



# Dynamic Static Sites







# Shy Ruparel

---

Developer Evangelist | Contentful

@ShyRuparel

He/Him





Don't let a CMS get in the way of  
shipping software.

Contentful provides a content infrastructure that enables  
teams to power content in any digital product.



# What we'll do today

- **A brief history of static website**
- **Why static sites are awesome**
- **Why and how to combine static sites and serverless**



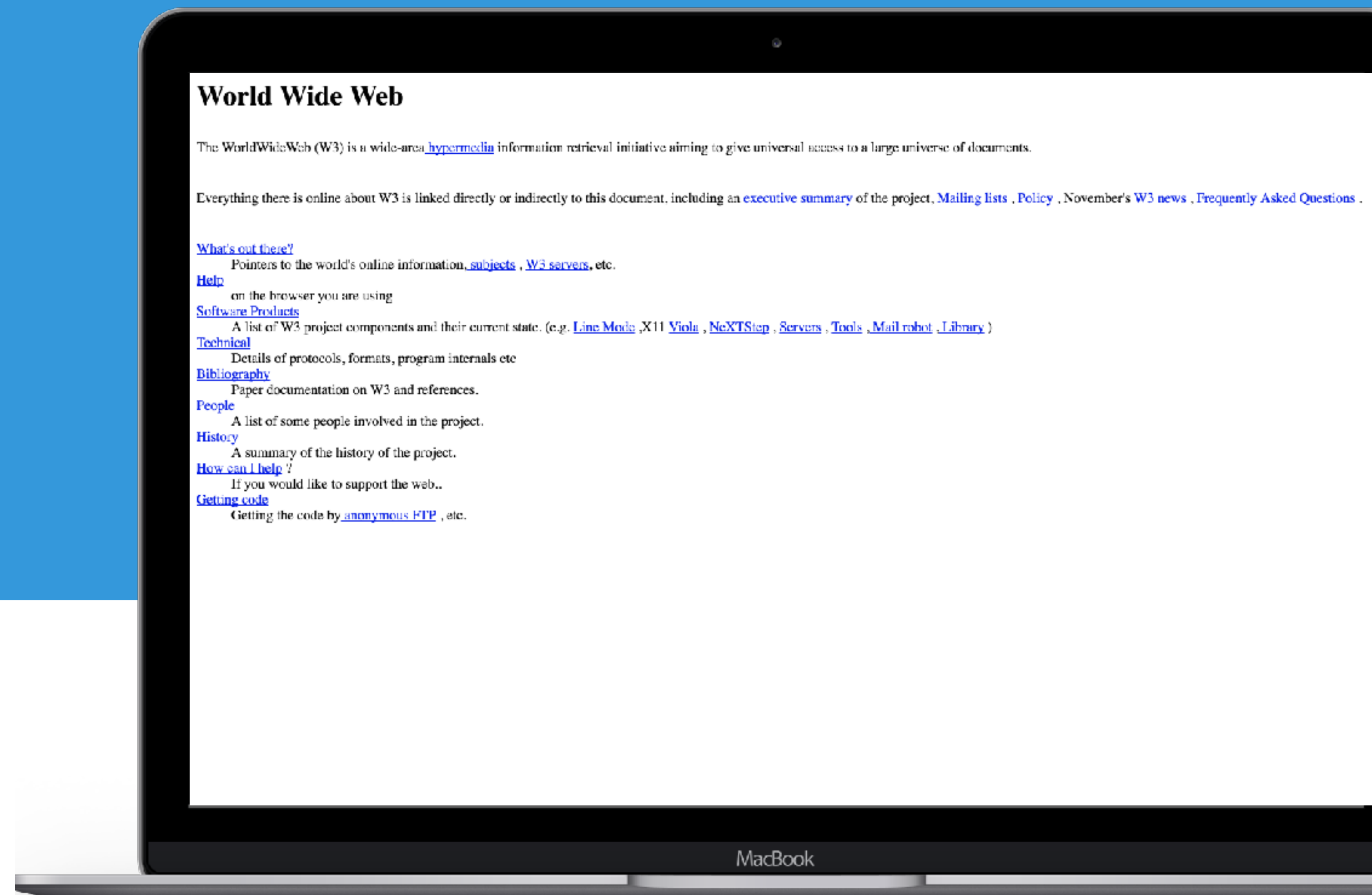
# Static Websites

A brief history

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# THE FIRST WEBSITE WAS A STATIC SITE



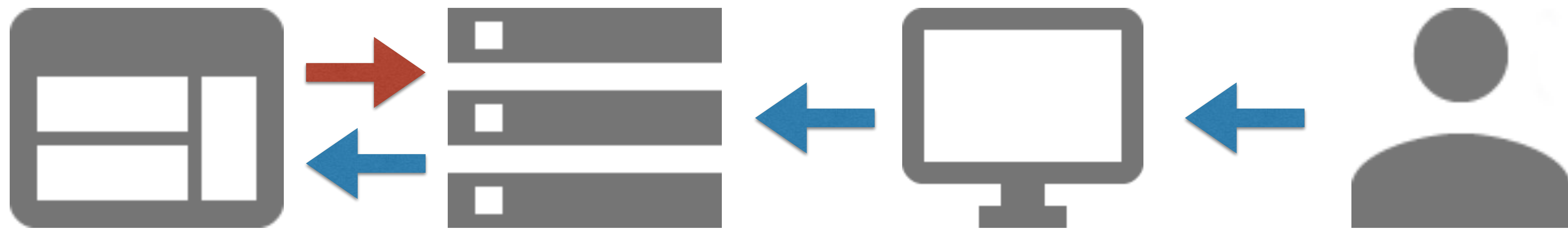




## LET'S DEVELOP LIKE ITS 1991

- Every website was static
- Layout wasn't a thing - everything was one vertical flow.
- Link management was manual





Browser

Webserver

Workstation

Developer



# FIRST WEBSEARCH

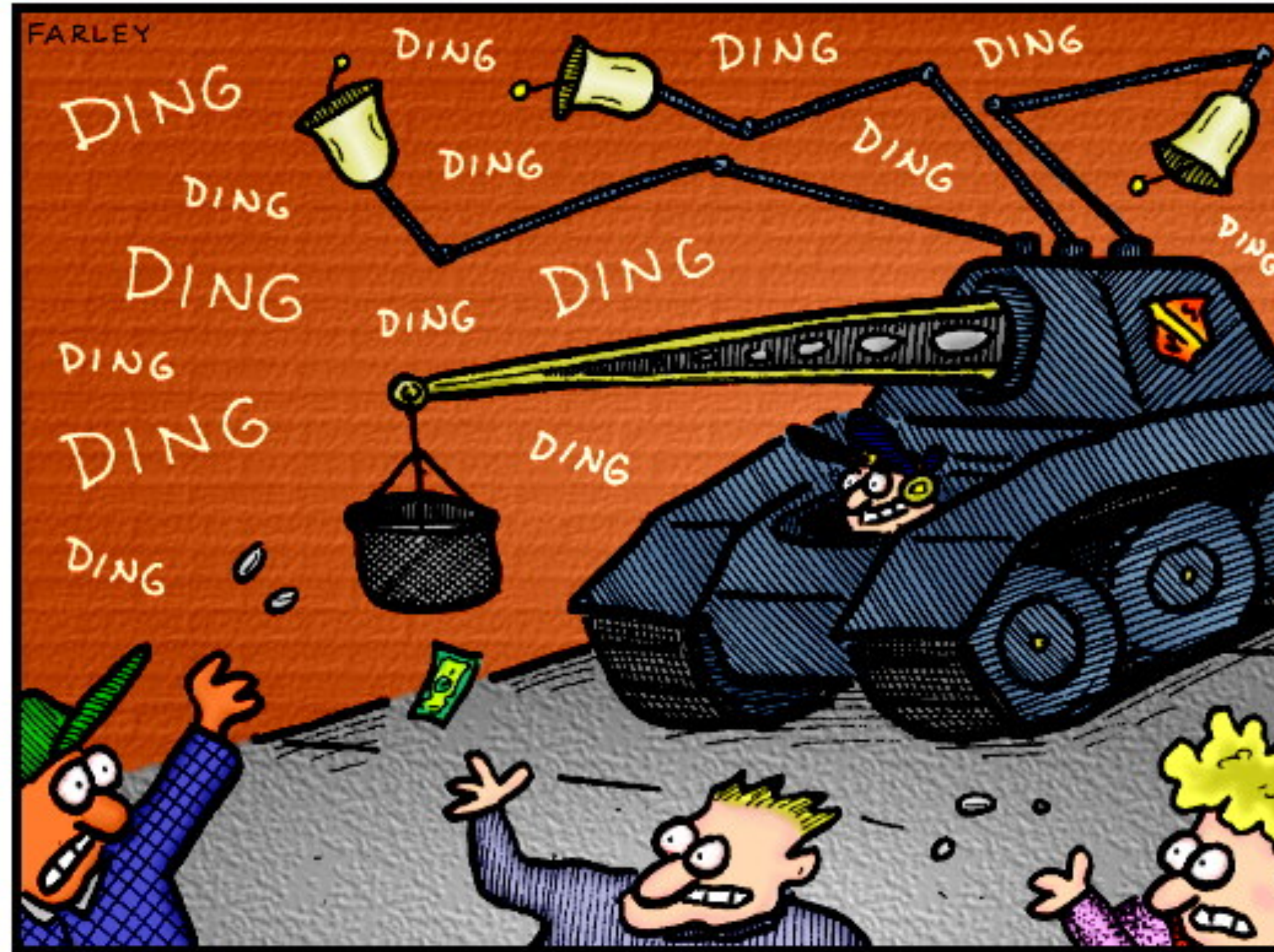
AlliLinks - Links to the web's best sites all on one easy to navigate page!	
The Web9000 Network makes it easy and affordable.	
<b>Computing</b>	
Jump to Section: <a href="#">TOP</a> <a href="#">Computing</a> <a href="#">Entertainment</a> <a href="#">Living</a> <a href="#">Money</a> <a href="#">Newstand</a> <a href="#">Recreation</a> <a href="#">Research</a> <a href="#">Shopping</a> <a href="#">BOTTOM</a>	
Browsers Etc.	<a href="#">Amaya</a>   <a href="#">Arachne(dos)</a>   <a href="#">Chrome</a>   <a href="#">Microsoft IE</a>   <a href="#">Firefox &amp; Thunderbird</a>   <a href="#">Flashplayer</a>   <a href="#">Maxthon</a>   <a href="#">Netscape (old)</a>   <a href="#">Opera</a>   <a href="#">PDF Reader</a>   <a href="#">Pegasus Mail</a>   <a href="#">QuickTime</a>   <a href="#">RealPlayer</a>   <a href="#">Safari</a>   <a href="#">Shockwave</a>
CGI/Java	<a href="#">CGI Resource</a>   <a href="#">Extropia</a>   <a href="#">Gamelan</a>   <a href="#">Java Boutique</a>   <a href="#">JavaScript</a>   <a href="#">Matt's</a>   <a href="#">Webscripts</a>
Companies	<a href="#">AMD</a>   <a href="#">Apple</a>   <a href="#">Compaq</a>   <a href="#">Cyril</a>   <a href="#">Dell</a>   <a href="#">Digital</a>   <a href="#">Electro Service</a>   <a href="#">Gateway</a>   <a href="#">HP</a>   <a href="#">Intel</a>   <a href="#">Winchip</a>
Free Services	<b>Announce:</b> <a href="#">Addurl</a>   <a href="#">ATC</a>   <a href="#">Freepromote</a>   <a href="#">Shotgun</a> <b>Banners:</b> <a href="#">Link Exchange</a>   <a href="#">Smartclicks</a> <b>Chat:</b> <a href="#">ActiveWorlds</a>   <a href="#">Chatlist</a>   <a href="#">Globe</a>   <a href="#">Talk City</a>   <a href="#">WBS</a>   <a href="#">Yack!</a> <b>Email:</b> <a href="#">Hotmail</a>   <a href="#">Juno</a>   <a href="#">MailExcite</a> <b>Hosting:</b> <a href="#">Angelfire</a>   <a href="#">Fortune City</a>   <a href="#">Geocities</a>   <a href="#">Trailerpark</a>   <a href="#">Tripod</a>   <a href="#">Web9000</a>   <a href="#">Xoom</a>
Games	<a href="#">A. Vault</a>   <a href="#">Gamecenter</a>   <a href="#">Game Finder</a>   <a href="#">GamePen</a>   <a href="#">GamePower</a>   <a href="#">G. Domain</a>   <a href="#">Games.net</a>   <a href="#">GameSpot</a>   <a href="#">Happy Puppy</a>   <a href="#">OGR</a>
Site Help	<a href="#">Absolute</a>   <a href="#">Builder.com</a>   <a href="#">DJ Quad</a>   <a href="#">developer.com</a>   <a href="#">Dev. Zone</a>   <a href="#">HOME</a>   <a href="#">HTMLgoodies</a>   <a href="#">HTML Guide</a>   <a href="#">WebDeveloper</a>   <a href="#">reallybig.com</a>   <a href="#">Webmonkey</a>   <a href="#">Webreference</a>   <a href="#">Web Review</a>
Site Tools	<a href="#">Color Chart</a>   <a href="#">Cool Tool</a>   <a href="#">Dr. HTML</a>   <a href="#">FreeForm</a>   <a href="#">GIF Wizard</a>   <a href="#">NetMechanic</a>   <a href="#">SBN Gallery</a>   <a href="#">Site Garage</a>
Software	<a href="#">Dave Central</a>   <a href="#">Download</a>   <a href="#">Extreme Mac</a>   <a href="#">Filemine</a>   <a href="#">FilePile</a>   <a href="#">Filez</a>   <a href="#">Freewareplus</a>   <a href="#">Freewareweb</a>   <a href="#">Jumbo</a>   <a href="#">Nonags</a>   <a href="#">Softseek</a>   <a href="#">Stroud's</a>   <a href="#">Tucows</a>   <a href="#">Windrivers</a>   <a href="#">Winfiles</a>   <a href="#">Winsite</a>   <a href="#">ZDnet Hotfiles</a>
Support	<a href="#">Newbie-U</a>   <a href="#">Microsoft</a>   <a href="#">PC-Help</a>   <a href="#">Support Help</a>   <a href="#">Whatis</a>
<b>Entertainment</b>	
Jump to Section: <a href="#">TOP</a> <a href="#">Computing</a> <a href="#">Entertainment</a> <a href="#">Living</a> <a href="#">Money</a> <a href="#">Newstand</a> <a href="#">Recreation</a> <a href="#">Research</a> <a href="#">Shopping</a> <a href="#">BOTTOM</a>	
Movies	<a href="#">Boxoffice</a>   <a href="#">Cinemachine</a>   <a href="#">Film.com</a>   <a href="#">Film Scouts</a>   <a href="#">In Theaters</a>   <a href="#">IMDb</a>   <a href="#">Moviefinder</a>   <a href="#">MovieLink</a>   <a href="#">Mr. Cranky</a>   <a href="#">Reel</a>
Movie Studios	<a href="#">Buena Vista</a>   <a href="#">Disney</a>   <a href="#">Dimension</a>   <a href="#">Fox</a>   <a href="#">Fox Searchlight</a>   <a href="#">Hollywood</a>   <a href="#">MGM/UA</a>   <a href="#">Miramax</a>   <a href="#">New Line</a>   <a href="#">October</a>   <a href="#">Paramount</a>   <a href="#">Sony</a>   <a href="#">Universal</a>   <a href="#">Warner Bros</a>
Music Ezines	<a href="#">Allstar</a>   <a href="#">Classical</a>   <a href="#">CMJ Online</a>   <a href="#">Ear 1</a>   <a href="#">MTV</a>   <a href="#">RollingStone</a>   <a href="#">SonicNet</a>   <a href="#">VibeOnline</a>
Music Concerts	<a href="#">LiveConcerts</a>   <a href="#">Live Online</a>   <a href="#">Pollstar</a>   <a href="#">Ticketmaster</a>   <a href="#">WILMA</a>
Music News	<a href="#">Billboard</a>   <a href="#">HitsWorld</a>   <a href="#">imusic</a>   <a href="#">Newswire</a>
Music Search	<a href="#">IUMA</a>   <a href="#">JazzCentral</a>   <a href="#">LyricServer</a>   <a href="#">MusicCentral</a>   <a href="#">MusicSearch</a>   <a href="#">UBL</a>   <a href="#">UnfURLed</a>   <a href="#">WallofSound</a>
Stars	<a href="#">Cybersleaze</a>   <a href="#">eDrive</a>   <a href="#">E! Online</a>   <a href="#">Ent. Asylum</a>   <a href="#">E. Weekly</a>   <a href="#">Enquirer</a>   <a href="#">Hollywood</a>   <a href="#">Mr Showbiz</a>   <a href="#">People</a>   <a href="#">Variety</a>
TV	<a href="#">click TV</a>   <a href="#">GIST</a>   <a href="#">Prevue</a>   <a href="#">Rock on TV</a>   <a href="#">Total TV</a>   <a href="#">TV Guide</a>   <a href="#">UltimateTV</a>
TV Networks	<a href="#">ABC</a>   <a href="#">CBS</a>   <a href="#">Disney</a>   <a href="#">FOX</a>   <a href="#">ESPN</a>   <a href="#">HBO</a>   <a href="#">NBC</a>   <a href="#">PBS</a>   <a href="#">WB</a>   <a href="#">UPN</a>   <a href="#">SciFi</a>
<b>Living</b>	
Jump to Section: <a href="#">TOP</a> <a href="#">Computing</a> <a href="#">Entertainment</a> <a href="#">Living</a> <a href="#">Money</a> <a href="#">Newstand</a> <a href="#">Recreation</a> <a href="#">Research</a> <a href="#">Shopping</a> <a href="#">BOTTOM</a>	
Art	<a href="#">A Resource</a>   <a href="#">CultureFinder</a>   <a href="#">Fine Site</a>   <a href="#">The Guide</a>   <a href="#">Playbill</a> <b>Buy/Sell:</b> <a href="#">Doubletake</a>
Education	<a href="#">.edu</a>   <a href="#">A.S.D.</a>   <a href="#">AskERIC</a>   <a href="#">CollegeNet</a>   <a href="#">Petersons</a>   <a href="#">University</a>   <a href="#">Web 66</a>
Family	<a href="#">Family.com</a>   <a href="#">Parenthood</a>   <a href="#">Parent Soup</a>   <a href="#">Parents.com</a>   <a href="#">ParentTime</a>   <a href="#">WholeFamily</a>
Food	<a href="#">BettyCrocker</a>   <a href="#">Digital Chef</a>   <a href="#">DineNet</a>   <a href="#">Epicurious</a>   <a href="#">Food TV</a>   <a href="#">I. Kitchen</a>   <a href="#">Kitchen Link</a>   <a href="#">Meals 4U</a>   <a href="#">PHYS</a>   <a href="#">Star Chefs</a>   <a href="#">Zagat</a>



# FIRST WEBCOMIC

## DOCTOR FUN

12/27/93



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This cartoon is made available on Usenet for personal viewing only.  
dgfl@midway.uchicago.edu  
Opinions expressed herein are not those of the University of Chicago.

The Salvation Army introduces its mobile assault vehicle

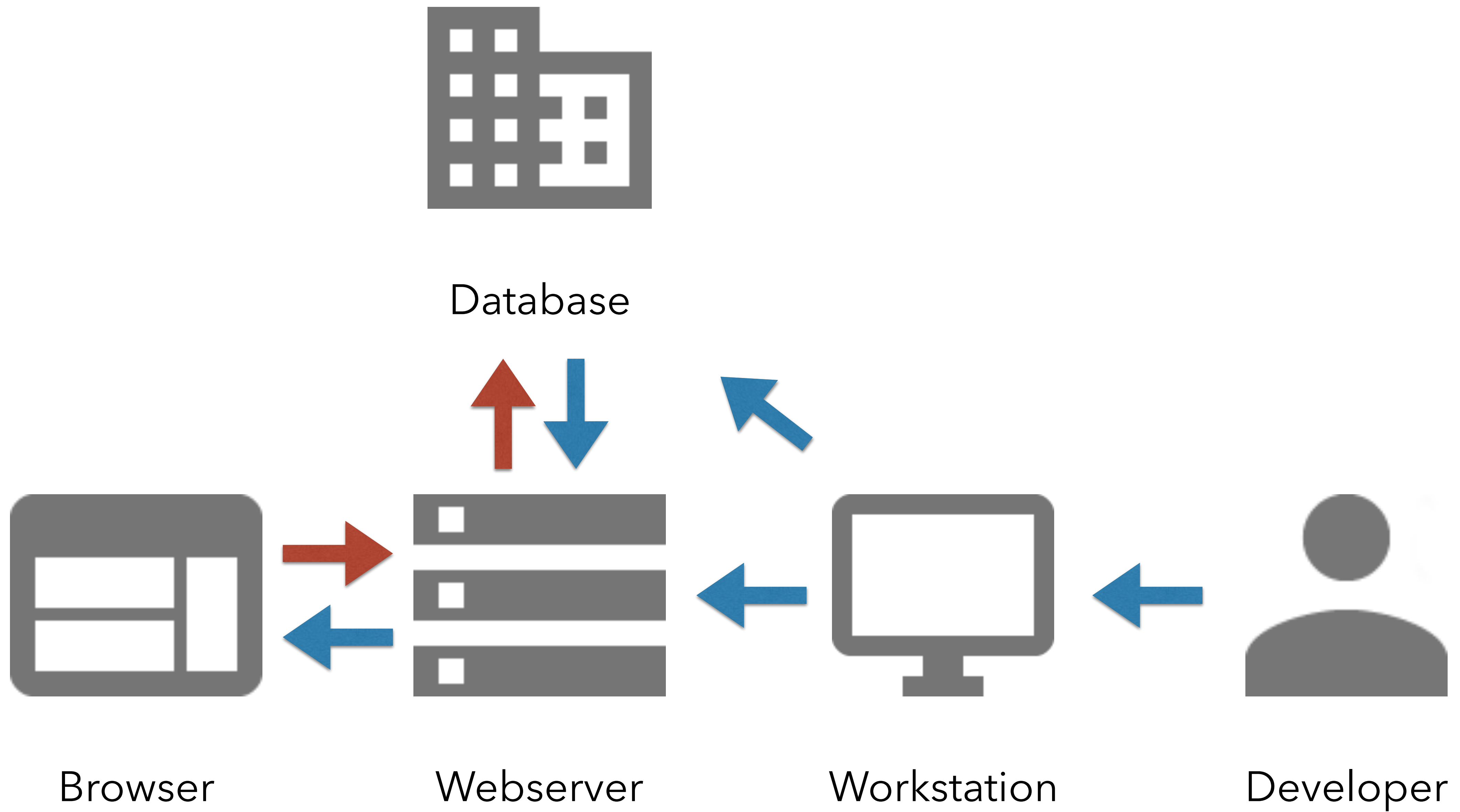


# THINGS GOT DYNAMIC

- CGI was introduced in 1994
- Rasmus Lerdorf releases his "Personal Home Page Tools" in 1995
- Brendan Eich writes the prototype for JavaScript in 1995










**Fun Fact:**  
**SQL is 44 years old**





# E-COMMERCE IS TAKING OFF



The image shows the PayPal.com homepage from the early 2000s. The header features the PayPal logo, navigation links (home, about, news, jobs, contact, sign up), and a 'LOG IN' button. The main content area is titled 'New User? Sign up for your FREE PayPal account!' and includes a 'SIGN UP BONUS' section with links to get \$10 for signing up and \$1,000 for referring friends. Below this are four service tiles: 'Beam Money' (send money via email), 'Request Money' (request payment from others), 'Group Billing' (collect money for events), and 'Auction Payments' (send/receive payments for auctions). A testimonial from James Doohan is featured on the left. A 'Mobile Payments' section shows a PDA. A 'NEWS & REVIEWS' sidebar lists quotes from The Wall Street Journal, Gartner Group, Financial Times, and PC World. At the bottom, it says 'PAYPAL LETS YOU ACCEPT:' with MasterCard and Visa logos, and lists 'OUR PARTNERS:' including Nokia, IDEALAB, CAPITAL PARTNERS, Goldman Sachs, and Deutsche Bank.

**PayPal.com** [LOG IN](#)

[home](#) [about](#) [news](#) [jobs](#) [contact](#) [sign up](#)

**New User? Sign up for your FREE PayPal account! ▶**

**SIGN UP BONUS**

[Get \\$10 for signing up.](#)

[Get \\$1,000 for referring your friends.](#)

[Sign Up!](#)

**Beam Money**  
Send money to anyone with an email address.

**Request Money**  
Request payment from someone who owes you money.

**Group Billing**  
Collect money for hosting an event or party.

**Auction Payments**  
Send and receive payments for online auctions.

**Mobile Payments**  
Beam money with your Palm organizer.

**James Doohan**  
Star Trek's "Scotty"

**NEWS & REVIEWS**

["On the money."](#)  
-The Wall Street Journal

["Innovative, simple, straightforward."](#)  
-Gartner Group

["Killer App."](#)  
-Financial Times


["Easy as email."](#)  
-PC World

[more news...](#)

**PAYPAL LETS YOU ACCEPT:**

**OUR PARTNERS:**

**NOKIA** **IDEALAB** **CAPITAL PARTNERS** **Goldman Sachs** **Deutsche Bank**



The image shows the Amazon.com Books! homepage. It features the Amazon logo with the tagline 'Earth's biggest bookstore'. The main heading is 'Welcome to Amazon.com Books!'. Below this is the slogan 'One million titles, consistently low prices.' and a note about a personal notification service. A 'SPOTLIGHT! -- AUGUST 16TH' section highlights books offered at low prices. A 'ONE MILLION TITLES' section describes the search capabilities and lists of recommended books, award winners, and bestsellers.

**amazon.com**  
*Earth's biggest bookstore*

**Welcome to Amazon.com Books!**

*One million titles, consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

**SPOTLIGHT! -- AUGUST 16TH**

These are the books we love, offered at Amazon.com low prices. The spotlight moves **EVERY** day so please come often.

**ONE MILLION TITLES**

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list...



# YOUR OWN SPACE

## WordPress

[HOME](#) [ABOUT](#) [DOCS](#) [DEV BLOG](#) [UTILITIES](#) [SUPPORT](#) [DOWNLOAD](#)

**WordPress** is a semantic personal publishing platform with a focus on aesthetics, web standards, and usability.

For information about the WordPress project—its philosophy, current features, developers, and future direction—see the About section. For updates on development and announcements, see the [WordBlog](#). If you'd like help with WordPress or have questions, the [support forums](#) are the place for you. If you just want to skip all the formalities and get the product, [download away](#). For major announcements via email, use the signup form at the bottom of every page.

WordPress has also been named the new official branch of [b2](#). We're looking forward to being a part of the community.

WordPress Announcements:

email

join

The screenshot shows the MySpace homepage with a blue header bar containing navigation links like Home, Browse, Search, Invite, Mail, Blog, Favorites, Forum, Groups, Events, Games, Music, Classifieds, and Sign Up. A prominent red banner at the top right advertises a 'SPEAKERPHONE Self TIMER' for \$49.99. The main content area is divided into several sections: 'Cool New People' featuring profiles of Jen and Craig; a 'Featured Profile' section with a 'VOTE NOW!' poll asking 'WHO GETS TO MEET CAMERON?'; a 'Member Login' box with fields for E-Mail and Password, and buttons for LOGIN and SIGN UP; 'MySpace Music' featuring a band called 'One of the Loudest Tragedies Ever Heard'; and 'MySpace Specials' featuring 'Gogol Bordello' and 'GYPSY PUNKS'. On the right side, there are three yellow boxes for climbing schools: 'Alpine Ascents Climbing School', 'RMI Climbing School', and 'Mountain Madness Alpine Climbing School'. The footer contains four blue boxes with links to 'Get Started On MySpace!', 'Create Your Profile!', 'Browse Through Profiles!', and 'Invite Your Friends!'.

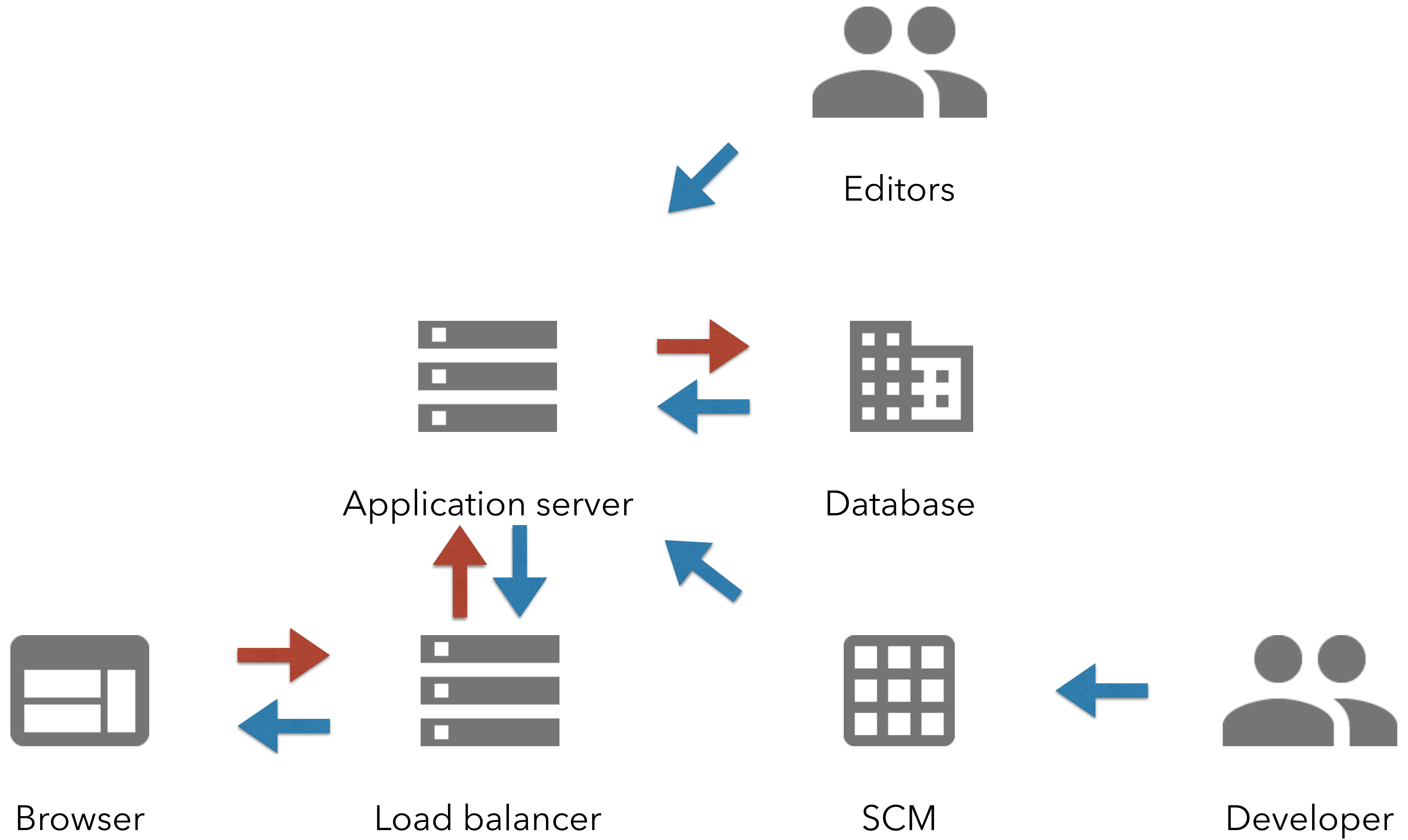


# IT'S A BUSINESS NOW

- Microsoft ASP was released in 1996, Sun JSP in 1999
- Hosting a dynamic, CMS, based website became easy
- Microsoft FrontPage and Macromedia Dreamweaver released in 1996 and 1997









# APPS ON THE WEB

(beta) writely New Upload E-mail In Hello Claudia Sign Out Help Search:  GO

Active Documents Starred Documents Tagged Documents All Documents Trash Beta Meter: 48%

Select All Select None Archive Tag Actions How do I use this page?

Active Documents Changed By / Also Shared With Changed When

☆ About Us Site Content Me / Sam, Steve 3 days ago

Writely - About Us - Microsoft Internet Explorer

Address http://www.writely.com/Doc.aspx?id=n85 Go

Edit Collaborate Publish Blog Revisions Help Report a bug (beta) writely

File Tag Insert Change Style Verdana 10pt Done Cancel

Spell Undo Redo Cut Copy Paste Select All Insert Image... Insert Link... Insert Bookmark... Insert Comment (Ctrl-M) Insert Page break Insert Horizontal line Insert Special character...

Sam Schillace spent his first 20 years in the midwest before realizing that being an entrepreneur didn't involve farming. After college, he headed to the bay area and has been involved in a number of startup ventures because that's his thing. He's designed technologies to Ashton-Tate, Macromedia, Intuit and others as well as designed software gives him some kind of vision into the industry. You'll probably agree.

Steve Newman has been writing commercial software for 25 years. He has played a lead role in ground-breaking software competitively. He has played a lead role in ground-breaking software the early days of the Macintosh (FullPaint, FullWrite) and the web. He has had a consistent interest in creating tools to help people manage their data and occasionally blow each other up.

Claudia Carpenter has been designing consumer software for over 10 years. In her post-college years at HP learning how not to create successful software, she started a start-up called Intuit. Over the next decade, she created award-winning software like QuickBooks and various successful Intuit companion products and finally, she found a cheesy little start-up, called Upstartle, with these guys.

Sam is also editing this document. Document Name: About Us Done





# I GOT THE POWER

- XMLHttpRequest was part of IE5 in 1999
- SPA have been discussed since 2003
- jQuery was published in 2006, AngularJS in 2009






# Modern static site builders






# GITHUB




SOCIAL CODE HOSTING



schacon

account | profile | guides | log out

 103

repositories: [all](#) | [search](#)

Source

Commits

Graphs

Wiki (1)

Watchers (1)

Network (1)

Fork Queue

Admin

master

all branches

all tags

comments


[schacon / kronos](#)

[edit](#)

[pull request](#)

[unwatch](#)

[download](#)



Description:

Click to edit [edit](#)

Homepage:


Click to edit [edit](#)

Public Clone URL:




[git://github.com/schacon/kronos.git](https://github.com/schacon/kronos.git)

Your Clone URL:

[git@github.com:schacon/kronos.git](https://github.com/schacon/kronos.git)

[kronos](#) / Commit History 

[Invite the other committers to join GitHub!](#)

12/03/08	
<div><div>v 1.2</div><div> <div><div>schacon (author)</div><div>December 03, 2008</div></div></div></div>	<div><div>commit</div><div>85516748e2d8948c18827a4085525bf31fe01adf</div><div>tree</div><div>05357b10533ab25057b46cd27333052254862499</div><div>parent</div><div>00a22b9a197f6974ce230dcd0147bfab4147a82a</div></div>
<div><div>changed soemthing</div><div> <div><div>schacon (author)</div><div>December 03, 2008</div></div></div></div>	<div><div>commit</div><div>00a22b9a197f6974ce230dcd0147bfab4147a82a</div><div>tree</div><div>c6862f0788f8be6b40656140316adfd676d5c1b9</div><div>parent</div><div>9d9ec53062ae7b7ae06458d35afbab405e7ee5dc</div></div>
<div><div>kronos v1</div><div> <div><div>schacon (author)</div><div>December 03, 2008</div></div></div></div>	<div><div>commit</div><div>9d9ec53062ae7b7ae06458d35afbab405e7ee5dc</div><div>tree</div><div>b13f8f8718c04b6578c671539fe2a35048bb2e0a</div><div>parent</div><div>5e85652b942b48eb04a4b674ef007b1f9d527351</div></div>
<div><div>First commit!</div></div>	<div><div>commit</div><div>5e85652b942b48eb04a4b674ef007b1f9d527351</div></div>

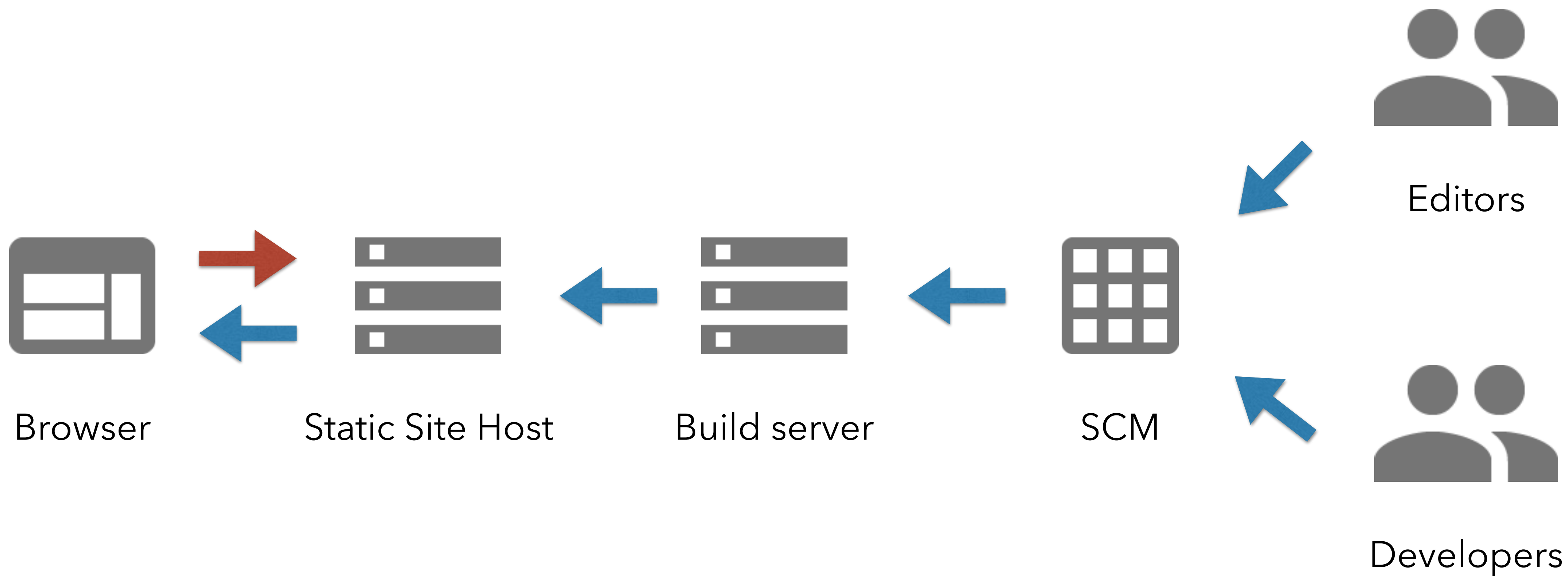


# jeekyll

transform your text into a monster

code docs  
install switch









Middleman



Hexo

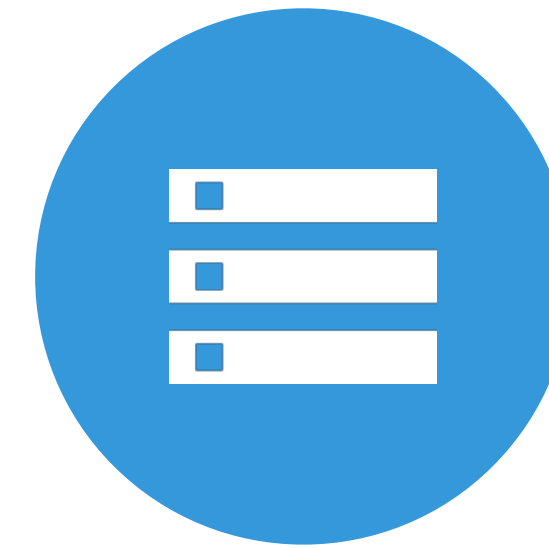


# IT JUST MAKES YOUR LIFE EASIER



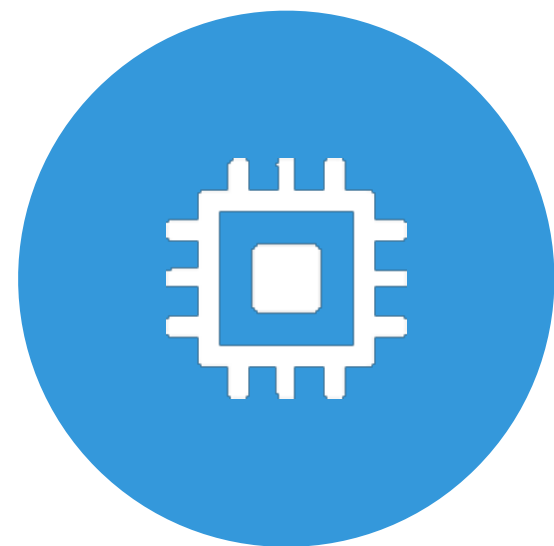
## No Security issues

Without a server-side application or database the attack surface is minimal.



## Trivial caching

CDNs are trivial to set up. Since every file gets delivered to every user as-is, no complex logic is necessary.



## Great performance

Shuffling bytes from storage to the network is what servers are great at.



## Easy maintenance

No random 500 errors, no dropped database connections.





**“This project is too complex.  
A static site won’t do.”**

---





# Common requirements

01

"Our editors don't know git, they need a GUI."

02

"We have a lot of content, we need full-text search."

03

"Our contact forms needs to send an email."

04

"We're running an online shop. You can't do that with a static site."



# A CLOUD AND AN API WALK INTO A BAR

- AWS got started in 2002, Lambda added in 2014
- Roy Fielding defines REST in his 2000 PhD dissertation
- Twilio was founded in 2007; Stripe in 2011



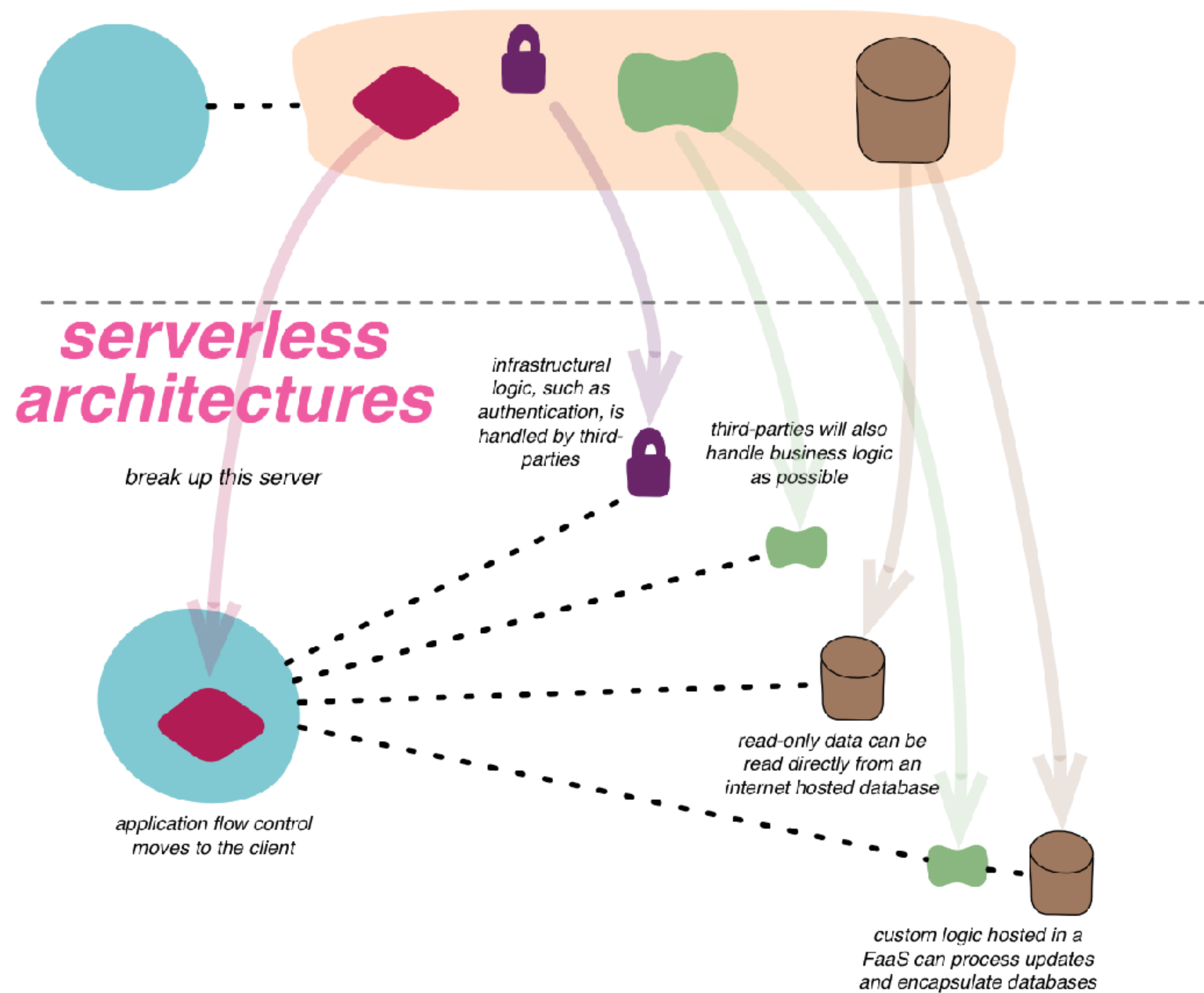


# Serverless Architectures





*A traditional internet delivered app has a client communicating with a long-lived server process that handles most aspects of the application's logic*





# A NEW BREED OF STATIC SITE GENERATORS

Seamlessly combining static sites and single page applications



**Gatsby**

Blazing-fast static site  
generator for React



**NUXT**

Universal Vue.js Applications



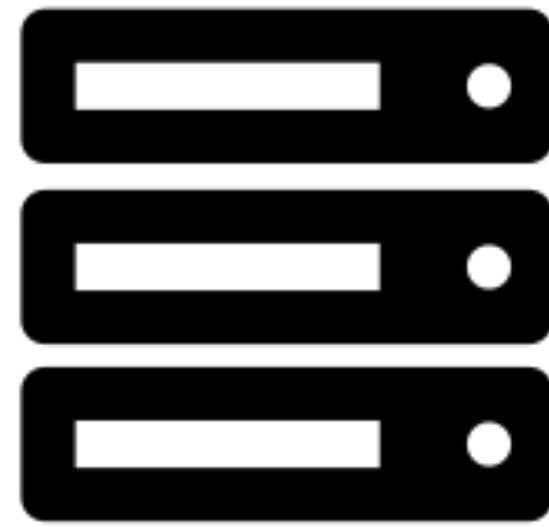


**How does that solve anything?**

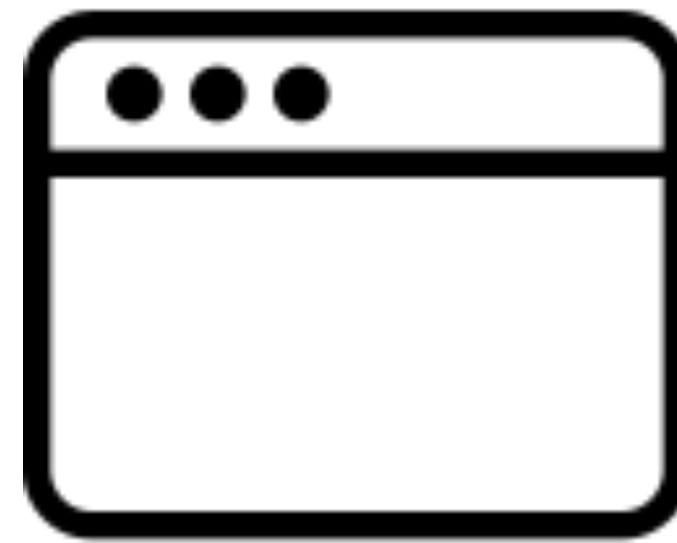
**With great services**



# 3 WAYS OF ACCESSING A SERVICE



Build



Browser



Function

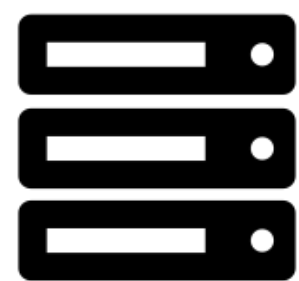


01

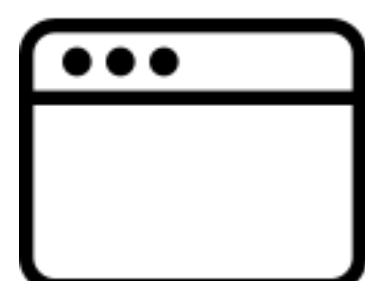
"Our editors don't know git,  
they need a GUI."



A content infrastructure service - or a headless CMS - gives editors  
the graphical interface they need. You content becomes just an API.



Build



Browser



Function

Blog demo

in Rouven Weißling



Space home

Cont



Seven Tips From Ernest Hemingwa

Title (required)

Seven Tips From Ernest Hemingway on How to Write

56 characters

Slug

seven-tips-from-ernest-hemingway-on-how-to-write-t

*The slug is auto-generated based on the entry title*

Author (required)



Mike Springer

Auth

<https://plus.google.com/+opencult>

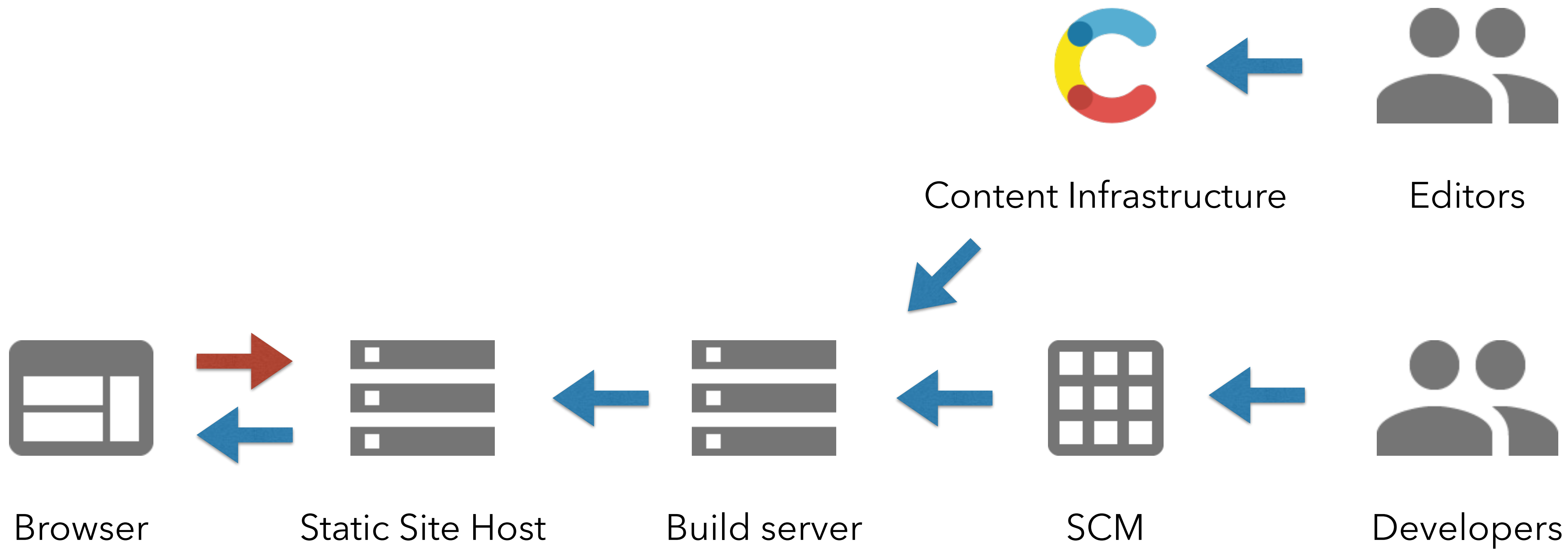
Create Author and link

[Link existing entries](#)


Body

Editor







 APPS > O9B3P6A3MJ ▾ COMMUNITY • Com

Dashboard

Indices

Analytics

API Keys

Team

# Dashboard

OVERVIEWRECORDS & OPERATIONSPERFORMANCE

The Community (free) plan requires you to display the Algolia

## Search Performance

LAST 24H

QUERIES

0

LAST 24H

90% OF QUERIES

Under 0 ms

LAST 30 DAYS90% OF QUERIES

1ms

0ms

-1ms

Jan 2Jan 9Jan 15

LAST 30 DAYS99% OF QUERIES

1ms

0ms

-1ms

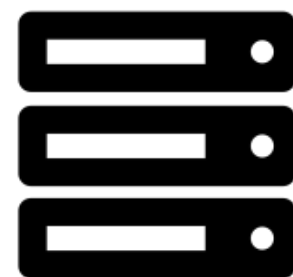
Jan 2Jan 9Jan 15

02

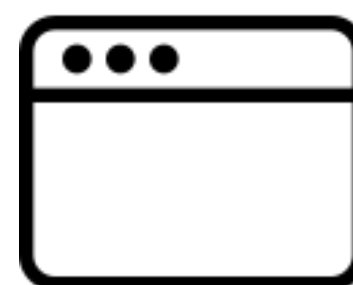
“We have a lot of content,  
we need full-text search.”

Algolia

Using a Search-as-a-Service provider not only saves you from running your own search infrastructure but also allows integrating multiple content providers into one search.



Build



Browser



# Algolia



Editors



Developers



SCM



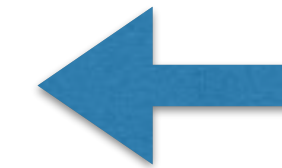
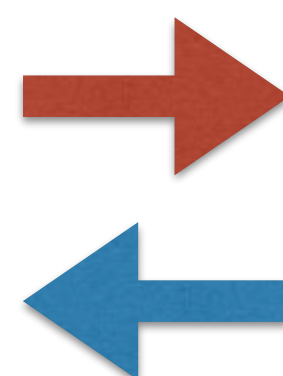
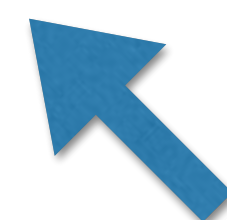
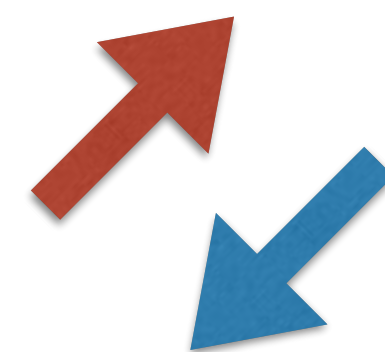
Build server



Static Site Host



Browser





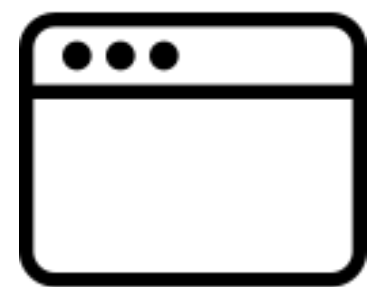
03

"Our contact forms needs  
to send an email."



AWS Lambda

Cloud email services are a de facto standard in modern architectures but they're not accessible from the client. A tiny bit of glue code hosted on a FaaS platform bridges the gap.



Browser



Function



Rouven Weißling ▾



Dashboard



Marketing ▾



Templates ▾



Stats ▾



Activity



Suppressions ▾



Settings ▾

REPUTATION

100%



EMAILS THIS MONTH

FROM THE THE THE THE THE THE THE THE THE THE THE THE THE THE THE THE THE



Experiments

Thu



# HOW TINY?

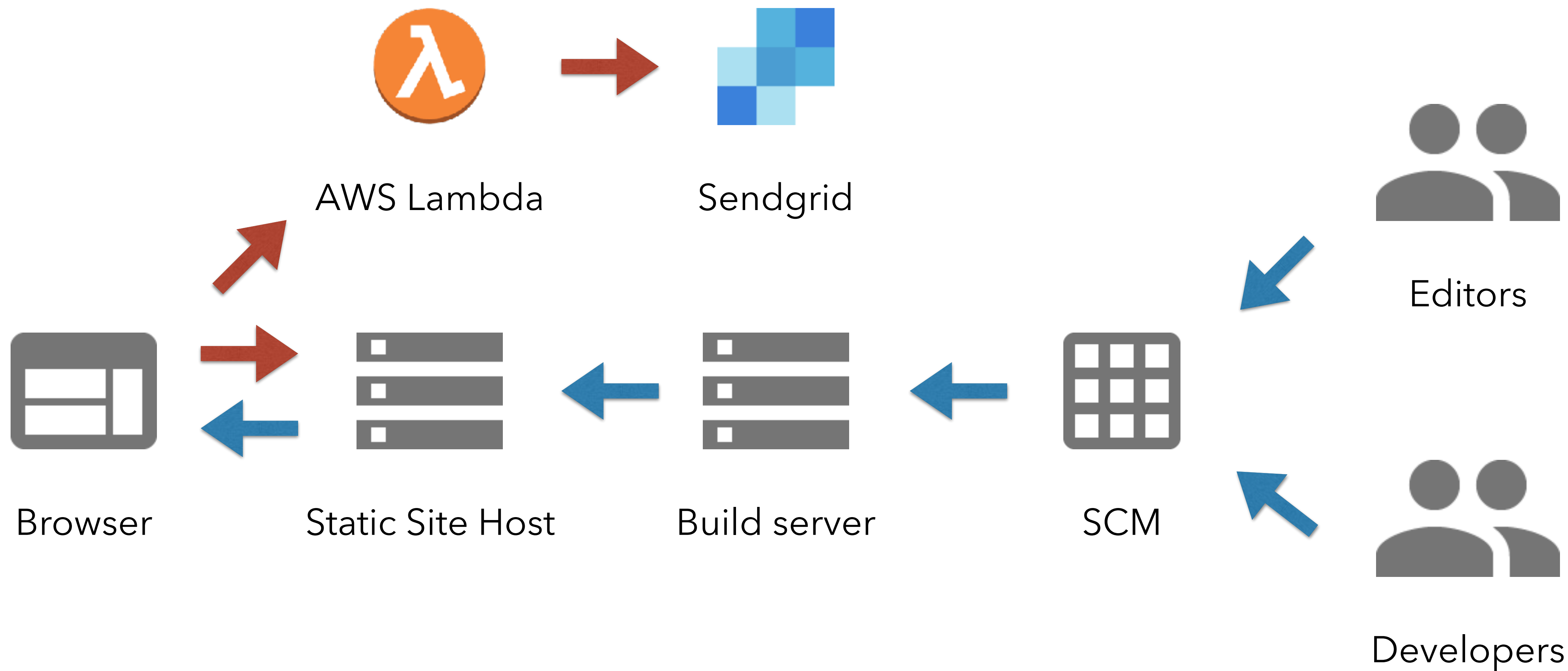
```
const sendGridConfig = {api_user: 'SENDGRID_USERNAME', api_key: 'SENDGRID_PASSWORD'};
const transporter = nodemailer.createTransport(sgTransport({auth: sendGridConfig}));
const sendMail = pify(transporter.sendMail);

exports.handler = function(event, context) {
  const templateDir = path.join(__dirname, 'templates', event.template);
  const template = new EmailTemplate(templateDir);
  const render = pify(template.render);

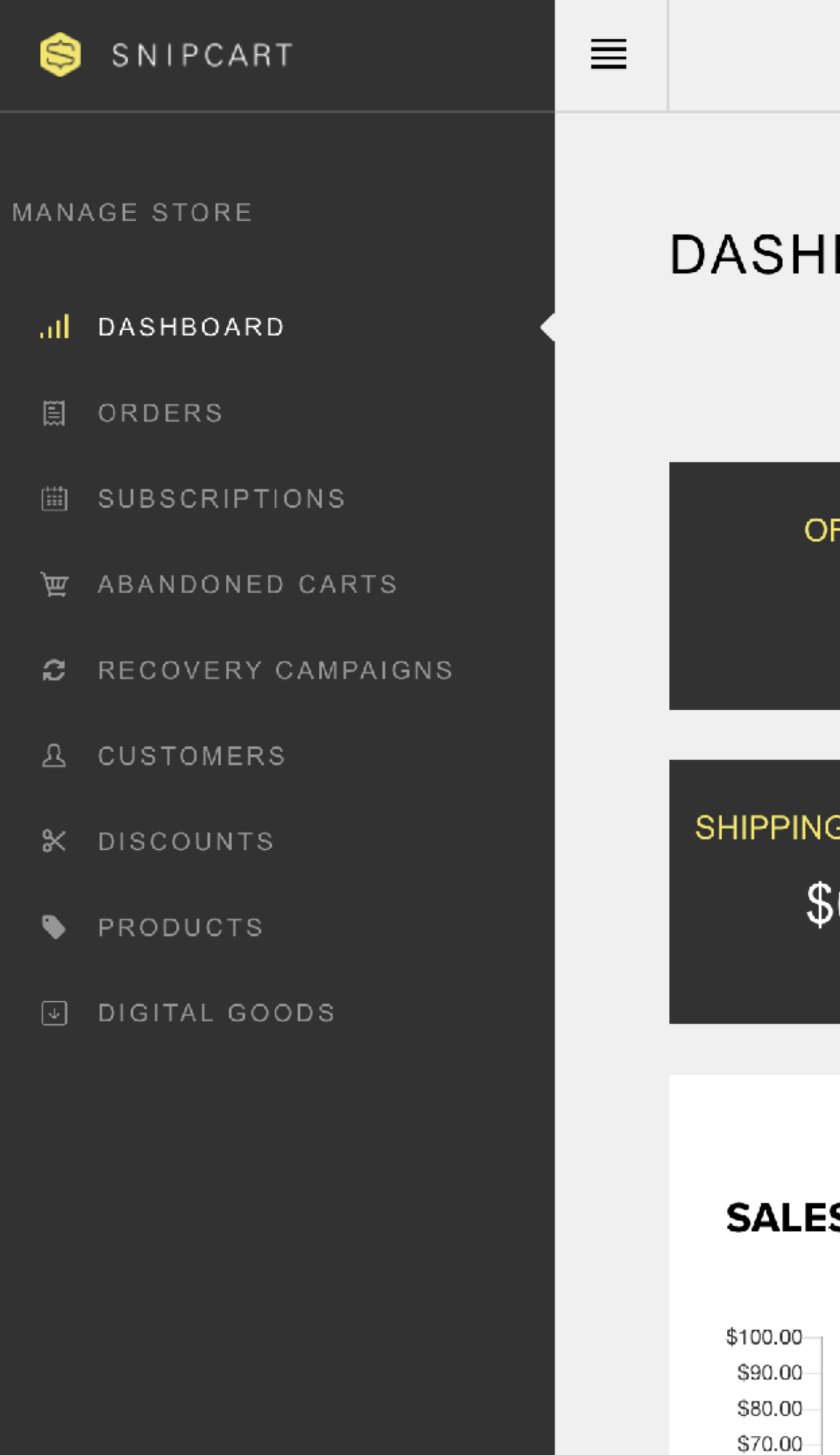
  template.render(event.context)
    .then(result => {
      event.text = result.text;
      event.html = result.html;

      return sendMailAsync(event);
    })
    .then(() => context.done(null, {message: 'Yaay success'}))
    .catch(() => context.done(new Error('Something went wrong!')));
};
```









04

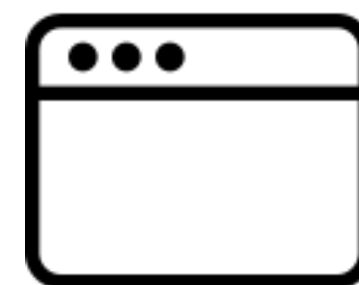
“We’re running an online shop. You can’t do that with a static site.”



Combing a payment processing service and a shopping cart platform allows you to run your entire business off a static site.



Build

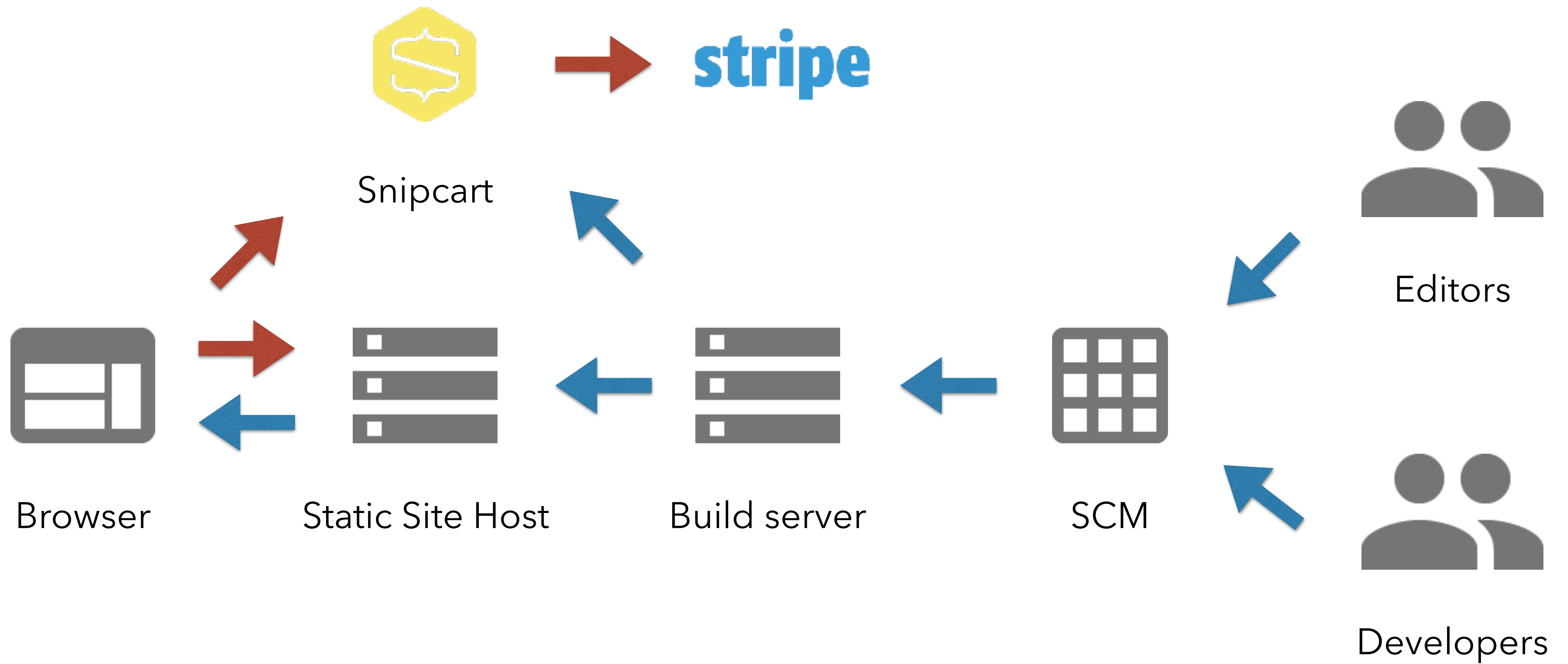


Browser



Function





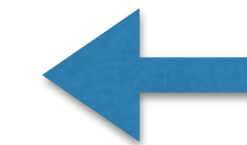


# Bringing it all together



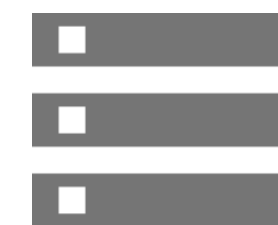


# Algolia

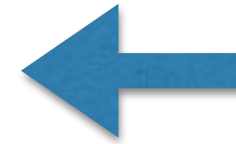


Editors

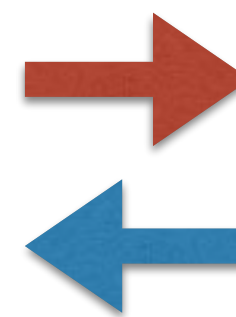
Content Infrastructure



Build server



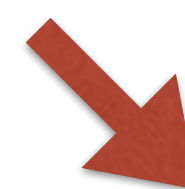
Static Site Host



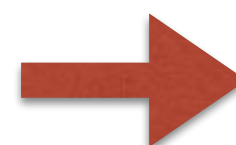
Browser



AWS Lambda



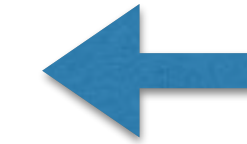
Snipcart



**stripe**



Sendgrid



SCM



Developers



**AND MANY MORE**



**TIMEKIT**



**Auth0**



**FormKeep**



**Firebase**



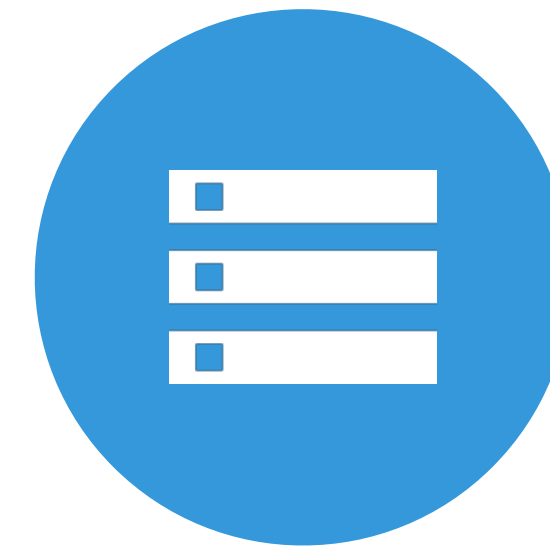
**netlify**

# COMBINING STATIC SITES AND SERVERLESS



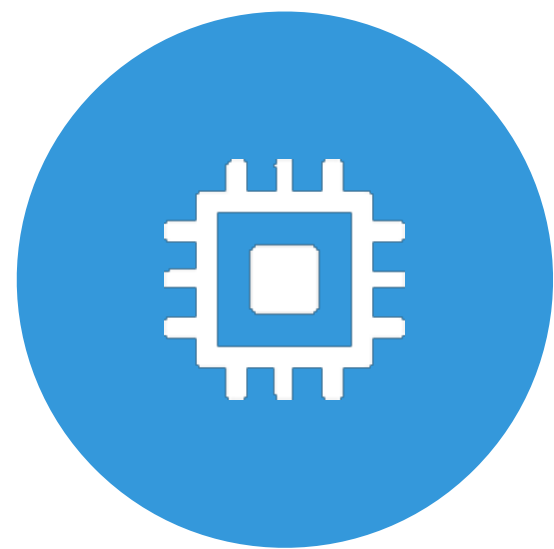
## **Isolated services improve security**

Every dynamic function is a limited service with only the necessary permissions.



## **Easy caching**

Dynamic resources are hidden behind APIs and well defined routes - everything else can be cached.



## **Great performance**

Static things are instant; dynamic things are fast.



## **Easy maintenance**

Most services can be handled by 3rd parties requiring no maintenance.





# Shy Ruparel

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Developer Evangelist | Contentful

@ShyRuparel

He/Him

Slide Credit - @RouvenWessling