CONTENTSTACK

Build, host and automate with Contentstack

In the era of customer-centricity, businesses must possess a dynamic and robust platform to deliver personalized and engaging digital experiences. Contentstack Composable DXP is an all-encompassing solution that empowers organizations to build, automate and host content seamlessly.
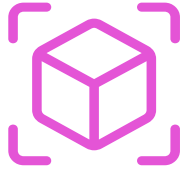
Introduction

As digital experiences become pivotal in shaping customer perception and brand loyalty, enterprises need a powerful toolbox that seamlessly merges cutting-edge technology with adaptive workflows. Enter Contentstack composable DXP — an innovative platform designed to empower businesses to create captivating and smooth digital experiences for their customers. Contentstack DXP allows users to build, automate and host in one unified solution, delivering unmatched flexibility and efficiency.

If you're new to headless content management systems (CMSes) or composable DXPs, they can seem like a lot to take in at first. Yet, you don't have to be an engineer to understand how the components work together. At a very high level, the most important thing to know is that the core functions of the digital experience — like content management, front-end web hosting and process automation — are fundamentally separated. We'll touch on each of these components below.

This approach comes with a number of architectural benefits, but among them are performance, speed to market and security. In this paper, we'll walk through the steps of publishing content to a static webpage and automating a rebuild of the site when new content is published. While this is a common approach to approach to static site generators (SSG), there are many ways to keep your content and front-end website or application in sync when you take full advantage of the Contentstack platform.

Build with
Contentstack CMS

The first stop on our DXP tour is the content model and content. Headless CMS means that content management and front-end hosting solutions are separate — so we'll set up a content model and content entries first. These can be updated and changed later, but you should have an idea of your content model and the various components that make up a piece of content before implementing your front-end code.

Contentstack's CMS redefines the creation of digital experiences by offering an array of exceptional features. It affords businesses the flexibility to construct and control content across various digital platforms, all the while maintaining brand consistency. With its intuitive interface, Contentstack's CMS facilitates seamless collaboration between content creators, managers, and developers, accelerating the content production workflow.

Ready to get started?

Here's how to create a basic webpage in under five minutes:

1. Login and create a stack.

2. Create the structure of your webpage by choosing a content type.

3. Create an environment to publish your content to.

4. Get creative and pick some assets.

5. Ready for live content? Let's click **"Publish."**

Pretty simple, huh? You've created your first content types and entries, but if you stop here, you'll only be publishing content on Contentstack's headless CMS. This means that when it's published, it'll be accessible by your website or app, but those will need to be configured to securely access your content.

In the next step, we'll bring your content to life on the web using Contentstack Launch: our high-performance, front-end hosting solution built especially for the Contentstack CMS.

Host with
Contentstack Launch

Empower both developers and content teams with Contentstack Launch, an innovative and reliable hosting solution specifically designed to meet the demands of the modern digital landscape. With its cutting-edge features and seamless integration capabilities, Contentstack Launch provides a robust and scalable platform for creating, managing and delivering digital content with the utmost efficiency.

Your developer team will connect your front-end code with the CMS to securely access and publish the content you created in the previous step. By decoupling the front end and CMS in this way, Launch can host your web experience on our lightning-fast content delivery network (CDN), allowing for extremely high performance and maximum visitor delight.

Hosting your static site on Contentstack Launch is as easy as following these steps:

1. Login to your stack.

2. Create a new project under Contentstack Launch.

3. Import your repository from GitHub or via a Zip file.

4. Click **"Deploy."**

This is only the beginning. There is no limit to what you can build with Contentstack's powerful CMS and Launch for front-end hosting — all under one roof.

Now, let's use Automation Hub to connect the two.

Automate with
Contentstack Automation Hub

Automation Hub is a low/no-code visual workflow builder that simplifies integration in a composable architecture, empowering both developers and business users to effortlessly craft and manage intricate, multi-step processes through custom-triggered actions, all without the need for coding.

Let's test it out:

1. To get started with the Automation Hub, you need to create a project. Projects help you keep everything related to your automation setup under one location in an organized manner.

2. Once your project is created, it's time to create an Automation. Automations help you set up specific steps that will be performed based on the specified conditions.

Natively integrated within our Composable DXP ecosystem, Automation Hub leverages its deep understanding of Contentstack's core platform to seamlessly interconnect with other tools in your tech stack, enabling faster integration, streamlined workflows and the elimination of costly middleware.

3. Next, configure your trigger. Triggers are conditions or invocation points that fire off an Automation when an event occurs in Contentstack or an external app or service.

4. Now, let's test and Activate. Once your Automation is ready to use, you need to activate it inside your projects.

Now that you have created an efficient and automated website, it's time to showcase your work to the world.

Conclusion

Contentstack Composable DXP is a cutting-edge platform that offers an all-in-one solution for building, automating and hosting content. With its robust suite of services including Contentstack CMS, Automation Hub and Launch, businesses can create personalized and engaging digital experiences that captivate their audience.

Start building