

Scaling WordPress

with

Next.js

@colbyfayock

Colby Fayock

Developer Advocate



@colbyfayock

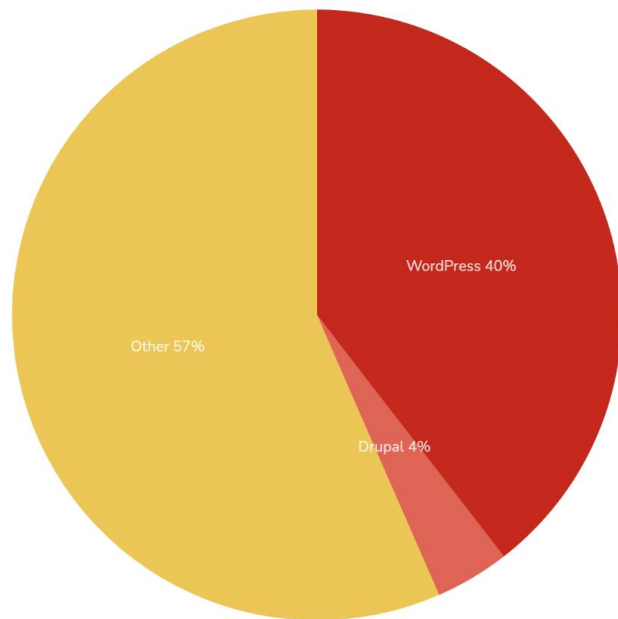




WORDPRESS

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	346,776	34.68
Drupal	34,573	3.46
Google Search Appliance	25,782	2.58

876,862 Detections

of Content Management System in the Top 1 Million Sites. Last updated 26th May 2021.

WordPress is currently the most popular technology in this category.

Top 1m 876,862

Top 1,000,000 sites by traffic

Top 100k 143,999

Top 100,000 sites by traffic

Top 10k 21,792

Top 10,000 sites by traffic

Entire Internet 63,596,048

India 444,805

United States 24,312,838

Germany 2,618,150

United Kingdom 2,019,342

Russia 1,430,983

Italy 889,070

France 835,638

Netherlands 783,992

Canada 804,768

Australia 675,790

Brazil 535,143

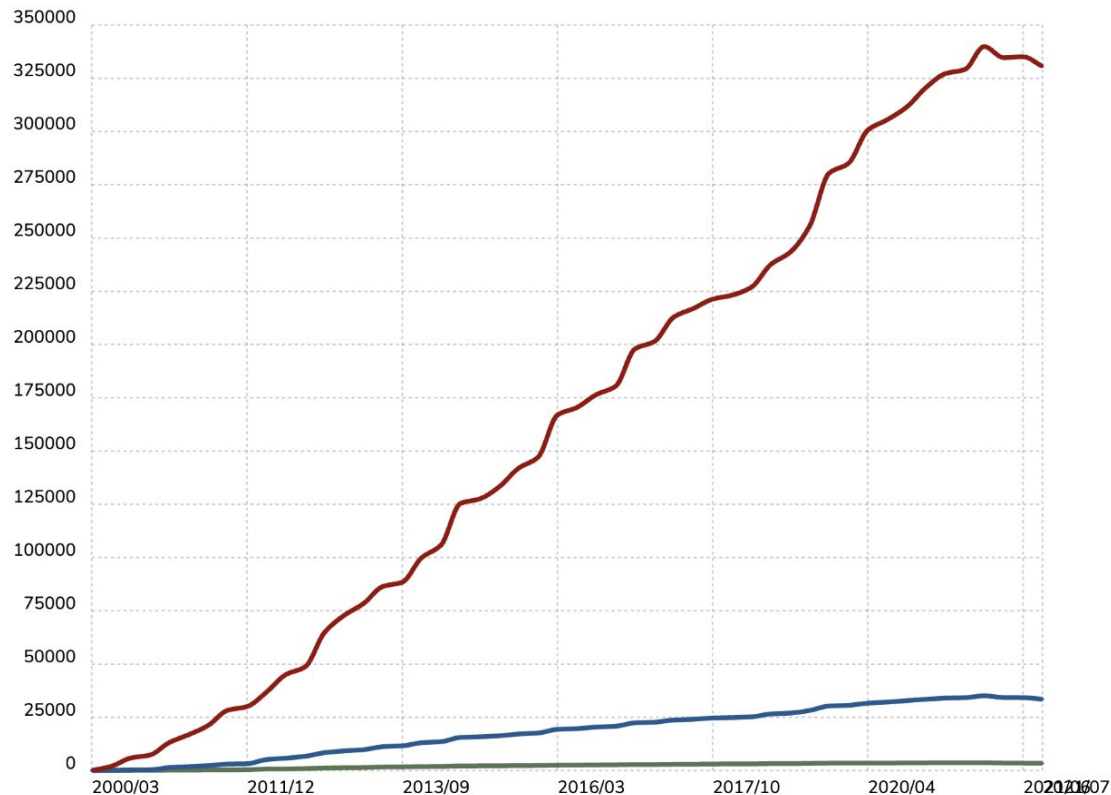
Spain 514,679

Japan 435,872

Poland 332,601

WordPress Usage Statistics

Top 10k ● Top 100k ● Top 1m ● All Internet ●



[Download Lead List](#)

We know of at least **28,183,568 live websites** using WordPress.

Site Totals

Total Live **28,183,568**

2,739,509 additional website redirects?

USA Live Sites **8,185,797**
Estimated

Top 1m **36.17%**
361,726

Top 100k **36.61%**
36,614

Top 10k **37.54%**
3,754

United States **8,185,796***

United Kingdom **734,222***

Germany **393,080***

Russia **370,774***

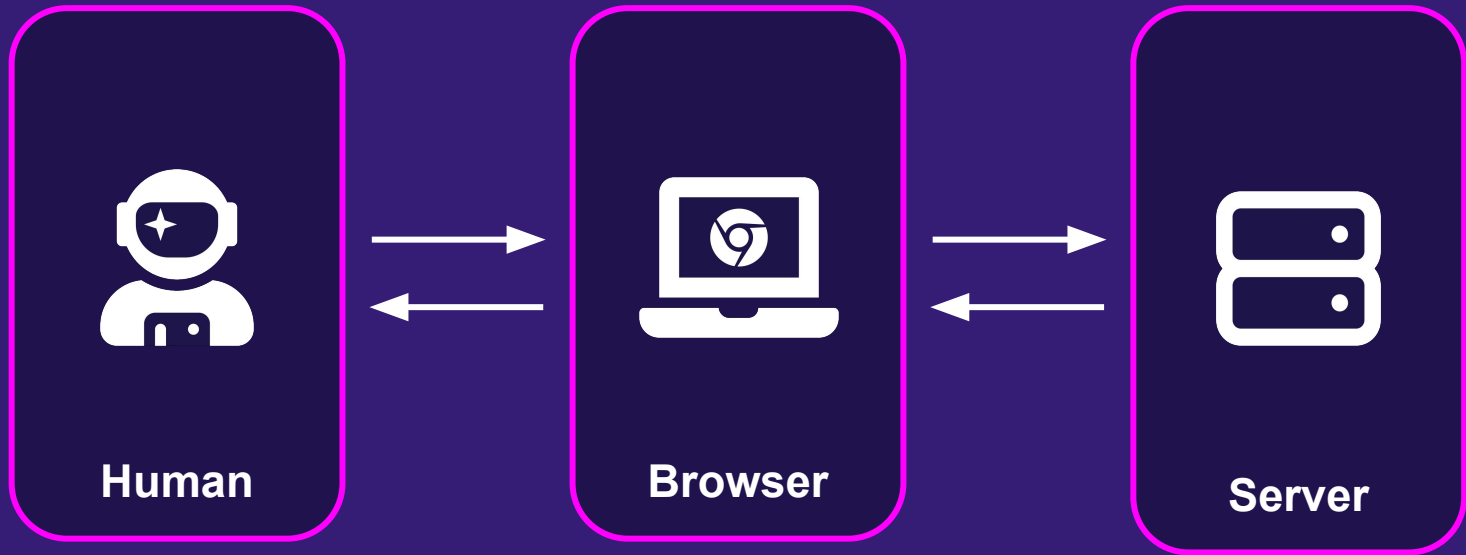
Japan **332,847***



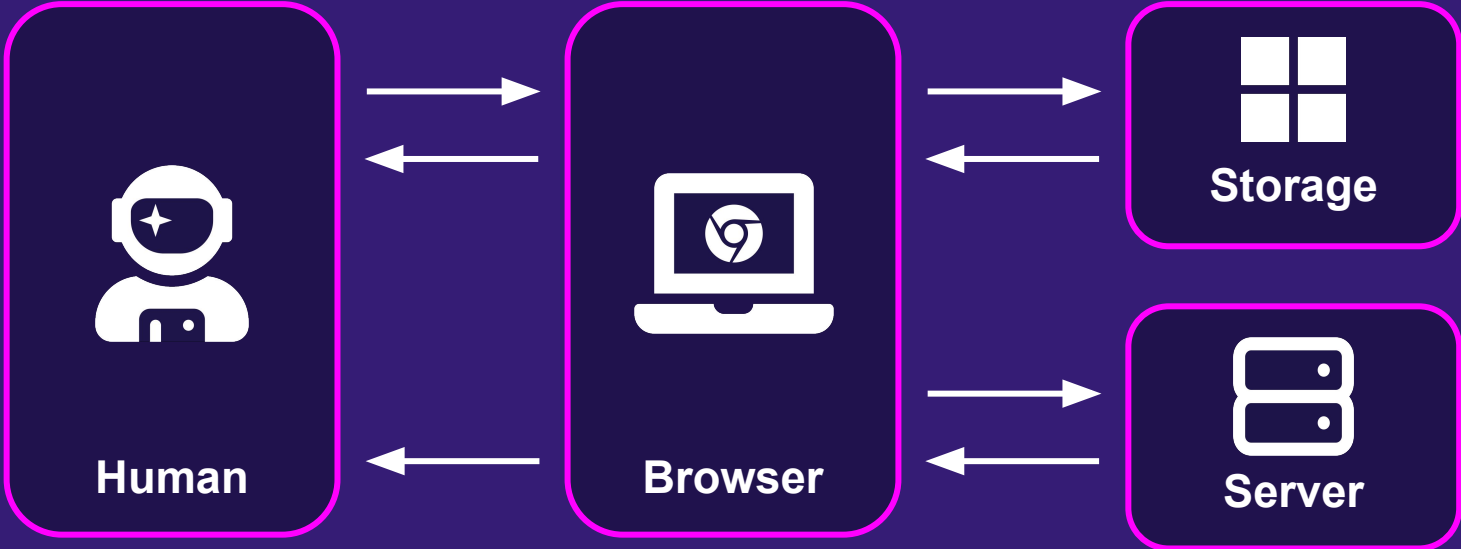
WORDPRESS

What is “headless”?

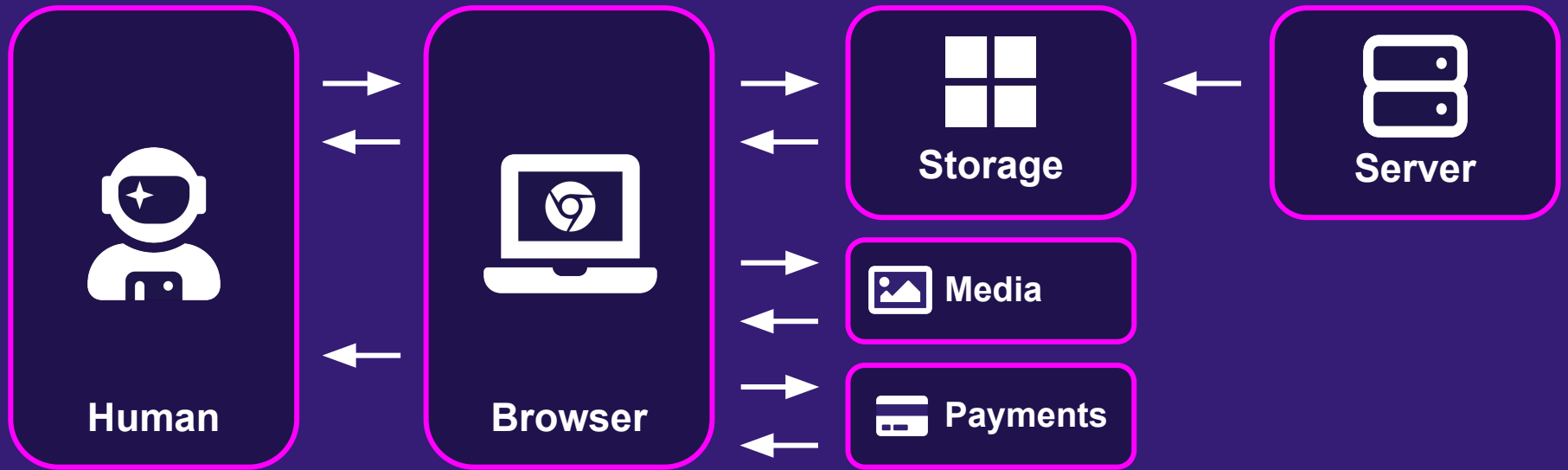
Traditional



Headless



Headless + Static

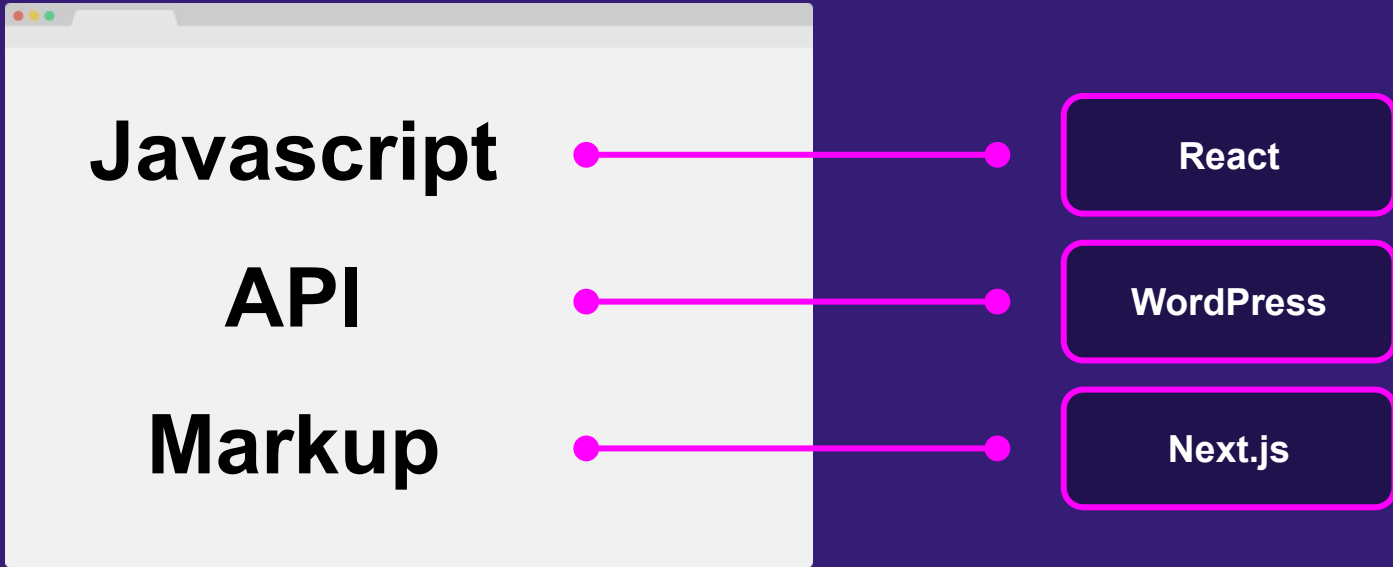


What is “Jamstack”?

Jamstack



Jamstack



Why headless?

Why Jamstack?

Why not regular WordPress?

Jamstack



Operational
Excellence



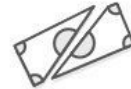
Security



Reliability



Performance
Efficiency



Cost
Optimization



AWS Well-Architected

Performance

Plugins

My Favorites

Beta Testing

Developers

cache



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



WP-Optimize

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

aws Services Resource Center

Type a prefix and press Enter to search

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

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-ff7acf49e460...	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	

Elements Console Sources Network Performance Memory Application

Filter Hide data URLs All XHR JS CSS Img Media Font Doc WS Ma

Blocked Requests

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	
colby-fayock-bite-world.jpg	200	jpeg	(ind...	51.6 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	
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	
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...	33.9 kB	24 ms	

Headers Preview Response Initiator T

General

Request URL: http://colbyfayock.com.s3-website-us-east-1.amazonaws.com/colby-fayock-bite-world.jpg

Request Method: GET

Status Code: 200 OK

Remote Address: 52.216.143.163:80

Referrer Policy: no-referrer-when-downgrade

Response Headers view source

Content-Length: 71955

Content-Type: text/html

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

ETag: "b8f7bd3c920771bda901cceece7f5a05f"

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

Server: AmazonS3

x-amz-id-2: LHy2o7tTihb5rweDtkf1J43NM5Poz...

x-amz-request-id: BCA69B162EE48601

Request Headers view source

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

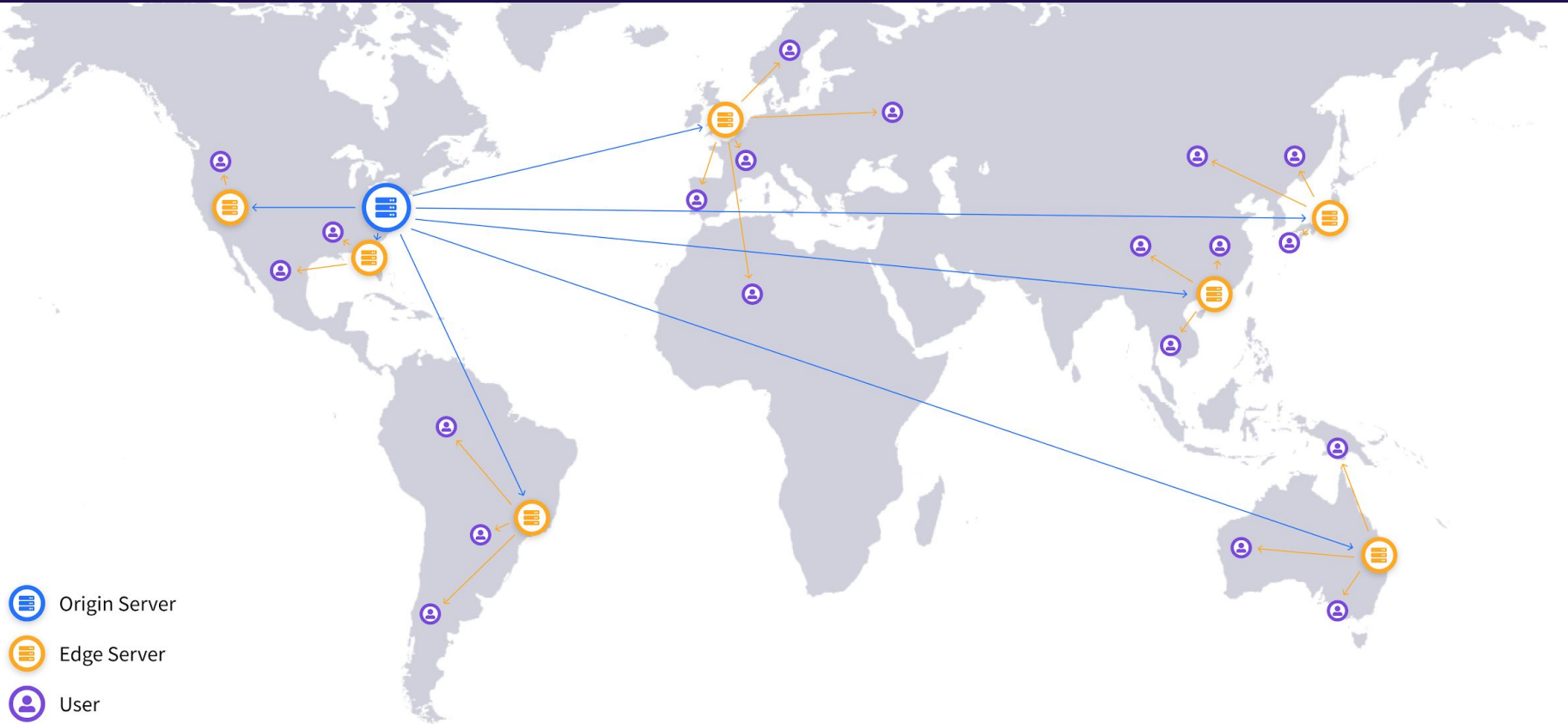
Reliability




5xx SERVER ERROR

503 SERVICE UNAVAILABLE

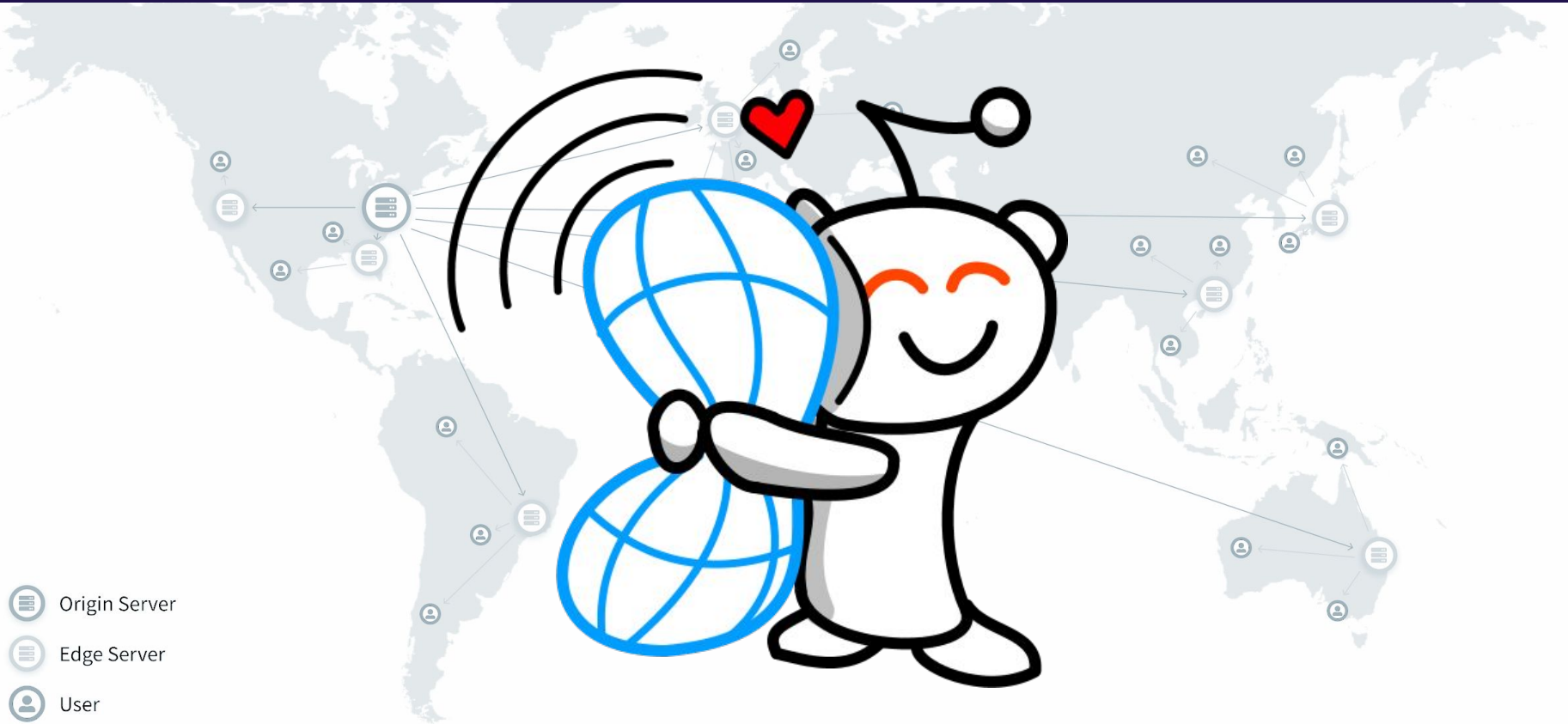
The server is currently unable to handle the request due to a temporary overload or scheduled maintenance, which will likely be alleviated after some delay.

Reliability



-  Origin Server
-  Edge Server
-  User

Reliability



-  Origin Server
-  Edge Server
-  User

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



Search WordPress.org



Showcase Themes Plugins Mobile Support Get Involved About Blog Hosting

Get WordPress

REST API Handbook

Search ...



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

WP Engine

Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

SEO 2

GraphQL

Settings

GraphQL IDE

Collapse menu

Explorer

- last:
- where:
- edges
 - cursor
 - node
 - author
 - authorDatabaseId
 - authorId
 - categories
 - commentCount
 - commentStatus
 - comments
 - content
 - contentType
 - databaseId
 - date
 - dateGmt
 - desiredSlug
 - editingLockedBy
 - enclosure
 - enqueuedScripts
 - enqueuedStylesheets
 - excerpt
 - format:
 - featuredImage
 - featuredImageDatabaseId
 - featuredImageId
 - guid
 - id
 - isPreview
 - isRestricted

GraphQL



Prettify

History

Explorer

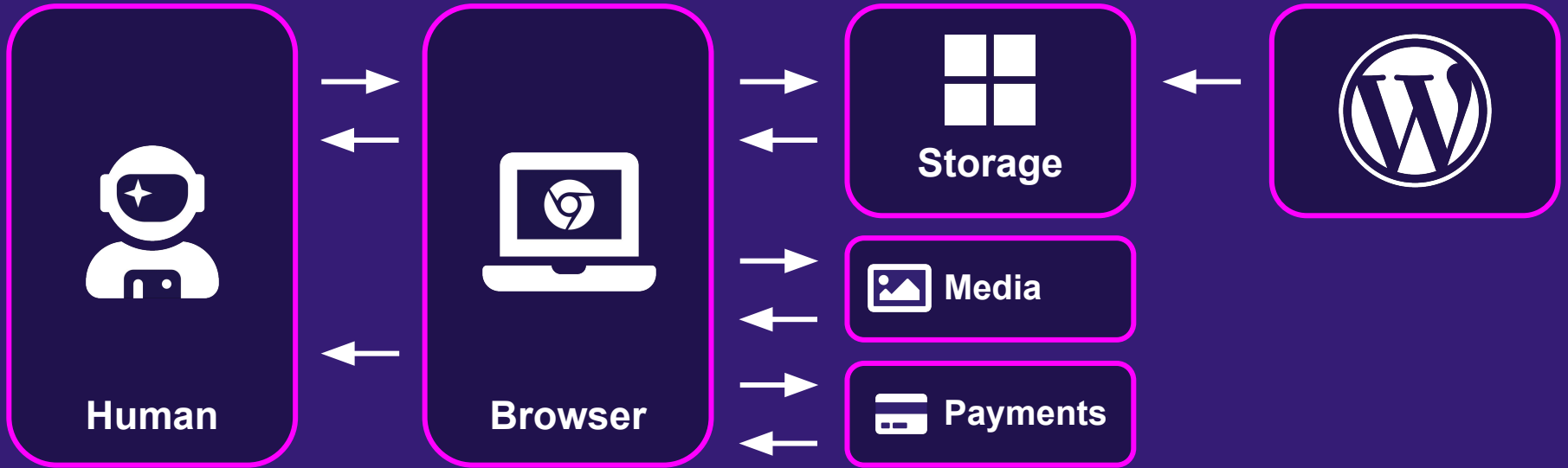
Code Exporter

< Docs

```
1 query MyQuery {
2   posts {
3     edges {
4       node {
5         title
6         uri
7         excerpt
8       }
9     }
10  }
11 }
12
```

```
{
  "data": {
    "posts": {
      "edges": [
        {
          "node": {
            "title": "How to Manage SEO in Headless WordPress with Yoast SEO and WPGraphQL",
            "uri": "/2021/05/10/how-to-manage-seo-in-headless-wordpress-with-yoast-seo-and-wpgraphql/",
            "excerpt": "<p>SEO is a critical part of any website or application. Without it, Google might not be able to find your page or it might not look right in search results or social platforms. How can we leverage popular WordPress plugin Yoast SEO using a headless WordPress instance with Next.js and WPGraphQL? Note: this was originally [⋮]</p>\n"
          }
        },
        {
          "node": {
            "title": "How to Create a Headless WordPress Blog with Next.js WordPress Starter",
            "uri": "/2021/04/30/how-to-create-a-headless-wordpress-blog-with-next-js-wordpress-starter/",
            "excerpt": "<p>Blogs are a great way to get down your thoughts to help others learn, keep track of progress, or even to help reinforce an idea to help yourself learn. WordPress is a popular blog platform that's been around for a while and Next.js is a modern popular web framework for building React apps. How can [⋮]</p>\n"
          }
        }
      ]
    }
  }
}
```

Static WordPress





Gatsby



SVELTEKIT



NEXT.js

11ty





Gatsby



SVELTEKIT



NEXT.js

11ty



HUGO



The React Framework for Production

Next.js gives you the best developer experience with all the features you need for production: hybrid static & server rendering, TypeScript support, smart bundling, route pre-fetching, and more. No config needed.

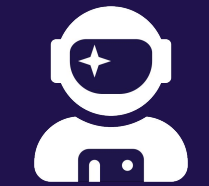
[Start Learning](#)[Documentation](#)

License: MIT [GitHub](#)

getServerSideProps

getStaticProps

getServerSideProps



Human



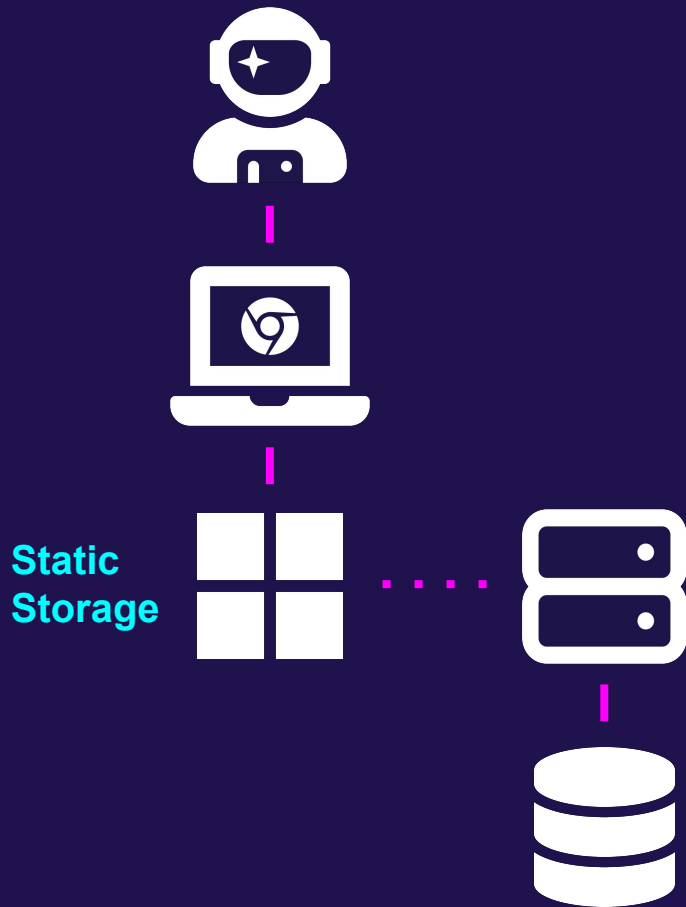
Browser



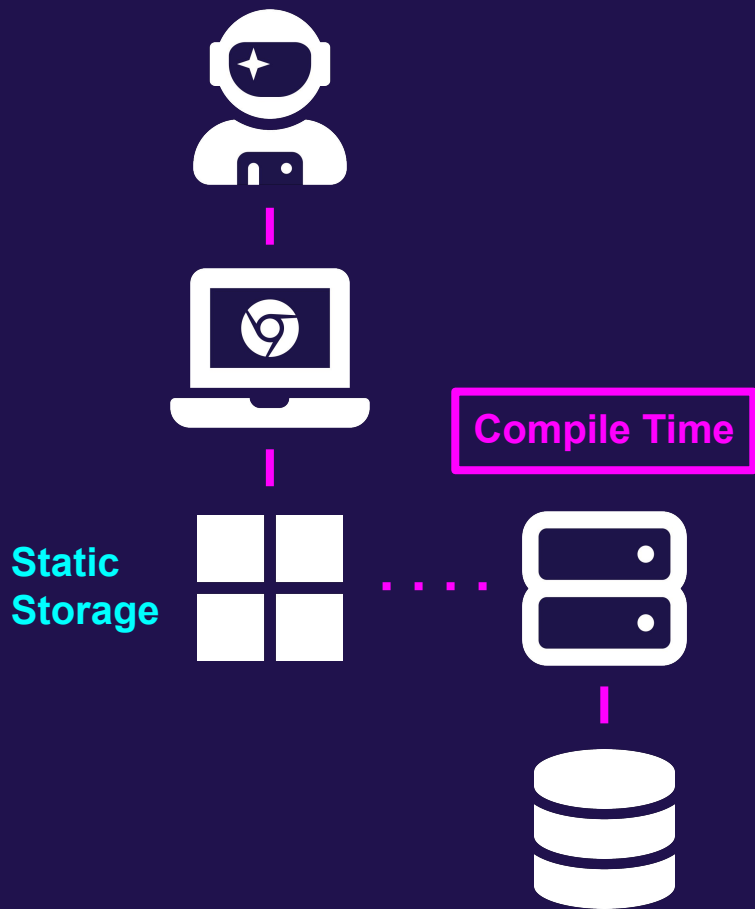
Server



Database



`getStaticProps`



`getStaticProps`

Next.js WordPress Starter

Next.js WordPress Starter

Docs

About

GitHub

wordpress

Next.js WordPress

Scaling WordPress to the static web!

How to Create a Headless WordPress Blog with Next.js WordPress Starter

How to Manage SEO in Headless WordPress with Yoast SEO and WPGraphQL

How to Create a Headless WordPress Blog with Next.js WordPress Starter



By Colby Fayock

April 30th, 2021

Getting Started and more

Blogs are a great way to get down your thoughts to help others learn, keep track of progress, or even to help reinforce an idea to help yourself learn. WordPress is a popular blog platform that's been around for a while and Next.js is a modern popular web framework for building React apps. How can...

@colbyfayock

Homepage

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

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

Next.js WordPress Start

Scaling WordPress to the static web!

How to Create a Headless WordPress Blog with Next.js WordPress S

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@colbyfayock

Post Page

```
export async function getStaticPaths() {  
  const { posts } = await getAllPosts();  
  
  const paths = posts.map((post) => {  
    const { slug } = post;  
    return {  
      params: { slug }  
    }  
  });  
}
```

How to Automate Deployment on Content Change in WordPress with WP Webhooks and Netlify

 By Colby Fayock July 8th, 2021 Content, Deploying, Tutorial

```
export async function getStaticProps({ params = {} }) {  
  const { post } = await getPostBySlug(params?.slug)  
  
  const socialImage = `/images/${params?.slug}.png`;  
  
  return {  
    props: {  
      post,  
      socialImage,  
    }  
  }  
}
```

Post Page

```
export async function getStaticPaths() {  
  const { posts } = await getAllPosts();  
  
  const paths = posts.map((post) => {  
    const { slug } = post;  
    return {  
      params: { slug }  
    }  
  });  
}
```

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  const { post } = await getPostBySlug(params?.slug)  
  
  const socialImage = `/images/${params?.slug}.png`;  
  
  return {  
    props: {  
      post,  
      socialImage,  
    }  
  }  
}
```

Post Page

```
export async function getStaticPaths() {  
  const { posts } = await getAllPosts();  
  
  const paths = posts.map((post) => {  
    const { slug } = post;  
    return {  
      params: { slug }  
    }  
  });  
}
```

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export async function getStaticProps({ params = {} }) {  
  const { post } = await getPostBySlug(params?.slug);  
  
  const socialImage = `/images/${params?.slug}.png`;  
  
  return {  
    props: {  
      post,  
      socialImage,  
    }  
  };  
}
```

Clientside Search

```
async index(compilation, options) {  
  const {  
    host,  
    outputDirectory = DEFAULT_OUTPUT_DIRECTORY,  
    outputName = DEFAULT_OUTPUT_NAME  
  } = options;  
  
  if (typeof host !== 'string') {  
    throw new Error(`Failed to compile search index`);  
  }  
  
  const outputLocation = path.join(outputDirectory, outputName);  
  
  const data = await fetch(`${host}${WORDPRESS_URL}`);  
  const posts = await data.json();  
}
```

The screenshot shows a search results page for the term "wordpress" on the wpgraphql website. The search bar at the top right contains the text "wpgraphql" and "wordpress". Below the search bar, a dropdown menu displays two search results:

- How to Add Custom Fields in Headless WordPress with ACF & WPGraphQL
- How to Manage SEO in Headless WordPress with Yoast SEO and WPGraphQL

Below the search results, the text "WordPress to the static web!" is visible. At the bottom of the page, there is a link to "WordPress Blog with Next.js WordPress Starter" with a small icon to its right. The text "Getting Started and more" is partially visible below the link. At the bottom right of the page, the text "thoughts to help others learn, keep track of progress, or even if learn. WordPress is a popular blog platform that's been a popular web framework for building React apps. How" is visible, along with the Twitter handle "@colbyfayock".

Clientside Search

```
    } = options;  
  
    if (typeof host !== 'string') {  
      throw new Error(`Failed to compile search index`);  
    }  
  }  
}
```

```
const outputLocation = path.join(outputDirectory, 'index.json');
```

```
const data = await fetch(`${host}${WORDPRESS_API_URL}`);  
const posts = await data.json();
```

```
const index = posts.map((post = {}) => {  
  return {  
    title: post.title.rendered,  
    slug: post.slug,  
    date: post.date
```

```
{  
  generated: 1631713626180,  
  - posts: [  
    - {  
      title: "How to Automate Deployments on Contao",  
      slug: "how-to-automate-deployments-on-contao",  
      date: "2021-07-08T15:51:30"  
    },  
    - {  
      title: "How to improve your development experience",  
      slug: "how-to-improve-development-experience",  
      date: "2021-06-29T20:00:57"  
    },  
    - {  
      title: "How to Add Custom Fields in Headless CMS",  
      slug: "how-to-add-custom-fields-in-headless-cms",  
      date: "2021-06-25T12:39:39"  
    },  
    - {  
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      slug: "exposing-the-wp-data-without-the-main-api",  
      date: "2021-06-14T19:26:20"  
    },  
    - {  
      title: "How to Manage SEO in Headless CMS" @colbyfayock
```

Clientside Search

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{
  generated: 1631713626180,
  - posts: [
    - {
      title: "How to Automate Deployments on Content Char
      slug: "how-to-automate-deployments-on-content-chang
      date: "2021-07-08T15:51:30"
    },
    - {
      title: "How to improve your development experience
      slug: "how-to-improve-development-experience-with-
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    },
    - {
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      slug: "how-to-add-custom-fields-in-headless-wordpre
      date: "2021-06-25T12:39:39"
    },
    - {
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      date: "2021-06-14T19:26:20"
    },
    - {
      title: "How to Manage SEO in Headless WordPress wit
```

Docs About GitHub

WordPress

- How to Add Custom Fields in Headless WordPress with ACF & WPGraphQL
- How to Manage SEO in Headless WordPress with Yoast SEO and WPGraphQL

WordPress to the static web!

WordPress Blog with Next.js WordPress Starter

Getting Started and more

thoughts to help others learn, keep track of progress, or even

f learn. WordPress is a popular blog platform that's been

ern popular web framework for building React apps. How

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Static WordPress

Next.js WordPress Starter

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How to Create a Headless WordPress Blog with Next.js WordPress Starter



By Colby Fayock

April 30th, 2021

Getting Started, Tutorial



Blogs are a great way to get down your thoughts to help others learn, keep track of

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Static WordPress

Next.js WordPress Starter

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Blogs are a great way to get down your thoughts to help others learn, keep track of

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Static WordPress



Custom Post Type UI

Demo

Demo

Review WordPress Instance

Set up Next.js WordPress Starter

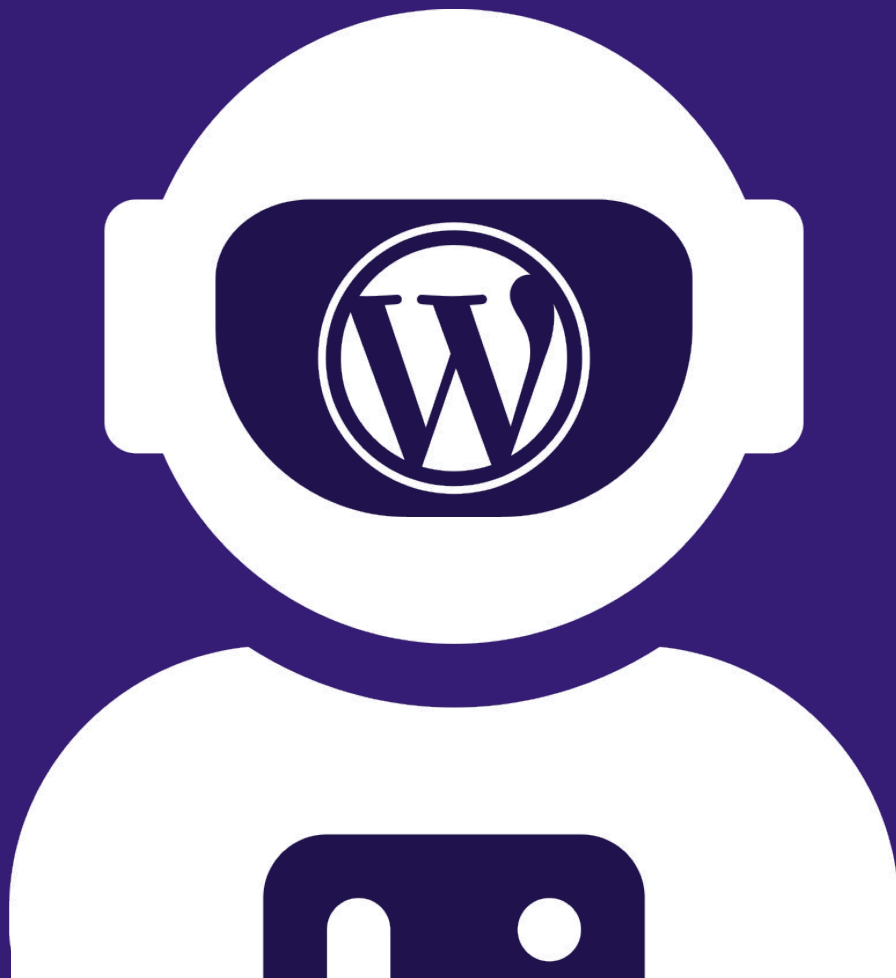
Set up Basic Next.js WP Starter

Dig In to the Code



Demo

- ✓ Review WordPress Instance
- ✓ Set up Next.js WordPress Starter
- ✓ Set up Basic Next.js WP Starter
- ✓ Dig In to the Code



main 9 branches 0 tags Go to file Add file Code Use this template

Table with 3 columns: File name, Description, and Date. Rows include .github/workflows, plugins, and public folders.

About section with a description: 'Bring WordPress to the static world with Next.js' and a link to 'next-wordpress-starter.spacejell...'. Includes tags like 'wordpress', 'nextjs', 'next', 'hacktoberfest', 'wpggraphql', and 'next-starter'.

Ecommerce on the Jamstack



spacejelly.dev/levelupecommerce

Colby Fayock

Developer Advocate



@colbyfayock



Thank You

colbyfayock.com/conf42