



Build blazing fast websites with Gatsby and Contentful

What is Gatsby?

Gatsby is a free, open-source, modern website framework based on React to create and deploy websites or apps with ease. Basically, Gatsby puts a wrapper around React to abstract away and automate code-intensive chores—letting you create blazing fast, dynamic, interactive, data-driven websites and web applications without needing to become a performance expert.

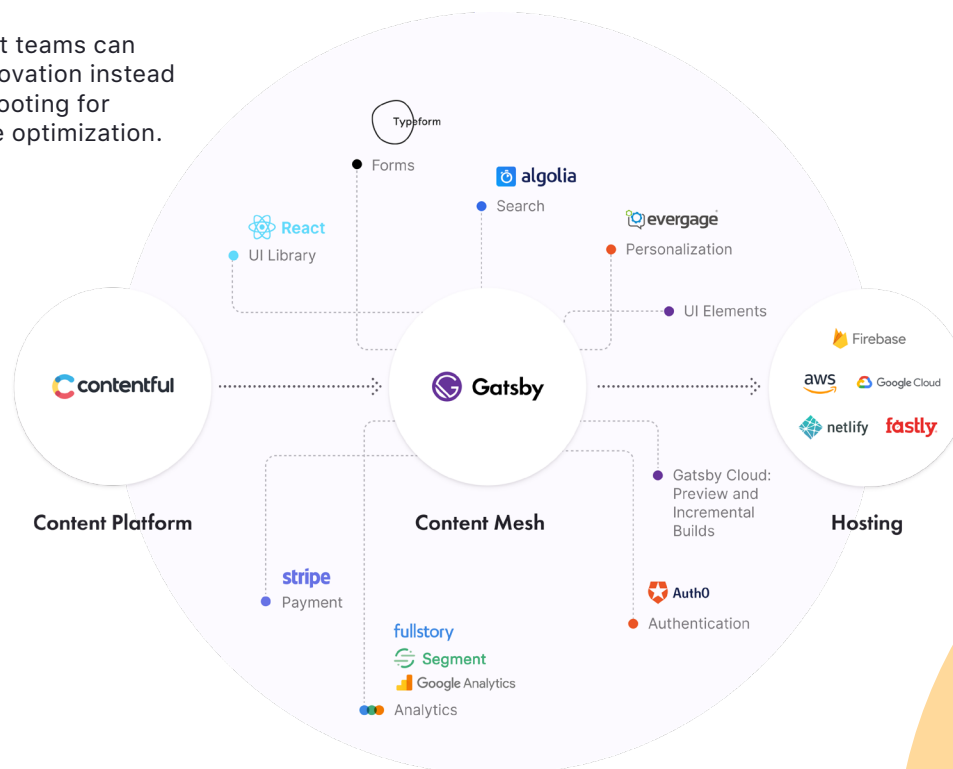
Want to do all this in the cloud? Gatsby also has premium cloud service offerings with proprietary build tools bundled together such as Gatsby Preview, for quickly generating and previewing your work in the context of your *full* site (not just the current thing you're working on).

How does Contentful work with Gatsby?

A content platform needs a reliable presentation layer and Gatsby functions as the front end to any website or web app powered by Contentful's content platform. Using them together generates out-of-the-box performance and optimization, improving SEO and the end-user experience. With Contentful and Gatsby combined, business and technical users alike are empowered to get their digital experiences to market faster, and continuously innovate without the headaches:

- Development teams can focus on innovation instead of troubleshooting for performance optimization.

- Marketers can rest easy knowing they have full control of the content on a site that is highly performant with excellent page load times and SEO, increasing lead conversion and ROI.
- Agencies can build sustainable practices with Gatsby's optimized, repeatable, and reliable stack that builds performance into every site and with Contentful's intuitive user interface that puts in house editors in the driver's seat, updating and creating content without the need for developer intervention.



And how do things get even better with Gatsby?

The Gatsby + Contentful combination solves some of the challenges associated with going “headless.” Using Gatsby makes it simple for developers to get started with Contentful, allowing them to quickly build a presentation layer. Integrated features help with setup site previews for content review and tech QA. Using Gatsby improves site speed and SEO performance, leading to a better customer experience and increased conversions.

- **Better SEO:**

Search engines like websites that load quickly. For example, fast content leads to better Google ranking on mobile devices. How does this happen? Gatsby’s server side rendering pre-generates your site’s HTML. Meaning users see your site almost instantly: the UI is already painted in while any dynamic last-minute data quietly loads behind the scenes.

- **Costs go down:**

That last-minute data? It only loads when it gets called for. Typical websites are completely built in the browser every time a user calls for a page. But what if the user quickly skips to another page? You just paid to deliver a bunch of data that they will never even see.

Gatsby pre-generates and caches your Contentful site’s HTML pages. Serving cached content is super economical because new data gets sent only when

the user actually asks for it. So if a site gets 1,000 visits a day, but you only actually need to build it 100 times a day, you’ve effectively cut your database queries by 90%. This can lead to significant cost savings.

- **Scalability goes up (and so does reliability):**

Scaling is a challenging (and expensive) problem to solve. Gatsby’s server-side precompiled HTML solves both of them. When you have these pre-rendered visual versions of your site, they can be distributed across a thousand mirrors by content delivery network services like Cloudflare. If you have a traffic spike, your site is available from 1,000 different directions—instant scalability! For the same reason, reliability is now practically guaranteed: if any node on the CDN goes down, all the other ones can still deliver. Either way, your site is always instantly and reliably available.

Case Studies

- **Flamingo**

Flamingo, an online-only women’s body care brand from Harry’s, paired Contentful + Gatsby for their critical e-commerce launch (and got 5X faster page loads)

gatsby.dev/flamingo

- **Youfit Health Clubs**

Youfit’s new Contentful + Gatsby website helped the company increase lead conversion by 60%

gatsby.dev/youfit

Getting Started

To start using Gatsby with your Contentful site, visit gatsby.dev/contentful or sign up for Gatsby Cloud at:

gatsbyjs.com/cloud



gatsbyjs.com



contentful.com