

Scaling WordPress

with

Next.js

@colbyfayock

Colby Fayock

Developer Advocate



@colbyfayock

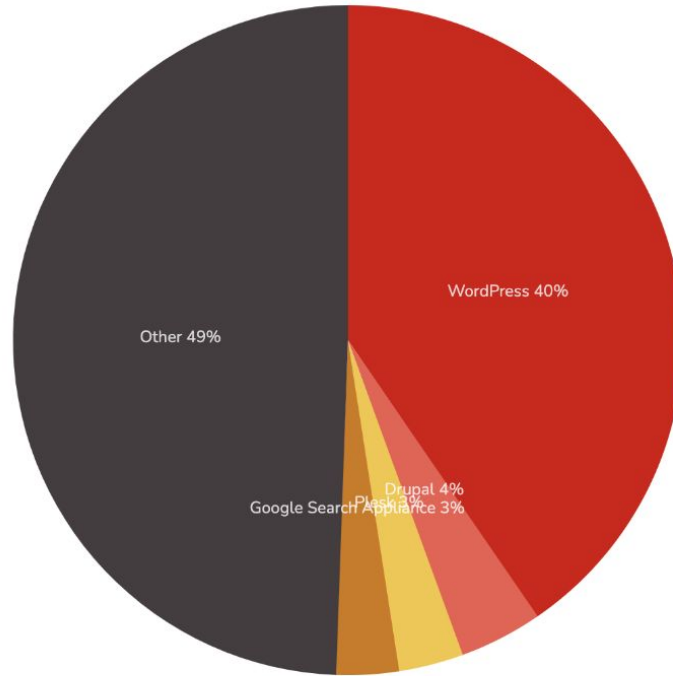




WORDPRESS

CMS Usage Distribution in the Top 1 Million Sites

Distribution for websites using CMS technologies



[Explain Chart](#)

Top In CMS Usage Distribution in the Top 1 Million Sites

Technology	Websites	%
 WordPress	337,812	33.78
 Drupal	33,491	3.35

834,673 Detections

of Content Management System in the Top 1 Million Sites. Last updated 19th Mar 2021.

 **WordPress** is currently the most popular technology in this category.

Top 1m	834,673
Top 1,000,000 sites by traffic	
Top 100k	136,435
Top 100,000 sites by traffic	
Top 10k	20,435
Top 10,000 sites by traffic	
Entire Internet	63,432,003
 Australia	595,288
 United States	24,517,420
 Germany	2,501,727
 United Kingdom	1,862,774
 Russia	1,383,082
 Italy	834,114
 Netherlands	735,654
 France	755,140
 Canada	733,297
 Brazil	531,810
 Spain	439,496
 Japan	394,102

illion Sites

834,673 Detections

of Content Management System in the Top 1 Million Sites. Last updated 19th Mar 2021.



WordPress is currently the most popular technology in this category.

Top 1m

834,673

Top 1,000,000 sites by traffic

Top 100k

136,435

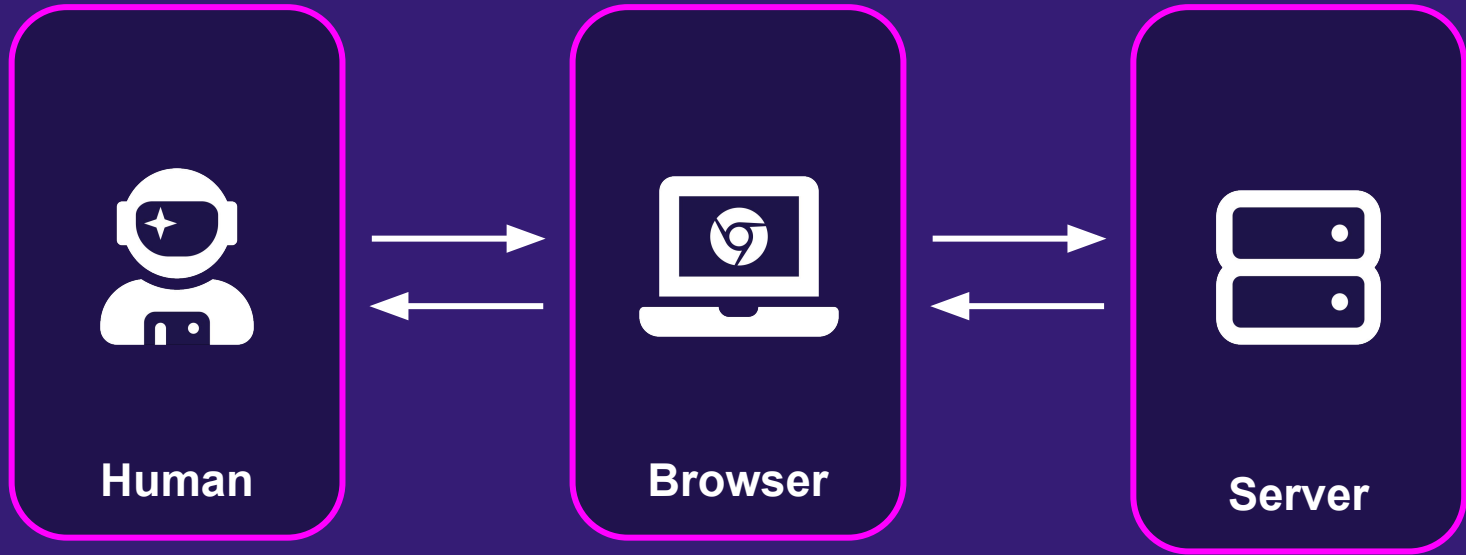
Top 100,000 sites by traffic



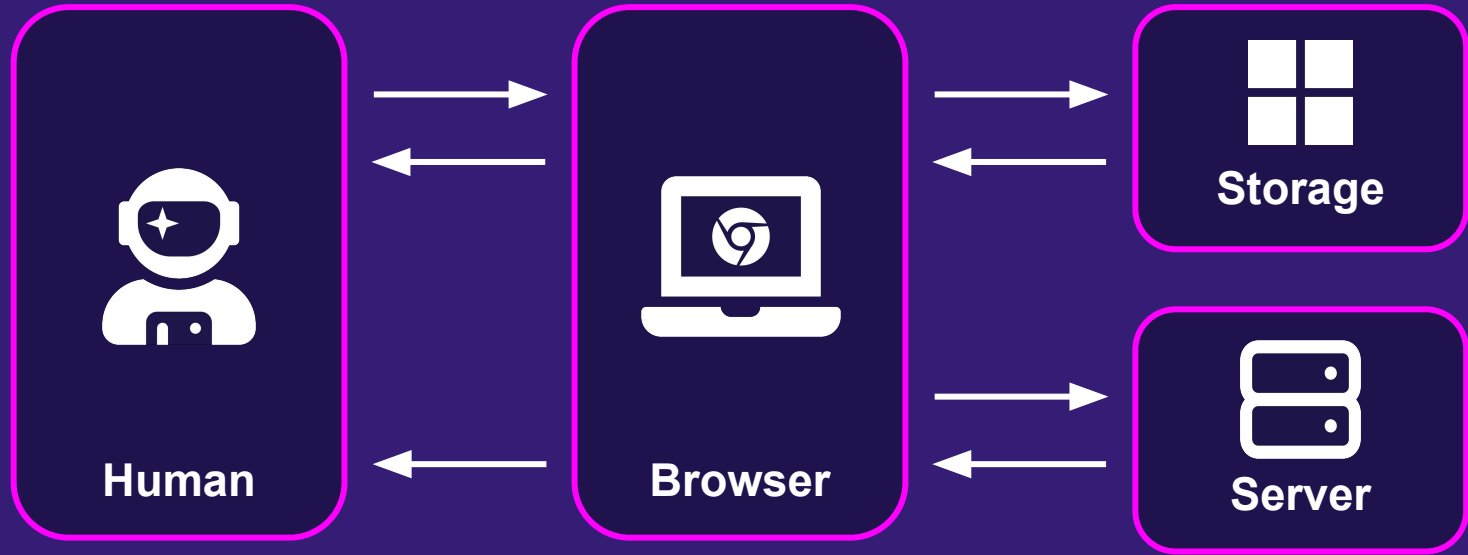
WORDPRESS

What is “headless”?

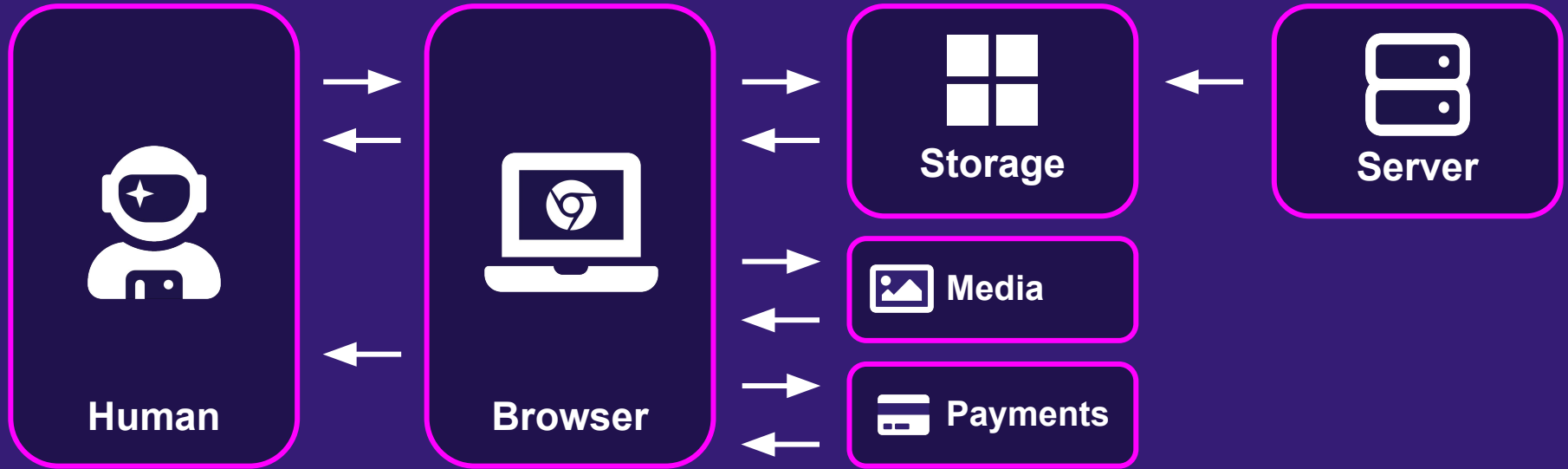
Traditional



Headless



Headless + Static



What is “Jamstack”?

Jamstack



Jamstack



Why headless?

Why Jamstack?

Why not regular WordPress?

Jamstack



Operational
Excellence



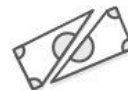
Security



Reliability



Performance
Efficiency



Cost
Optimization



AWS Well-Architected

Performance

Plugins

[My Favorites](#)[Beta Testing](#)[Developers](#)

Showing results for: **cache**



LiteSpeed Cache

★★★★★ (1,169)

All-in-one unbeatable acceleration & PageSpeed improvement: caching, image/CSS/JS optimization...

LiteSpeed Technologies

1+ million active installations Tested with 5.5.1



W3 Total Cache

★★★★★ (4,573)

Search Engine (SEO) & Performance Optimization (WPO) via caching. Integrated caching: CDN, Page, Minify, Object, Fragment, Database support.

BoldGrid

1+ million active installations Tested with 5.5.1



WP Fastest Cache

★★★★★ (3,215)

The simplest and fastest WP Cache system

Emre Vona



WPOptimize

WP-Optimize – Clean, Compress, Cache.

★★★★★ (1,187)

Makes your site fast and efficient. It cleans the database, compresses images and caches pages. Cached sites attract more traffic and users.

Performance

Services

Resource Center

Upload

Create folder

component---src-templates-

component---src-templates-

component---src-templates-

component---src-templates-

component---src-templates-

favicon.gif

index.html

resume.pdf

styles-f4fca833434e9b8756b5

styles-f4fca833434e9b8756b5

styles.31968c143acc1eddc48

webpack-runtime-ff7acf49e4

webpack-runtime-ff7acf49e4

webpack.stats.json

Elements

Console

Sources

Network

Performance

Memory

Application

Filter

Hide data URLs

All

XHR

JS

CSS

Img

Media

Font

Doc

WS

Ma

Blocked Requests

50 ms

100 ms

150 ms

200 ms

Name	Status	Type	Initi...	Size	Time	Wa
page-data.json	200	json	pref...	35.1 kB	45 ms	
component---src-templates-po...	200	javascript	pref...	2.3 kB	39 ms	
app-68985b05b0da25bf78b.js	200	script	(ind...	114 kB	36 ms	
styles-f4fca833434e9b8756b5.js	200	script	(ind...	486 B	34 ms	
gtm.js?id=GTM-NJ75NM>m_...	200	script	(ind...	28.9 kB	32 ms	
commons-c11b7f53e4e20f816...	200	script	(ind...	160 kB	30 ms	
page-data.json	200	json	(ind...	472 B	29 ms	
colby-fayock-bite-world.jpg	200	jpeg	(ind...	51.6 kB	29 ms	
colbyfayock.com.s3-website-u...	200	docum...	Other	72.3 kB	29 ms	
page-data.json	200	xhr	VM...	19.7 kB	28 ms	
page-data.json	200	xhr	VM...	19.7 kB	27 ms	
favicon-e7251aa0ffb9bcbef691...	200	png	Other	25.2 kB	27 ms	
page-data.json	200	xhr	VM...	35.1 kB	26 ms	
css?family=Source+Sans+Pro:...	200	stylesh...	(ind...	821 B	26 ms	
page-data.json	200	json	pref...	19.7 kB	24 ms	
component---src-pages-index-j...	200	script	(ind...	33.9 kB	24 ms	
webpack-runtime-ff7acf49e40...	200	script	(ind...	4.3 kB	23 ms	
app-data.json	200	xhr	VM...	390 B	23 ms	
page-data.json	200	xhr	VM...	35.1 kB	23 ms	
analytics.js	200	script	gtm...	18.4 kB	13 ms	
collect?v=1&_v=j85&a=408353...	200	gif	anal...	61 B	12 ms	

Filter

Hide data URLs

All

XHR

JS

CSS

Img

Media

Font

Doc

W

Blocked Requests

50 ms

100 ms

150 ms

200 ms

250 ms

Name	Status	Type	Initi...	Size	Time	Wa
app-68985b05b0da25bf78b.js	200	script	(ind...	114 kB	36 ms	
page-data.json	200	json	(ind...	472 B	29 ms	
commons-c11b7f53e4e20f816...	200	script	(ind...	160 kB	30 ms	
gtm.js?id=GTM-NJ75NM>m_cookies_...	200	script	(ind...	28.9 kB	32 ms	
colbyfayock.com.s3-website-us-east-1.a...	200	docum...	Other	72.3 kB	29 ms	
page-data.json	200	json	(ind...	472 B	29 ms	
styles-f4fca833434e9b8756b5.js	200	script	(ind...	486 B	34 ms	
colby-fayock-bite-world.jpg	200	jpeg	(ind...	51.6 kB	29 ms	
page-data.json	200	json	(ind...	472 B	29 ms	
css?family=Source+Sans+Pro:400,600,700	200	stylesh...	(ind...	821 B	26 ms	
page-data.json	200	json	(ind...	472 B	29 ms	
component---src-pages-index-js-e09aeb...	200	script	(ind...	33.9 kB	24 ms	
page-data.json	200	json	(ind...	472 B	29 ms	
favicon-e7251aa0ffb9bcbef691127fb85c...	200	png	Other	25.2 kB	27 ms	
app-data.json	200	xhr	VM...	390 B	23 ms	
analytics.js	200	script	gtm...	18.4 kB	13 ms	
collect?v=1&_v=j85&a=1341425568&t=p...	200	gif	anal...	61 B	12 ms	
component---src-templates-post-js-a76...	200	script	(ind...	4.3 kB	23 ms	

Headers

Preview

Response

Initiator

T

General

Request URL: http://colbyfayock.com.s3-website-us-east-1.amazonaws.com/

Request Method: GET

Status Code: 200 OK

Remote Address: 52.216.143.163:80

Referrer Policy: no-referrer-when-downgrade

Response Headers

Content-Length: 71955

Content-Type: text/html

Date: Mon, 07 Sep 2020 02:04:44 GMT

ETag: "b8f7bd3c920771bda901ccecef75a05f"

Last-Modified: Wed, 19 Feb 2020 00:54:41 GMT

Server: AmazonS3

x-amz-id-2: LHyo2tTtthb5rweDtkf1J43NM5Poz...

x-amz-request-id: BCA69B162EE48601

Request Headers

Accept: text/html,application/xhtml+xml,application/xml;q=0.8,application/signed-exchange;v...

Accept-Encoding: gzip, deflate, br

Accept-Language: en-US,en;q=0.9

Feedback

English (US)

@colbyfayock

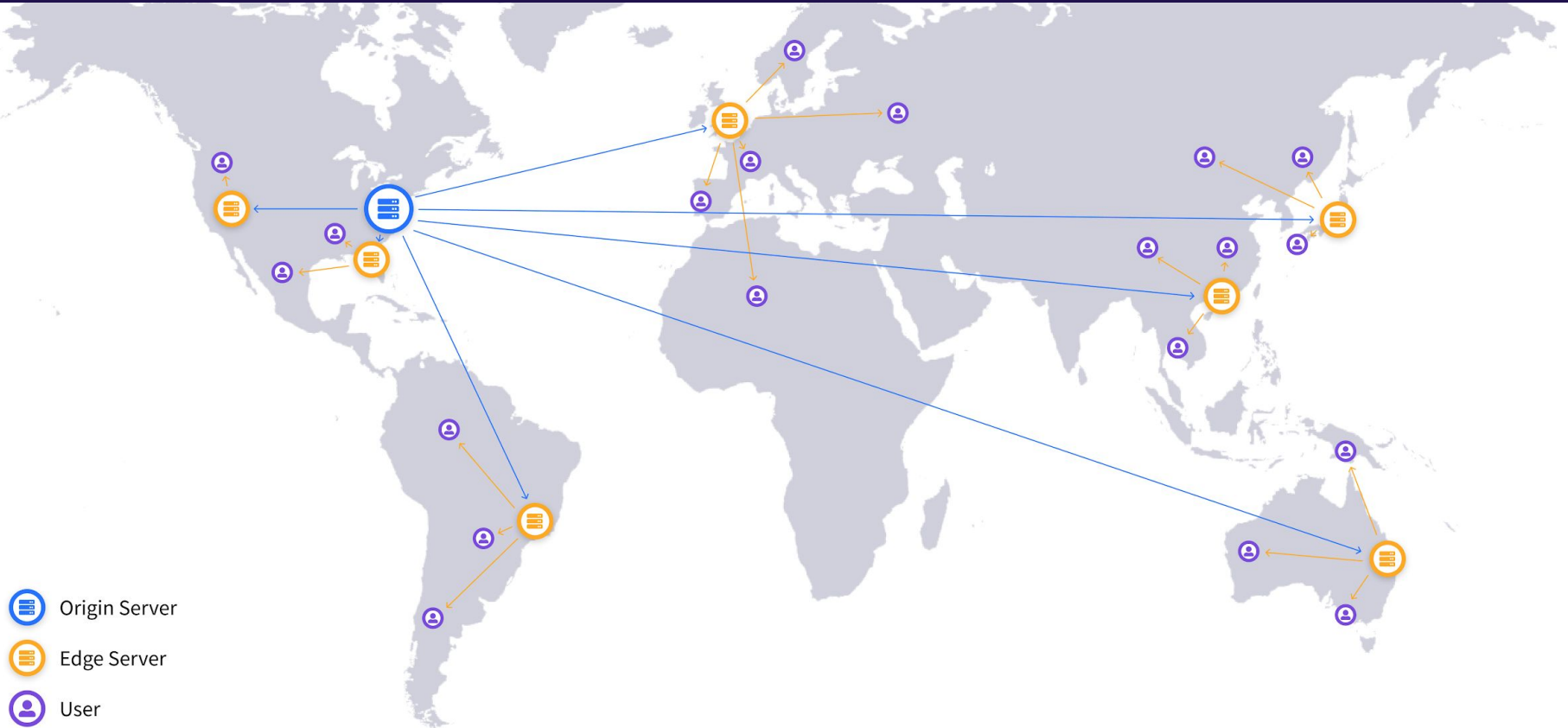
Reliability

5xx SERVER ERROR

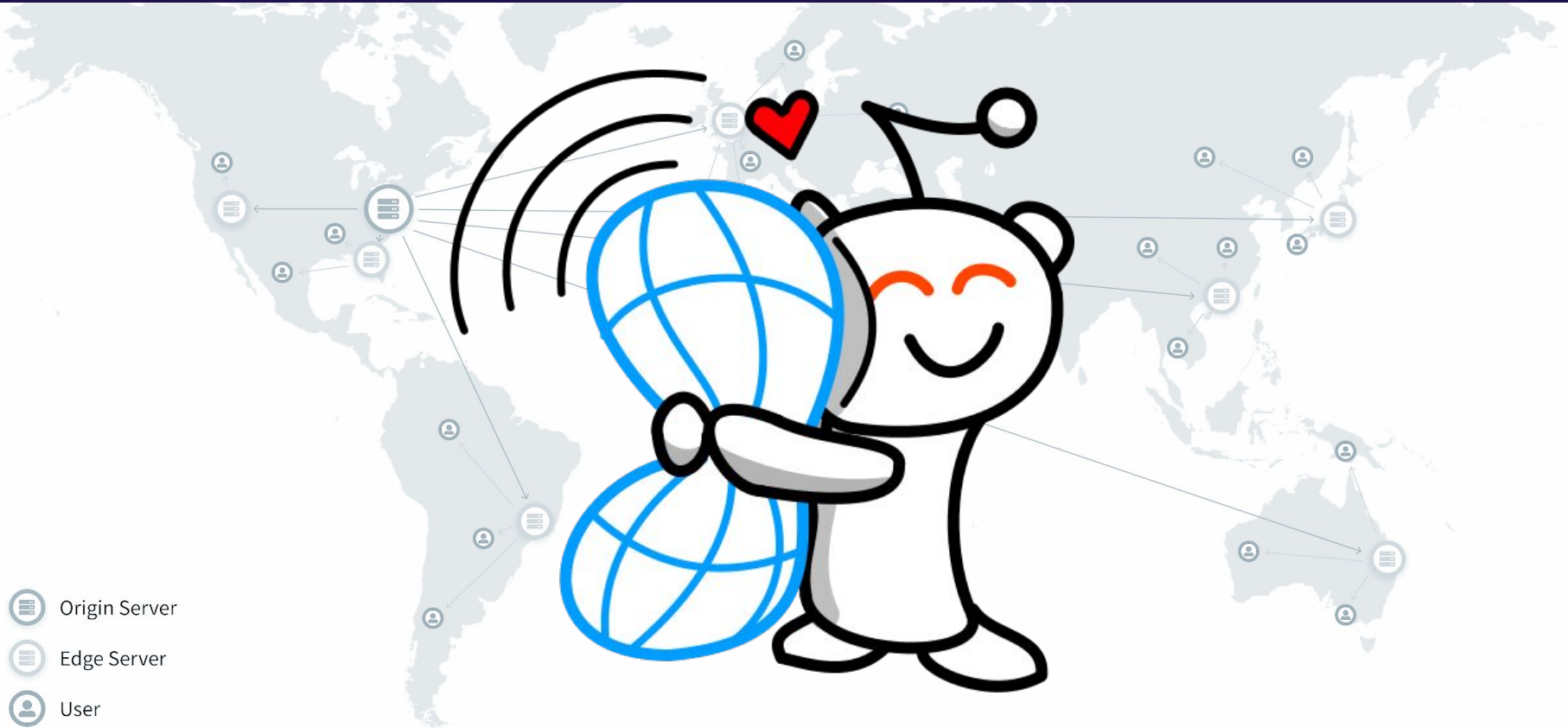
503 SERVICE UNAVAILABLE

The server is currently unable to handle the request due to a temporary overload or scheduled maintenance, which will likely be alleviated after some delay.

Reliability



Reliability



Cost

Choose your instance plan [?](#)

New! Check out our new 16 GB and 32 GB RAM bundles!

Sort by: **Price per month** Memory Processing Storage Transfer



Amazon Lightsail

First month free!

\$3.5

USD

\$5

USD

\$10

USD

\$20

USD

\$40

USD

>

\$3.50 USD	\$5 USD	\$10 USD	\$20 USD	\$40 USD	Price per month
512 MB	1 GB	2 GB	4 GB	8 GB	Memory
1 vCPU	1 vCPU	1 vCPU	2 vCPUs	2 vCPUs	Processing
20 GB SSD	40 GB SSD	60 GB SSD	80 GB SSD	160 GB SSD	Storage
1 TB	2 TB	3 TB	4 TB	5 TB	Transfer

Cost

Storage pricing

S3 Standard - General purpose storage for any type of data, typically used for frequently accessed data

First 50 TB / Month

\$0.023 per GB

Next 450 TB / Month

\$0.022 per GB

Over 500 TB / Month

\$0.021 per GB

	PUT, COPY, POST, LIST requests (per 1,000 requests)	GET, SELECT, and all other requests (per 1,000 requests)	Lifecycle Transition requests (per 1,000 requests)	Data Retrieval requests (per 1,000 requests)	Data retrievals (per GB)
S3 Standard	\$0.005	\$0.0004	n/a	n/a	n/a

Why “headless” WordPress?

What's WordPress good at?

User Experience

What's WordPress good at?

User Experience

Familiarity

What's WordPress good at?

User Experience

Familiarity

Ecosystem

How about WordPress?!

WordPress API

[Showcase](#) [Themes](#) [Plugins](#) [Mobile](#) [Support](#) [Get Involved](#) [About](#) [Blog](#) [Hosting](#)[Get WordPress](#)

REST API Handbook



CHAPTERS

REST API Handbook

[Key Concepts](#)[Frequently Asked Questions](#)[Using the REST API](#)[Extending the REST API](#)[Endpoint Reference](#)

Browse: [Home](#) / REST API Handbook

REST API Handbook

[Edit](#)

The WordPress REST API provides an interface for applications to interact with your WordPress site by sending and receiving data as [JSON](#) (JavaScript Object Notation) objects. It is the foundation of the [WordPress Block Editor](#), and can likewise enable your theme, plugin or custom application to present new, powerful interfaces for managing and publishing your site content.

Using the WordPress REST API you can create a plugin to provide an entirely new admin experiences for WordPress, build a brand new interactive front-end experience, or bring your WordPress content into completely separate applications.

TOPICS

[What Is A REST API?](#)[Using the WordPress REST API](#)[Next Steps](#)

WPGraphQL

WordPress Space Jelly 3 0 + New GraphQL IDE

Howdy, Colby Fayock

- Dashboard
- Jetpack
- Posts
- Media
- Pages
- Comments
- Feedback
- Products
- CM Episodes
- Appearance
- Plugins 2
- Users
- Tools
- Settings

GraphQL



Prettify

History

Explorer

Code Exporter

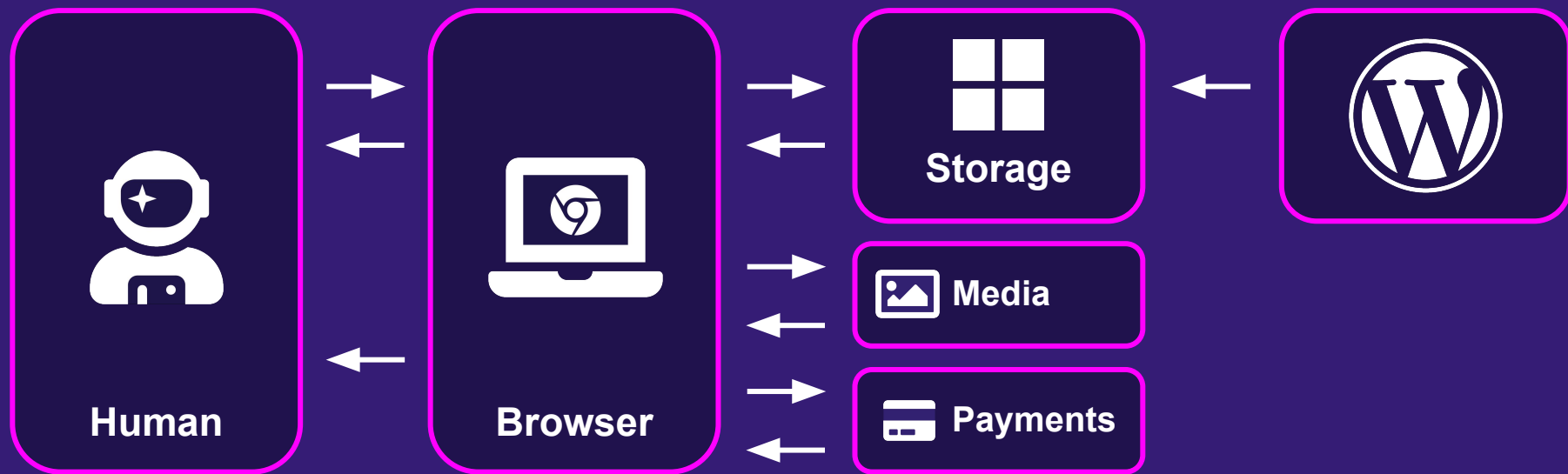
< Docs

```
1 query MyQuery {  
2   posts {  
3     edges {  
4       node {  
5         uri  
6         title  
7         excerpt  
8       }  
9     }  
10  }  
11  pages {  
12    edges {  
13      node {  
14        title  
15        uri  
16        slug  
17      }  
18    }  
19  }  
20 }  
21
```

```
{  
  "data": {  
    "posts": {  
      "edges": [  
        {  
          "node": {  
            "uri": "/2021/03/23/how-to-create-a-twitch-chat-bot-with-node-js-tmi-js-heroku/",  
            "title": "How to Create a Twitch Chat Bot with Node.js, TMI.js, & Heroku",  
            "excerpt": "<p>What is a Twitch chat bot? If you've spent some time watching some Twitch streams, you may have noticed users posting with the word 'bot' in their name or some sort of automated system that could be used for anything from ads to custom commands. That chat bot is essentially a server that's hosted somewhere [hellip;]</p>\n"  
          }  
        },  
        {  
          "node": {  
            "uri": "/2021/03/08/how-to-use-cloudflare-pages-to-host-deploy-a-next-js-app/",  
            "title": "How to Use Cloudflare Pages to Host & Deploy a Next.js App",  
            "excerpt": "<p>Building dynamic web apps that can be statically hosted, commonly known as the Jamstack, is a powerful way to help provide a fast and reliable experience to your website visitors. There are a lot of options for how you such as AWS S3, Azure Static Web Apps, Netlify, and Vercel, but there's a ne  
          }  
        }  
      ]  
    }  
  }  
}
```

@colbyfayock

Static WordPress



Static WordPress

Next.js WordPress Starter

Docs

About

omni

Next.js WordPress

Scaling WordPress to the static web

Omnis vero possimus qui fugiat

Et sapiente omnis illum quia

Ut autem quibusdam omnis mollitia exercitationem

Consectetur voluptas in vitae aut

Eius enim repellat aperiam voluptatem

Omnis vero possimus qui fugiat



By Colby Fayock

July 15th, 2020

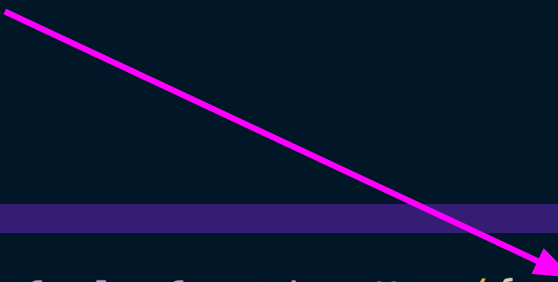
Dolor sit Amet and more

Amet cumque qui omnis sed laborum quis fugiat eius adipisci eos necessitatibus quasi et autem ad labore minus eligendi nobis laudantium est iure aperiam id porro unde impedit dolores impedit voluptas quis commodi natus sit sint doloribus incidunt quia praesentium et aut dolore quia cumque maxime unde sint itaque fugit etrus officia nobis temporibus aut

@colbyfayock

Static WordPress

```
export async function getStaticProps() {
  const { posts } = await getAllPosts()
  return {
    props: {
      posts: posts.sort((post) => (post
    },
  });
}
```



```
export default function Home({ posts }) {
  const { metadata = {} } = useSite();
  const { title, description } = metadata
```

```
/**
 * getAllPosts
 */
export async function getAllPosts(options) {
  const apolloClient = getApolloClient()

  const data = await apolloClient.query({
    query: QUERY_ALL_POSTS,
  });

  const posts = data?.data.posts.edges

  return {
    posts: Array.isArray(posts) ? posts : []
  }
}
```



Static WordPress

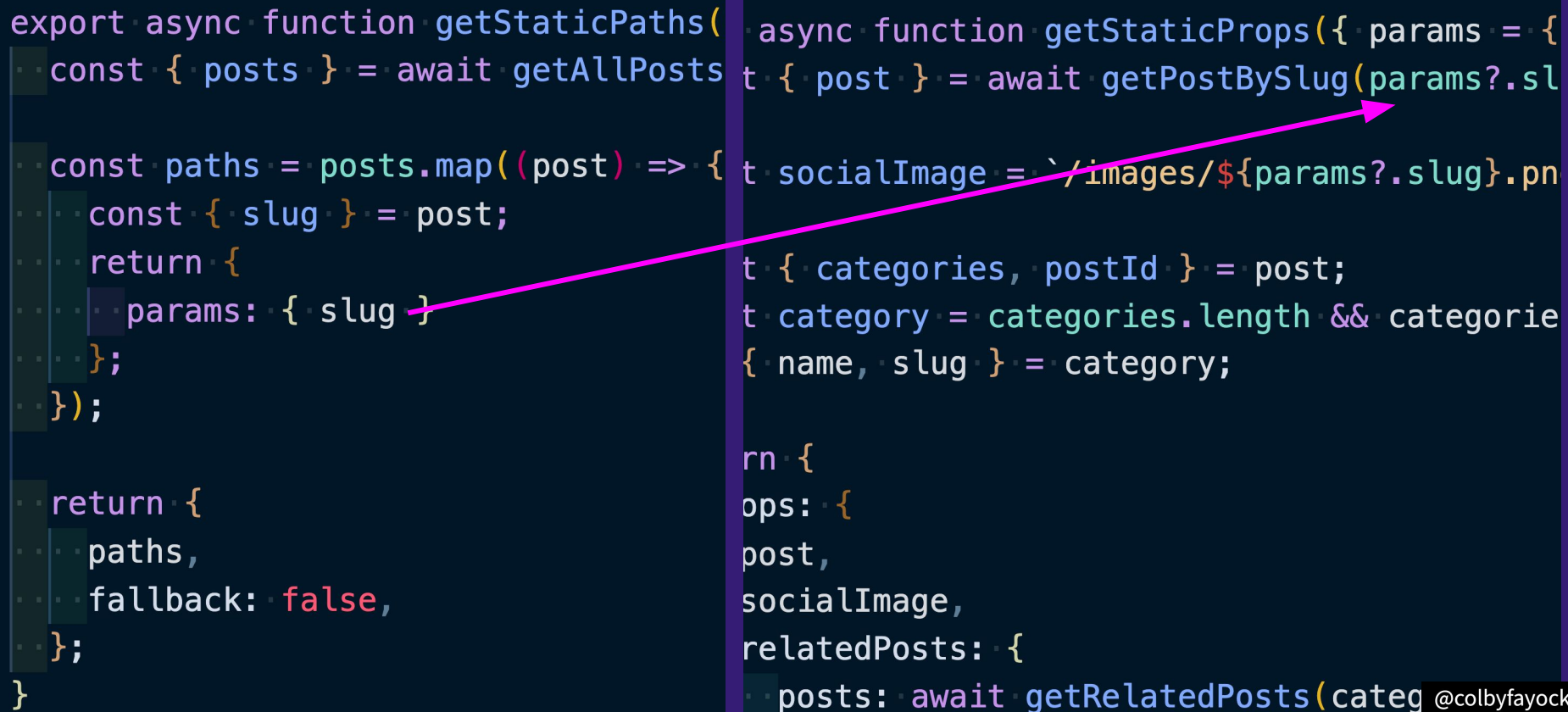
```
export async function getStaticPaths() {
  const { posts } = await getAllPosts();

  const paths = posts.map((post) => {
    const { slug } = post;
    return {
      params: { slug },
    };
  });

  return {
    paths,
    fallback: false,
  };
}

export async function getStaticProps({ params = {} }) {
  const { post } = await getPostBySlug(params?.slug);
  const socialImage = `/images/${params?.slug}.png`;
  const { categories, postId } = post;
  const category = categories.length && categories[0];
  const { name, slug } = category;

  return {
    props: {
      post,
      socialImage,
      relatedPosts: {
        posts: await getRelatedPosts(category)
      }
    }
  };
}
```

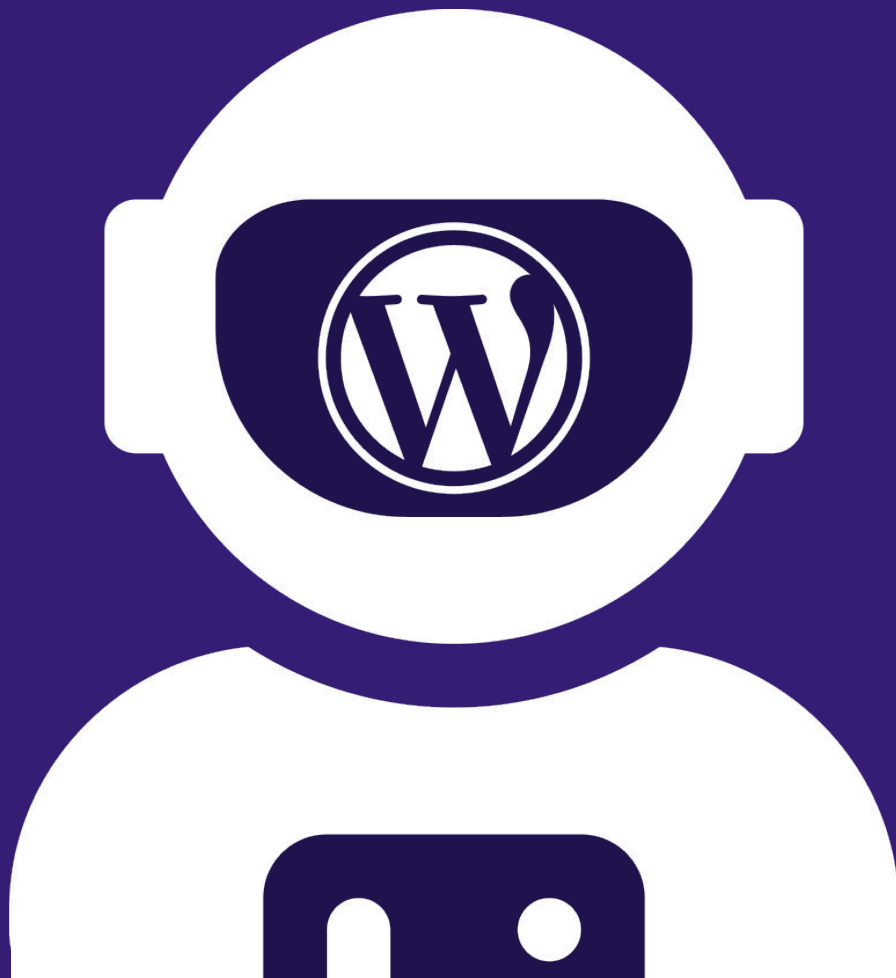


Static WordPress

Fry, we have a crate to deliver

Pansy. I am Singing Wind, Chief of the Martians. Then throw her in the laundry room, which will hereafter be referred to as "the brig". Fry! Stay back! He's too powerful! And until then, I can never die?





colbyfayock Merge pull request #141 from colbyfayock/... 16 hours ago 260

.github/workflows	Improve Github Actions to respect yarn.lock	5 months ago
config	adding prettier with precommit hook to format	6 months ago
docs	Adds the WP/ACF/GraphQL documentation	6 months ago
plugins	adding fabric for dynamic social images	2 months ago
public	Merge branch 'master' into master+59-child-...	last month
src	Update pagination component to handle a gr...	10 days ago
.all-contributorsrc	docs: update .all-contributorsrc [skip ci]	26 days ago
.gitignore	Add sitemap plugin and robots.txt	5 months ago
.prettierrc	Merge branch 'master' into master+social-im...	2 months ago
CODE_OF_CONDUCT.md	Create CODE_OF_CONDUCT.md	6 months ago
CONTRIBUTING.md	Create CONTRIBUTING.md	6 months ago
LICENSE	Create LICENSE	6 months ago
README.md	docs: update README.md [skip ci]	26 days ago
jsconfig.json	adding prettier with precommit hook to format	6 months ago
netlify.toml	Update netlify.toml	26 days ago

About

Bring WordPress to the static world with Next.js

next-wordpress-starter.n...

wordpress nextjs next
hacktoberfest next-starter

Readme

MIT License

Contributors 9

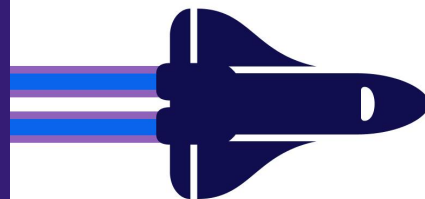


Languages

JavaScript 87.4%
SCSS 12.6%

Jamstack Handbook

Building fast, dynamic apps with Javascript and the static web



Colby Fayock
Version 1.0

jamstackhandbook.com

@colbyfayock

Colby Fayock

Developer Advocate



@colbyfayock



Thank You

colbyfayock.com/react-summit-wordpress