

NE~~X~~T .JS



@RayeEThompson  
@BigCommerce Devs

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# The Next Big Thing in Ecommerce



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# Hi, I'm Raye

## BigCommerce Developer Advocate



**Rachael Thompson**

Developer Advocate  
BigCommerce

### About Me:

- 💻 React, Next.js, TypeScript, JavaScript, ASP.NET/C#
- ❤️ Learning
- ❤️ Content Creation
- 📝 Educator for Life

### Connect with Me:



@RayeEThompson



/in/RayeEThompson



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# About BigCommerce

## △ Open SaaS

- API First
- Innovating Headless
- We Think BIG

## By The Numbers:

**2009**

Year Founded

**60,000+**

Online Stores Served

**95+**

Countries Served

**140+**

Local Currencies  
Supported



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## Our Open SaaS Approach

### Open SaaS

**Open Source**

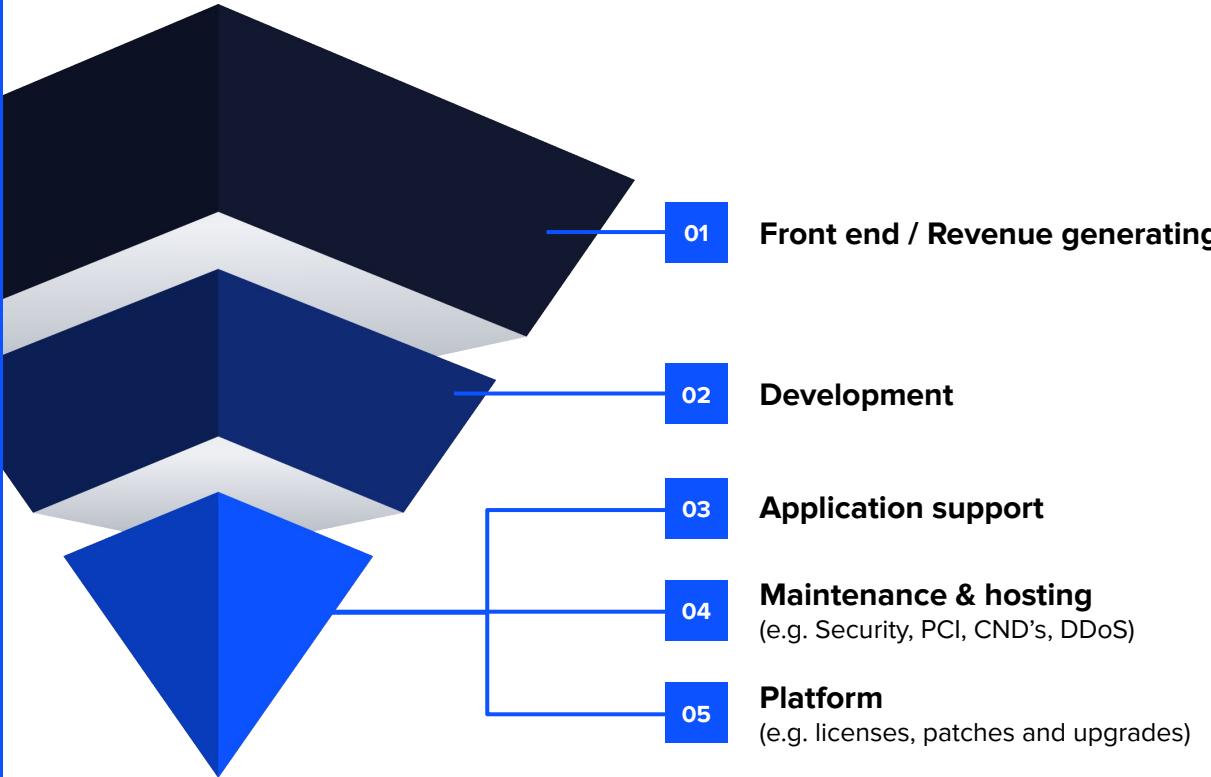
Custom/On-Premise  
Most Flexibility

**Cloud Based**

SaaS  
Restricted



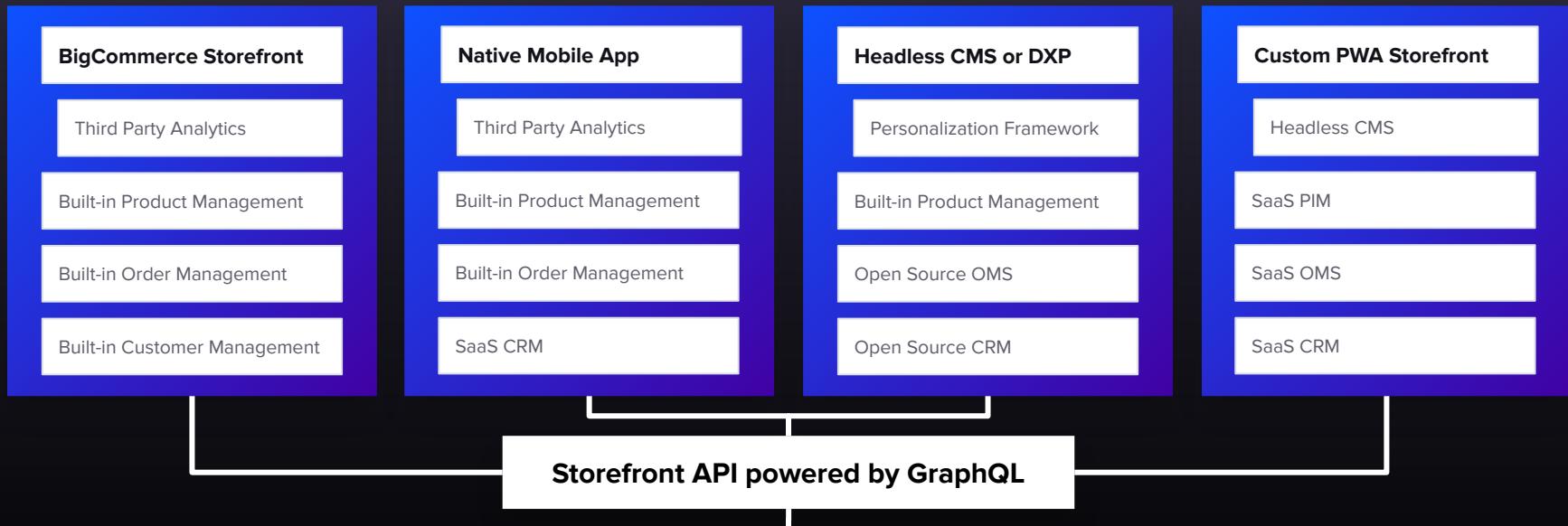
# Turning Ecommerce on its Head





# Build differentiated shopper experiences

BigCommerce APIs offer power, flexibility and configurability



The BigCommerce Platform



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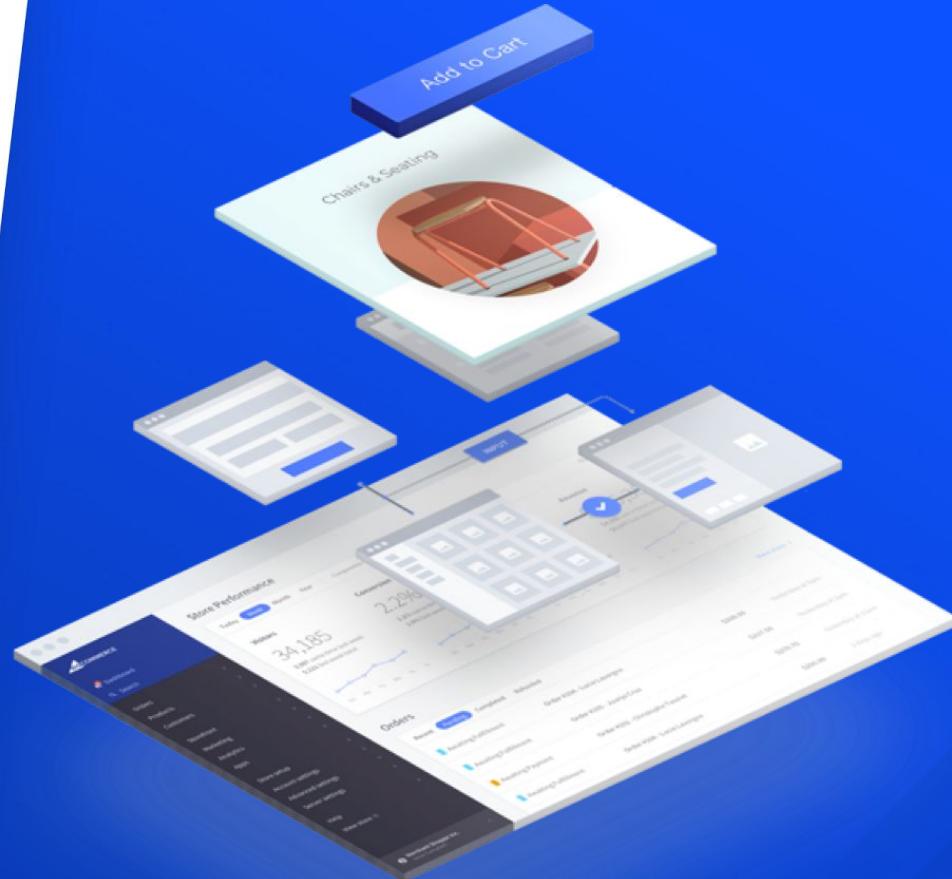
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Headless for Developers

# Build Commerce Your Way

- △ Faster Development
- △ Handpick your Technologies
- △ Leverage your Frameworks
- △ Develop for any Device
- △ Stay Agile and Innovate



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By 2022,

80%

of digital  
experience  
platforms will be  
deployable via a  
headless fashion

**Source:** Gartner,  
Hybrid Headless Content as a  
Service Is the Future of Digital  
Experiences, October 2019



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# Innovating for the Future

The Burrow website features a large banner with a blue and white geometric rug pattern. The text "Rugs made better from the ground up" is overlaid on the image. Below the banner are two smaller sections: one showing a living room interior with a blue sofa and a bookshelf, and another with a white background and the text "Love Brilliantly".

BURROW

Seating ▾  
Tables NEW  
Rugs NEW  
Accessories ▾

Rugs made better from the ground up

SHOP RUGS

Meet the interior

SHOP

Love Brilliantly

A personal touch – just for your Valentine.

Personalize now

The Zwift website has a dark blue background featuring a cyclist on a stationary bike. The text "TRAIN AT HOME" is prominently displayed in white, along with the subtext "The app for riding, running, and training with your community." Navigation links include "GET STARTED", "TRAINING", "RUN", "OFF-ROAD", "SHOP", "EVENTS", and "SUPPORT". A "CREATE ACCOUNT" button is located in the top right corner.

zwift.com

Three academies. One next-level experience. Zwift Academy is on. [LEARN MORE](#)

ZWIFT GET STARTED TRAINING RUN OFF-ROAD SHOP EVENTS SUPPORT

LOGIN CREATE ACCOUNT

G. Thomas

TRAIN AT HOME

The app for riding, running, and training with your community.

EXPLORE ZWIFT CREATE ACCOUNT



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# The Future is Next.js

The image is a collage of screenshots from several websites, all built using the Next.js framework. The websites include:

- ticketmaster**: Shows a search bar for events and a promotional image for Taylor Swift.
- realtor.com**: Features a large image of a house and a search bar for New York, NY.
- deliveroo**: Displays a large image of a bacon cheeseburger and a search bar for postcode entry.
- Next.jsConf**: Shows a banner for "The Home of Home Search™" and a section for "Recommended neighborhoods".

At the bottom left, there is a Twitter icon and the text "@RayeETHompson @BigCommerce Devs". At the bottom right, there is a hashtag "#nextjsconf".

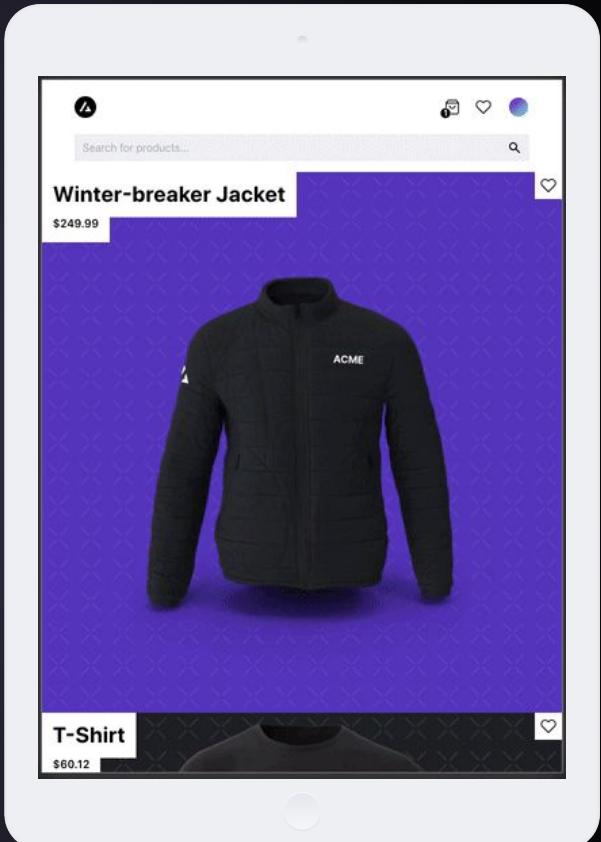
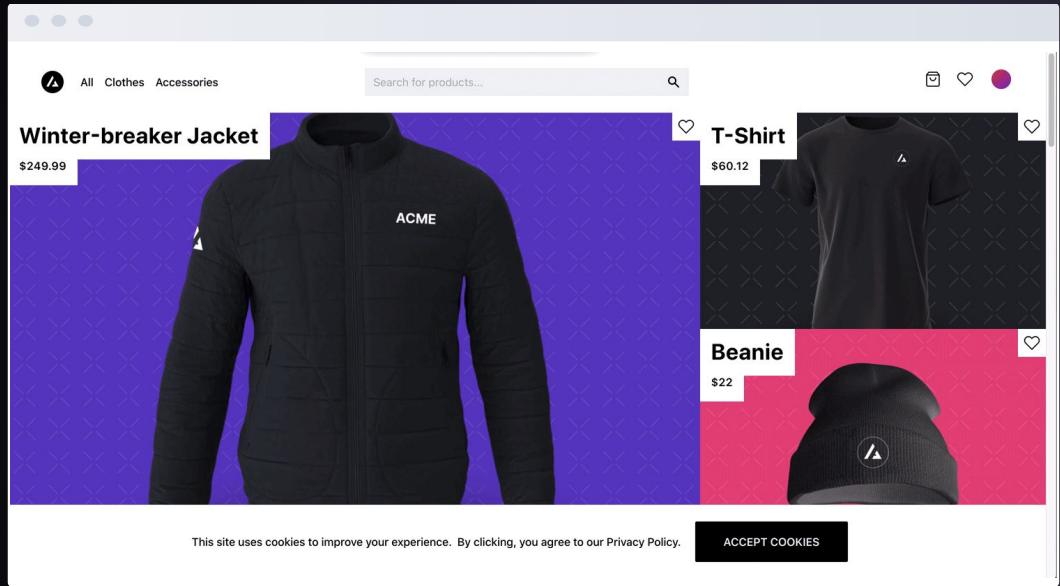


NEXT.JS + BIGCOMMERCE



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# We Bring You The Best Developer Experience in Ecommerce

## BigCommerce Open SaaS Platform

- Best of SaaS
- Best Open Source Innovation
- GraphQL API
- PCI Compliance
- Channels App Creation

## Next.js + Vercel

- Best of Breed in Headless Integration
  - Development
  - Ecosystem Collaboration
- Server Side Rendering
- Incremental Static Regeneration
- Customizable Paths
- Analytics



Rachael Thompson @rayeEThompson · 17h

Working on Next.js Presentation - What is your favorite Next Developer Feature? Comment if I missed your favorite! #nextjsconf #bigcommerce

Feature	Percentage
Hot code reloading 🎨	12.4%
Auto Routing 🚅	23.4%
Auto Code Splitting 🛠️	24.4%
Server side rendering 💻	39.8%

394 votes · 4 days left

Comment 11 | Retweet 3 | Like 8 | Share | More

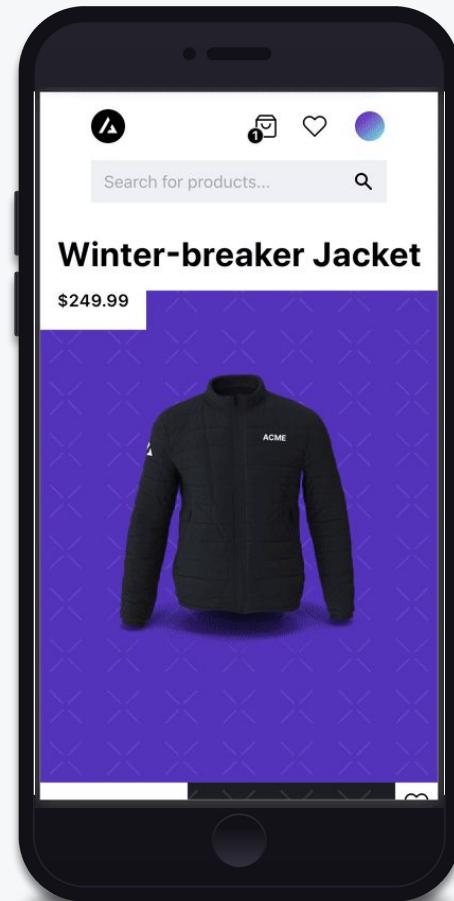


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# App Features

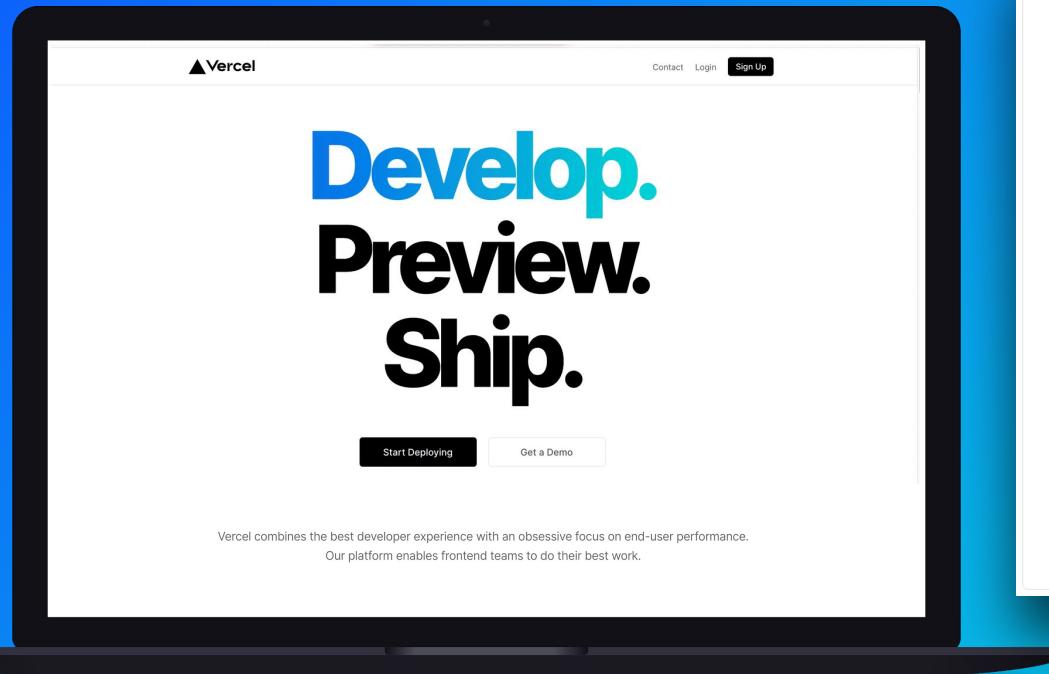
- △ Vercel Deployment
- △ Product & Category Search
- △ Product Detail Pages
  - Image Optimization
  - Product Variants
  - Color Swatches
  - Data Hooks
- △ Checkout
- △ Transactional Emails
- △ Channels Integration
- △ Internationalization
- △ Optimized for SEO



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# Vercel Deployment + BigCommerce Sandbox



Start Deploying

## Clone Example

You can use an example as a free template for your project.

Get started by editing [https://vercel.com](#)

**Documentation** Find complete information about Next.js features and API.

**Learn** Learn about Next.js in an interactive course with quizzes!

**Examples** Discover and deploy boilerplate example Next.js projects.

**Deploy** Instantly deploy your Next.js site to a public site, with Vercel.

 **Next.js**

Deployed with Node.js (TypeScript) API

The project is a simple app with one endpoint, /api, for users to add and /api/users, which returns a list of users.

The data according to Node.js (TypeScript) is:

 **Gatsby**

Deployed with Node.js (TypeScript) API

The project is a simple app with one endpoint, /api, for users to add and /api/users, which returns a list of users.

The data according to Node.js (TypeScript) is:

 **Create React App**

Deployed with ZEIT Now!

This project was bootstrapped with Create React App and includes three directories: `client`, `node`, and `api`. The `client` directory contains code and `index.html`, which renders a template provided by the `node` directory. The `node` directory contains code and `index.js`, which handles requests from the client.

The data according to Go is:

 **nuxtjs**

My astonishing Nuxt.js project

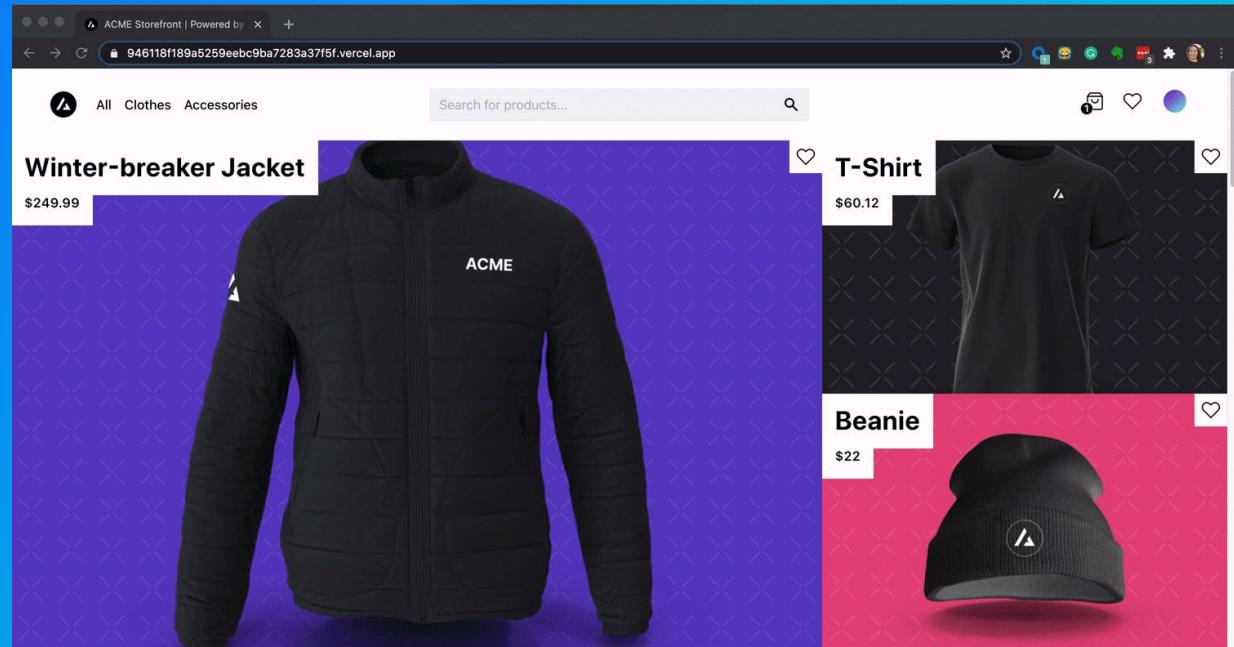
Discover more

 **Nuxt.js**

[Browse All Examples →](#)

# Search

- △ Search Component
- △ Requests Data from BigCommerce Products
- △ Returns Data in GraphQL





# Product Details

- △ Image Optimization
- △ BigCommerce Variants
- △ Color Swatches

The screenshot shows a product page for an "Organic cotton t-shirt dress" on a dark-themed e-commerce website. At the top, there's a navigation bar with a logo, a search bar, and a "Search for products..." input field. Below the navigation is a large image of a woman wearing the pink t-shirt dress, which features a circular graphic design on the front. To the right of the image, there are sections for "COLOR" (with a checked pink swatch) and "SIZE" (XS, S, M, L, XL). A detailed product description follows, highlighting its organic nature and various features like ribbing at the collar and double-needle topstitching. At the bottom right is a prominent "ADD TO CART" button.

Organic cotton t-shirt dress

34 USD

COLOR

XS S M L XL

SIZE

T-shirts have been around forever, yet somehow we find ways to make them feel new. This organic cotton t-shirt dress is one of the premium product must-haves—it's comfortable, stylish, and organic. Style it with leggings, a belt, a denim jacket, or wear it alone, it'll look great anyway.

- 100% organic ring-spun cotton
- Fabric weight: 5.3 oz/yd<sup>2</sup> (180 g/m<sup>2</sup>)
- Single jersey
- Medium fit
- Set-in sleeves
- 1x1 rib at collar
- Wide double-needle topstitch on sleeve and bottom hem
- Self-fabric neck tape (inside, back of the neck)
- Blank product sourced from China or Bangladesh

ADD TO CART



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## 🛒 Checkout

- △ Redirects to the Checkout managed by BigCommerce
- △ Checkout Options:
  - Redirected
  - Embedded
  - Open Checkout
  - Checkout SDK

The screenshot shows a BigCommerce storefront. On the left, a product page for a "Beanie" is displayed, featuring a large image of a black beanie with a circular logo on the front. The price is listed as "22 USD". To the right, a "My Cart" sidebar is open, showing one item: a "Beanie" at \$22.00. The cart summary table includes:

	Subtotal	\$22.00
Taxes	Calculated at checkout	
Estimated Shipping	FREE	
Total	\$22.00	

At the bottom of the cart sidebar is a large "PROCEED TO CHECKOUT" button.



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# Emails

- △ Each Transaction sent directly to the Shopper
- △ Zero Configuration Required - Works out of the box.

The screenshot shows an email inbox with two messages from "Next.js Commerce".

**Message 1:** Subject: Thanks for Your Order  
From: Next.js Commerce <info@trudi-binss-store.mybigcommerce.com>  
To: Rachael Thom  
BigCommerce  
555 Fake Street  
Austin, Texas 78701  
United States  
555-555-5555  
Sent: 8:54 AM (1 hour ago)  
Content: Please Note: No money was taken for this order, because the payment provider is in test mode.  
Thanks for Your Order  
Complete your purchase at Next.js Commerce... [Inbox](#)

**Message 2:** Subject: Shipping  
From: Next.js Commerce <info@trudi-binss-store.mybigcommerce.com> [Unsubscribe](#)  
To: Rachael Thom  
BigCommerce  
555 Fake Street  
Austin, Texas 78701  
United States  
555-555-5555  
Sent: 8:54 PM (57 minutes ago)  
Content: Hi ,  
You recently visited our online store and we noticed that you didn't complete your order for the following items:  
  
Your Order  
1 x ACME Seasonal Mug  
[Cart Items](#) [ACME Seasonal Mug](#)  
  
To complete your order right now, just click on the link below:  
[Complete Your Order](#)  
  
Next.js Commerce  
https://trudi-binss-store.mybigcommerce.com/  
Next.js Commerce is powered by BigCommerce. [Launch your own store for free](#) with BigCommerce.  
[Unsubscribe](#) from future emails like this



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## Store

Has one or more Channels

The screenshot shows the BigCommerce Channel Manager interface. On the left is a sidebar with navigation links: View Store, Home, Search, Orders, Products, Customers, Storefront, Marketing, Analytics, Channel Manager (highlighted), Apps, Store Setup, Advanced Settings, Server Settings, and Account Settings. The main area is titled "Channels" and contains three sections: "Storefronts" (listing three active storefronts), "Marketplaces" (with a note to add a first marketplace channel), and "Point of Sale" (with a note to add a first POS channel).

Channel Type	Channel Name	Status	Actions
Storefronts	ecommsite.com (FR)	ACTIVE	...
Storefronts	ecommsite.com (UK)	ACTIVE	...
Storefronts	ecommsite.com (US)	ACTIVE	...

## Channels

Storefront Channel has a Site

## Sites

Manages Channel Base URL

## Routes

Channel URL Route



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## Internationalization

- △ Utilizes Channels
- △ Create a Channel per Locale
- △ Options to Implement
- △ Configurable
  - Currencies
  - Products

## Store

English-US

Spanish-US

English-CA

French-CA

US  
Products

CA  
Products

US  
Currency

CA  
Currency



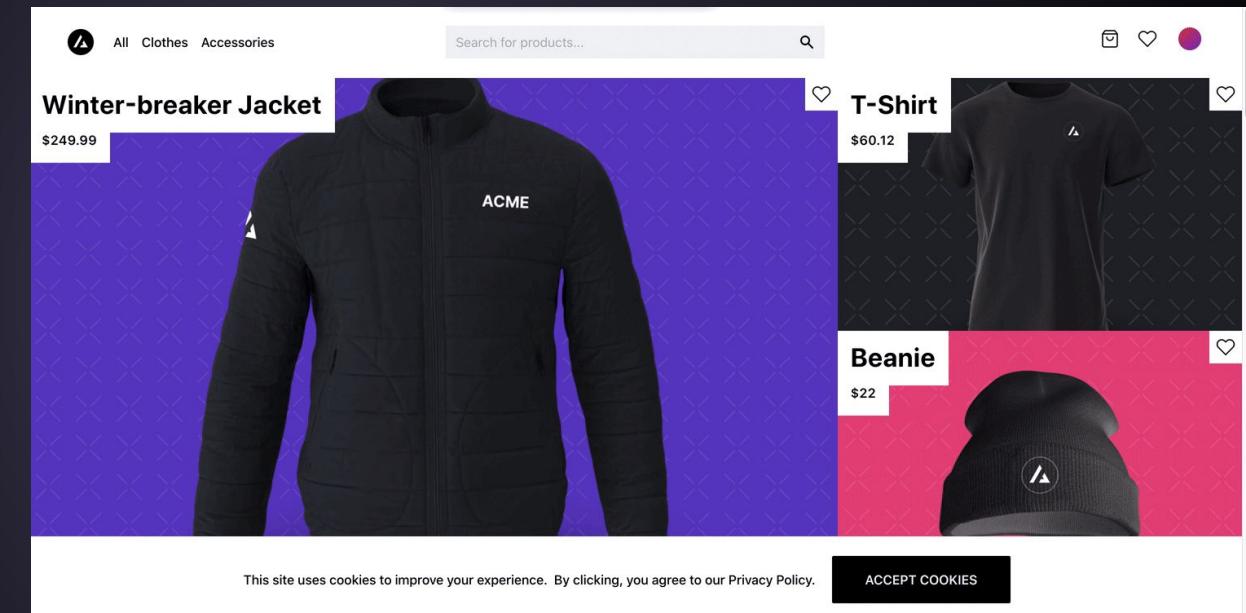
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## SEO

- △ Reaching top Lighthouse scores
- △ Lazy Loading
- △ Skeleton CSS
- △ Delivered from Vercel Edge CDN
- △ Blazing Speed Anytime





# Get Started Today

@ [nextjs.org/commerce](https://nextjs.org/commerce)



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# Welcome Next.js Devs

## We want you in our Community



### About Us:

- 🏗 Building a community of developers
- ❤️ Helping others in an inclusive environment
- 👽 Developing out of this world apps

### Connect with Us:



@BigCommerceDevs



[developer.bigcommerce.com](https://developer.bigcommerce.com)



[support.bigcommerce.com](https://support.bigcommerce.com)



# Thank you!



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