



Technology Partner Playbook

Thank you for your interest in becoming a first-class integration partner with Gatsby Cloud! Developers, marketers, and content creators all need tools that help them achieve their goals. At Gatsby, we're trying to make those tools both simple and easy to use.

This guide will walk you through the steps to becoming a first-class technology integration with Gatsby Cloud. It will give you step by step instructions on how to build the integration, create the supporting documentation, and how to get all the benefits of partnership with Gatsby. We're so glad you're joining us in building the web of the future.

Benefits of partnering with Gatsby

We hope you find many reasons to partner with Gatsby.

Below are a few of the most important:

Create a better user experience:

- Developers care about their tools and building a first-class integration with Gatsby creates an even better experience for your users.

Grow with Gatsby:

- Tap into the extensive and evolving Gatsby ecosystem by connecting with one of the most exciting and popular website frameworks around.

Increase usage and sales:

- Build a first-class experience for developers to increase usage and sales.

Where to Start

To get started building a first-class integration with Gatsby, checkout the [Integration Guide for Gatsby Cloud](#). The integration guide covers all technical aspects of integrating with Gatsby Cloud as well as covering required and optional feature support and documentation. Please make sure to complete all requirements listed in the integration guide.

[Get Started](#)

Need Help? Ask a Question

If you have any questions or need clarification as you build an integration, please reach out via partners@gatsbyjs.com. If your team uses Slack, Gatsby can create a [Shared Channel](#) with you to simplify communication and provide better feedback loops. If you're interested in joining a shared Slack channel, please let us know by emailing partners@gatsbyjs.com.

Submit for approval

Once the integration is built and all items on the checklist are complete, please submit the integration for review and approval via email (partners@gatsbyjs.com) or Slack. The approval process consists of at least one Gatsby engineer reviewing all documentation and technical integrations with Gatsby Cloud. Feedback will be provided if there's anything that needs improvement.

You're Approved! Now What?

Congratulations! You've done the hard work of building the integration. Now that everything has been built, tested, and approved it's on us to get everything integrated into Gatsby Cloud. This process usually takes a couple weeks at a minimum, especially if you're supporting Quick Connect or Quick Start in Gatsby Cloud. We'll keep you up to date and are happy to work with you on timing for any marketing efforts that may be underway.

Marketing and Sales Support

Now that you're an official partner, let's shine the spotlight on this! Gatsby supports technology partners with co-branded marketing materials, an official partner badge, a partner portal, and more. To access all these materials, [apply to be a technology partner](#) and get access to the partner portal.

First, let's get you set up with your Technology Partner badge.

Access it in the partner portal under '[Content](#)'.

For Brand Guidelines, including co-branding guidance and to download the Gatsby logo assets, visit the [Gatsby Style Guide](#).

For joint selling, submit referrals via the [Gatsby partner portal](#) or email sales@gatsbyjs.com.

When referencing Gatsby in press releases, customer communications, or any other messaging, please reference these copy blocks.

Copy Blocks (50, 100, 200 words)

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Gatsby is a modern website framework that builds performance into every website by leveraging the latest web technologies. Forget complicated deploys with expensive, time-consuming setup and hosting costs, maintenance, and scaling fears. Gatsby sites are lightning-fast, instantly scalable, and inherently secure. Create blazing fast, compelling web experiences without needing to become a performance expert.

Gatsby is a modern website framework that builds performance into every website by leveraging the latest web technologies such as React, GraphQL, and modern Javascript. Forget complicated deploys with expensive, time-consuming setup and hosting costs, maintenance, and scaling fears. Bring your content from anywhere and Gatsby does the compiling for you to create a streamlined, highly performant website. Gatsby websites are lightning-quick, instantly scalable, inherently secure, and built with modern tools for the modern world. Create blazing fast, compelling apps and websites without needing to become a performance expert.

Gatsby Cloud:

All Gatsby sites are fast, but Gatsby sites running on Gatsby Cloud are insanely fast.

Gatsby Cloud is a custom built platform for creating and maintaining professional, large-scale Gatsby sites. Gatsby Cloud delivers a growing suite of tools designed to optimize and streamline website building. The platform offers features like real-time Preview, for simplifying content collaboration, and Gatsby Builds -- the fastest continuous deployment solution for Gatsby sites and apps.

Gatsby Builds brings you up to 60x faster builds for Gatsby sites compared to other solutions and now further shifts the static site paradigm with Incremental Builds, exclusive to Gatsby Cloud. Now, when you make a data change in a CMS, the Gatsby Cloud Incremental Builds feature will rebuild only what's necessary—giving you up to 1000x faster builds. That is an average build time of < 10 seconds!

To get started building a first-class integration with Gatsby, review the [Integration Guide for Gatsby Cloud](#) and be sure to complete all the items on the checklist. We look forward to welcoming you to the Gatsby ecosystem and partnering closely together.

[Get Started](#)