



# CACHING

In RW Elephant Land



So you added a new Item to your RW Elephant account and you want it to display on your website but you're waiting....

And waiting....

And waiting....

What's the deal?

Where is that new stunner?

Why can't your clients see this beauty?

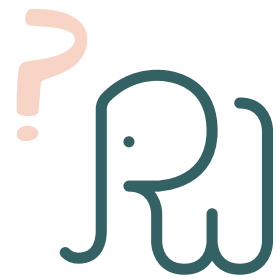
Why isn't it makin' you money yet?

To find the answer, we'll need to delve into the mysterious, and sometimes confusing, realm of

Caching.

If you've ever been involved in a web design project, or basically used the interwebs at all, you've probably been told to "clear your cache" or "empty your browser cache" at some point.

Even if you were able to do it on your own, the process may have left you scratching your head.



What is caching anyway?


I'm so glad you asked!

We love the example used on  
[cachingexplained.com](https://cachingexplained.com) from Peter Chester.

At a conference, a speaker gets up and asks the room,

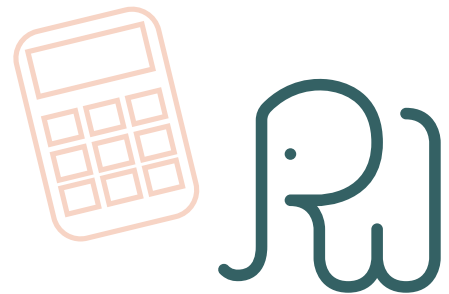
“What’s 3,485,250 divided by 23,235?”

(Whoa! Those are some big numbers!)

$x / x = ?$    $x / x = ?$



No one knows the answer off the top of their head so they've got to reach into their pockets, pull out their calculators, punch those numbers, and finally come up with the digits.



Eventually, someone yells out the answer  
(but there was some lag time).

**“150!”**

Then the speaker asks the exact same question. Again.

But this time around everyone immediately  
shouts out, "150!"

"150!"  "150!"

They don't have to do the calculations again  
because they already know the answer.

The first time the question is asked, it takes a bit of time to do the math but once you know the answer, you can deliver the info much faster.

That's the magic of caching.

When we're talking about websites and caching, the first visitor to a web page has to ask the question and the server has to calculate the answer.

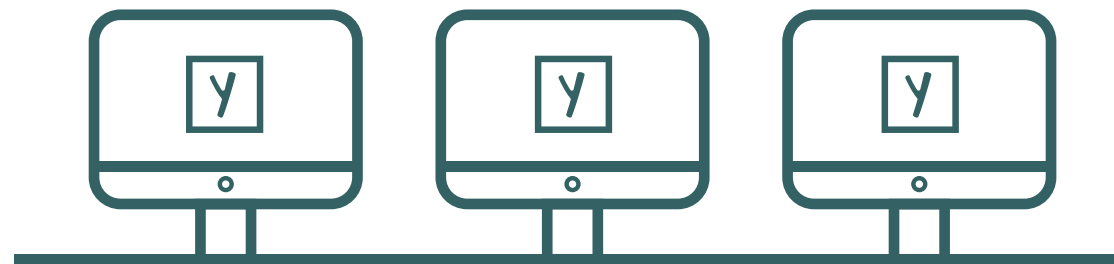
But the next time someone goes to that same page (i.e. asks the same question), your server can give the answer super quick because it doesn't have to do the math again.

You with me  
so far?



When you use RW Elephant's Wordpress Plugin, this caching (aka time-saving magic) actually happens at several different levels so that your customers have a great (and fast) experience on your website.

Caching is taking place on RW's servers, within the RW Wordpress Plugin itself, on your own Wordpress host server, and within the browser of the computer looking at the webpage.



If you had to wait around everytime you went to a page for all of those things to do the math, you might fall asleep before the page displays!

(Caching to the rescue!)

So, we cache because we love you.

And your customers.

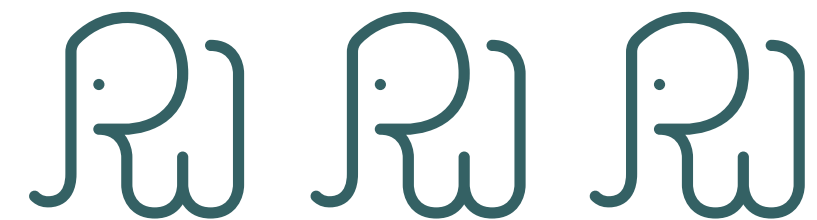


But caching does introduce  
a <small> problem.

When you make changes to your website (i.e. add a new item to your RW Elephant account), essentially you're changing the question and, therefore, the answer.

So, now you've got to convince all of those people who knew the answer before that the answer has now changed.

☹  $x / x = y$



And some of those people have already told other people that old answer. Those other people may be people you don't have any control over.

In this case, we mean that your Wordpress host, the RW Wordpress plugin, your browser, and your customer's browser are those "other people."

Once they've been told the old answer, they may hold onto it for a while; they may still display the old version of the webpage.



Sometimes refreshing your browser (even a few times)  
or clearing your browser's cache can help.



But remember, we don't get to control all of the people who have been told the answer.

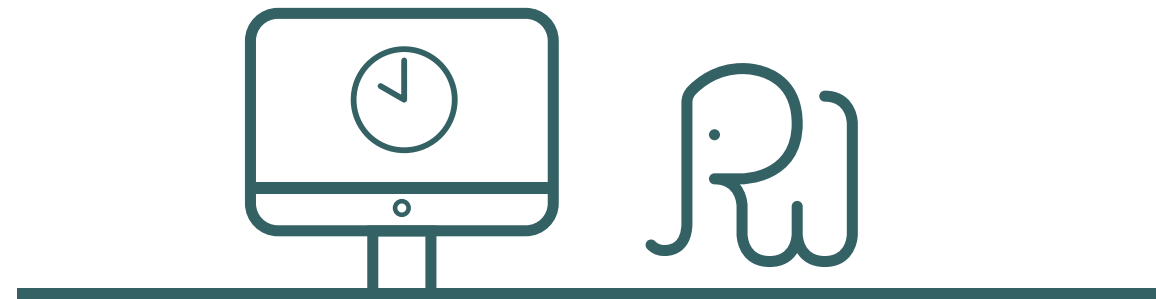
We don't get to decide who holds onto a cache or for how long.

But there is good news!

All of those caches will eventually (AND automatically!)  
be replaced with the brand-new version.

You don't have to do a thing. You just have to wait.

Objects are typically refreshed in the caches every 6-8 hours, but this can vary considerably.



Each of these separate caches (RW server, your Wordpress host, RW Wordpress plugin, and browser) has its own settings for when it automatically refreshes.

Typically, you should be able to see your changes within one day.

Can I just turn off caching  
if I don't like it?

Nope.

Caching isn't something you get to control.  
It happens all over the internet and is a big help to all of us.

In order to enjoy the HUGE benefits of increased speed and efficiency, we've got to take this small downside of not seeing changes immediately show up on our websites.

So where does that  
leave us?



Expect any changes you make to your Items within your RW Elephant account to take about 24-36 hours to show up on your site. If they don't show up after 36 hours, double-check that you've ticked the "Display in public gallery" box for the Item.

Clear your browser cache and flush the RW Wordpress Plugin cache. Your Wordpress host may also have a process for you to change your caching frequency or manually flush your cache. Contact them directly for help with that process.

If your change still isn't showing up after these steps, contact us at

[help@rwelephant.com](mailto:help@rwelephant.com)



For more resources, or to download a pdf of “Caching in RWElephant Land” visit the links below.

