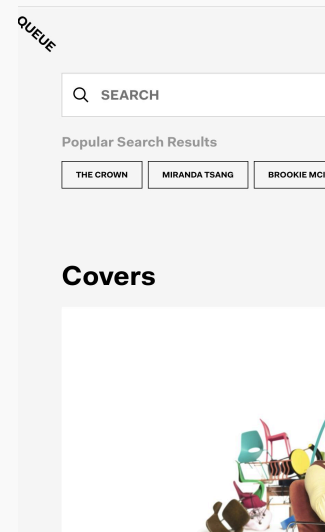
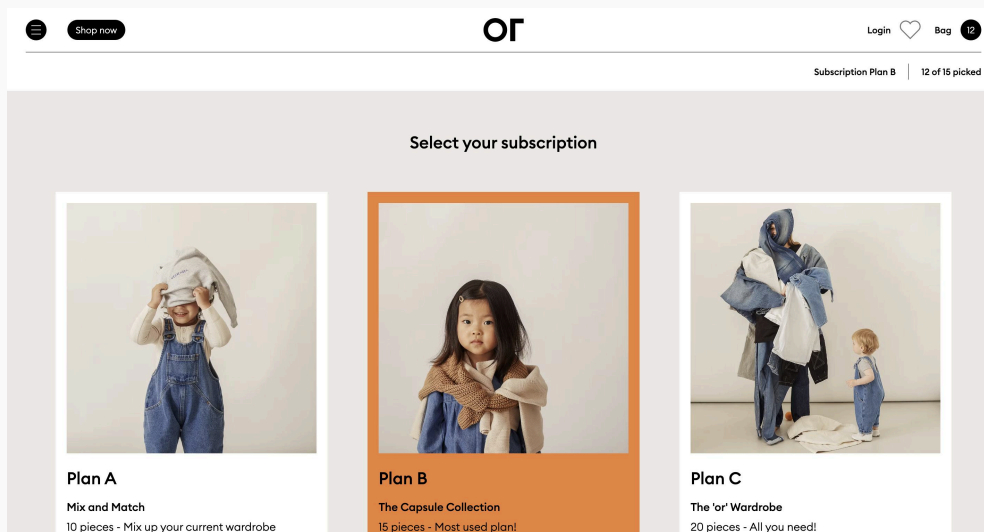
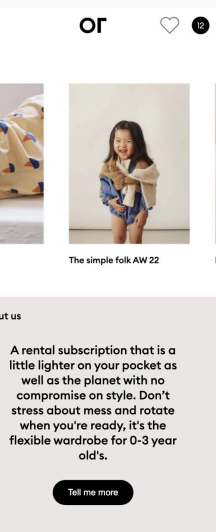
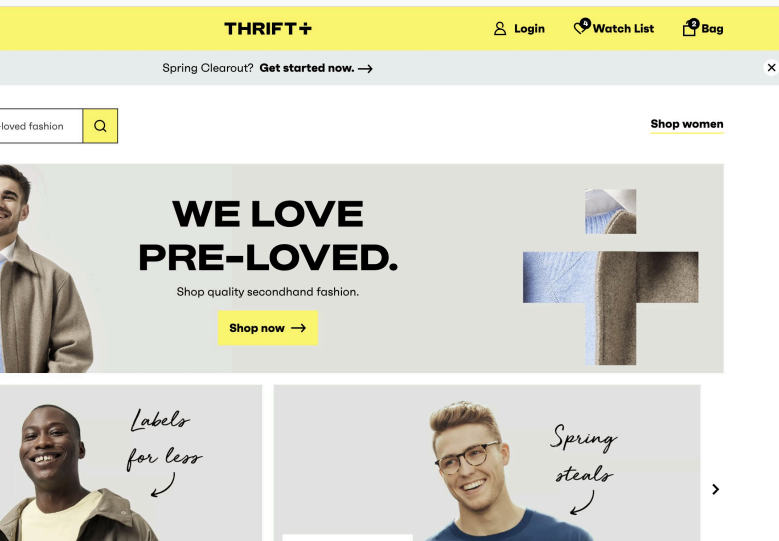


# Headless Web

A case study by **Undefined.**



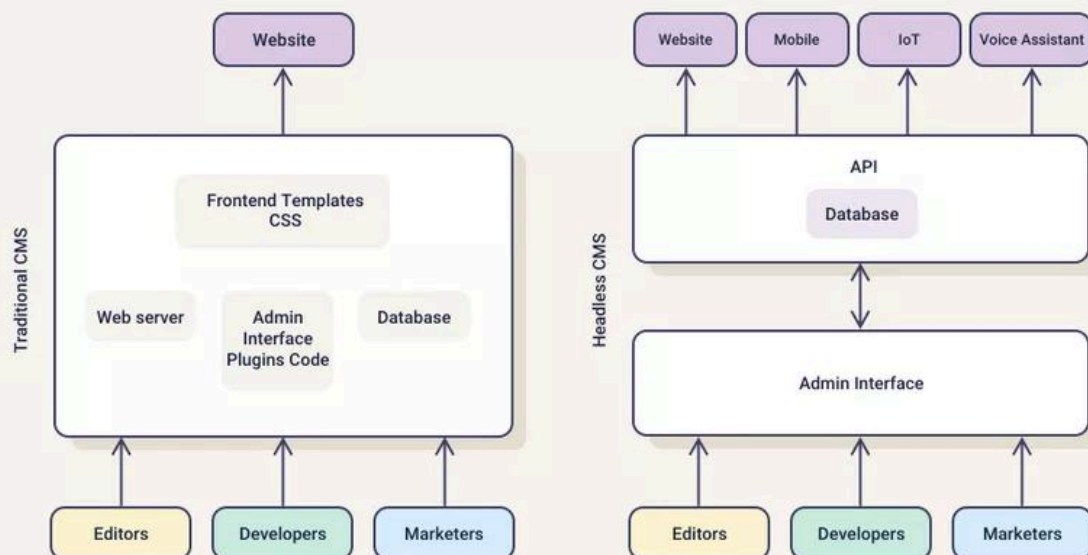
With digital experiences, change is a fact of life. Disjointed editing experiences & convoluted code bases have become a fact of almost every web team.

The headless web approach has been usurping the traditional approach by centralising the content journey into one platform that gives flexibility to both developers & editors, giving back control and stepping away from being locked into a template & plugin prison. Ultimately resulting in better user experiences & increased key metrics.

**1 in 4 visitors abandon a website if it takes more than 4 seconds to load**, making a focus on delivering the content as quickly as possible key.

The modern headless web approach can help us achieve this by using pre-built files served over a globally hosted CDN for a blazingly fast load time, saving precious time by not having to do any additional server work.

This doesn't only increase the load times but also improves the browsing experience your users have by eliminating full page reloads when navigating through the site.



## What does it mean to go “headless”?

So, what exactly is a headless website? At its core, headless architecture means decoupling the front-end and back-end of a website. Instead of having them work together in the traditional way, headless websites use a best-in-class API architecture to send content from a central repository to various endpoints. This enables you to distribute your content across multiple channels, like web pages, mobile apps, and store displays.

The key advantage of this approach is flexibility. By using a headless content management system (CMS), you can store your content in one place and send it to any number of front-end technologies. This gives you complete control over how your content is presented, regardless of where it's being accessed from. Despite the name, going headless doesn't mean you're cutting off functionality. In fact, it's quite the opposite – you're gaining content dissemination options. And in today's global marketplace, this flexibility is more important than ever.

Headless websites are a powerful tool for businesses looking to provide a top-notch customer experience. By decoupling the front-end and back-end, you can distribute your content across multiple channels and reach customers wherever they are.

## 1, 2, 3, GO!

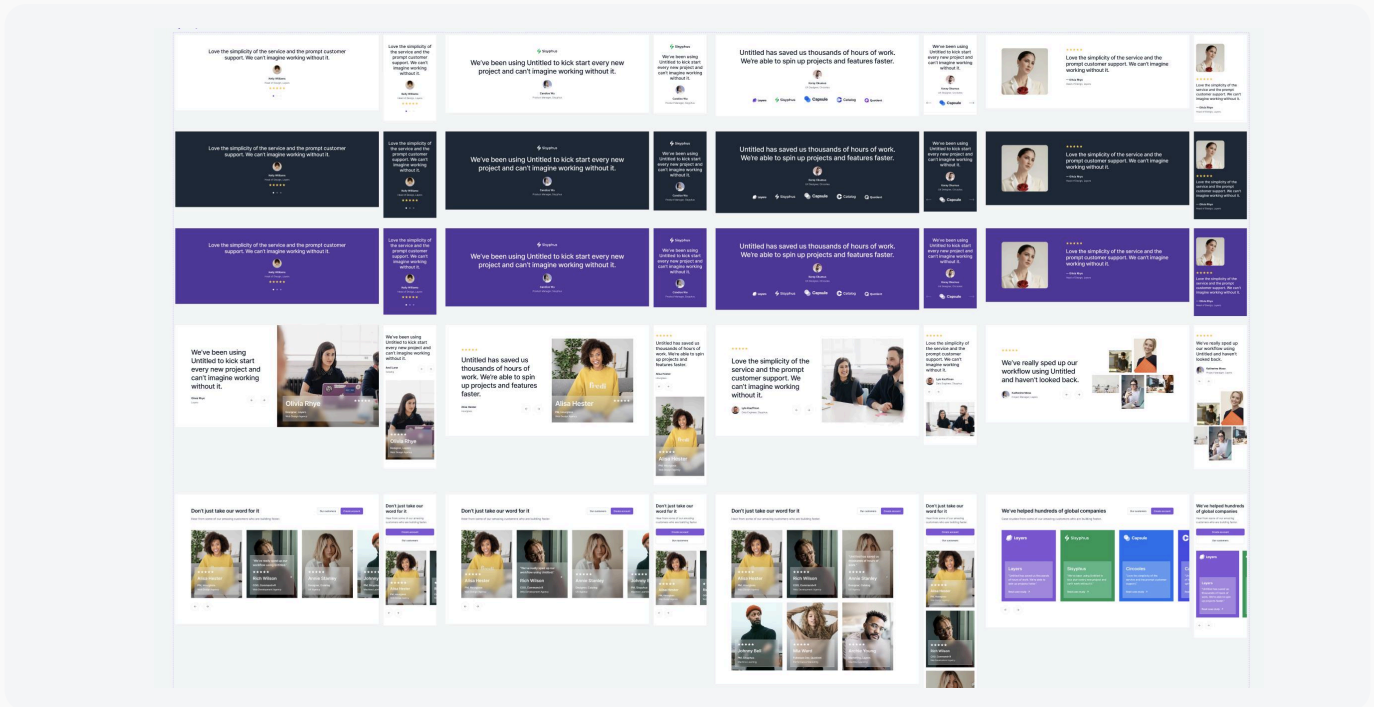
Static generation means pages load lightning-fast. As the files are distributed across the world, they will load in **quicker for anyone from anywhere**. If this isn't enough, the technology has a multitude of features to help increase your page speed, including:

- Automatic image optimization
- Background prefetching of pages
- Automatic code splitting ensures only the relevant javascript and CSS is loaded on each page.

Not only does it load faster, but because headless content is separated from the presentation layer it's a smaller area of attack and is generally **more secure**.

# Create fast. Design consistently.

Instead of using static pre-designed templates, we utilize the power of Atomic design & the Headless framework. Designing reusable website sections that can then be implemented anywhere on the site. This allows content editors to **create new page structures fast** based on changing content needs without the need to completely design a page from the ground up every time, easily mixing copy, images & video where necessary.



This approach allows us **iterate without boundaries** by adding singular new content sections where needed that can slot right in with the rest of the section library.

The goal of atomic design is to create a design system that is flexible, scalable, and easy to maintain over time. By breaking down designs into smaller, reusable components, designers can work more efficiently, while developers can build and maintain products more effectively. Atomic design also helps to create consistency across the site and makes it easier to implement design changes across multiple pages. This also creates a more **coherent & consistent brand experience throughout the site** and prevents certain pages feeling out of touch.

To showcase the power of this approach, a set of **15 page sections** has been assembled into as many as **1000+ pages**.

## A peek inside

To showcase what you can expect from your day to day experience working on a headless site, we'll showcase some of the main tools that can be used within this framework. For this example we'll be using



Hosting platform



Content Management System



Powerful Search & Discovery

## Scaling without the sweats

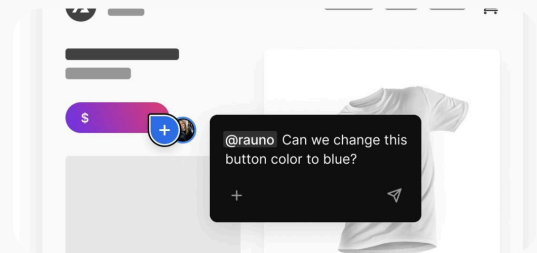
Vercel is a platform for developers & teams specialising in headless websites. It cuts out all the time-consuming unnecessary processes & allows your development team to focus on what matters, your site!

It includes quality of life features like automated CI/CD, automatic previews & Collaborative reviews on UI.

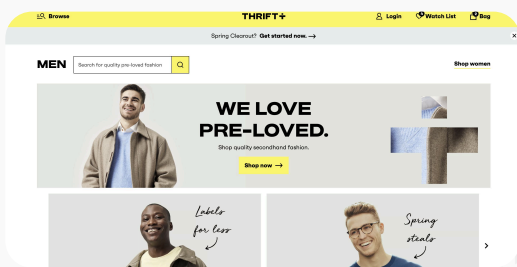
A general deployment of a new feature could look something like this:



1. New section is ready to be implemented.  
Developer starts work on it 🗑️



2. New feature is ready and a unique staging link gets generated that anyone can comment on 🙌

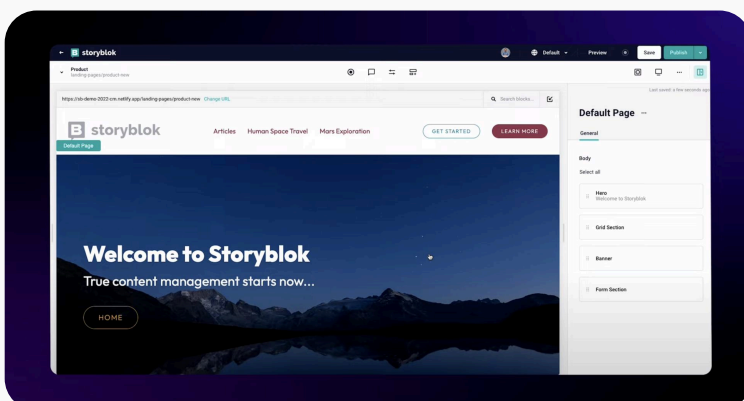


3. Everyone in the team is happy with it, the code get's approved and automatically gets deployed to production 🚀

This workflow allows teams to work on different features simultaneously and to fix & iterate quickly. On top of this, Vercel will automatically take care of all scaling, so you can be confident that your site will keep running even when there is a big spike

## Unified & Visual Editing workflows

Storyblok is a headless CMS with powerful workflows to give your editorial team a singular place to create & iterate on content collaboratively (commenting & status updates included) . It allows your Development, Content & marketing teams to work together to create flexible landing & content pages.



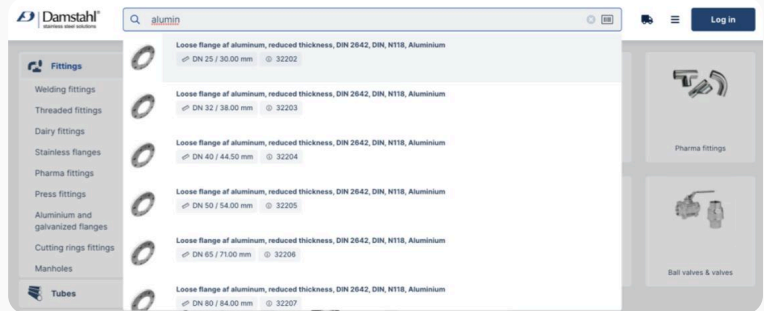
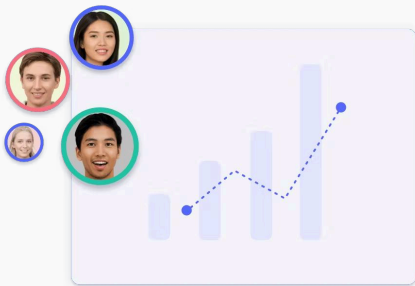
Developers can easily add in new singular blocks that can then instantly be used by other people on the platform. The visual editor gives the team an easy drag & drop experience to try out difference content configurations and guarantees the site can look exactly as needed.

The publishing workflows allow for content to be scheduled to go perfectly in time for a big launch.

# Human-First Search

Algolia is a platform that helps to build scalable digital experiences by creating near-instant search & filter capabilities for any type of content. From products for e-commerce to articles & digital directory's, it creates easy to implement experiences whilst giving the team behind them granular control of what should show up when.

It's last piece of the puzzle to create an all-around user first experience for all of your customers that focuses on delivering them the content they are looking for with the least amount of clicks.



You can maximize your ROI by deeply integrating it's personalisation features like Dynamic ranking, which learn from the users actions and present them the most relevant content.

## Applications

Although the headless approach works well for **E-commerce**, it's also perfect for addressing a wide range of Industries like **Marketplaces & Content & B2B platforms**.

## Interested? Talk to us!

Interested in elavating your current ecommerce site or building one from scratch, don't hesitate to get in touch!

<https://www.thisisundefined.com>

[hello@thisisundefined.com](mailto:hello@thisisundefined.com)

# undefined.