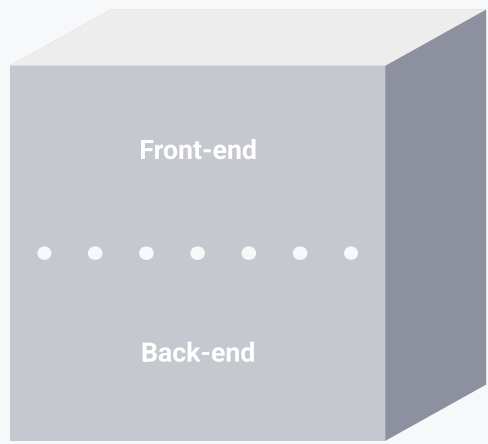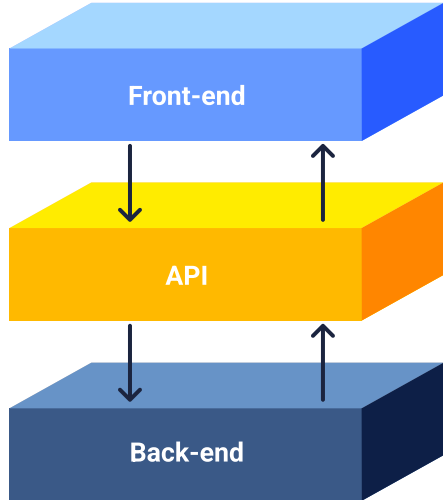# Headless CMS vs. WordPress:
What's the Difference?

How WordPress works

WordPress is a monolithic system. That means its frontend (where visitors view and interact with your content) is tightly coupled with its backend (where your data is stored and your team creates, manages, & edits content).

Lots of older systems like WordPress are monolithic. They're simple to set up and use, making them a good option for beginners and simple organizations not looking to scale.

Front-end

Back-end

How Headless CMS works

Front-end

API

Back-end

Headless takes the tightly coupled nature of a monolithic system and breaks it, **fully separating the backend content creation and storage from the frontend presentation.** Instead, headless uses APIs, so all parts of the system can communicate without being coupled.

The result is a fully flexible system with unlimited possibilities. Work with the exact technology you want, access an unlimited number of frontends, and incorporate new features seamlessly. It's all up to you.

GOOD TO KNOW
An API (Application Programming Interface) is a set of rules that allows one software application to interact with another, exchanging data and working together without a direct connection.

The 5 Key Differences

Page performance

1

GOOD TO KNOW
Google research shows that in the difference between a 1-second and 3-second page load, the probability of bounce goes up a staggering 32% – so providing a top-tier performance is critical.

WordPress	Headless CMS
The all-in-one system comes with a predefined set of tools that can bog down sites with unnecessary programs or prevent you from deploying third-party optimization tools.	Developers can utilize a best-of-breed approach to select the ideal programs to optimize performance – nothing essential missing and nothing extra to weigh the system down.

Non-technical user independence

2

WordPress	Headless CMS
The complex, interlocking backend means a minor change can upset the whole ecosystem, which leads to non-technical users having to rely on developers for even simple changes.	Decoupling the display layer makes it easy for anyone to create, edit, and reuse content without affecting the rest of the system. Some headless CMSs even come with live previews and intuitive visual editors.

Omnichannel capabilities

3

GOOD TO KNOW
Storyblok's State of CMS report revealed that omnichannel functionality is one of the main reasons behind having more than 1 CMS in place – a direct result of the legacy architecture of traditional CMS solutions like WordPress.

WordPress	Headless CMS
Not designed with omnichannel in mind, so achieving it requires complex, clunky workarounds like using multiple CMSs.	The frontend agnostic design means your content is easily distributed to an unlimited number of frontends, while the single centralized backend means users will get consistent personalized content every time.

Future-proofing digital experiences

4

WordPress	Headless CMS
The static system makes integrating new technology extremely difficult. Users will need to apply increasingly complex workarounds to compensate for the lack of adaptability.	The API-powered approach means it's future-proofed and will be able to seamlessly integrate ANY new programs, technologies, or channels – even ones that don't exist yet.

Security capabilities

5

GOOD TO KNOW
Sucuri's Hacked Website Trend Report found that WordPress made up a staggering 96.2% of the infected websites in its 2022 sample despite a market share of only 63.3%.

WordPress	Headless CMS
When you combine the vulnerable, tightly connected monolithic structure with the sheer volume of WordPress sites on the web, you get a huge target for hackers.	Thanks to the API-powered structure, headless automatically quarantines threats and limits the surface area of potential attack, making it a natural choice for optimum security.

Are you ready for the future of CMS?

There's nothing wrong with WordPress if you're using it for what it was designed for – small, simple projects. But it's not suited for today's enterprise-level organizations looking to deliver groundbreaking digital experiences.

THE RESULTS ARE IN: THE FUTURE OF CONTENT MANAGEMENT IS HEADLESS.

There's never been a better time to switch to **Storyblok,** the leading headless content management system that empowers all teams to create and scale modern content experiences across any digital channel. See how Storyblok is changing the future of CMS at Storyblok.com.

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