

Benefits of headless CMS by project type

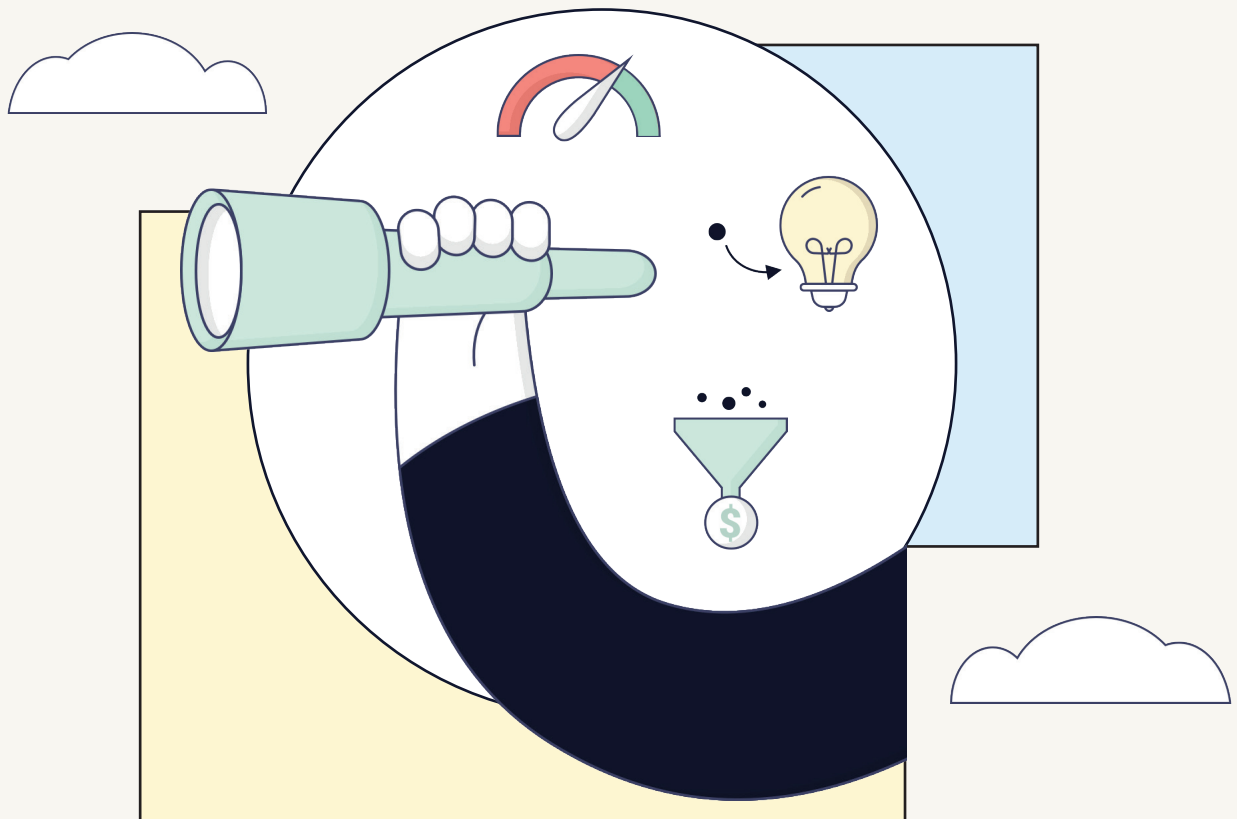




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Introduction

Since the first instance of web CMSs were developed, about 20 years ago, a lot has changed. With the growth of the web channel, the shift of focus from technical roles to marketers and creatives, and addition of a myriad of new channels, platforms and devices, the offer of CMSs has grown exponentially.

Having so many options to choose from implies a lot of work for an agency to make a choice that is best suited for their clients' projects.

Of course, there are some key players when it comes to traditional CMSs, thus making the choice a bit easier, but when we talk about headless CMSs, there are some key aspects to consider.

Agencies that practice an ambidextrous strategy have long started to work with headless CMSs, the market-leading providers. However, the fact that this market, currently valued at US\$ 328.5 million, is expected to grow 22.6% by 2027⁸, can be interpreted as a sign that there isn't a "perfect" headless CMS yet.

However, we strongly believe that Storyblok comes as close as possible to "perfect".

Simply put, Storyblok sets no limits in terms of project scope, in fact it is very powerful in extending your own logic.

The main objectives of this eBook are to convince you of this fact and to help you convince your clients that Storyblok is the best choice for them, by highlighting specific benefits according to types of projects and by offering you case studies to support our statements.

Let's dive in.



Storyblok's Identity

Here is the main reason why the product and the company was founded in 2017: the founders were striving to find a CMS that would work for both developers and marketers while they were building digital experiences for their large-scale agency clients.

They built Storyblok as a solution to provide companies with a CMS that would actually give businesses a tool that would work for everyone on the team, while giving them a platform to build better digital experiences more efficiently.

STORYBLOK'S PRINCIPLES

As mentioned above, developing Storyblok came from the need to find a CMS that was working for both developers and marketers. It was built in this mindset and it is reflected in the very intuitive and user-friendly UX/UI we offer.

Aside from that, our principles are deeply rooted in the agile manifesto. We value simplicity over complexity, we craft with passion, we listen to our customers, we treat all our clients equally, and we practice a "deliver quickly, deliver often" approach.

It is also worth mentioning that, Storyblok was also founded on the principle that no matter the size of the business, Storyblok should be available to them. We have flexible, transparent, and predictable pricing that is not based on usage, as far as possible.

VALUE PROPOSITIONS

Before we go into specific details about the benefits of Storyblok, take a look at our value propositions.

Best editing experience

With Storyblok, content creators and marketers get the best editing experience on the headless CMS market, thanks to our unique Visual Editor with real-time in-context preview.

Secure and compliant data transfer

At Storyblok we store data in ISO 27001 compliant data centers in the EU, we use https protocols, data encryption, two factor authentication, and backups.

Next-level content authoring

With Storyblok you can overcome the challenges of siloed content thanks to our internal asset manager, complex content model, intelligent and reusable content, versioning system, and customizable workflows.

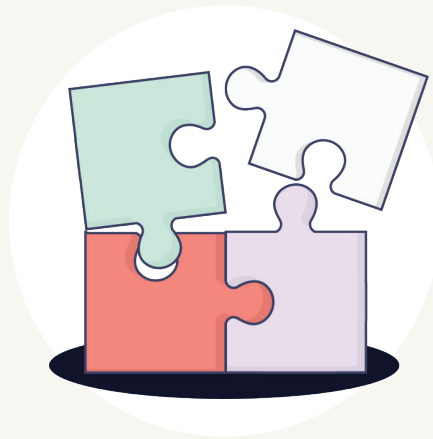
Multi-layer component approach

Our unique multi-layer component-based approach allows content creators to reuse their well-structured content. They can create and nest components without limits, fill them with content, and customize them as needed.

What do your clients want?

Each new client and each new project comes with a specific list of requests. In the cases where this isn't true, you still need to deliver them services that meet the general objectives of said projects. Don't forget to also factor in client and agency side limitations, like budget constraints, deadlines, availability of your dev team and so on.

Trying to solve the equation of what system would work best for a certain project, and even a certain client, can prove to be a difficult task.



The easy solution would be to offer them a traditional CMS, an all-in-one system. Sometimes clients might even request it. Given Wordpress' popularity and perceived user-friendliness, for example, it's expected that people have heard of it or used it at some point. So, why talk them out of it?

In fact, a traditional CMS might be the best choice for a small business with a single-channel strategy, that doesn't require frequent updates, or for presentation/ portfolio web presences.

However, most businesses nowadays plan for the future, are looking for expansion, and are aware that they need to meet their users on all the platforms and channels available. The solution for them is the headless CMS.

We could go generally over the benefits and reasons why a headless CMS is the best choice. But, the more useful approach is to analyze in detail types of projects, look at the distinct characteristics and requests they pose and see how Storyblok can be the answer.

Let's begin.

eCommerce Platforms

It's only fair to start with eCommerce, as these types of projects seem to, arguably, benefit most from a decoupled system.

eCommerce has a highly competitive nature that keeps changing the retail industry and implicitly influences customer behaviour. Let's look at some statistics in support of this statement.⁶

85% of millennials, 79.2% of Gen X and 62.1% of Boomers in the US shop online.

Half of consumers are buying products online they haven't before, like groceries, household items, toys and sports equipment etc. The same percent would pay more for a better and faster shopping experience.

eCommerce sales statistics show a staggering 73% of buyers report using multiple channels during their shopping process.

It is no surprise that a considerable ecommerce growth has been observed during the last 18 months. The high number of recorded cases during the pandemic were proportional to an increase in online shopping. It seems that this rise has turned into an ascending trend. It is estimated that 95% of all purchases will be facilitated by ecommerce by 2040.¹⁴

Aside from this general statistic, let's also take a look at the reasons why businesses don't reach that point of conversion, respectively what are the most common reasons for cart abandonment in the US.⁷

- 49% - Extra costs too high
- 24% - The site wanted shoppers to create an account
- 19% - Delivery was too slow
- 18% - Too long/complicated checkout process
- 17% - Shoppers didn't trust the site with their credit card information
- 17% - Shoppers couldn't see total order cost up-front
- 12% - Website had errors/crashed
- 11% - Return policy wasn't satisfactory
- 7% - There weren't enough payment methods
- 4% - Credit card was declined

Looking at these stats we can easily deduct what are the most important aspects when it comes to building a successful eCommerce business, from a user perspective. More specifically, what you, as an agency, need to take into account. Because, for obvious reasons, you can't influence all the factors that come into play.

It's clear that the most important factors are user experience (performance, checkout process, gain trust, no errors etc.) and omnichannel user journeys.

When it comes to user experience, aside from the user interface and user journey elements, performance has a very powerful influence, not only on SEO, but also on the overall interaction of the user with the interface.

As part of their effort to bring a better experience to mobile users, Google has been using speed as a ranking signal for mobile searches since 2018. Speed also has an impact on conversions through the bounce rate.

53% of visitors leave a mobile site if it takes more than 3 seconds to load, says a study done by Google in 2016.⁴

In fact, according to a newer study a one-second delay in mobile load times can impact conversion rates by up to 20%.²

It is safe to conclude that there is a clear correlation between page speed and revenue, bounce rate, session duration, and viewability.

How can Storyblok help you achieve performance for your projects?

First things first, just using Storyblok won't make your sites automatically faster. It's the way you use it, specifically how you use the features of Jamstack.

The difference between a Jamstack site and a website built on traditional website technologies is that Jamstack doesn't rely on a server, it is pre-built and serverless. Server-like functionalities are handled by third-party services and connected via APIs.

The first thing to consider is how you approach asset optimization, since assets have a high impact on loading times. For example, the CDN service provided by Storyblok can help with the compression and optimization of images.

Moving forward, let's talk about omnichannel capabilities. Through its decoupled nature, Storyblok acts as a content repository that can feed the content, via APIs, to any channel and platform. Users have the possibility to start their journey on a device and end it on a different one. For successful brands, this has become a normality in the past years and most eCommerce platforms are available on websites and mobile devices. And, while not easy, these 2 channels can be administered with moderate success from a traditional CMS. But what happens when you want to add more channels/devices? For example, smart watches, smart TV or virtual assistants.

As a matter of fact, voice commerce is on the rise. Voice shopping is estimated to reach \$40 Billion in the U.S. by 2022. 62% of virtual assistant owners have bought items via voice commerce.¹⁰

Moreover, 52% of owners have asked about deals, sales and promotions.⁹

Based on just these few statistics we can surmise that a future-proof eCommerce business will have access to "voice" clients.

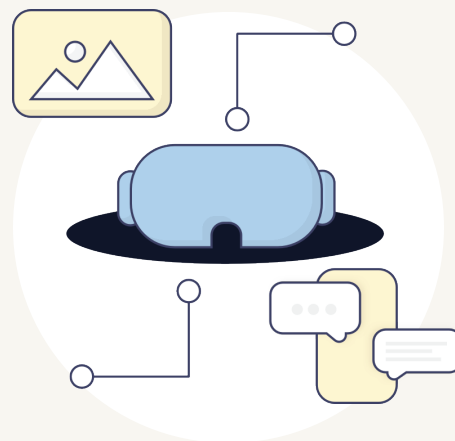
You can easily use Storyblok to create Alexa Skills, using Storyblok as a source of content, content that is shared both by the virtual assistant and the website. The skills you create can, for example, read a list of discounted products from a Storyblok space. Each product will have the following properties: name, image, discount description, and platform (Alexa and/or website).

The omnichannel reach doesn't stop with virtual assistants. You can also set triggers in different platforms that start processes on the smart devices, using Storyblok webhooks.¹⁷

You can let any AR application consume content from Storyblok with the help of the Content Delivery API.⁵

A practical usage of this, would be letting users see how different furniture would look in their house, for example.

You can even take it a step further and integrate Storyblok in VR applications with the help of different SDKs.¹⁶



In addition to creating the best possible experience for users, and thus ensuring conversion and revenues, with Storyblok you also equip the marketing team of your client with a very powerful tool for content creation, personalization, and localization. Companies often have series similar or near identical products, having the possibility to reuse content frees up the content creation team to focus on creating more creative and experimental content. This also shortens the time-to-market considerably. Having an omnichannel strategy in place can also help them gain a better overview of user journeys and offer more personalized journeys.

With Storyblok you can offer your ecommerce clients full localization support (currency conversion) and translation workflows for all types of content and assets: rich text, URLs, SEO metadata, and responsive images. The best part of localization and translations in a headless CMS is that the team only needs to make changes in one place and they apply everywhere.

Your clients are thus enabled to reach a global audience and unlock new revenue streams.

In support of all that was stated above, allow me to present you a case study, a clear and successful example of Storyblok used for eCommerce.

CASE STUDY: STRONGER

Among our clients is the Swedish lifestyle brand made for women - Stronger - a brand that is present worldwide, selling online in 120 countries.

Motivated by the need to get new content to the market quickly, Stronger chose Storyblok to revitalize their online business and they didn't stop there. They also use a collection of state-of-the-art technology to provide a great digital experience.

- eCommerce Platform: Centra eCommerce
- Filtering: Findify
- Emails & Newsletter: Klaviyo
- Reviews: Yotpo
- On-site Instagram Display: Flowbox
- End-to-end delivery solution: Ingrid
- Returns Management: ReBOUND

The new future-proof ecommerce ecosystem was built by Made People and it was a crucial change in the way Stronger achieved their growth goals.

Using Storyblok, they started taking a more agile and consumer-centric approach. The marketing team benefited from the user friendly interface and gained flexibility in creating and implementing reusable components.

“With Storyblok, you can see everything that you do in real-time, and that is very important for an eCommerce site. For example, if you are deciding on a certain text color, it's important to see how it looks with images. With Storyblok, we can see that in a preview and approve the changes before it goes on the site. I think it's the best tool I've ever worked with.”

Hanny Eldblom

eCommerce Team Leader at Stronger

In their process, Made People discovered several factors that interfered with Stronger's capabilities of reaching a global market and unlocking new revenue opportunities.

1. A restrictive monolithic non-scalable system

By using Magento, the site administrators were forced to use the technology stack of said system with very little freedom of third-party integrations.

Content creators were also limited by the respective back-end and time-consuming internal workflows.

2. Usage limitations

The site was administered by 2 developers who were focusing on the backend and manually pinning content.

3. Flawed international strategy

Their international strategy was scattered on several websites, where each piece of content needed to be edited individually and all changes had to be done across all platforms. At the same time they couldn't benefit from a global SEO strategy, since all data analysis were done separately, per market.

“We want to give our clients an easy start and grow with their technology stack as the business grows, without having to change the whole architecture. With Storyblok, we have the perfect CMS. We can start fast, and simply expand it as we keep tapping into new markets.”

Jonathan Selander
CEO and Co-Founder at Made People

As such, Made People made the right decision in choosing Storyblok to rebuild Stronger as, pun intended, a stronger eCommerce brand. How so? They wanted a future-proof architecture developed on a stack that could be adapted to future consumer experience, business growth and tapping into new markets.

It took six months from the first point of contact between Stronger and Made People, to launch the new website, just in time for the Black Friday buying frenzy. This also proved to be a well-timed moment to test the performance of the new platform with glowing results: higher conversion rates, more orders, a decrease in costs and administration overall, and an extended global presence.

Furthermore, taking a look at the results since last November (2020), the following can be stated¹³:

- 167% increase in orders
- 172% increase in total revenue
- 14% increase in mobile conversion
- 123% increase in total traffic

In conclusion, with Storyblok as a headless CMS and the technologies mentioned above, Stronger has made a giant step and gained foothold in new markets, reaching a global audience, while staying true to its brand message: lifestyle for women around the world.

Financial Platforms

We argued above that eCommerce platforms benefit most from a decoupled system. While this is true, financial platforms are a close second and we will find out together why.

The short answer is: TRUST. When it comes to money, users need an experience and journey that inspires trust from one end to the other. This is translated to high performance, zero errors, seamless transactions, smooth transition of the user journey from one channel to the other, and a modern UX/UI. These listed specifications are just the ones that the user interacts with. To create a successful financial platform you also have to make sure that everything runs smoothly behind the scenes as well. There is a crucial focus on security, data privacy and backups.



If we were to make a checklist of the perfect CMS for such a platform, the traditional, monolithic systems could be crossed out from the start. They are not capable of omnichannel strategies and security can be a pivotal issue for most of them, especially Wordpress.¹

On the other hand, Storyblok is virtually a fortress. We use APIs to provide content that is read-only. Additionally, that API can be placed behind an application and a security layer.

The content is rendered client-side, reducing the impact of any possible DDoS (distributed denial-of-service attacks). The only possible entry is the login page which can easily be avoided by protecting your passwords.

When it comes to performance, we already established that Storyblok, built on Jamstack, can greatly improve the performance of a platform. We are not just referring to speed, but also to the Core Web Vitals (loading time, interactivity, and the stability of content as it loads) that are combined with existing metrics of the Google ranking signal called Page Experience.

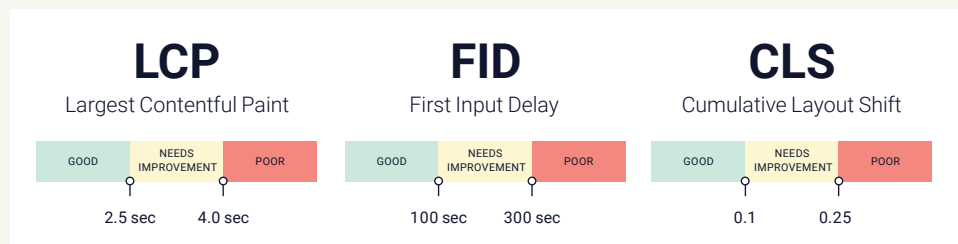
As described by Google: “We’re combining the signals derived from Core Web Vitals with our existing Search signals for page experience, including mobile-friendliness, safe-browsing, HTTPS-security, and intrusive interstitial guidelines, to provide a holistic picture of page experience.”

Here is a more clear picture of what is meant by page experience:

Largest Contentful Paint (LCP): measures loading performance. LCP should occur within 2.5 seconds of when the page first starts loading.

First Input Delay (FID): measures interactivity. Pages should have a FID of 100 milliseconds or less.

Cumulative Layout Shift (CLS): measures visual stability. Pages should maintain a CLS of 0.1 or less.



However, high performance isn't the only benefit Storyblok is bringing to the table. Let's also shine some light on the use of the omnichannel capabilities on financial platforms.

It is pretty clear why having an omnichannel presence is important for eCommerce brands. But why is omnichannel important for financial platforms? It is no surprise that the number of mobile users is on the rise. In fact, time spent in Finance apps during 2020 was up 45% worldwide outside of China 2020.¹²

Of course, there is no denying that COVID-19 has accelerated these numbers and the increased preference towards mobile transactions. Nonetheless, the reason why users oscillate towards smart devices is not important. What is important is that you empower your clients to meet their users on all channels. The good news is that the headless CMS was created for the IoT era. Due to its decoupled nature, finance transaction users can benefit from a seamless journey across all devices and channels.

With Storyblok, your clients can become omnipresent. Surely, as financial experts, that's an offer they can't refuse!

Having an uninterrupted journey and transition between channels and devices also adds the valuable bonus of trust.

Customer support can also benefit from the omnichannel capabilities in the form of chatbots and AI-assistance via messaging or social media messaging (Whatsapp, Facebook Messenger etc.)

Meeting the users on all channels also means your clients can tailor individual experiences according to the users' preferences and behaviour. This spells out more conversions and higher revenues.

“These organizations understand the need to go beyond traditional banking services, however, many are struggling to modernize in the face of archaic processes or legacy systems. Ultimately, an integrated, secure omnichannel platform is critical to enabling banks to deliver a seamless banking experience – a key differentiator, especially for smaller and mid-size banks.”

Eric Crabtree

Global Head of Unisys Financial Services

Adding to the list of benefits when building systems with Storyblok, we assure security by using ISO27001 compliant data centers, https protocols, data encryption, two factor authentication, backups and all the industry standards. More than that, our servers are compliant with the GDPR and EU privacy laws. In July last year (2020) the Court of Justice of the European Union ruled that any cloud services hosted in the US are incapable of complying with the GDPR and EU privacy laws.³

Our servers (Amazon AWS) are located in Europe. We also have the option for separated infrastructure, eg. Mainland China.

In addition to taking all the measures to secure data, we also offer S3 Backups and restore services.

As promised in the introduction of this eBook, some of the chapters are supplemented with a case study. What follows is a very good example of Storyblok used for a financial platform.

CASE STUDY: FUNDBOX

Fundbox is a financial platform in the U.S, offering fast and easy access to business credit to small businesses.

They chose Storyblok on the conviction that Jamstack was the way to modernize their website and deliver a better performance.

After a rebranding process, which took place in 2019, the website was relaunched with a new design. As stated, the brand-new platform was design oriented and the team still struggled with an in-house developed CMS. The Django-based system was a sore point for both creatives (marketers and content creators) and developers. As a result, soon after the relaunch they started looking for a new CMS.

Surprisingly, the one who convinced the rest of the team that the solution was to use a headless CMS, was Alex Volkov, the Marketing Solutions Architect at Fundbox. Here is the reasoning he used:

1. Technology independence

Using Jamstack and Netlify (hosting) allowed the development team to choose their own technology stack.

2. Better performance

The decoupled, API-first approach allowed them to build faster, to have better loading times and to improve the UX.

3. Faster deployment

The headless architecture also ensured a speedy development.

4. User-friendly CMS

Creatives could easily make changes and create content by themselves.

Deciding that they want a headless CMS was just the first step though. The much harder decision was yet to be made: which headless CMS to choose?

Below is their list of key requirements which led them to go for Storyblok:

- Support Jamstack and Vue/Nuxt
- Preview content before publishing
- Roll back changes easily
- Ability to work in a componentized way that would fit the way they build with Vue
- Flexibility in data structure, agility in adding/removing fields, data schemas
- Fast! In both delivery of content and deployment
- Ability to SSG the website
- Great and easy workflows for the marketing and content team
- Workflow management with an audit trail

“We wanted to move towards Jamstack, so we were looking at various headless systems and evaluating them in more detail. When comparing Storyblok with Contentful, GraphCMS, and DatoCMS, we soon realized that two main points set Storyblok apart:

First, the visual editing experience for our marketing team was superior to others. Second, Storyblok’s component-based approach would allow Fundbox to create components that can be customized, nested, and filled with content.”

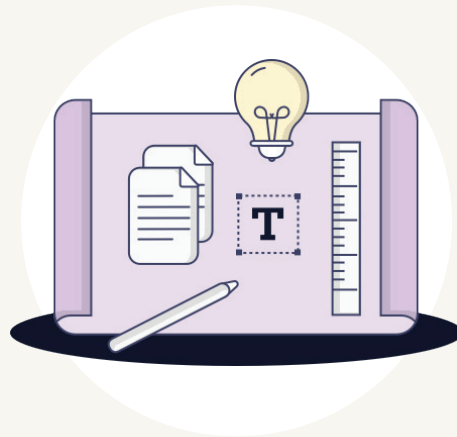
Alex Volkov
Marketing Solutions Architect

The new CMS now satisfied both creatives and developers. They no longer work in siloed systems and are able to benefit from editorial workflows and proper content governance.

Content-focused Platforms

Alongside eCommerce and financial platforms, content-focused platforms also benefit greatly from a headless architecture, but in a different way.

Blogs, news platforms, entertainment portals etc. all have one thing in common: steady and fast-paced publishing of content. A strong team of creatives (marketers and content creators) is a must, but it is not enough.



If you have clients looking to build such a platform, your best choice is a headless CMS and we will see why.

However, before we go any further, let's address the elephant in the room or, more precise, the metaphorically mammoth: WordPress.¹⁵

In fact, with WordPress powering around 40% of all websites on the internet in 2021, your clients might actually request it and you might be tempted to offer it as a solution. After all, this CMS has been created for the purpose of publishing content. Nevertheless, there are many reasons why you shouldn't. Just to list a few, it is limited to one channel at a time due to a predefined technology and structure. New channel integrations require extensive customization. It offers restrictive workflows that create content bottlenecks, prevent reuse across channels and lead to content silos. All integrations must be compatible with current architecture or require additional resources and custom builds.

When it comes to performance WordPress is very slow, and becomes slower as you add plugins and functionalities. In addition to that, it loads all the plugins even if not all of them are needed on the page.

On the other hand, speed is one of the primary advantages of Storyblok. Since web pages don't need to be loaded from an application or web server and can instead be served as pre-built markup and assets over a CDN (CloudFront), this increases speed and web performance. The outcome is faster loading times and an improved user experience.

A frequent argument in favor of using WordPress or any traditional CMS, is that headless CMSs don't give you the possibility to see the changes you make to your content. No need to worry! Using Storyblok you offer your clients one of the best editing experiences with the in-context real-time Visual Editor.

The Visual Editor enables editors to edit their content with an in context preview, including the possibility to click on Components in their website.

Choosing a traditional CMSs means you limit your clients to implement a multi-channel strategy, at best. Even if it doesn't impact conversions in the same way as in the case of an eCommerce platform, an omnichannel approach is still expected. More than that, it's the norm.

At the beginning of this chapter we mentioned the team of creatives, who play a very important role in creating and maintaining a successful content-focused platform. Let's quickly revise what tools you would be equipping them with, if you choose Storyblok.

A powerful content model

Our content model offers editors freedom to manage and design their content. Content entries are called Stories and each story is defined by a content type, which defines the fields that are available for that story. There are two different components that can be created in Storyblok: Content-type and Blok. With these editors can create templates for their stories, like Blog Post, Product-page or FAQ entry, with the added value of being able to reuse these templates. Bloks are nestable, reusable, components which live within a Story or another blok.

A versioning system with a clear overview

Aside from published entries, editors can also restore versions of a draft, which can be tremendously helpful when a team works on individual items of content.

Furthermore, using the activity log, provided by Storyblok, they can rollback an unlimited number of changes and even restore deleted content items from the trash bin.

A customizable approval process

Complex editorial workflows are prone to mistakes. A solid approval process can make all the difference in publishing flawless content.

Storyblok offers two types of workflows. Basic workflows with four stages, undefined, drafting, reviewing, and ready to publish, and custom workflows. Within the custom workflows you can define your own stages using the following six properties: name, color, default stage, publishing rights, next available stages, user(s)/role(s) who can change a stage to the next available stage. Additionally, you also have the ability to add comments. The approval process is done according to defined roles and via email notifications or dashboard notifications.

An user-friendly asset management

Storyblok offers both an internal asset management option and integration with external services. In the internal system users can create a folder tree, and can sort and execute bulk actions. The external integration is done via app and it connects Cloudinary to Storyblok providing fast and easy image manipulation. Additionally,

they also have the ability to automatically optimize images by adding parameters to the requested URL.

Attainable internationalization

Using Storyblok there are two main options for managing multi-language and multi-country content: Field level translations and Folder level translations. With field-level translations you only need one content tree and you don't have to create a stand-alone folder for each country. Each translatable field will be stored in the content tree as a separate stand-alone property with a suffix of the language it belongs to. Folder level translation uses separate content trees for each language. Each localization can be completely customized on the level of structure and order of the components of the story.

WHAT ABOUT THE CLIENTS WHO WANT TO MIGRATE FROM WORDPRESS?

We want to preface this subchapter with a clarification. We have nothing against WordPress. As a matter of fact, we believe that, similar to Nokia phones, it's a powerful tool, a classic. Unfortunately, just the same, it is stuck in the past and not built to be future-proof. (Yes, WordPress did release in 2016 their own fully functional REST API, giving users the ability to deliver content in a generic, standard, and unformatted representation. But whether that makes it a headless CMS or not is a discussion for another time).

Getting back to the main topic, how do you help your clients migrate from WordPress to Storyblok? The migration is done in five steps which we will go over briefly. While this is not a tutorial, you can find one written by one of our ambassadors here.¹¹

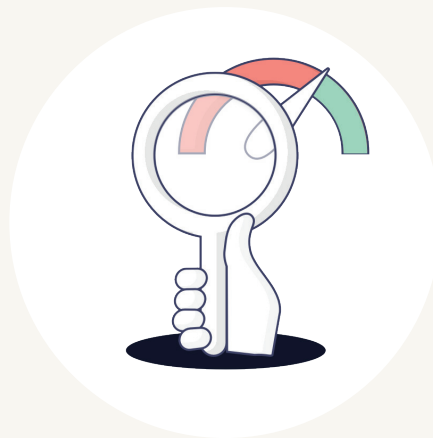
- 1 Create a space in Storyblok**
After creating an account on Storyblok and choosing a subscription you create the space which acts as a content repository.
- 2 Define the models**
This is the next step and it essentially boils down to creating schemas that define the WP data structure by creating Post Types in the Storyblok space.
- 3 Migrate the actual content**
Next you can start migrating the content by accessing the REST JSON API and using the Storyblok plugin `wordpress-importer`.
- 4 Create a front-end project**
After the content is stored in the Storyblok dashboard you can connect the front-end project to Storyblok.
- 5 Host your front-end project and automate deploy**
Now that the project is ready to go live, you choose a hosting provider and link your repository for easy deployment.

Corporate Platforms

In spite of the growing number of digital channels, platforms and devices, corporate websites still play a crucial role in terms of digital marketing.

At the end of the day, the main objective, alongside information giving, employer branding, recruiting, and community building, is to drive conversions. But what are the key performance factors that help your clients achieve this goal? How does the platform establish trust and “likeability”?

A big part of the answer lies with the business itself, how they present themselves and how they build relationships with their users.



For example, can users easily navigate and search through the content, finding what they are looking for? Do they have access to product support and customer service? Is the design, tone-of-voice and imagery in line with their brand? And so on...

While you can't have full influence over the above mentioned factors, you can definitely deliver one of the most important factors of building trust: page performance. Another aspect where you can leave your mark, is with the creative team. Specifically, how you can make the lives of marketers and content creators easier.

Let's start with performance.

With the risk of sounding like a broken record, page speed is an important ranking factor, since 2010 for desktop searches and since 2018 for mobile searches. It doesn't carry as much weight as the relevance of a page, but if there are pages with similar content (i.e. the competition), speed can become a deciding factor.

Even if you ignore this fact, there still is the issue of the bounce rate. User loyalty is fragile, as proved by a study done by Google in 2016.⁴

53% of visitors leave a mobile site if it takes more than 3 seconds to load.

Aside from speed, another ranking signal, which we already mentioned above, is Page Experience, the measuring of the so-called Core Web Vitals.

Using Storyblok and the right hosting service, you can take full advantage of the Jamstack architecture and deliver superior page performance for your clients.



Moving forward, let's find out what you can do for the creative team with Storyblok. For starters, you can help them take a strategic approach to managing and publishing content. Equipping them with tools like custom workflows, versioning, custom user permissions and approval processes will help them plan, test, re-edit, schedule and publish their content more efficiently. Time-to-market can be cut down substantially. Not only because of the features we just described, but also because they can reuse the templates and content modules, and even automate content creation. Essentially, you are giving them the tools to create, test, target, and optimize the digital experience.

Adding to the list of benefits, we can't forget about the user-friendliness of Storyblok. Generally, headless CMSs don't have a practitioner focus, but our interface is easy to use, starting with the in-context real-time Visual Editor.

Still not convinced? Let's take a look at one of our most successful case studies: UPC Business.

CASE STUDY: UPC BUSINESS

UPC Business is a household brand, setting standards in the Swiss telecom market since 1999, and serving customers from various key sectors. The main reasons why they approached twim GmbH for a rebuild are very common with legacy websites.

1. Time-consuming editor workflow for content changes
2. Long production time for new pages (time-to-market)
3. Lack of performance

To address these pain points, twim chose to harness the power of Jamstack architecture and the technical stack they put together was Storyblok (headless CMS), Netlify (hosting), Nuxt.js (Framework) and Github.

A team of three developers, built the new fast, agile, and responsive website in 3 months. The new page, with 500+ pages in four languages, went from a loading time of 20.6 seconds to 3 seconds, almost 7 times faster than the old one.

Here is a full picture of the performance upgrade:

PERFORMANCE	NEW WEBSITE	LEGACY WEBSITE
PageSpeed Grade	A (100%)	F (40%)
YSlow Grade	A (92%)	E (51%)
Fully Loaded Time	3.0s	20.6s
Total Page Size	687kb	4.64mb
Total # of Requests	31	228



The new workflow changed the way editors and content managers create and update content. They can build highly customized and pre-coded components, and pages without the help of developers.

“Storyblok is a user-friendly and powerful headless CMS. The visual editor helps you to build pages with a few clicks and the time to market shrinks dramatically. Storyblok is awesome! Start working with it today and you will see for yourself!”

Philipp Leuenberger

Head of B2B Digital Management at UPC Schweiz GmbH

The multi-layer approval flow completely eliminated content errors, ensuring that content is only published by the right people.

The benefits are clear to see: high performance, shorter time-to-market, flawless content creation and publishing, and less money spent on development.

Conclusion

In the introduction we listed the objectives of this eBook: to convince you that Storyblok is the best solution for your projects and to help you enlighten your clients why this is the case.

Of course, we didn't cover all types of projects and we didn't list all the benefits of choosing Storyblok. There are still things to be discovered and we are gladly here if you want to set a meeting with one of our Partner Success Managers.

Join our Partner Program to be a part of a central creation hub amongst like-minded creators and accelerators.

Become a Partner

Leaving the best for last, there is another great benefit in choosing Storyblok: you can become our partner and benefit from up to 10% revenue share, unlimited free development spaces, unlimited staff members, building and selling apps, co-marketing opportunities, access to the partner and learning resources, and a dedicated partner management team.

Glossary

Storyblok's compass for entry-level navigation

App

A Storyblok App is a group of Field Type Plugins that are getting installed on the space of the user. After a review your app can be used by other users and published to the App Directory.

Blok

A blok or a nestable component is a type of component that lives only within a Story (see below) and other Bloks, like Hero, Grid, and Full Width Image. You can't create new Stories from this as it is only a part of one Story. To use them in one content-type you will need to create a field of the type blocks which allows the nesting of components.

Collaborator

A collaborator is a person who is an explicit member of your project. As an owner of a space, you can choose between different roles or define your own advanced rights (roles) and permissions.

Component

A component is a standalone entity that is meaningful in its own right. While components (or bloks) can be nested in each other, semantically they remain equal. Each component is a small piece of your data structure which can be filled with content or nested by your content editor. One component can consist of as many field types as required.

Content Board

The part of the application, where you can create, browse and edit your content.

Content-Type

Content Types allow you to create templates for your Stories. You can create as many Content Types as you need. Examples of common Content Types are Post, Product, Page, or FAQ Entry. After creating Content Types you can create stories of this type, based on the template you defined. By default, we ship a "Page" content type.

Dashboard

The first screen you see after logging in to Storyblok, the overview screen of all the spaces you have access to. The screen is divided into two main sections.

Partner Portal

A portal designed and designated to help our partners find the right customers. Partners are first to have access to learning materials and opportunities: educational and promotional materials, white-label sale decks, and technical implementation guides.

Schema

Each Component, be it a Content Type or Blok, has a defined set of fields, called a Schema. Your Schema consist of one or multiple field(s) with different field types. A schema can have multiple Tabs which allows you to group your fields.

Space

A space is one content repository. Think of it as a place to keep all of the content related to one project. Each space has its own stories, content types, bloks, assets, and configurations.

Story

A "Story" is what we call the content entries you can create in Storyblok. Each story is defined by exactly one Content Type. A Content Type describes the fields that are available for that Story to be filled in by the content creators. In addition to the fields that you define, a Story ships with default properties like name, slug, published_date, and many more.

Storyblok UI

Storyblok interface to manage the spaces and content.

Tool

Tools are a different way to extend your visual editor. They allow you to improve your productivity by adding some functionality to the editor. Two examples of Tools are importing and exporting content or a custom clipboard.

Tools are specific to stories and will appear in your Visual Editor when editing a story.

Visual Editor

The Visual Editor enables your editors to edit their content with an in context preview, including the possibility to click on Components in their website. This feature is optional and does not depend on any specific technology. It will not alter the structure of your HTML or rearrange the DOM.

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