



Jamstack Buyers' Guide 2022

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This eBook is divided into **4 Chapters**, each containing sections that dig into more detail for the Chapter topic. The purpose of this eBook is to give you, the buyer, a thorough overview of what one should take into account when considering a web project with Jamstack.

If you feel like you'd like to learn more about a certain topic, you may always contact us directly to learn more about all things Jamstack. **Get in touch**

Chapter 1:

What is Jamstack?

Jamstack is a web development architecture created to make web applications faster, more secure, and easier to scale. The framework comprises JavaScript, APIs, and Markup (**JAM**).

- **JavaScript**

JavaScript handles all the dynamic elements and functionalities of the site. With this, developers can use their favorite frameworks to build the dynamic layer of the website or app.

- **APIs**

All the server-side operations occur between reusable APIs that connect your back and front end. These reusable APIs are accessed over HTTPS using JavaScript.

- **Markup**

Since Jamstack sites are served to the visitor as static HTML files, it's possible to generate them from source files or structured data like XML, JSON, or Markdown using a static site generator like Gatsby.

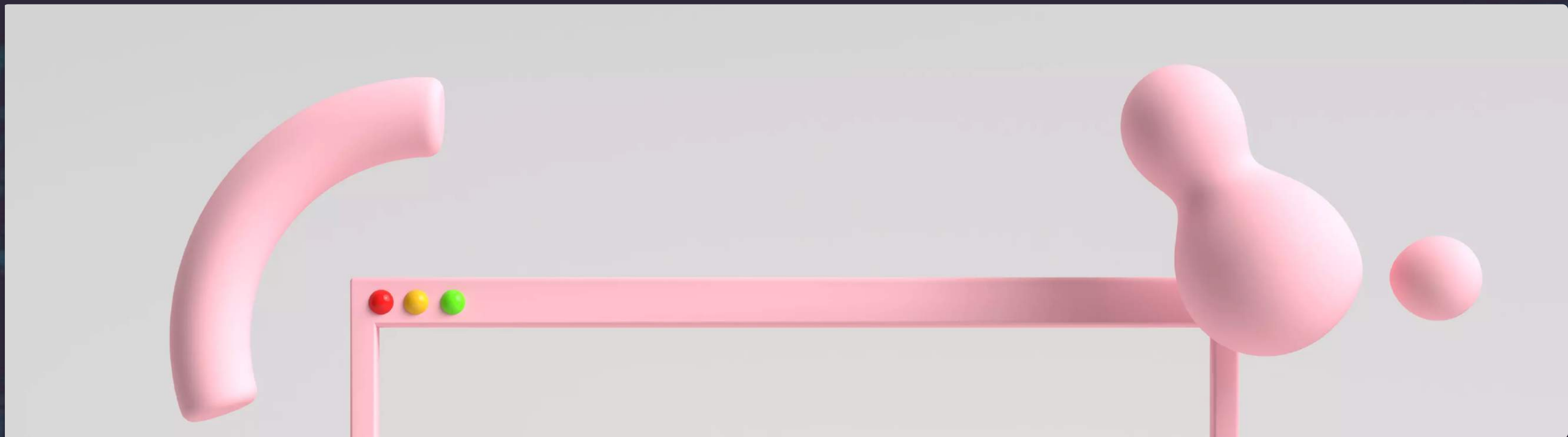


JAMSTACK: A MODERN WAY TO DEVELOP THE WEB

Altogether, the Jamstack architecture is based on the best-of-breed philosophy. This increases productivity because developers can build web applications using the tools they know and love. Developers are not forced to use only the tools their CMSs allow.

Jamstack can guarantee this freedom for developers for one major reason: the framework is based on the principles of pre-rendering and decoupling. This also allows Jamstack to offer a fast and smooth experience for visitors. In a Jamstack web application, HTML is pre-built and stored in a CDN. Rather than having a backend that's tied to the frontend and renders content on the server when the visitor requests it, Jamstack apps pre-render your assets and serve them faster. As a result, visitors can have a snappy experience, and the developer can have fewer expenses.

- **Let's go static:** Jamstack combines multiple cloud based services with APIs and renders static HTML that can be easily and efficiently served globally on a CDN (Content Delivery Network). In practice, this means you can build serverless websites, kind of like you did in the simpler early days of the web. Just simple, static files and HTML.



Why is the world moving to Jamstack?

Back in the early days of the web, everything was static. That meant that creating websites was simple and fast. Not only that, but sites easily scored > 90 in Google's Lighthouse Tests. They were, simply put, good quality.

However, as the internet began growing exponentially, website creation became more complicated. Quickly, with server-side rendered HTML and content management systems with graphical user interfaces, sites began to feature more dynamic elements. This drastically slowed them down. Plus, since the internet is constantly evolving, server-side rendered HTML could not keep up with the increased dynamic elements.

- **Why not server side?** Now, server-side rendering has its advantages. It is a great way of sharing code between pages and helps with search engine optimization. Yet, the drawbacks of server-side rendering stand out over these advantages.
- **For instance:** In SSR the front and backend code is mixed together. If a developer wants to make changes to a page, they have to call the server. When making only minor page changes, the whole page has to reload, reducing its performance. With this in mind, server-side rendering would not be able to keep up with the internet.

HELLO JAMSTACK



- **Introducing Jamstack:** Fast forward to 2016, Matt Biilmann (co-founder of Netlify) introduced his concept of Jamstack. This architecture brought back the early days of the static web, but with noticeable changes. Jamstack enhances static web with Javascript and the cloud.
- **Making the web static:** By moving back to simple static websites and leveraging cloud services, developers can build great quality sites easily and quickly. Developers can even make sites better by leveraging the immense benefits for performance, security, scalability, and quality that a headless CMS and its associated tooling offers.

Why are market leaders migrating to Jamstack?

Several enterprise companies and brands are already building their sites using Jamstack. For instance, **Spring**, the social commerce platform, migrated from its monolithic old CMS to a microservices-based web architecture based on Netlify and Hugo as their static site generator. Similarly, **Twilio** migrated its Console, its main product that reaches customers in more than 200 countries, to Jamstack this past year.

In addition, according to data from the 2021 Jamstack Community Survey, 25% of the developers work in enterprise companies, and 32% of the developers work on sites that serve audiences of millions of users. Also, interestingly, most Jamstack developers aren't working for big tech companies only, and tech isn't the top industry in the Jamstack space. In fact, the top four categories are advertising and marketing, education, finance, and healthcare.

While the first isn't surprising, the other three are because they're not likely to be early adopters. This signals that Jamstack is reaching its maturity. As headless CMSs also mature, Jamstack builds are becoming increasingly common, with headless CMSs like Agility CMS becoming leaders in the market. Clearly, Jamstack has begun to be enticing multimillion-dollar companies.

25%

of Jamstack developers work in enterprise companies *

32%

of Jamstack developers work on sites that serve audiences of millions *

* 2021 Jamstack Community Survey: <https://www.netlify.com/blog/2021/10/06/first-look-announcing-jamstack-community-survey-2021-results/>

Why do developers prefer Jamstack?

When you take the architectural constraints of Jamstack's decoupled architecture, you are allowing developers to break free from web development restrictions of legacy solutions. This is because the decoupled architecture allows developers to build digital experiences using their preferred technology stack.

Besides the decoupled nature of its architecture, Jamstack comes ready for the future. For example, JavaScript has been the most popular programming language in the Stack Overflow Annual Developer Survey for nine years, with 64.96% of developers stating that JS is the most commonly used programming language. * This is not without reason since modern browsers now come with dedicated JavaScript engines for rendering web pages quickly.

APIs also allow for faster data exchange and greater interconnectedness. For example, markup languages enable fast and simple content creation. With them, developers can modify web pages without altering the rest of the content. Similarly, by combining the JAM of the Jamstack with version-control tools like GitHub, enterprises can assemble pages without fetching data from the database at every turn. Instead, Jamstack sites can leverage edge networks to serve pre-cached content faster and therefore enable a snappy user experience.

65%

developers state that Javascript is the most commonly used programming language *

- **Legacy is frustrating:** Development with legacy solutions such as WordPress is slow and frustrating for developers and prone to increase technical debt.
- **Developer friendly:** All in all, Jamstack has become the #1 architecture for web developers around the world. It provides flexibility for the developer and speed for the end-user.

* Stack Overflow developer survey: <https://insights.stackoverflow.com/survey/2021>

Why do marketers prefer Jamstack?

Jamstack was born out of a need for websites to have fast performance. Yet, developers also found that it was much faster for them to develop with a Jamstack, which was a huge bonus. Keep in mind that Jamstack isn't a specific set of tools. On the contrary, it's an ecosystem that enables Javascript frameworks, APIs, and templated markup to work in sync and create a blazing-fast website quickly.

In fact, speed is one of the most important benefits marketers can get when using Jamstack. If we look at this from a marketer's point of view, we realize that website performance is super important for content and SEO. It's even more critical for UX, conversion, and general customer happiness because as soon as your users hit that back button, your bounce rate skyrockets.

Jamstack Has Low Hosting Cost: With Jamstack, you can receive a wave of benefits due to the frameworks' low hosting cost. This comes from the fact that static files are extremely cheap to host. Instead of costly databases, web servers, or a load balancer, all you need is a CDN to get started. From this, you can get better uptime.

Jamstack Makes Developers Happier: Every change requires a deployment which is a good thing because that means every change can be vetted either through an automated or manual process before something goes 'live'. It also means that your site can be 'rolled back' to any previous change with a click of a button. Every change (code or content) creates a snapshot of your site. This can be a relief for editors if a change is accidentally published.

A Jamstack Website Will Never Go Down: As a content editor, there's always a worry that something will happen when you publish new content, or that your site will go down unexpectedly (maybe even in the middle of the night). Jamstack takes that worry away.

Jamstack Websites Are Safe: Jamstack sites are often much more secure than traditional sites because there's no webserver delivering your static files. In addition, in Jamstack sites, hackers don't have a point of entry, which minimizes the chances of suffering a cyberattack.

Legacy vs. Jamstack

WHY ARE LEGACY SOLUTIONS A **BAD** IDEA?

Legacy solutions such as WordPress and Drupal are written on **PHP**, which is a very old programming language that is considered legacy nowadays. In fact, PHP is slowly being **deprecated** by many big tech companies and authorities such as Microsoft. While this doesn't mean PHP will disappear any time soon, it's still a risk to build large enterprise software on it.

Maintaining old code or technology is always a pain. For enterprises or brands built on legacy systems and processes, changing to newer architecture, more than a nice-to-do is a must-do. Despite many companies experiencing issues with their legacy systems, not all migrate their operations fearing the expenses but do not know that this method can cost them even more than transitioning.

Besides the maintenance costs, legacy systems are often very poor on the security front. WordPress and Drupal, for example, have a history of **vulnerabilities** that cyber attackers or malicious actors can exploit to obtain data from your company, your customers, and your operations. Similarly, failing to update to a new version is also something that could leave your company open to hackers as new versions come with patches and fixes. However, suppose your company chose not to update because of the costs and the associated hassles of updating your CMS. In that case, you're also opening the company to potential losses and problems.

Last, it's important to understand that developers and business users are people too and like working with newer technologies. Companies not using new technologies risk not finding committed developers or users. That's because developers and users are focusing on newer and more exciting technologies.

WHY IS JAMSTACK A **GREAT** IDEA?

Contrary to legacy approaches, Jamstack technologies such as Next.js and Gatsby are written in **JavaScript** –the most popular and adopted programming language at the time of writing. More specifically, they're written on the modern front-end framework developed and maintained by Meta (ex. Facebook) called React.

It's already immediately obvious that using Jamstack is more **future-proof** than using PHP-based legacy technologies such as WordPress or Drupal.

Besides, Jamstack websites allow developers to create a customized website that's not constrained by themes. Plus, most headless CMSs in the market also enable developers or non-technical users to build sites fast using website starters that come prebuilt. This allows companies to quickly build proofs-of-concept, progressive web applications, and eCommerce stores.

The good thing about the Jamstack approach vs. the traditional web development method is that with a Jamstack site, you can build the site your company needs without compromising the speed, the design, or the features you need. Jamstack-ready CMSs and Jamstack tooling can help you build your website or store you require that are **fast, rank well**, and will have customers gagging over how cool it is.

Put together, Jamstack is a great approach because it doesn't require companies to go all-in on the architecture. On the contrary, enterprises and brands can build Jamstack sites on top of the traditional ones and release them only when ready. Likewise, companies can build Jamstack sites for some pages and traditional ones for others as required.

Jamstack as a digital transformation enabler

Jamstack is growing, and it's reaching maturity. The Jamstack Survey signaled that more developers are looking to develop Jamstack sites and learn about Jamstack tooling. This shows the potential for the Jamstack community to grow and an improvement on Jamstack associated tooling with increased demand for Jamstack-based development.

An example of this upward trend is how much the headless CMS sector has grown and how more enterprise players are now leveraging headless CMSs to build their websites and web apps. In fact, according to MarketWatch the headless CMS software market was valued at US\$ 328.5 million in 2019 and it is projected to reach **US\$ 1,628.6 million by 2027** at a **CAGR of 22.6% from 2020 to 2027**. *

The growth of the headless architecture can be seen as a consequence of the pandemic. Companies realized that online was the way to go if they wanted to remain alive. In addition, the need for a solid platform that enabled companies to do business and distribute content to every possible channel, including IoT, helped headless platforms surge ahead. In 2022, now that consumers have gotten accustomed to seamless customer journeys and omnichannel experiences, headless systems have become almost mainstream and mission-critical for companies worldwide.

Similarly, with the death or transformation of monolithic platforms into composable, capable of integrating services, it seems like more companies are moving to a future. A future where instead of a single monolith that controls every part of your website development and marketing efforts, nimble structures that allow for integrations and different services working in sync with a headless CMS will build web applications.

With that said, flexibility is only one of the benefits of having a modern digital experience platform. There are many other things a Jamstack approach to Digital Transformation can help companies with.

22.6%

CAGR of the Headless Software industry from 2020 to 2027 *

- **\$1,628.6 million by 2027:** The headless CMS software market was valued at \$328.5 million in 2019 and it's projected to reach \$1,628.6 million by 2027.
- **Covid accelerated digital transformation:** The growth of the headless architecture can be seen as a consequence of the pandemic. Companies realized that online was the way to go if they wanted to remain alive, where legacy software was just not cutting it anymore.

* Source: <https://www.marketwatch.com/press-release/headless-cms-software-market-share-industry-trends-2021-in-depth-research-on-global-industry-size-cagr-value-growth-opportunities-manufacturers-analysis-with-regional-segments-forecast-to-2026-2021-09-22>

Closer look at the features that make Jamstack a digital transformation enabler:

- **Best-of-Breed Approach**

With the Jamstack-based best-of-breed approach, you select the best modern software products for your company and integrate them with your API-based CMS—and your perfect modern DXP is born.

Most Headless CMSs in the market are fully integrable with other third-party marketing automations and CRM tools, so you get the centralized hub to build every part of your stack granularly rather than searching for an all-in-one solution.

- **Future-Proof**

Developers and marketers are under pressure to meet the needs of customers, especially those who expect consistent omni and cross-channel marketing across every touchpoint.

The good news is that the modern Jamstack approach is advanced enough to accommodate and integrate the changes in both the technology and organizational landscapes. Also, if you choose carefully, you will get a platform that will accompany and support your company through its life cycle.

- **Visibility**

While most CMSs offer analytics and dashboards, you can integrate Headless CMS with any advanced analytical tools.

For example, with the Jamstack approach, you can show customer data and all the associated information on a digital interface where workers can see everything at a glance. Workers can make informed business decisions by bringing together all digital channels with the internal operational systems.

- **Cloud-based**

The major benefit of the cloud is that Jamstack enables different team members to make changes and edit content in real-time without damaging what the rest of the team members are creating.

This approach is better suited for larger enterprise teams with granular control over user roles and authorization.

Chapter 2:

Jamstack for enterprise

In this chapter we'll talk about some of the features and qualities that make Jamstack a great option for enterprise web development where a high level of [security](#), [performance](#) and [compliance](#) is required.

Why is Jamstack a great option for enterprises?

Jamstack has become the [de-facto standard](#) for developing enterprise websites. Beyond improving the experience for developers, marketers, and visitors, Jamstack offers enterprises several benefits.



- **Performance:** Jamstack offers powerful performance that can be improved easily. Due to almost all of the content in a Jamstack website or application being made up of static HTML files that are served from a CDN, Jamstack-built digital experiences tend to be faster than traditional websites. In fact, according to CSS-Tricks, 50% of the sites built on Jamstack give visitors a First Contentful Paint (when the browser renders the first bit of content) in less than a second. Plus, since the file hosting is handled by infrastructures like Amazon Web Services or similar, all sites' performance can be improved in one fix.
- **Compliance:** Netlify, the creator of Jamstack, is committed to helping users understand and comply with the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA). They have partnered with legal experts in Europe and the US to ensure that their products and contractual commitments align with GDPR. Similar to Netlify, other products in the Jamstack ecosystem are also compliant. As a result, you can be confident that every time you build a Jamstack website that you're protected against compliance issues.
- **Accessibility:** ADA compliance is short for the Americans with Disabilities Act Standards for Accessible Design. Your electronic information and technology must be accessible to those with disabilities to have ADA compliance. ADA works alongside the Web Content Accessibility Guidelines (WCAG). The WCAG, however, is more of a set of formal guidelines used to improve accessibility. The focus of WCAG is primarily HTML accessibility throughout all platforms. Jamstack sites can be built accessible quickly, and proper accessibility guidelines help you with SEO and reduce the chances of being sued or penalized.
- **Security:** Jamstack websites and apps are inherently safer than traditional sites. The use of CDNs, for instance, reduces risks for security and downtime because in case that a malicious actor tries to attack you with a DDoS, your CDN can balance the load and keep your site up and working. Similarly, the Jamstack architecture reduces the attack vectors by eliminating third-party plugins like WordPress, which instead integrates via APIs for greater security. Also, since Jamstack sites don't rely on themes, they are more difficult to be hacked, contrary to WordPress, whose themes are a known attack vector. In fact, it's thought that as many as 60% of hacked WordPress sites are compromised through a theme or plugin.

- **Flexibility:** While a traditional CMS can give you some of the benefits we discuss here, it will be costly and complex to do it. The Jamstack architecture is more scalable and flexible as it enables you unlimited flexibility to build using your tech stack of choice and deliver your digital experience via CDNs and edge computing, making Jamstack sites less expensive when compared to a database-driven website or application.
- **Budget:** Jamstack sites are cheaper to host compared to traditional sites. You can host your website on Netlify or Vercel for free and scale your commitment as your website grows. With a Jamstack website, you don't need a web farm of dedicated servers, which means you don't need to pay for expensive, hardware-based on-premise hosting, costly databases, web servers, or a load balancer you need is a CDN. By helping your company or brand, thousands of dollars on servers and processing power will definitely make everyone happy and free resources for innovation.
- **Cross-functional teams:** Using Jamstack tooling gives marketers a better understanding of the site structure. When working on a Jamstack, marketers are exposed to the website building process and learn how to make decisions about the content architecture and site structure. This leads to a better understanding and communication between developers, designers, and marketers because marketing teams can see and understand the improvements developers are making, leading to truly cross-functional understanding and greater collaboration.



Implementing Jamstack: basics

Before we focus on the exciting part of choosing the tools that will compose your technology stack, there are some details you'll need to iron out to ensure that you have a successful Jamstack implementation and that you receive the website or web app that your company needs.

Choosing the Right Jamstack Agency

While enterprise companies can surely do without an agency, it's never recommended to do it. Enterprises have so many worries that having their IT team handle a Jamstack website is never the best use of their time. Instead, a Jamstack agency like Ikius can take your requirements and turn them into a performant, Jamstack-based website or application.

A good Jamstack agency should:

1. First, come up with a clear and appealing plan of action.
2. Then, help you implement and deploy your website.
3. Third, help you set up success metrics to get your company the required outcome.
4. Finally, understand how your business works, your key objectives, and how Jamstack can accelerate them.



Moving off **WordPress**

While comparing WordPress and Jamstack directly might be interesting, they can't really be compared head to head. This is because WordPress and Jamstack are not the same architecturally or pragmatically.

This can cause confusion if you're used to building websites with WordPress, where everything is bundled into a monolithic blob.

A headless CMS will give us the freedom to focus only on the front-end project, choosing the technology we are familiar with and on the structure of our data. In the end, it takes care of the content management and the content delivery to take care of the rendering part.

- **Taking a step back:** It is worth considering that many factors can impact the complexity of the move from WordPress. Things like *plugins* and *shortcodes* can all make a transition very complex, especially for a large site with extensive legacy content. Some strategies can minimize those complexities, but your mileage may vary given the myriad of options WordPress offers.

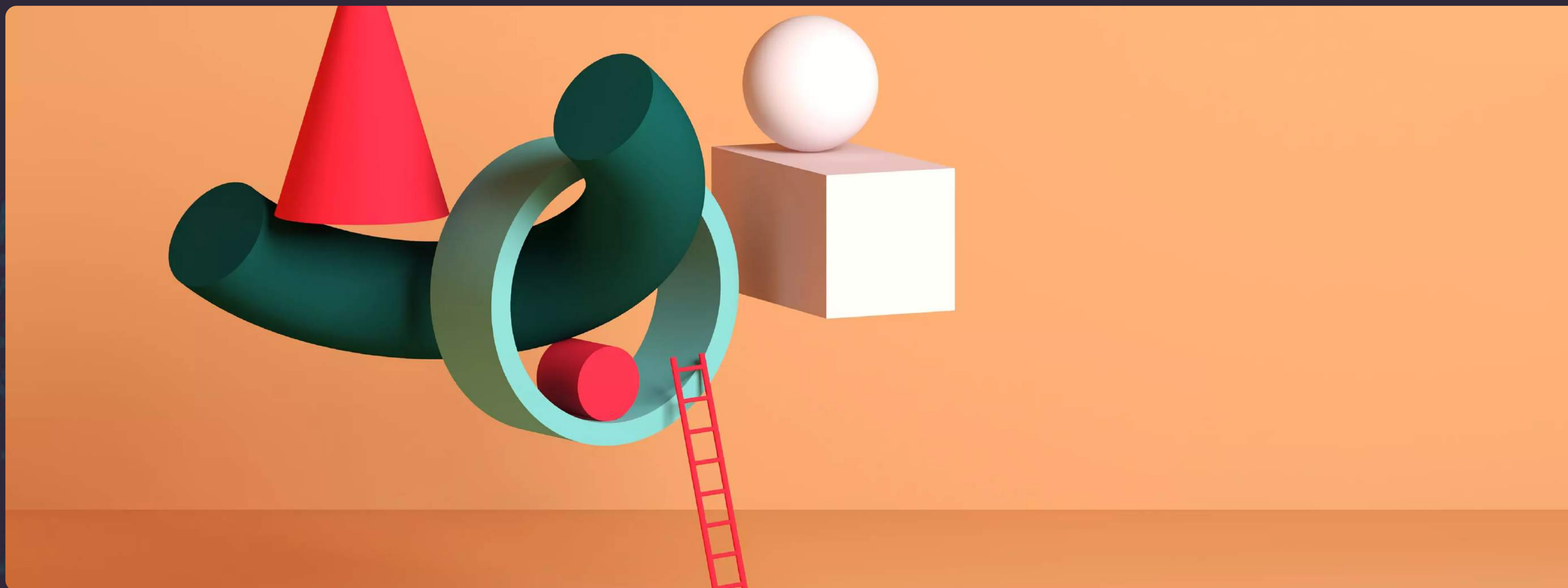


Moving off **Monolithic DXPs**

Monolith systems used to be the only option for companies looking to build digital experiences using enterprise-grade software that provided them with control over their data and sophisticated tooling.

This is no longer the case in the CMS space. Teams are locked into a narrow ecosystem of templates, frameworks, languages, reporting, etc. Those wishing to try something will meet resistance because it is not clear how these changes will affect all of the other functions.

On the other hand, API-first platforms and headless CMSs like Agility CMS are only one piece of the larger toolset of a modular architecture. Using a best-of-breed approach enables you to pick and choose the services that matter most to you and have them work together via API.



Chapter 3:

Putting it all together

In this chapter we will explore how a Jamstack site can be put together using the 3 cornerstone technologies for modern web development; [Cloud Hosting](#), [Headless CMS](#) & [Static Site Generator \(SSG\)](#).

Choosing **cloud hosting**

When choosing hosting, there are two main options: Netlify and Vercel. (**Pro Tip:** You may also host your static Jamstack sites on platforms such as; Cloudflare, Azure, Github and many other platforms that are emerging on a monthly basis.)



Netlify is a web hosting infrastructure and automation technology company based in San Francisco. It simplifies the process for developers to deploy and host a website. Plus, it does all the work they probably don't want to spend too much time or effort on. Netlify also offers several benefits for editors too! Let's explore those benefits and more below.

- **It Allows You To Adopt Modern Workflows and Tools:** Netlify enables you to set up your software faster and ship better products more often with Netlify's modern developer workflows. You can use it to build a winning experience in any templating engine or frontend framework.
- **Designed For Frontend Developers:** Netlify supports continuous delivery and continuous integration. You just have to connect it to a git repo, and every time a developer pushes a commit, it will automatically build the site, run plugins, and deploy.
- **Developers Can Bring Their Tools With Them:** Netlify Dev bridges the gap between your Netlify production environment and your local machine, enabling you to create custom elements and environment variables that you can live share with anywhere in the world.



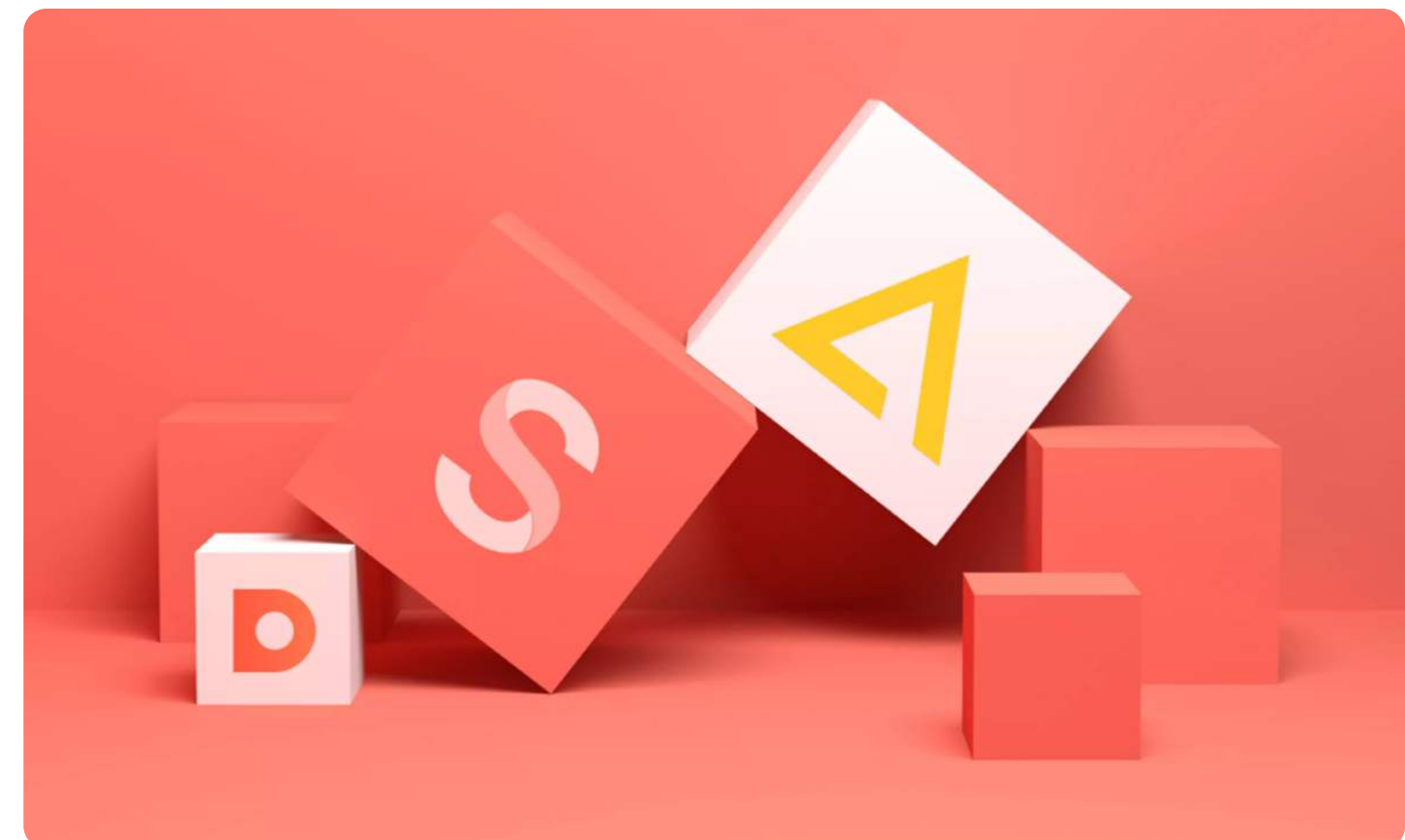
Vercel is a serverless cloud platform that helps you deploy frontend applications. It is, overall, designed for the frontend experience. With it, you can build Hybrid frontends with tools such as Next. You can also receive a CDN right out of the box and use Vercel's preview capability. Another feature is that Vercel is evolving quickly, making it future-proof. Let's explore why developers love Vercel below:

- **Monitor Performance:** Vercel Analytics gives you insight into your site's health and performance. You can quickly see how well your application performs for its end users with the analytics.
- **Serve content worldwide:** Vercel puts your content as close as possible to your end-users. It can do this by using its global edge network. This allows your website to have improved speed.
- **Scale automatically:** Vercel allows you to scale dynamically and quickly. So as your business grows and evolves, you can scale at a moment's notice without worry.
- **Preview with ease:** Vercel makes it a collaborative and seamless experience with previews for every code change or content change in Agility CMS.
- **Deploy Instantly:** Frontend applications can deploy easily with zero configuration with Vercel. With its global edge network, Vercel helps you quickly serve users worldwide.

Choosing a **Headless CMS**

Picking the "right" Headless CMS for your web project isn't easy. There are many factors to consider when choosing one, and with all of the options available right now, it can be very daunting to choose one. Here are the **top 10 questions** you should ask yourself before choosing your next headless CMS so you can ensure you're choosing the right one for your use case.

1. **What's your budget?**
2. **What is the purpose of your website?**
3. **What are your performance and integration needs?**
4. **Which channels do you want a presence on?**
5. **What are your internal resource capabilities?**
6. **Are you forgetting your marketers?**
7. **How soon do you need your solution?**
8. **What are your security requirements?**
9. **Is commerce part of your brand's future?**
10. **Are you planning to scale and grow into new markets?**



- **Taking a step back:** The best Headless CMS for you largely depends on your project requirements, specific needs, and budget. For bigger and more serious projects such as enterprise websites, you should go with something such as Agility. On the other hand, if you have a smaller budget and you're looking to build a Jamstack marketing website, go with something such as Dato or Prismic.

Choosing a **Static Site Generator**

It's become clear that JavaScript has taken the world of static site generators by storm. While there are approximately *460 static site generators in the market*, there are two clear contenders: **Next.js** and **Gatsby**.



Gatsby. One of the things marketers like the most about Gatsby is that it's optimized for speed. It loads the parts of the website you need at that moment and prefetches resources for other pages quickly. That makes Gatsby a solid choice if you want to access data quickly and consistently.

Another point for Gatsby is that you can use it to pull data from different sources, such as CMS, which further customize your static website. Similarly, Gatsby comes with a plugin that allows you to manipulate images and customize your robots.txt site.



Next is another React Framework tool that allows you to do Static Site Generation and has the Vercel hosting framework. A very recent update allows you optionally use Server Rendering for some routes in your site if necessary and includes the ability to easily Preview, something that only Gatsby was offering before.

It looks like we've got a real feature race going on here with the top 2 Static Site Generators. Agility CMS has a great starter all set for you in GitHub that demonstrates a lot of what Next has to offer.

Tips for a **successful** Jamstack implementation

Jamstack has done wonders for the developer and user experience (DX and UX) of building and using websites. They are faster, more reliable, and easier to build. Unfortunately, the marketing team needs an editor experience (EX) that is far too often overlooked.

If Jamstack is not implemented correctly, marketing teams may end up with a great looking and fast website, but no tools for them to keep the content up to date and managed properly:

- Editors can't preview content before publishing, or preview takes too long
- Editors have limited control over the sitemap
- Limited control over what content is on what page

To avoid common problems, you should make sure to:

- Collaborate closely with the development and design team to know the exact functionalities you want to build into the website and what kind of functionalities you're expecting to build into the website to see the best ways of integrating everything.
- Define your site architecture and your content strategy before deploying a Jamstack website.
- Each tool within the Jamstack ecosystem has different requirements and different ways of integration. So build a plan from the start so that you're sure every piece of the puzzle works in sync.
- Use a headless CMS with EX (Editor Experience) tools built-in like Agility CMS's Page Management, Sitemaps, Previews.

Consider hiring an agency: While enterprise companies can surely do without an agency, it's never recommended to do it. Enterprises have so many worries that having their IT team handle a Jamstack website is never the best use of their time. Instead, a Jamstack agency like Ikius can take your requirements and turn them into a performant, Jamstack-based website or application.

Case study: Brightway Careers

WordPress migration to Jamstack

Brightway is a Nordic staffing agency located in Helsinki, Finland. They needed a fast, accessible and multilingual website to cater for employers and employees for various staffing needs. In additions, they wanted a site that was easy to edit and maintain by non-technical content editors.

The solution: WordPress migration to Jamstack - a modern company website built with next-gen technologies. By migrating to Jamstack, Brightway's website was optimized for **6x** the performance compared to their old, bloated WordPress installation.

[Read the full case study](#)



6x

Increase in performance
compared to WordPress

Chapter 4:

How to get started

Explore additional resources from Ikius and Agility. We're always happy to discuss your project in more detail in case you'd like to learn more about Jamstack or you're looking to kick-off your project with Jamstack.

- **[Get in touch with Ikius](#)**
- **[Get in touch with Agility CMS](#)**

Additional resources from **Ikus & Agility CMS**

If you're hungry for more information on Jamstack, Headless CMSs and modern web development; look no further.

- **Ikus blog:** Valuable insights on Jamstack development, Headless CMS and modern web development
- **Agility CMS resource center:** webinars, blog posts and additional resources to get started with Headless solutions.
- **Jamstack eBook for beginners:** A free 101 guide to Jamstack



Chat with us

We're here to help you, whether you're considering a new project or just want to learn more about how to get started with Jamstack.

[Get in touch with Ikus](#)

About the Authors

Ikius & Agility CMS

ikius

Ikius is a group of like-minded visionaries who help enterprise companies and organizations create software products that make a difference. As a Finnish company, we apply the Nordic way of life and values to every solution we create.

ikius.com

 **agility**

Agility CMS is a Toronto-based Content-First headless CMS, allowing you to choose any programming language while also getting the flexibility, speed and power that comes from lightweight APIs.

agilitycms.com