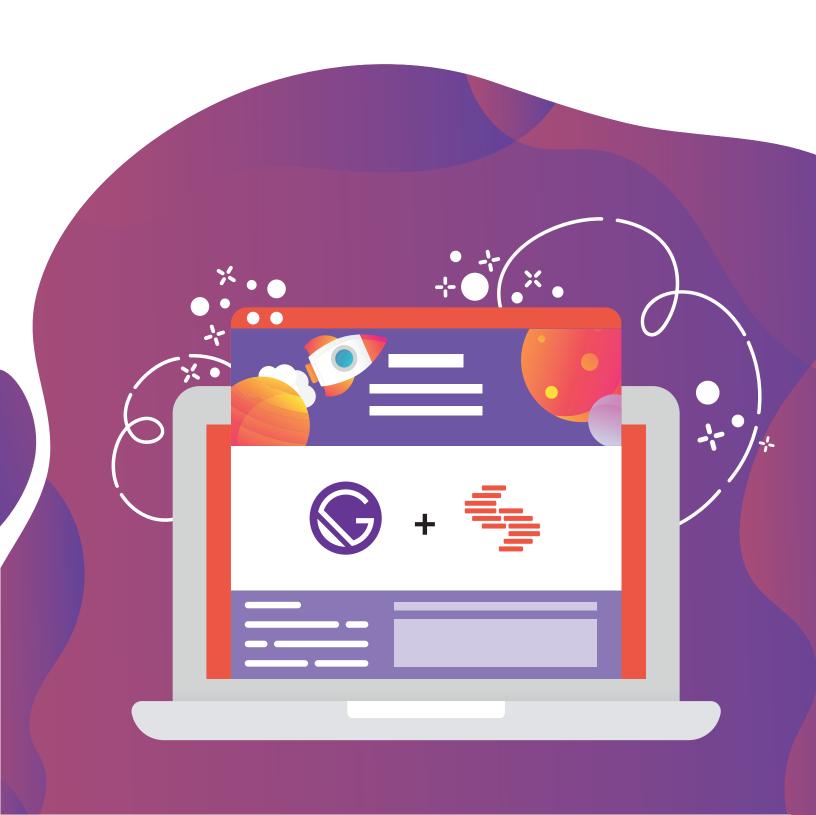# Create Fast Sites and Apps That Developers and Marketers Will Love

Create Fast Sites and Apps That Developers and Marketers Will Love

Building a website is easy; managing dynamic content is hard; delivering superior performance on every interaction is even harder.

That's why we're excited to bring you Gatsby + Contentstack. Gatsby, a modern website framework, lets you create blazingly fast websites. Contentstack, a state-of-the-art headless CMS, provides editors an effortless way to edit and manage site content.

Gatsby + Contentstack Offers Developers

- **Maximum Performance**: A static site is fast – really fast. Sites built with Gatsby take the content and generate static HTML files that are ready to be delivered through a fully-optimized React app, eliminating most of the client-side building process that normally has to happen. Instead, everything a user requests is pre-built and the page is, therefore, delivered almost instantly.

- **Reduced Infrastructure:** With Contentstack and Gatsby, you don't have to worry about investing in massive infrastructure. Instead of having to worry about backups, database administration, and server maintenance, you can focus on managing your content.

- **Development Flexibility:** Contentstack and Gatsby don't tie you to any one programming language. You can create your website or mobile app in any programming language of your choice and use your own development process. Gatsby allows you to load data from anywhere. Contentstack offers the flexibility to develop the front-end in any language of your choice. Together, they make a perfect match. In addition, Contentstack also allows you to choose any database to store data (using DataSync). So, for a developer, there is flexibility at every level. Together, Contentstack and Gatsby offer you complete control over your application lifecycle and content delivery.

- **Effortless Scale:** Whatever you build with Contentstack and Gatsby can seamlessly scale as adoption grows. Contentstack is perfect for creating complex sites and apps that feature dynamic content, and Gatsby maintains high-performance delivery even during peak demand.

- **Hardened Security:** A website created and hosted using Contentstack and Gatsby is much more secure than a traditional CMS. Because the site is static, it removes the server-side code and database access that could otherwise be targeted to exploit your site.

> **Give Gatsby + Contentstack a try, and begin building your blazing-fast website today! Read the Gatsby and Contentstack Developer Documentation to get started.**

Gatsby + Contentstack Offers Marketers

- **Content Control:** Using Contentstack and Gatsby doesn't just save time when delivering the content to the audience. It also allows marketers to update and tweak their content immediately – and without developers having to move a muscle. Whether it's publishing a promotional website or updating the offers section of your commerce channel in realtime, content owners own their content and can optimize and maximize its impact at any time.

- **Lead Conversion:** As a rule of thumb, you lose up to 1% in revenue for every 100ms delay in page load time. More generally, the longer it takes for your site to load, the higher the chances of increasing bounce rates. With turnkey integrations for technologies like Google Analytics, Optimizely, and IBM Watson, Contentstack users can create highly personalized customer journeys for maximum conversion and Gatsby will deliver them at lightning speed.

- **SEO Optimization:** If your website is not loading fast enough, all your efforts to increase SEO content rankings could go down the drain, as search engines heavily favor well-performing sites over ones with sluggish load times. Best of all, even though the page source won't directly show HTML, the page metadata and page content – essential for SEO – are fully crawlable and indexable by Google.

> **Learn more about Contentstack's headless CMS features, and how Contentstack + Gatsby can revolutionize your business' digital experience.**

Looking for more?

Get started with Gatsby and Contentstack

Don't have a Contentstack site?

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