

# HOW TO BUILD LIGHTNING-FAST STATIC WEBSITES

## (THAT CONTENT EDITORS LOVE)

### WHAT ARE STATIC SITES?

A static website contains flat CSS, HTML, and JavaScript files. Site content is immediately available to site visitors, which translates into improved page load speeds.

### WHAT MAKES THEM SO FAST?

Because the pages are already built, they can be served immediately to site visitors without running server code or hitting a database.

### ARE THERE ANY OTHER BENEFITS?

Static sites offer an additional layer of security because they hide your CMS from bad actors. Because your site is static, you can even forgo web servers altogether. Instead, you can host your site with a content delivery network (CDN) that scales with your site's traffic, which can be simpler and cheaper than scaling up with servers.

## WHAT SHOULD DEVELOPERS LOOK FOR IN A STATIC SITE GENERATOR?

Look for tools that give your teams the best of both worlds. Gatsby makes static websites fully dynamic, with interactive elements like personalized data fetching, form submission, and authentication enabled when a site visitor's interaction with that page requires it.

The Gatsby Framework and Gatsby Cloud combine to make blazing-fast static websites, but Gatsby also offers Server-Side Rendering (SSR) and Deferred Static Generation (DSG) page rendering modes that give developers the tools they need to create the optimal page rendering choice for their own unique use case, which results in faster page loads, better visitor experiences, and faster lighthouse scores.\*

## WHAT'S THE CMS & CONTENT EDITOR EXPERIENCE?

Any headless CMS can be used to provide the content for your static site, but not every headless CMS provides a content editor experience that lets them take advantage of the full power of static sites. It's important to make sure that the CMS enables content editors to make updates and publish content as quickly as it can be generated on your static site.

Look for a CMS that has an extensible UI that can be customized with the tools and widgets that your content editors need, so they can analyze and create content without leaving the platform — and even better, a CMS that provides a browser extension, collaborative commenting, and live omnichannel preview. For enterprise-level security and scalability, ensure the CMS offers ironclad governance and workflows, and is SOC 2 Type II, ISO 27001 and GDPR compliant with secure authentication.

\*See [Choosing the Best Page Rendering Mode for Your Gatsby Site](#) for more information.

### EXAMPLE

## HOW SAP COMMUNITY USES GATSBY & CONTENTSTACK TO IMPROVE SITE SPEED & CONTENT VELOCITY

SAP is a leading enterprise application software that powers business workflows for many of the world's largest companies. SAP Community is a place for SAP's tens of thousands of developers and customers to discuss problems, answer questions, and connect and collaborate on projects. With several million monthly visitors, the site needs to be agile and performant at all times.

In early 2020, the SAP Community team moved the Community hub to Gatsby and Contentstack. The migration was a resounding success, embraced by both developers and content editors. Developers appreciate how easy it is to integrate their existing tools like Figma and Storybook to design concepts and build components, speeding up their workflow. Content editors love using Contentstack's Chrome plugin extension and Gatsby's live preview extension.

Today, with Gatsby and Contentstack as their foundation, SAP Community's 240 content editors are able to make 160+ content updates per week, because content changes that used to take days now take only minutes. The SAP development team is rolling out more complex user scenarios around supporting business and user demands, like adding advanced content filtering to search, and launching multi-language support. Site speeds are performing at never-before-seen levels. And the SAP Community user satisfaction scores have shown a several-point improvement since the launch on Gatsby and Contentstack.



# WHY GATSBY & CONTENTSTACK?

Best-in-class front end framework +  
headless content management

## MAX POWER. MINIMAL EFFORT.

Contentstack is built for dynamic content management at scale, Gatsby excels at delivering it. Combining Contentstack's headless CMS with Gatsby's web framework enables businesses to deliver digital content, sites and apps that are optimized for speed, security and scalability.

## KEY BENEFITS

- Ready-to-go integration between Gatsby and Contentstack means you are up and running quickly.
- Gatsby automates code-splitting, image optimization, inlining critical styles, lazy-loading, prefetching resources, and more to ensure your site is fully optimized and achieves blazing-fast lighthouse scores.
- Fast for developers to build with; easy for content editors to create in.
- Enterprise-grade MACH technology for best possible performance, scalability, and security.

\*See [Choosing the Best Page Rendering Mode for Your Gatsby Site](#) for more information.



Gatsby, Inc. is the creator of GatsbyJS, the leading Jamstack front-end framework for the headless web. GatsbyJS enables organizations to build highly performant, secure websites that can integrate data from multiple content management systems and other end points using its unique content hub architecture. Gatsby offers Gatsby Cloud, a turnkey SaaS solution for building, previewing, deploying and managing Gatsby-based websites plus support and professional services to help organizations build modern websites. GatsbyJS is used in industries including financial services, retail, ecommerce, hospitality, SaaS and gaming by companies, including Venmo, Digital Ocean, Little Caesars, Braun, Calendly, Eventbrite, Quip, Figma, New Relic, Headspace, DraftKings and Nintendo. Gatsby, Inc. is funded by Index Ventures, CRV and Trinity Ventures. Visit [www.gatsbyjs.com](http://www.gatsbyjs.com) to learn more.



Contentstack – the pioneering Agile Content Management System (CMS) – empowers marketers and developers to collaborate around content like never before. Together, they orchestrate superior customer journeys and deliver dynamic digital experiences across channels, audiences, brands and regions. Companies such as Chase, Express, Holiday Inn, Icelandair, Mattel, McDonald's, Mitsubishi, Riot Games, Sephora and Shell trust Contentstack to power their most critical content experiences.

## BRANDS TRUSTING GATSBY & CONTENTSTACK

