

Building High Performance Marketing Websites



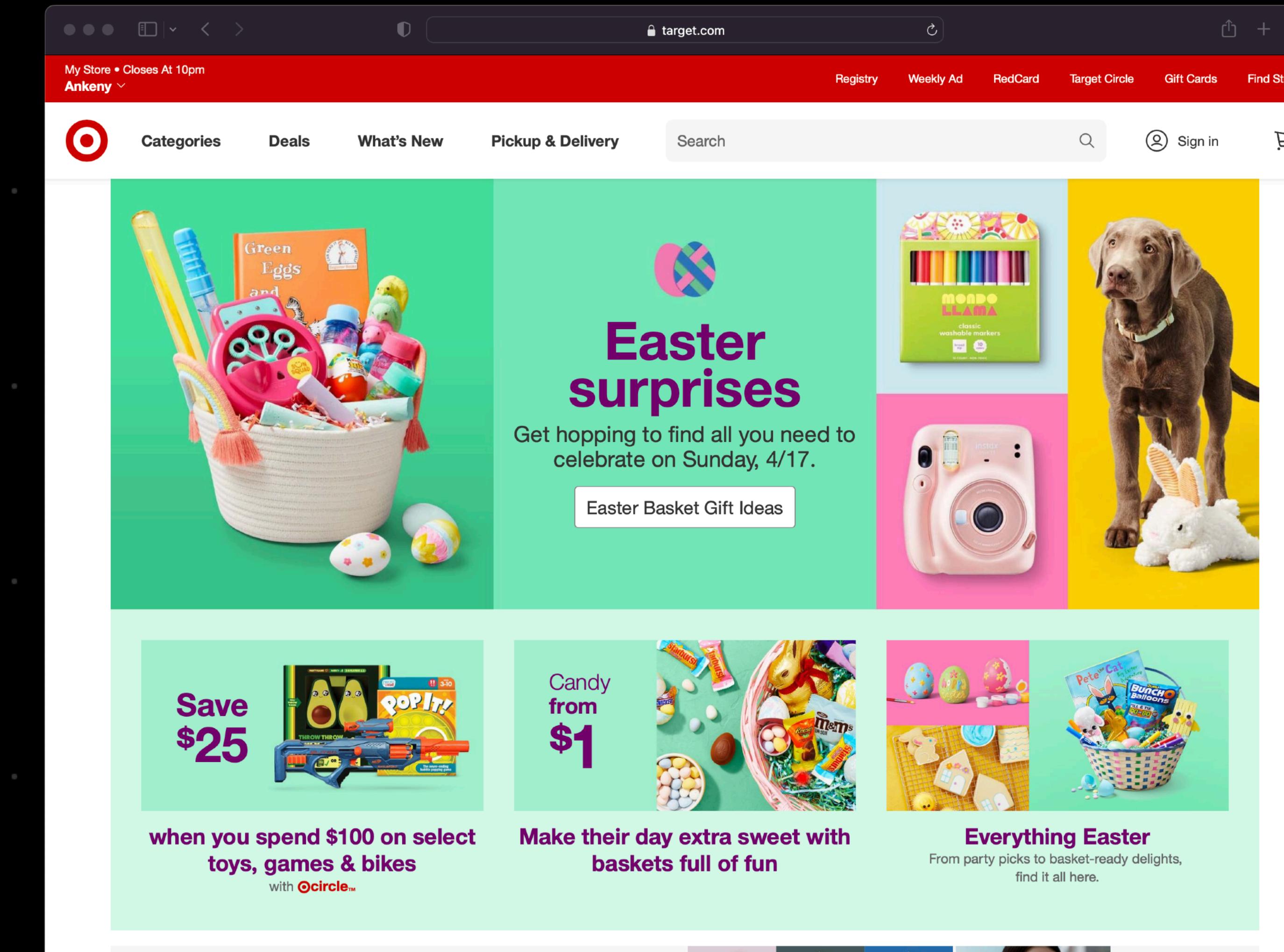
Lee Robinson

Director of Developer Relations at Vercel

What is a Marketing Site?

Marketing Sites

-  Ecommerce
-  Media
-  Software



The screenshot shows the Target.com homepage with a red header bar. The header includes the Target logo, navigation links for 'Categories', 'Deals', 'What's New', 'Pickup & Delivery', a search bar, and user account links for 'Sign in' and 'Find Stores'. Below the header, there's a large Easter-themed section with the heading 'Easter surprises' and a sub-headline 'Get hopping to find all you need to celebrate on Sunday, 4/17.' A button labeled 'Easter Basket Gift Ideas' is visible. The page features several product images: a basket filled with Easter items, a pink Instax camera, a dog standing next to a white Easter bunny, and various Easter candy and gift options. Promotional offers include 'Save \$25 when you spend \$100 on select toys, games & bikes with Circle™' and 'Candy from \$1'. A footer at the bottom of the page contains a series of small images.

Expectations

User Experience

**Fast Everywhere
Always Online
Personalized Experience**

Developer Experience

Fast Iterations

Easy Experimentation

Powerful Toolkit

Reality 😬

Reality: UX

**Fast Everywhere
Always Online
Personalized Experience**

**US East
Err: 500
Static-only**

Reality: DX

Fast Iterations

Easy Experimentation

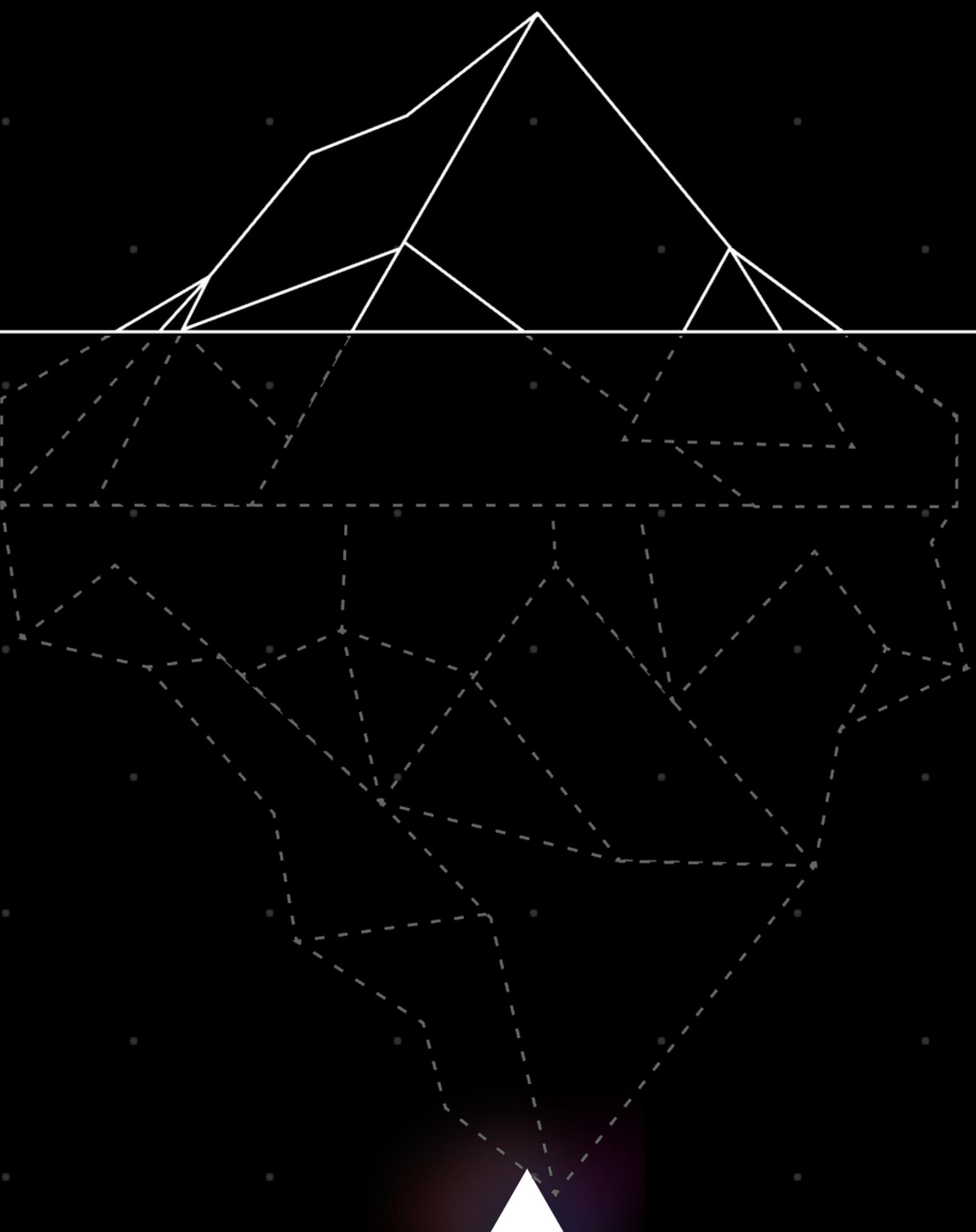
Powerful Toolkit

Slow Builds

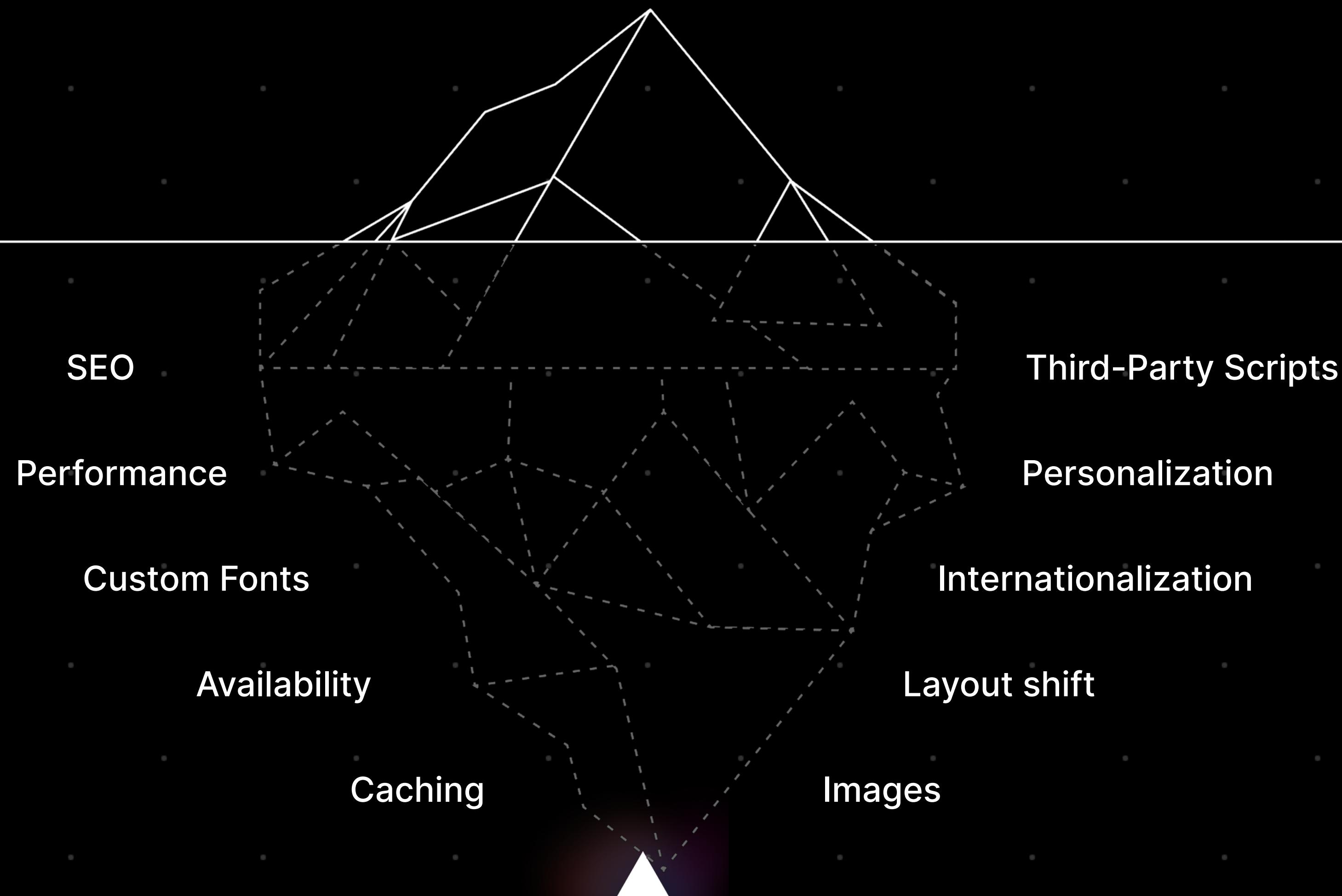
Layout Shift

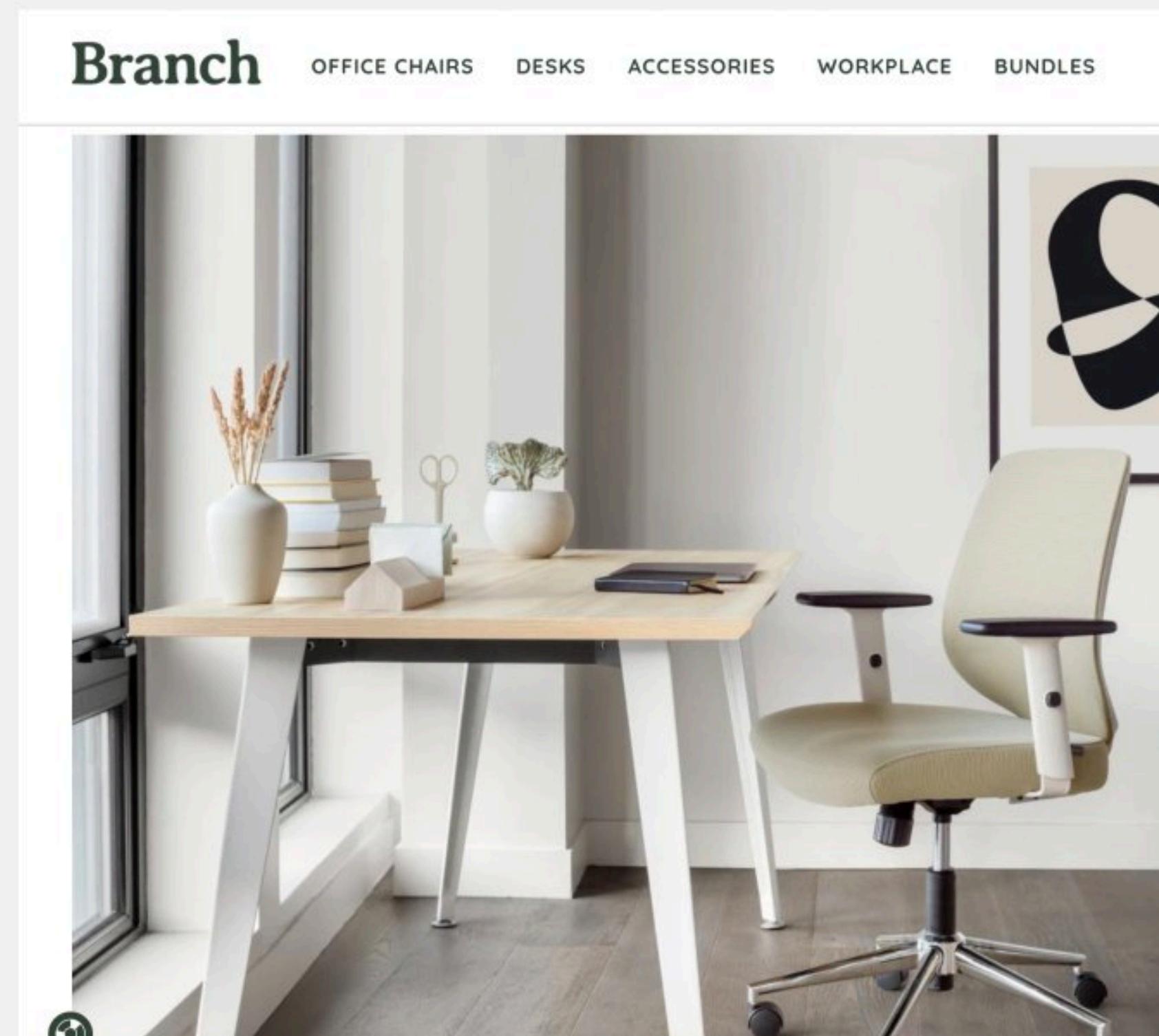
Bespoke Tooling

Iceberg of the Web



Iceberg of the Web





Personalization engine for recommendations



Collect customer reviews, give rewards for repeat purchases



Buy now, pay later



Insure larger, more fragile products

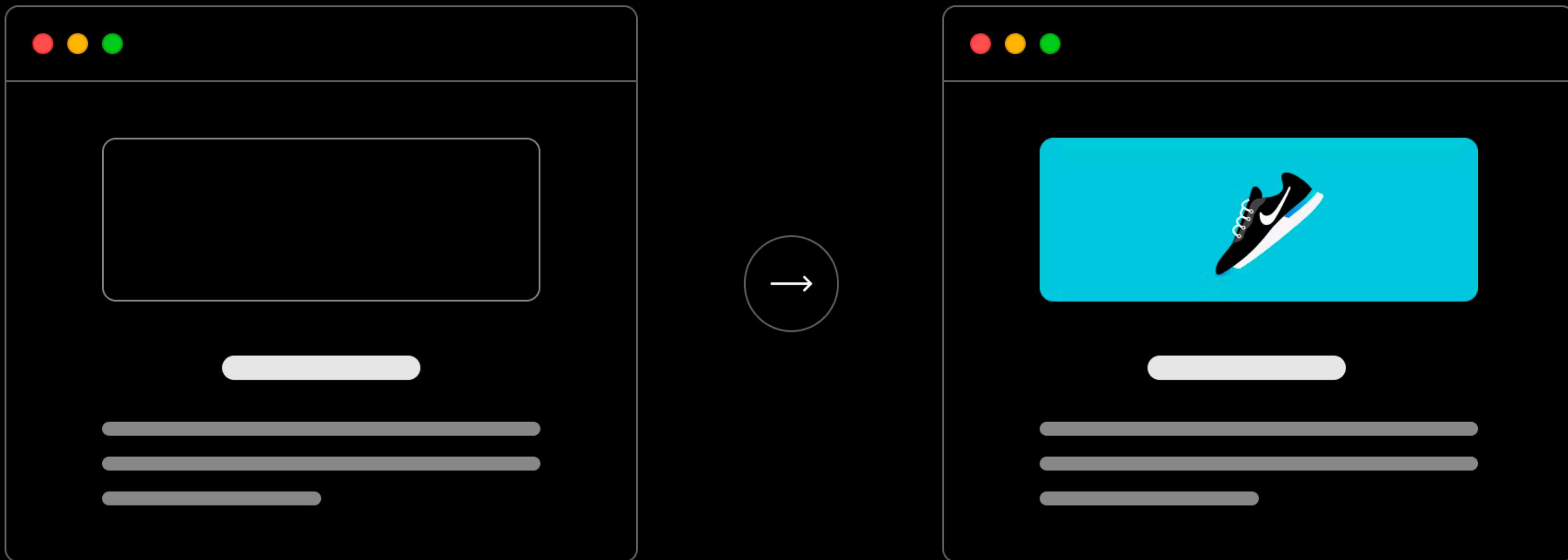


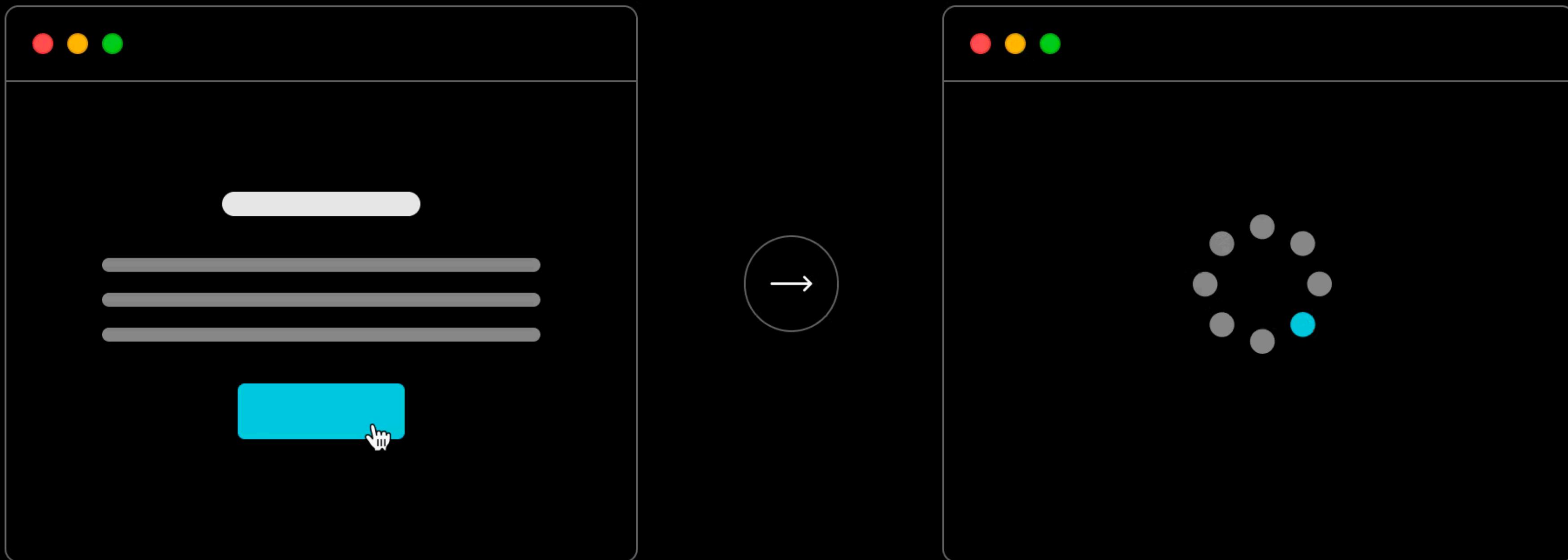
Quick Intercom-like chat support

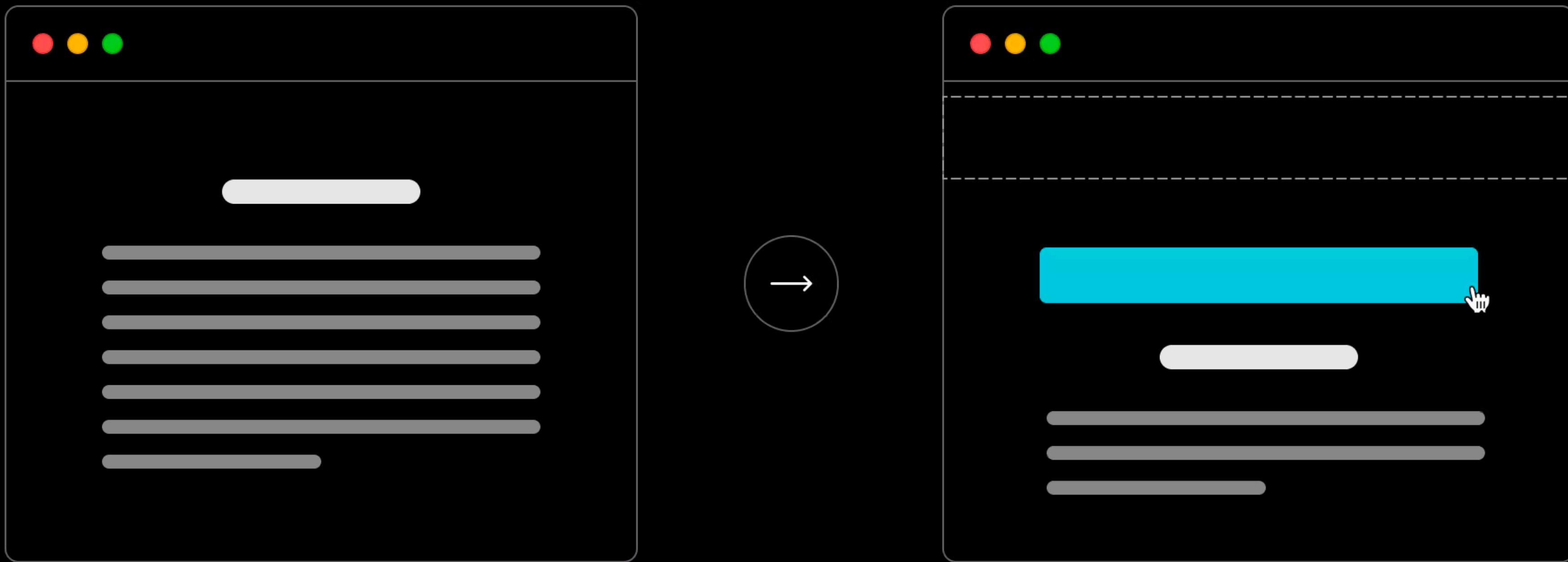


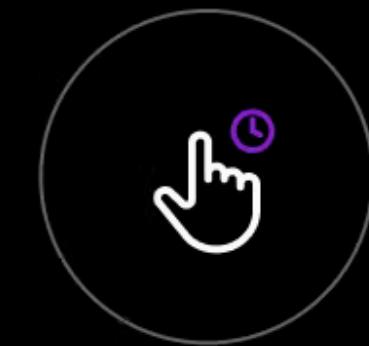
Abandoned cart, post purchase email flows to keep customer in the loop & engaged

Core Web Vitals



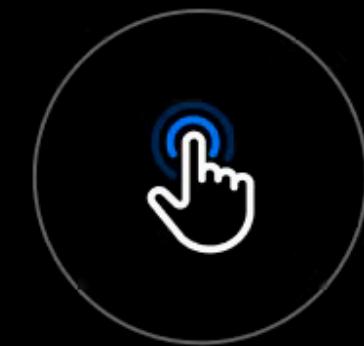






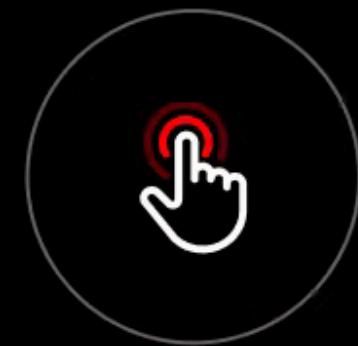
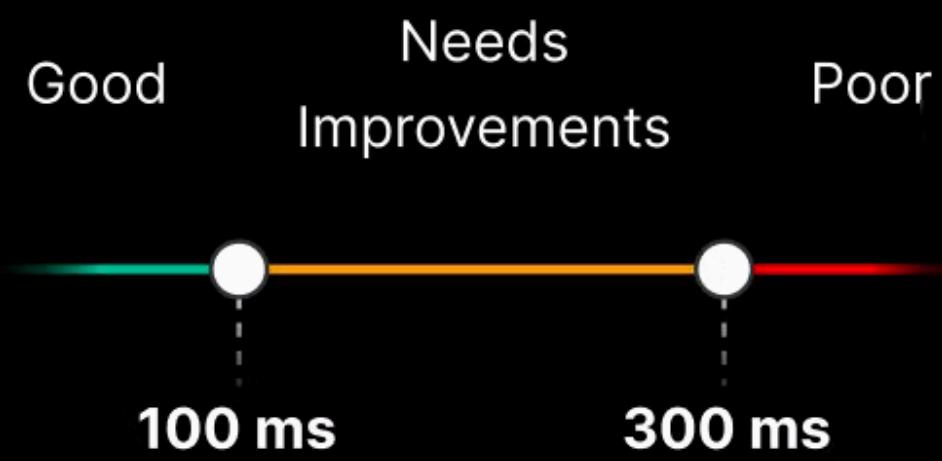
LCP

Largest Contentful Paint



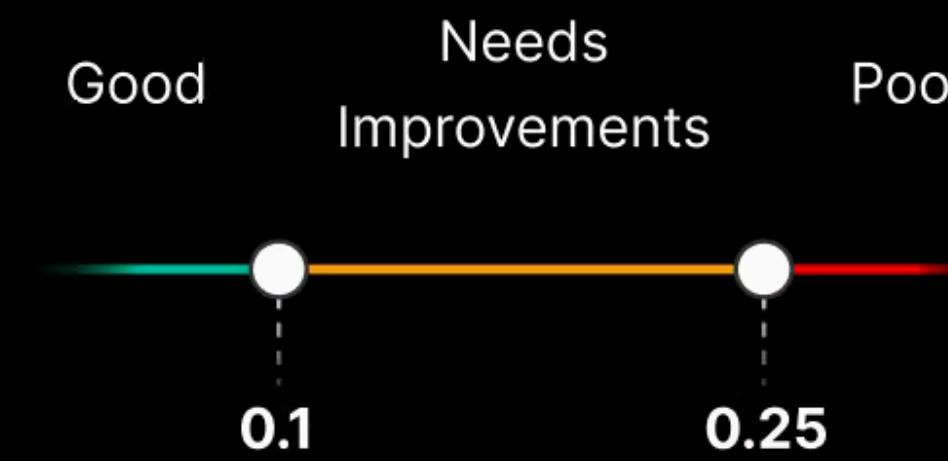
FID

First Input Delay



CLS

Cumulative Layout Shift



A screenshot of the Vercel Analytics interface for a project named "front". The top navigation bar includes icons for file operations, a search bar with "vercel.com", and user account information. Below the bar, the project name "front" is displayed, along with tabs for "Feedback", "Changelog", "Support", "Docs", and a user profile icon.

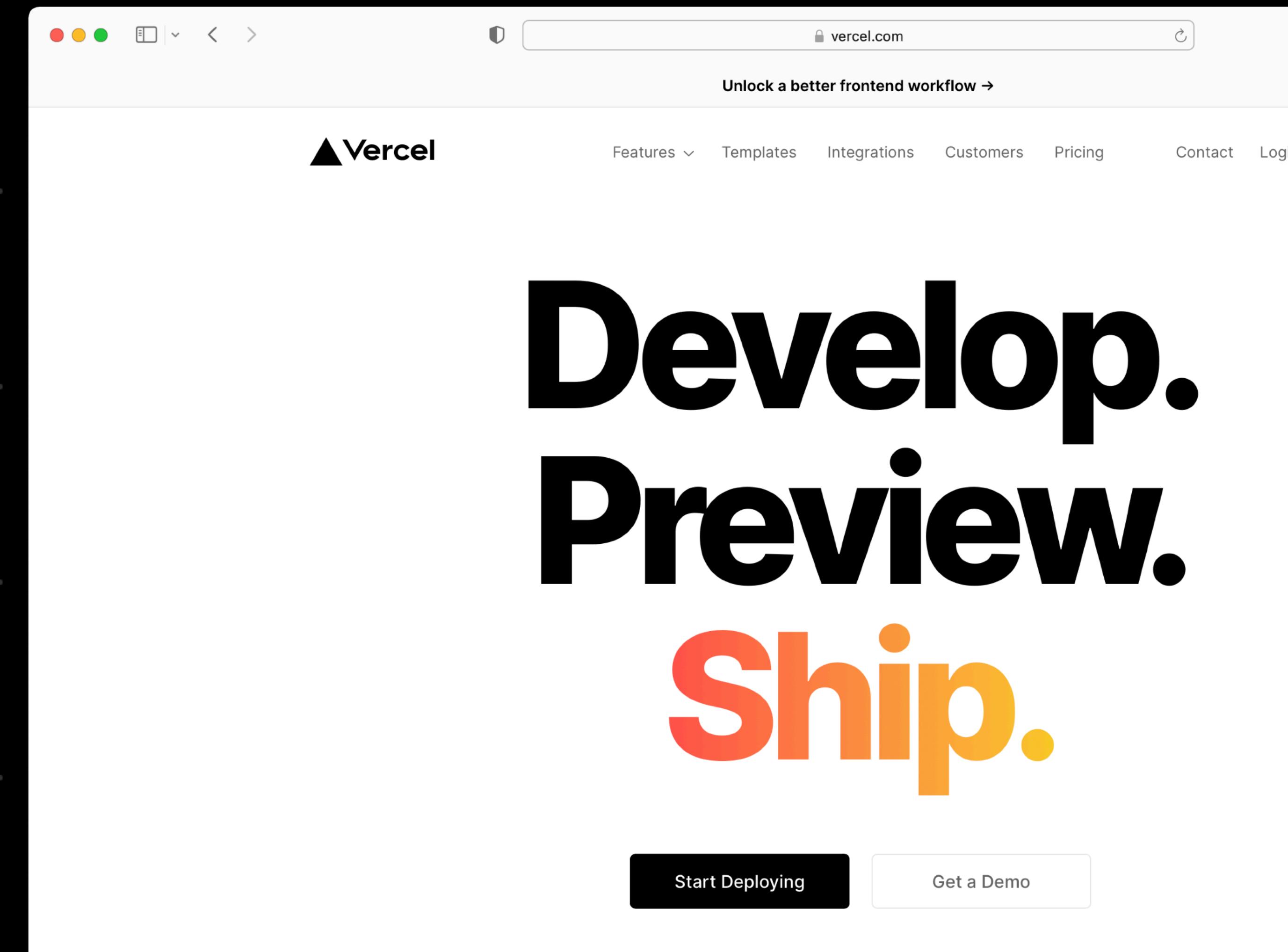
The main content area is titled "Analytics" and shows the following details:

- Sampling status: Updated just now · Sampling 100% (with a blue circular progress indicator)
- Filter options: Mobile, P75, Last 7 Days, By 3 Hours
- Real Experience Score:** A large green circle displays the score **97**, with 113,825 Data Points.
- RES by Last 7 Days:** A line chart showing the Real Experience Score (RES) over time from March 9 to March 13. The score fluctuates between 95 and 100, with a slight downward trend indicated by a red minus sign.
- Performance Metrics:** A row of four cards showing key performance indicators:
 - First Contentful Paint:** 1.53 s (99)
 - Largest Contentful Paint:** 2.31 s (93)
 - Cumulative Layout Shift:** 0 (100)
 - First Input Delay:** 23 ms (100)

Example

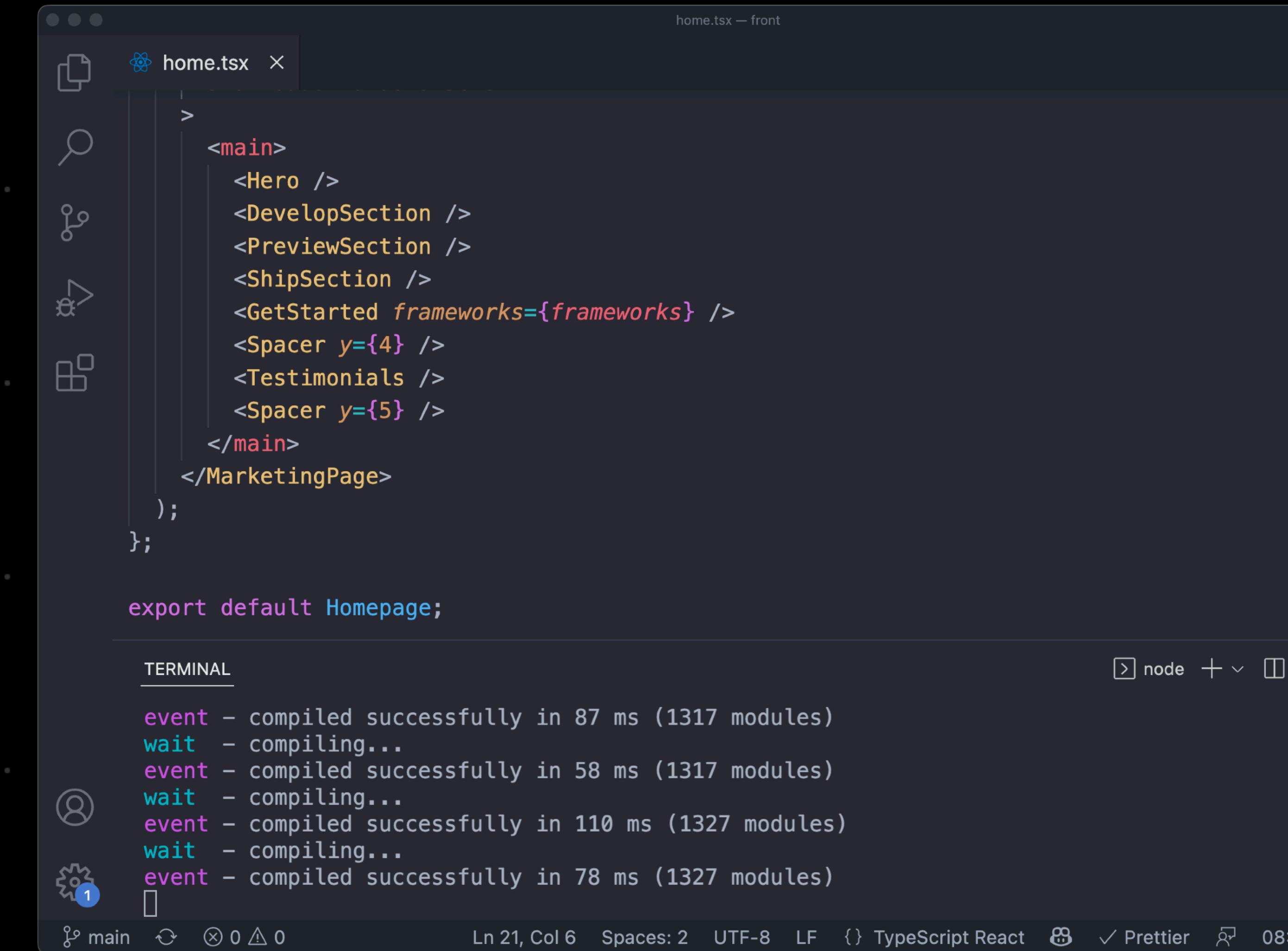
User Experience

-  Fast everywhere
-  High availability
-  Personalized



Developer Experience

-  Fast iterations
-  Easy to experiment
-  Powerful toolkit



```
home.tsx — front
<main>
  <Hero />
  <DevelopSection />
  <PreviewSection />
  <ShipSection />
  <GetStarted frameworks={frameworks} />
  <Spacer y={4} />
  <Testimonials />
  <Spacer y={5} />
</main>
</MarketingPage>
);
};

export default Homepage;

TERMINAL
event - compiled successfully in 87 ms (1317 modules)
wait - compiling...
event - compiled successfully in 58 ms (1317 modules)
wait - compiling...
event - compiled successfully in 110 ms (1327 modules)
wait - compiling...
event - compiled successfully in 78 ms (1327 modules)
```

<Image/> Component



nextjs.org/docs/basic-features/image-optimization

<Script/> Component



nextjs.org/docs/basic-features/script

Web Font Inlining



nextjs.org/docs/basic-features/font-optimization

Conformance (ESLint)



nextjs.org/docs/basic-features/eslint

Conformance (Lighthouse)



github.com/GoogleChrome/lighthouse-stack-packs/pull/66

A screenshot of a web browser displaying the Vercel homepage. The address bar shows 'vercel.com'. A red horizontal bar highlights the top navigation area. The main content features large, bold text: 'Develop.', 'Preview.', and 'Ship.' in black and orange respectively. Call-to-action buttons at the bottom are 'Start Deploying' and 'Get a Demo'.

Unlock a better frontend workflow →

Vercel

Features ▾ Templates Integrations Customers Pricing Contact Login Try Pro

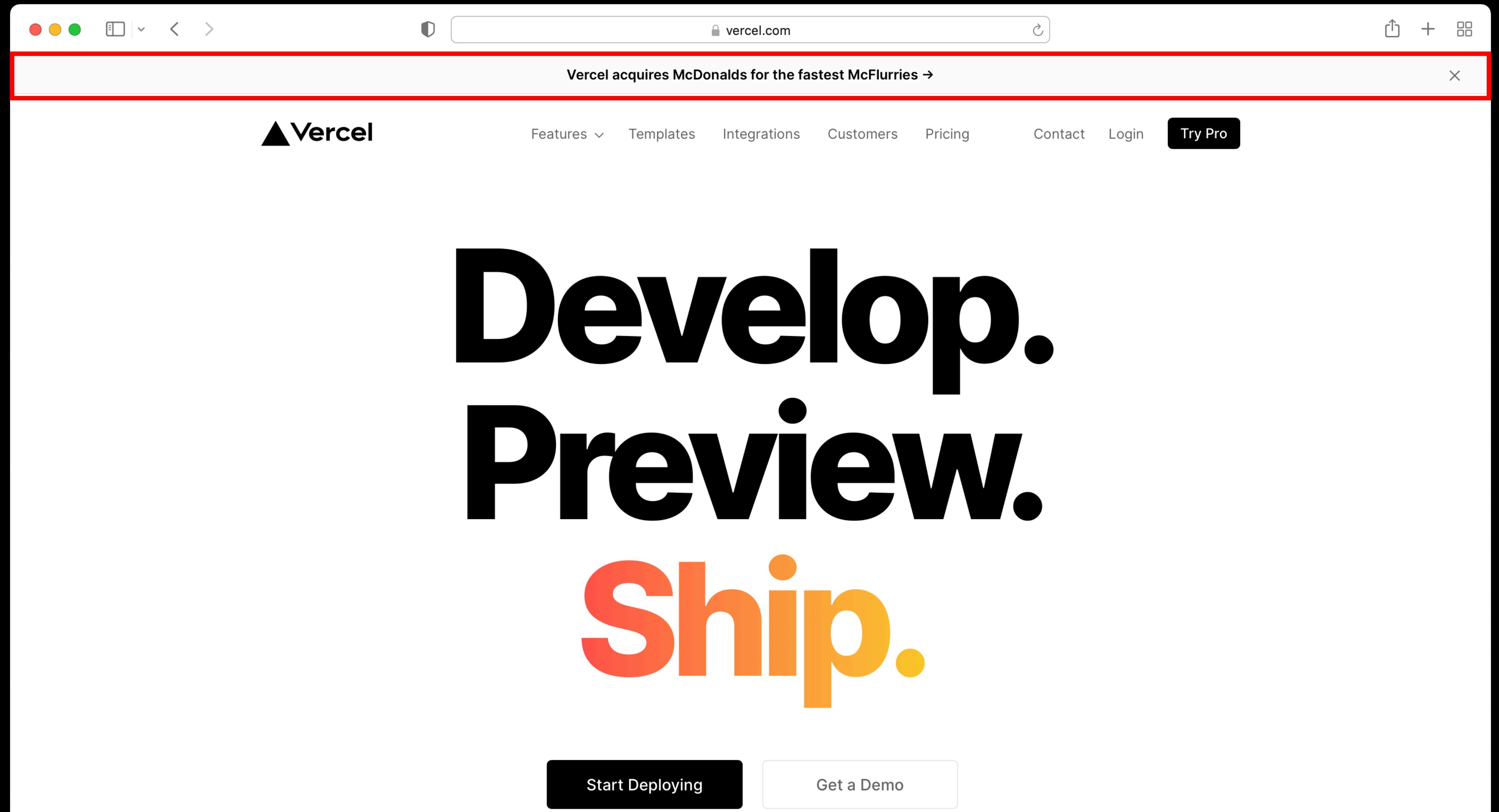
Develop.

Preview.

Ship.

Start Deploying

Get a Demo

A screenshot of a web browser window showing the Vercel homepage. The address bar at the top displays 'vercel.com'. A red horizontal bar highlights the top navigation area. Below it, a white banner contains the text 'Vercel acquires McDonalds for the fastest McFlurries →' with a close button 'X' on the right. The main content features large, bold text: 'Develop.', 'Preview.', and 'Ship.' in black and orange respectively. At the bottom are two buttons: 'Start Deploying' in a black box and 'Get a Demo' in a white box.

Vercel acquires McDonalds for the fastest McFlurries →

X

 **Vercel**

Features ▾ Templates Integrations Customers Pricing Contact Login Try Pro

Develop.

Preview.

Ship.

Start Deploying

Get a Demo

A screenshot of a web browser displaying the Vercel homepage. The address bar shows 'vercel.com'. The page features the Vercel logo ('▲Vercel') and a navigation bar with links for 'Features', 'Templates', 'Integrations', 'Customers', 'Pricing', 'Contact', 'Login', and a prominent 'Try Pro' button. The main content area contains large, bold text: 'Develop.', 'Preview.', and 'Ship.' (with 'Ship.' having a gradient from red to yellow). At the bottom are two buttons: 'Start Deploying' (black background) and 'Get a Demo' (white background).

vercel.com

▲Vercel

Features Templates Integrations Customers Pricing Contact Login Try Pro

Develop.

Preview.

Ship.

Start Deploying

Get a Demo

A screenshot of a web browser displaying the Vercel homepage. The address bar shows 'vercel.com'. The page features the Vercel logo ('▲Vercel') and a navigation bar with links: Features, Templates, Integrations, Customers, Pricing, Contact, Login, Sign Up (highlighted with a red circle containing '1'), and Try Pro (highlighted with a red circle containing '2'). The main content area contains large, bold text: 'Develop.', 'Preview.', and 'Ship.' (with 'Ship.' having a gradient from red to yellow). At the bottom are two buttons: 'Start Deploying' (black background) and 'Get a Demo' (white background).

vercel.com

▲Vercel

Features Templates Integrations Customers Pricing Contact Login Sign Up 1 Try Pro 2

Develop.

Preview.

Ship.

Start Deploying Get a Demo

Static Site Generation (SSG)

New Deployment

53ms

53ms

Static Site Generation (SSG)

53ms

53ms

Unlock a better workflow

Develop.
Preview.
Ship.

Deploy with confidence

Develop.
Preview.
Ship.

Static Content

Static Content

getServerSideProps

53ms

200ms

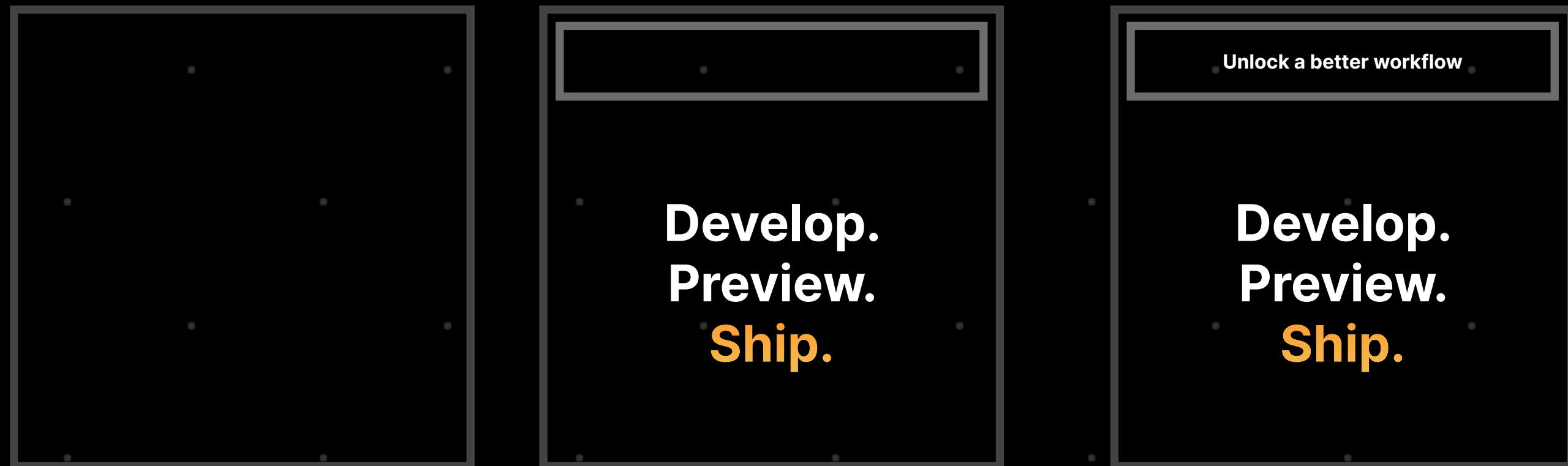
Unlock a better workflow

Develop.
Preview.
Ship.

Server Side Streaming with Edge Runtime

53ms

200ms



Future: Component Level Caching

Cache Invalidation (Push)

Display New Banner from Cache

53ms

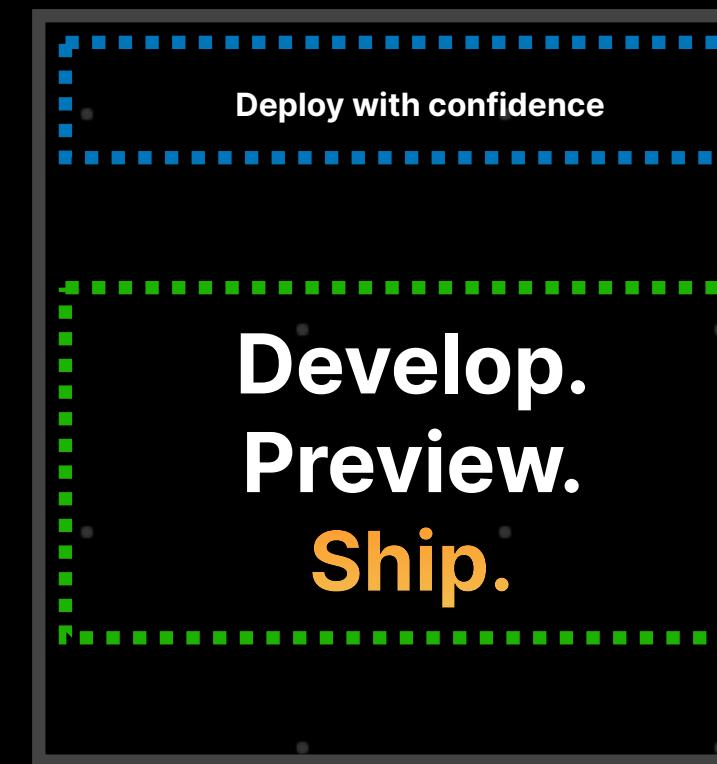
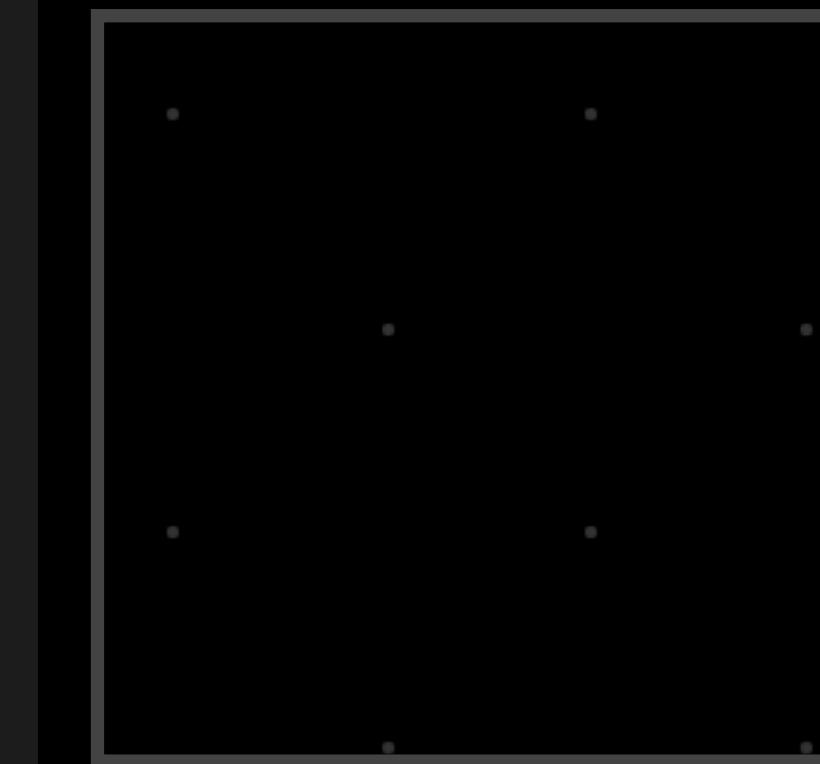
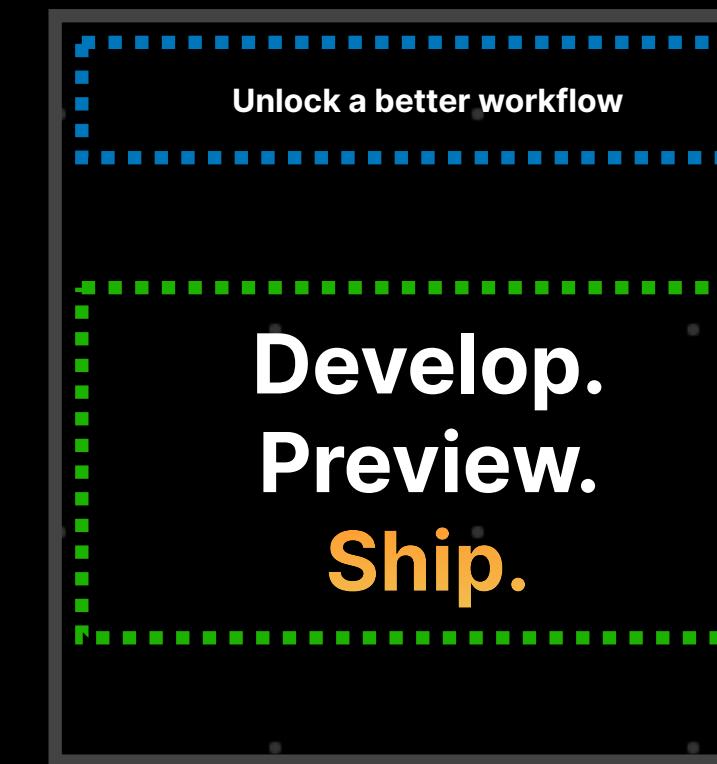
53ms

Edge Cache

53ms

53ms

Edge Cache



Dynamic Content

Static Content

Dynamic Content

Static Content

Integrated Experience

A screenshot of a web browser displaying the Vercel homepage. The browser interface includes standard controls like back/forward, search, and tabs at the top. The Vercel logo is in the top left, followed by a navigation bar with links for Features, Templates, Integrations, Customers, Pricing, Support, Docs, and a user profile icon. A large, bold, black text 'Develop.' is above a large, bold, orange-to-yellow gradient text 'Preview.'. Below that is a large, bold, orange-to-yellow gradient text 'Ship.'. At the bottom are two buttons: a black one labeled 'Start Deploying' and a white one labeled 'Get a Demo'.

vercel.com

▲Vercel

Features ▾ Templates Integrations Customers Pricing

Support Docs

Develop.

Preview.

Ship.

Start Deploying

Get a Demo

A screenshot of a web browser showing the GitHub Project planning landing page. The page features a large central title "Project planning for developers" with a circular diagram illustrating project flow. The diagram shows various stages: "User story" (yellow), "Open" (green), "Back-end" (orange), "Ready for review" (orange), "In progress" (pink), "Ready" (green), "Front-end" (orange), "In QA" (purple), "Bug" (pink), "Required" (orange), "To-do" (pink), and "Concept" (blue). GitHub users are represented by icons at each stage. Below the title, there's a descriptive text about creating issues, tracking relationships, and automating projects. At the bottom, there are two calls-to-action: "Watch video" and "Start using project tables".

github.com

Search or jump to... / Pull requests Issues Marketplace Explore

User story

Open

Back-end

Ready for review

In progress

Ready

Front-end

In QA

Bug

Required

To-do

Concept

Watch video

Start using project tables

Project planning
for developers

Create issues, break them into tasks, track relationships, add custom fields, and have conversations. Visualize large projects as spreadsheets or boards, and automate everything with code.

vercel.com

Features ▾ Templates Integrations Customers Pricing Contact Login Try Vercel

BEGIN YOUR VERCEL JOURNEY

Import Git Repository

Select a Git provider to import an existing project from a Git Repository.

Continue with GitHub

Continue with GitLab

Continue with Bitbucket

Import Third-Party Git Repository →

Clone Template

Alternatively, get started with a template

Welcome to Next.js!

Documentation → Learn → Examples → Deploy →

Next.js

Next.js Commerce

SvelteKit

NuxtJS

BROWSE ALL TEMPLATES →

The screenshot shows the Vercel website's main landing page. On the left, there's a large callout for "Import Git Repository" with buttons for GitHub, GitLab, and Bitbucket. On the right, there's a section for "Clone Template" featuring cards for Next.js, Next.js Commerce, SvelteKit, and NuxtJS, each with a preview image and a "View Template" button. At the bottom, there are links to "Import Third-Party Git Repository" and "Browse All Templates". The top navigation bar includes links for Features, Templates, Integrations, Customers, Pricing, Contact, Login, and a prominent "Try Vercel" button.

vercel.com

Features ▾ Templates Integrations Customers Pricing

BEGIN YOUR VERCEL JOURNEY

Import Git Repository

leerob

Search...

| | |
|----------------------------|--------|
| N on-demand-isr · 10h ago | Import |
| N build-time-test · 5d ago | Import |
| A starters · 8d ago | Import |
| N leerob.io · 4h ago | Import |
| A turborepo · 8d ago | Import |

Import Third-Party Git Repository →

Clone Template

Alternatively, get started with a template

Welcome to Next.js!

Get started by editing `pages/index.js`

Documentation → 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 URL with Vercel.

Next.js

Clothes Accessories

er-breaker Jacket

T-Shirt

ACME

Beanie

Next.js Commerce

SvelteKit

WELCOME

to your new SvelteKit app

0

SvelteKit

NuxtJS

Documentation

Create a GitHub account to learn Nuxt.js features and best practices.

Nuxt.js

Browse All Templates →

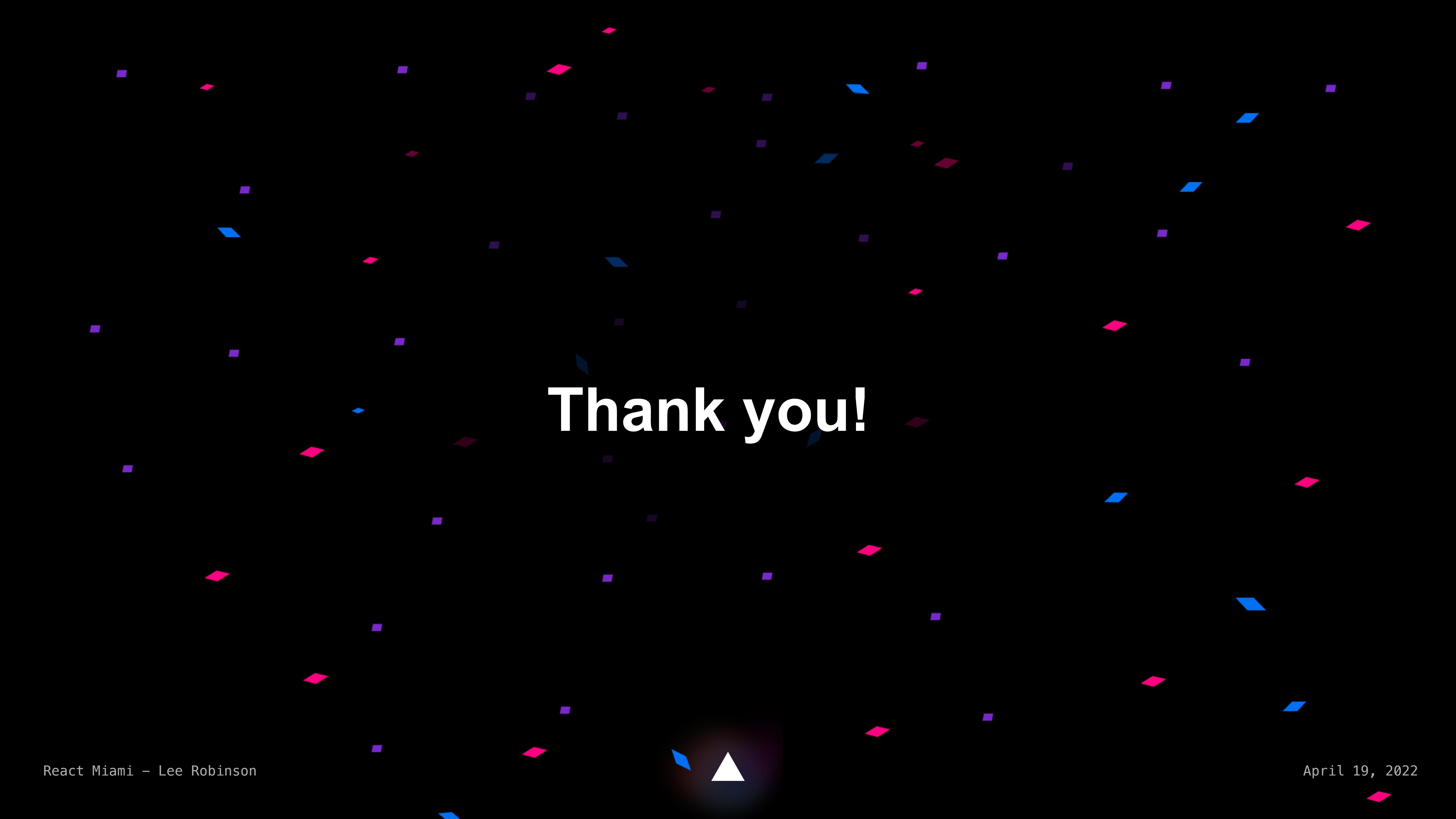
Takeaways

Takeaways

Measure what matters

Optimize for fast iterations

Invest in your tools



Thank you!