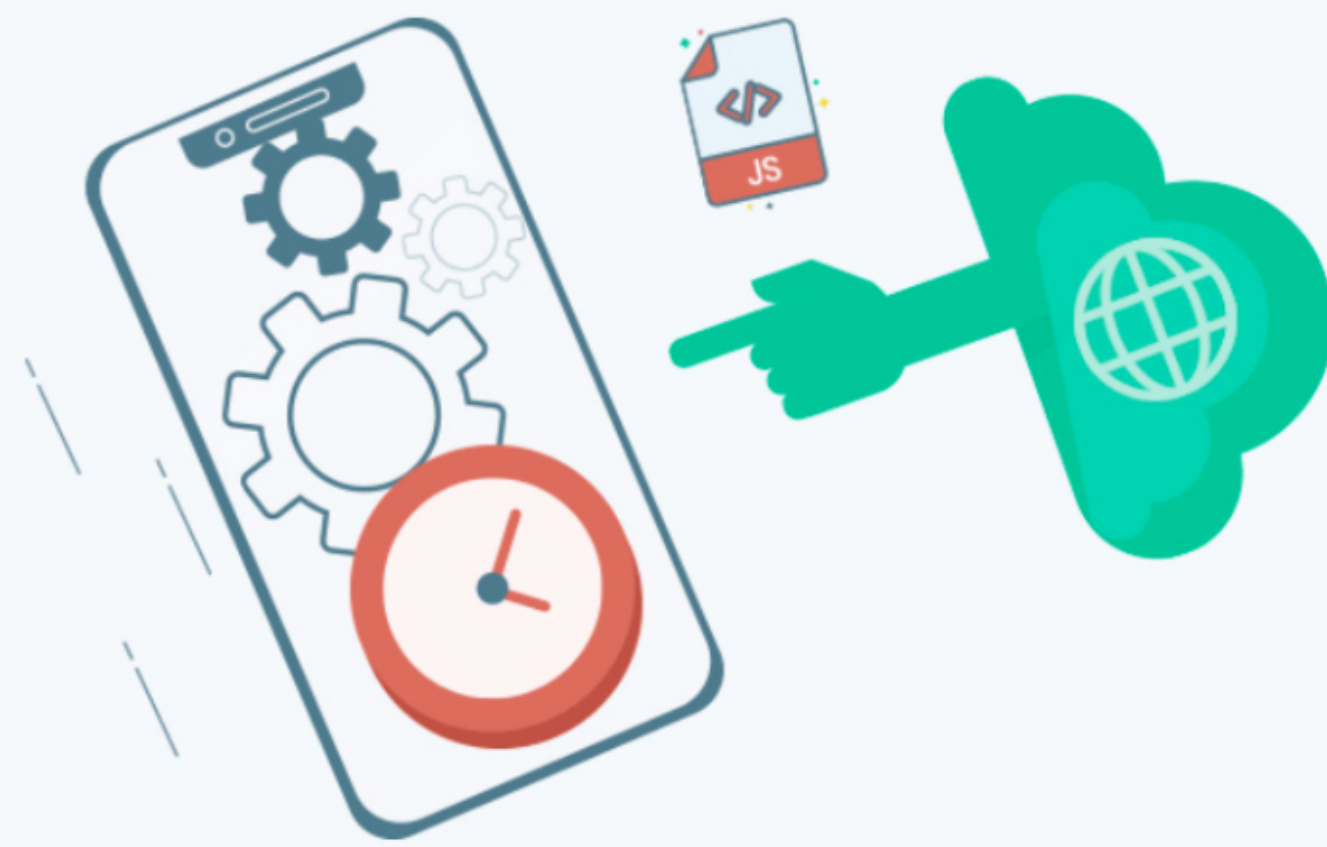
## Dynamic Rendering: The Solution for Visitors and Search Engines



### Client-Side Rendering

When a user visits a JavaScript site, their browser downloads several files and executes the code to figure out how the page should look. This is called client-side rendering because it uses the computing power of the client device.

That's fine for most human users, but search engine crawlers move quickly, learning as much as possible without using up their computing resources. So when they find a JavaScript site, they might read only a few pages and get an incomplete picture of it.



### Server-Side Rendering

Crawlers also have a second queue for rendering, adding JavaScript sites to the index too late, resulting in poor rankings.

JavaScript sites can be rendered on the server side instead, but doing so is hard work for the server, can be tricky and produce slow or lost interactive elements.



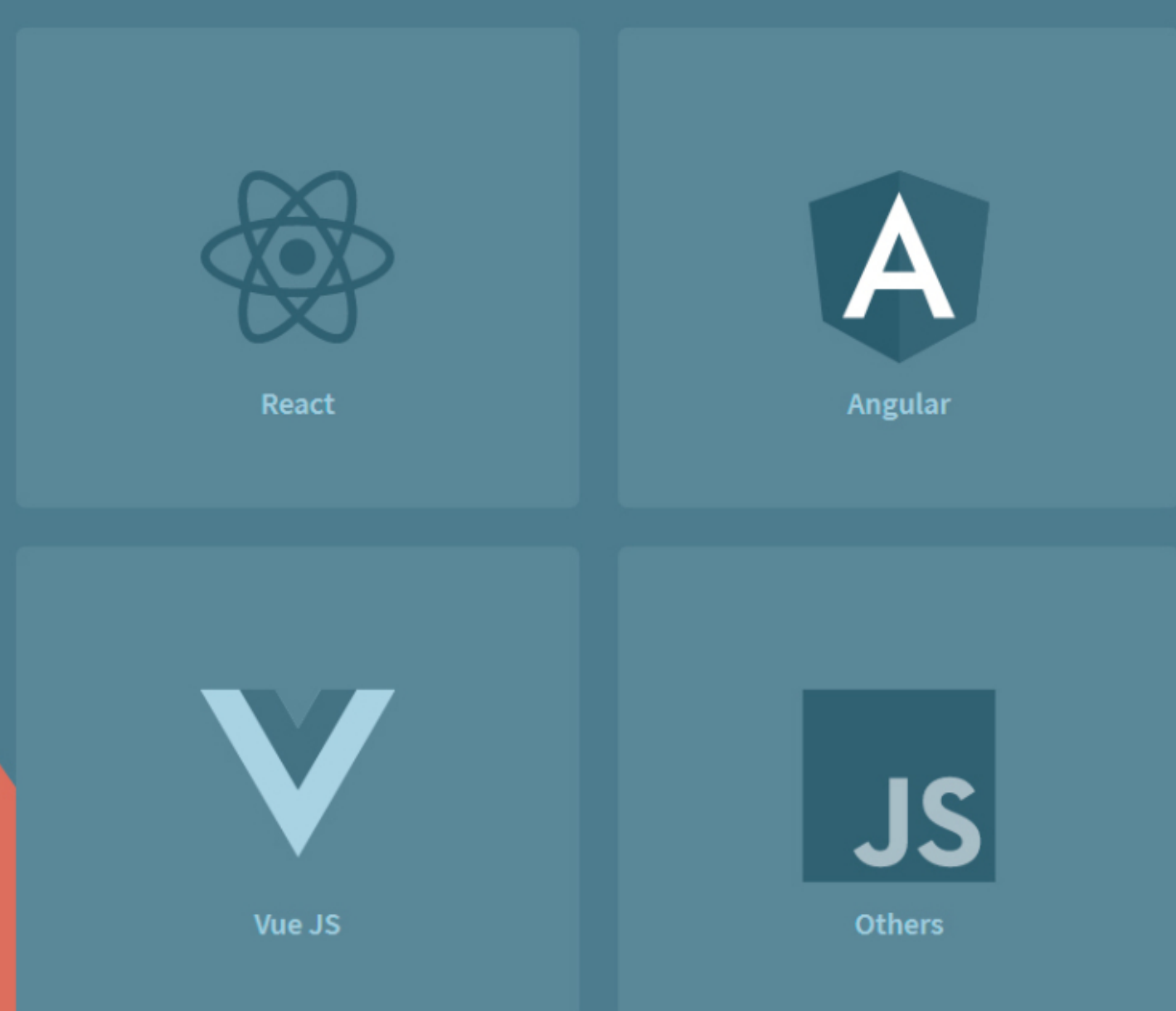
### Dynamic Rendering

That's where **dynamic rendering** comes in. The server can distinguish between human and robot, giving the human the full experience and the robot a lightweight HTML version.

Dynamic rendering is preferred by search engines and comes without an SEO penalty for cloaking content, making it the clear best choice.



Prerender® can seamlessly render Javascript built with the most popular frameworks & libraries



Before using Prerender®, our site had challenges with crawling and our pages were largely not indexed due to the site being a single-page app using AngularJS. Most of the options we looked at required an extensive amount of work, which also translated to very high costs. Prerender® provided an easy to use and effective solution to the problem. Within days of integrating with Prerender®, we immediately saw tens of thousands of our pages being crawled and indexed by Google. Our organic traffic naturally saw a very steady increase over the next few months. Prerender's support was great and responsive in the rare instances that we needed it.



Uman Chan  
The Vitamin Shoppe

## Why use Prerender®?



### Leave Google and Your Users Happy.

Prerender's middleware detects when Google pays your website a visit, producing an easily-crawled version. Human users see the dynamic Javascript version, leaving you in control of their experience.



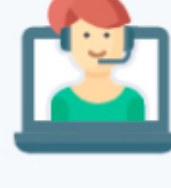
### Easy, Reliable, Scalable Service

Just a quick install of our middleware is all you need. Prerender's hosted service takes care of the rest with a 99.9% service commitment.



### Google-Recommended

Google and Bing suggest dynamic rendering solutions to fix JavaScript rendering issues. In fact, Google's docs specifically recommend Prerender®, **so you can focus on development and leave SEO to the marketers.**



### Open Source and Community-Supported

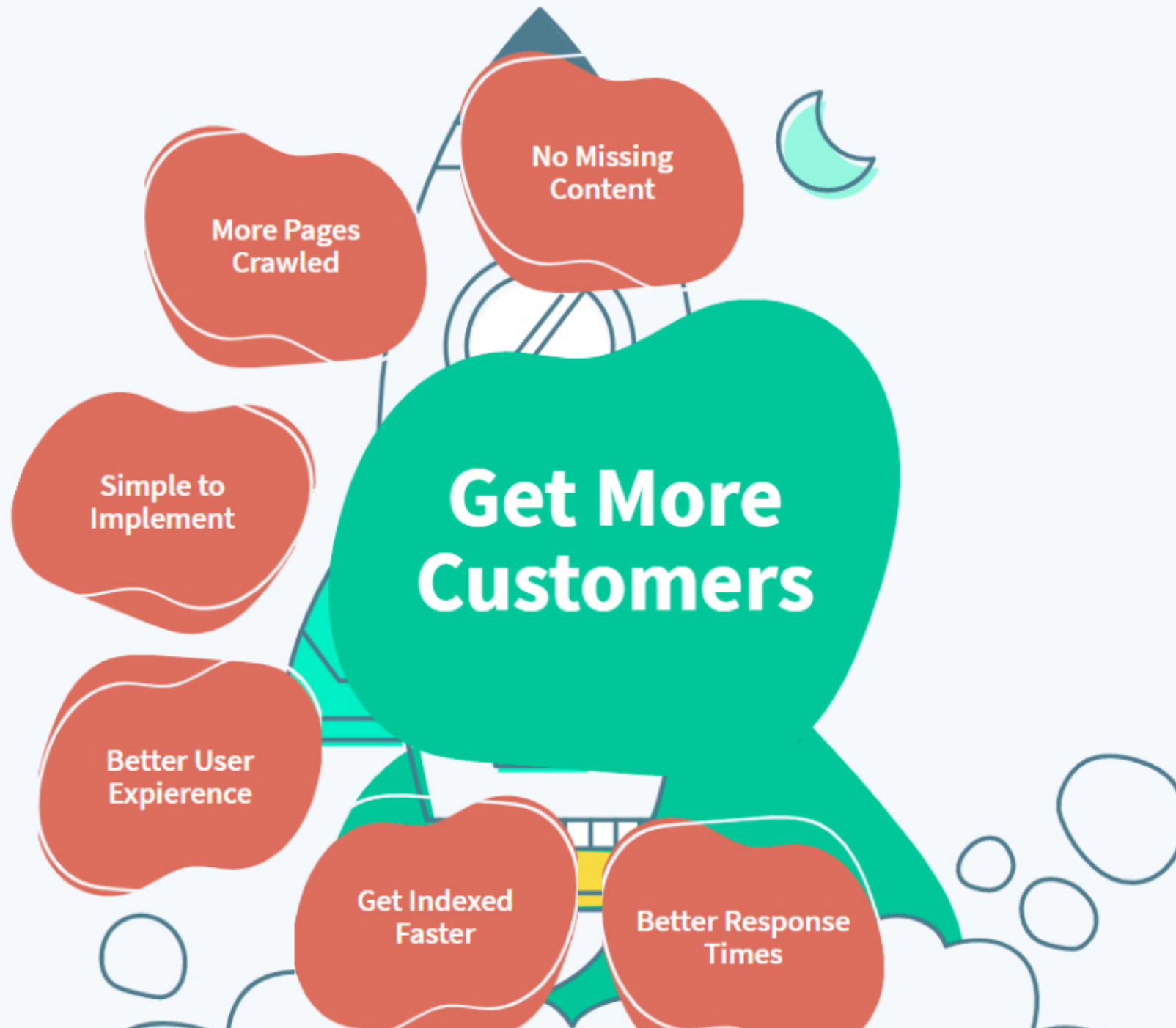
Prerender® is maintained by a passionate community of industry experts who care about the software. They've got solutions whatever your configuration. You can even build your own server.

## Javascript for Humans, HTML for Robots

Get your site crawled perfectly, every time.

[Sign up with Prerender® today](#)

Seven ways Dynamic Rendering is rocket science for Javascript SEO [→](#)





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DYNAMIC RENDERING FOR JAVASCRIPT SEO

## Is Your JavaScript Website Using An SEO-friendly Framework?

Website developers use Prerender® to serve static HTML to JavaScript crawling Googlebots.

 [Sign Up for Free](#)

### The simplest way to improve JavaScript SEO

With Prerender® you can focus on writing JavaScript, not managing a server for SEO.

No need to change your JS configuration - just install the middleware on your server (all common JavaScript frameworks are supported) and let Prerender® take it from there.



### Stay in control of the user experience

Client-side SEO rendering makes an exciting JavaScript experience possible.

Unfortunately, automated crawlers like Googlebot don't love those experiences quite so much.

With Prerender®, you can leave your client-side JavaScript intact while giving bots the static SEO-friendly HTML they want.

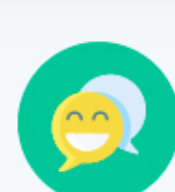
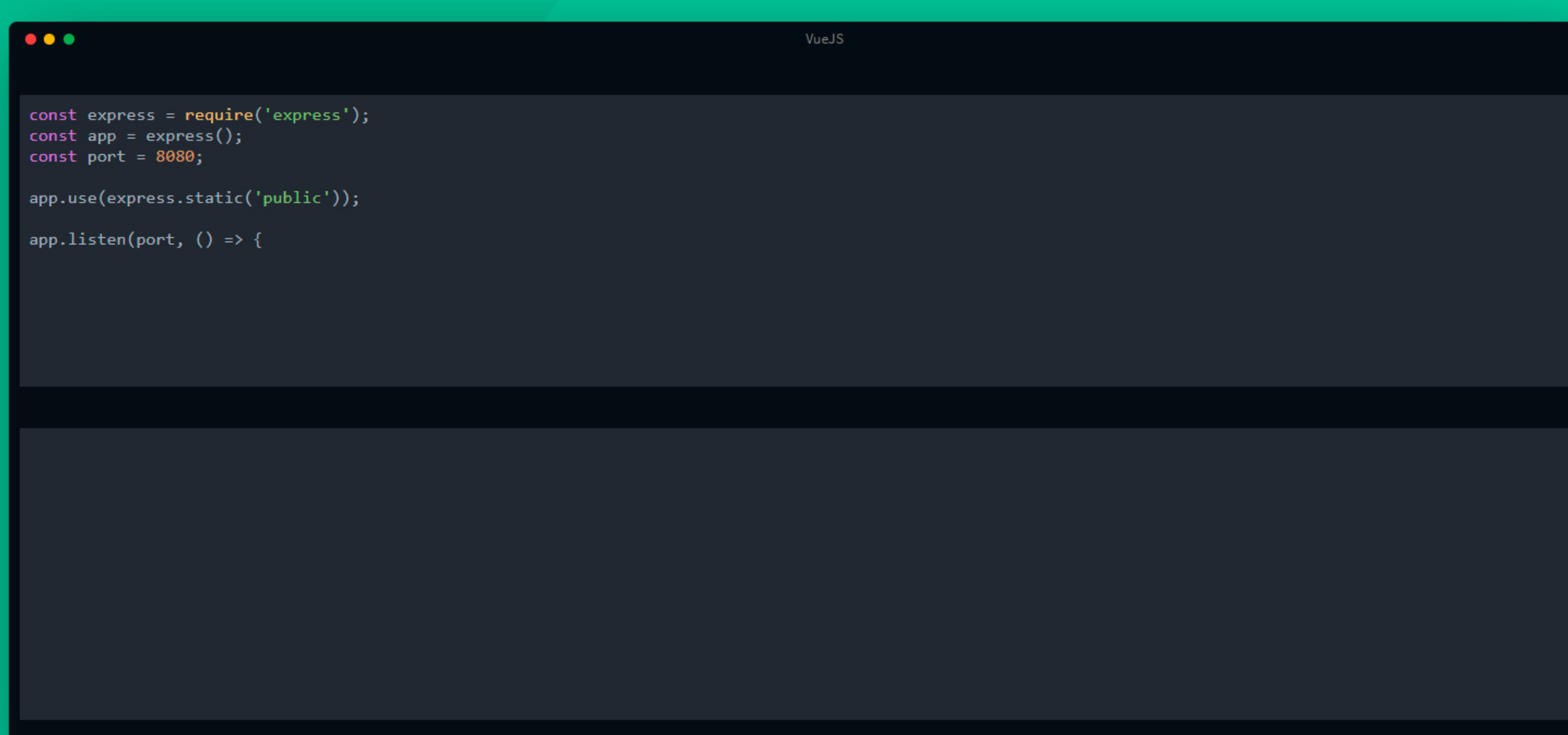


### Get crawled, get rankings, get more users

Prerender® gives you the SEO benefits of a static site and the conversion benefits of dynamic JS frameworks, increasing your organic traffic.

SEO crawlers get simple content, and human users get all that JavaScript without losing functionality.

## Designed for SEOs, Marketers, and Developers



## JavaScript SEO is Hard. Prerender® Makes It Easy.



After moving to Angular, our team chose Prerender® to support our SEO objectives. The service and support we have received from the staff at Prerender® has been phenomenal. This has allowed us to focus on our core technology while their service provides reliable and fast prerendering for our website.

**Bryce Melvin**  
VP of Product & Business Operations  
Mightycause



With over 1 million pages within the US and another 500,000 in Canada, Prerender® helps our sites get crawled faster, and helps with our visibility for potential clients on search engines. Choose Prerender® to aid with issues rendering your web pages.

**Donald O'Connor**  
Technical SEO Analyst  
Insight

## JavaScript SEO-Friendly Checklist



- ✓ Meta Tags
- ✓ Mobile SEO Optimization
- ✓ HTTPS Configuration
- ✓ Page Speed
- ✓ Sitemap

## How Much Can Crawlers Read on JavaScript Websites?

Content	Googlebot Behaviour	Bingbot (& Others) Behaviour
Content in the HTML (server side)	✓ Always Indexed	✓ Always Indexed
Content generated by Vue in real time	⊖ Usually Indexed	⊖ Inconsistently Indexed
Content generated after calling an external service	⊖ Might get indexed if it loads fast enough, Googlebot has a short rendering queue at the time, and/or your site already ranks well	⊖ Inconsistently Indexed; almost always with problems
Content on pages whose URLs are generated by Vue	⊖ Inconsistently Indexed	⊗ Never indexed
Content inserted into the DOM after user actions	⊖ Very unlikely to be indexed	⊗ Never indexed, as far as we know

## Prerender® solves SEO for websites and apps built with popular JavaScript frameworks



## JavaScript for Humans, HTML for Robots

Make it easy for search engines to crawl your JavaScript website.

[Sign up with Prerender® today](#)

Seven ways Dynamic Rendering is rocket science for Javascript SEO



### Docs

- Help Center
- Contact Support

### SEO Resources

- What You Need to Know About Google Page Experience
- How to Be Successful With Dynamic Rendering and SEO

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