



WHAT IS JAMSTACK

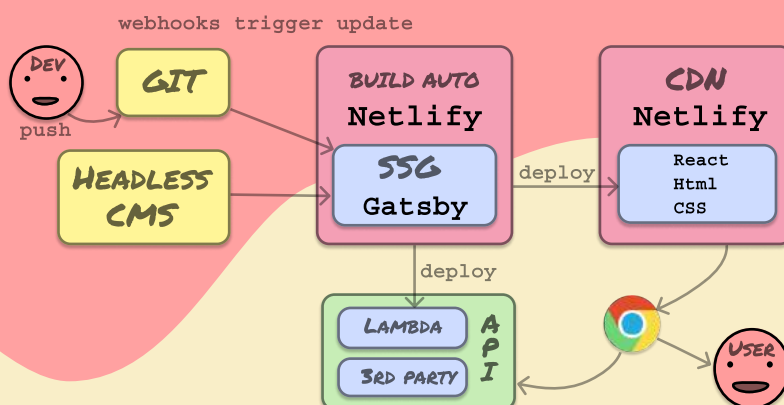
A TL;DR intro by *Makers' Den*

JAMstack refers to an architectural approach leveraging **JAVASCRIPT**, **APIs** and **MARKUP**, that lets you create rich websites and apps without servers. Build markup with a Static Site Generator, deliver with a CDN, and use JS + APIs for dynamic parts.

SO WHAT?

- ▶ Best possible speed.
- ▶ Best possible SEO.
- ▶ Best possible security.
- ▶ No servers.
- ▶ No scaling.
- ▶ Zero cost deployments.

EXAMPLE JAMSTACK W/ NETLIFY + GATSBY



USER EXPERIENCE W/ GATSBY



INITIAL PAGE REQUEST

Instant visibility
Non-JS interactivity
Indexable

REACT TAKES OVER

Full SPA
Minimal code bootstrapped

NAVIGATION

Optimistically pre-loaded
Code & Data Splitting
Instant navigation



So damn fast

DON'T RE-INVENT THE WHEEL, BUY COMMODITY APIs

- **Authentication** (Auth0, Cognito)
- **E-commerce** (Snipcart)
- **Payments** (Stripe, Braintree)
- **Search** (Algolia)
- **Comments** (Disqus)
- **Forms** (Typeform)

Build your own custom APIs as hassle-free cloud functions.

FRONTEND IS THE NEW KING (..AND SERVERLESS IS ITS QUEEN)

- ✦ Deliver new features by deploying a new static frontend.
- ✦ New versions on each push without the burden of servers.
- ✦ Cloud functions on an as-needed basis.



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