

HOW TO BUILD LIGHTNING-FAST STATIC WEBSITES

(THAT CONTENT EDITORS LOVE)

WHAT ARE STATIC SITES?

A static website contains flat CSS, HTML, and JavasScript 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.

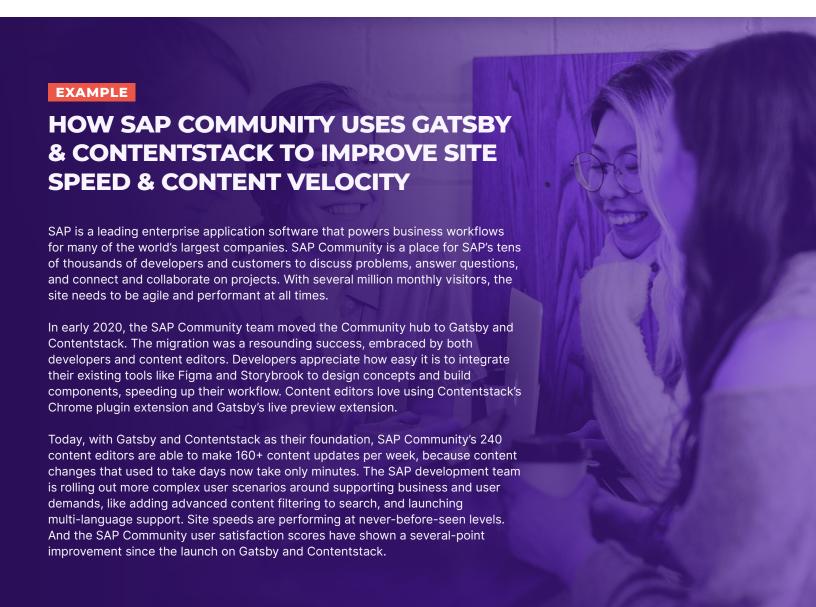
The Gatsby Framework and Gatsby Cloud combine to make blazing-fast static websites, but Gatsby also offers Server-Side Rendering (SSR) and Deferred Static Generation (DSG) page rendering modes that give developers the tools they need to create the optimal page rendering choice for their own unique use 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.



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.

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critical content experiences.

