

aws marketplace

Storyblok

Reviews, tips, and advice from real users



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Product Recap



Storyblok

Storyblok Recap

Storyblok is a flexible headless CMS designed to manage content efficiently through a hierarchical structure, allowing developers and marketers to work collaboratively without disruptions.

Storyblok empowers businesses by facilitating easy content management and consistent digital experiences across channels. It holds a unique position by combining visual editing with advanced content workflow capabilities. Developers appreciate its API-driven approach that separates content from its presentation, ensuring adaptability and scalability. Marketers benefit from its intuitive interface, enhancing content creation and management efficiency, optimizing collaboration between teams.

What are Storyblok's key features?

- **Visual Editor:** Offers real-time preview and editing, enhancing user accessibility and ease of use.
- **Component-Based Architecture:** Provides reusable components, fostering efficient content structuring.
- **Content Workflow:** Supports collaboration with roles, approvals, and phases.
- **APIs:** Facilitates seamless integration with any front-end framework.
- **Multi-language Support:** Simplifies managing multilingual content.

What benefits should users look for in reviews?

- **Enhanced Collaboration:** Streamlines team coordination between developers and marketers.
- **Content Flexibility:** Offers scalable solutions for diverse content strategies.
- **SEO Optimization:** Promotes better search engine visibility.
- **Time Efficiency:** Reduces development time with reusable components.

In e-commerce, Storyblok enables easy and effective updates for product content, enhancing user engagement. In media industries, its multi-site support allows efficient content management across channels, while in education, schools can create and manage websites with rich educational content seamlessly.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✔ “Storyblok gives us the flexibility to rapidly respond to client needs because every client project is going to be different, and it allows us to manage that in a simple interface which we love and our clients love too.”



Ric Le Poidevin

Web Director at U&US

- ✔ “Storyblok has positively impacted my organization because we delivered this website to a very important customer, and they were very happy with the management system.”



Cesar Cassiano

Desenvolvedor Full Stack at Inclusion Cloud

- ✔ “The return on investment helps me scale my business; without it, I would not even exist probably, so the return on investment is huge.”



Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

What users had to say about valuable features:

“The best features Storyblok offers include its simplicity, as I can go into there and basically design the content of my website as I build them, which makes it very easy to modify them. There is also nice internationalization.

The internationalization feature helps me as I build websites for multiple languages, and I can basically translate the content of the block, so when a user selects the language on the page, the correct language is downloaded.

The Visual Editor is great, saving me so much time and allowing me to see right away how the content will look. Additionally, the integration with GitHub is excellent; when I trigger the release of the content, I can set it up to trigger a build on GitHub so that it will be built.

Storyblok impacts my organization positively by making it very easy and saving me tons of time to develop; otherwise, I would need to build my own databases with my own CMS, which is not really scalable and wastes time. Now, I can focus on clients, using Storyblok for that.

It helps me focus on other priorities, and while it is hard to tell exactly how much time it saves me, I can focus on the front end now and on what clients want. I can iterate faster and show clients previews, and it is very great..”

Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

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“The best features that Storyblok offers include the components mapped into blocks inside Storyblok and the Storybook block. I believe this mapping between React components into blocks is the most interesting feature. The live preview is also very good, but this is something we see in other CMS; however, this mapping was the first time I have seen that.

“The unique feature of mapping between React components and blocks helps my workflow and the team's productivity because blocks are very important. We do not need to keep repeating ourselves all the time. We just build a block that receives the properties, and properties mean we can provide that information via the management portal we have inside Storyblok. We can click over that block and provide the properties, making this the most powerful tool I see because we can leave the user or add to the user this capability to make all the edits with real-time just by dragging and dropping components. The idea is basically to create a set of components based on the design system so they can use them without any restriction, just dragging and dropping, which provides a lot of flexibility and ensures the design system stays consistent.

“Storyblok has positively impacted my organization because we delivered this website to a very important customer, and they were very happy with the management system. They were able to easily create new content or make updates on the existing one. They had a few necessities to add some notes or messages for the users, such as banners with announcements. They were very happy they could manage that very easily. This became a very interesting use case for a customer and thus a use case in our company..”

Cesar Cassiano

Desenvolvedor Full Stack at Inclusion Cloud

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“The best features Storyblok offers, from a developer perspective, are how easy it is to set up and the ease of working with their API, which gives me lovely structured JSON data that I can use for building the websites. From a marketer perspective, it's going to be the visual editor, which is really important, I think, for less tech-savvy people. The interface is actually surprisingly simple because you can design your content around what it represents, such as a service, a person, or a call to action. As you're modeling your data to match its requirement, it makes it easy to talk about and understand for people.

“The visual editor specifically helps my clients because it gives peace of mind to them; they can see what they're editing as they're editing it. In some other platforms, there's more of an abstraction between the editing experience and the actual content and the presentation of that content, but with the visual editor, they can go and view the page they want to edit, click on the content they need to edit, and then the UI will update and just show them the content for that block. In terms of the JSON API, because I actually develop the Laravel Storyblok package, it gives an expected output and a structured output from what's been created in the visual editor. If a client wants to add a hero block and maybe a text block beneath and a call to action below that, I have that structure, so it allows me to then design or build the HTML for each block individually, and no matter how they're used on the website, it will then render them correctly. Or we can very easily drop in on a page specific variants of blocks if needed, and the API is just very simple to work with.

“Storyblok has positively impacted my organization by giving us the scope and flexibility to be more creative with what we do, as we're very much a design-led business where we want to produce beautiful-looking websites that also perform well. Because you are making blocks or components that represent different types of content within a website, it's just a very quick and easy workflow for us to use. I could create a block and within my Laravel package, I can run a single artisan command and it will write me a blade template which automatically pulls in all the data with the correct file name. It just works out of the box for us, integrates very quickly, and all I have to do is apply the styling to that block because the whole integration is just working..”

Other Solutions Considered

“While not in my company, I previously tried building my own CMS that worked but was not as robust and feature-rich as Storyblok; I also had to host it on my own. I used something for a little bit, but I forgot..”

Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

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“We previously used all different CMSs before, with the primary one being a bespoke one built in-house on top of Laravel. We switched because while it was different to go to a hosted solution from a company, it just gives us much better flexibility. It means we don't have to manage the maintenance of it as well because one of the headaches with web development is keeping the content management system up to date as much as you're keeping the website up to date. We've also used, not by our choice, other platforms in the past such as WordPress, which we really don't prefer, but occasionally there were client requests to use that. We'd always try to push them towards Storyblok if we could..”

Ric Le Poidevin

Web Director at U&US

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“I did not previously use a different solution because I just received this project, and they already decided on Storyblok; it was not my decision to use Storyblok, but I was very happy working with it from the first project. Then the second project was more or less the same, and in the third project, I chose Storyblok because they wanted to use a CMS. I explained how Storyblok works, and they agreed to use it instead of WordPress, which they were initially tending to use, and I convinced them to switch because I showed them it is much easier than WordPress.

“Before choosing Storyblok, I evaluated other options, with my main experience being with WordPress. There was another CMS I had experience with in two projects, but I do not remember the name as it was a very old CMS. They were not options because the previous experience I had with them made me sure that I wanted to use Storyblok instead, as it is much better for managing the content and building the solution. I also remember Umbraco and Sitecore, but they are .NET, so the client wanted something such as Node.js or PHP; therefore, they were not options. However, even if they were options, I still would go with Storyblok instead..”

Cesar Cassiano

Desenvolvedor Full Stack at Inclusion Cloud

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ROI

Real user quotes about their ROI:

“I do not have relevant numbers to share as metrics, such as time saved or reduction in support requests; it is out of my scope, so I did not have enough access. However, the website was pretty quick, and I believe we reduced the loading time with Storyblok's cache, making it faster than the previous website. But I do not have enough data to provide..”

Cesar Cassiano

Desenvolvedor Full Stack at Inclusion Cloud

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“I don't have any specific metrics because we never measured those; it's just a small agency, so it's not one of the factors that we do, but in terms of our turnaround time, it's definitely quicker and changes are way easier. In the past, using systems we had before, we didn't have the scope to add additional fields or adjust fields, and it just gives us the freedom to operate more flexibly.

“I don't have any actual figures for return on investment, but it's definitely time saved because we can do a lot more in a lot less time..”

Ric Le Poidevin

Web Director at U&US

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Use Case

“My main use case for Storyblok is that it is a headless content management system for me. I set up content in Storyblok, and then I use the Storyblok API client to manage it. Storyblok is not deployed anywhere; I access it through the API, and it is publicly available. While I have my keys, it is software as a service, so it is a headless CMS, and I do not have to deploy anything; it is just accessible for me through the internet..”

Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

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“The main use case for Storyblok is developing websites with content management system ideas, so we manage all the content by using a React structure, mapping the blocks inside Storyblok. There were also some import features. We created scripts to import content from other CMS into Storyblok.

“One project that illustrates my use of Storyblok is the Louisiana portal, which is a government portal. They decided to use this real-time editor, CMS, and real-time viewer. The idea was to build all the design in a React Next.js project and then map the components into Storyblok. They would be able to build their content based on the structure of the old website, but in the new design and new CMS. The idea was to import everything into Storyblok and let them make the edits and create new pages. We had two or three main templates, and then they were free to create different page variations there according to their necessity. They had a lot of content, which was really challenging because of the different menus and structures, resulting in different templates as I mentioned before. It was really great to work on that project..”

Cesar Cassiano

Desenvolvedor Full Stack at Inclusion Cloud

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“My main use case for Storyblok is that we use it as the content management system for our client websites, so we're an agency and nearly every website we build will use Storyblok as the system that we choose.

“A specific example of a client project where we used Storyblok is one we did recently for a charity association where we live, and we integrated Storyblok into Laravel as the platform for running the website. Storyblok enabled us to build the templates and all the blocks that they required for the pages on the website to create all the content. What was useful about it, because it's platform agnostic, is we could also then use a Filament back-end as well on Laravel, allowing charities to have an individual back-end just for their content, but the richer branded pages we built fully in Storyblok so that our client could manage everything very easily and quickly, such as building new pages based off the block library we created for them, and enabling things including automatic image optimization, allowing them to choose icons, color them from their palettes using custom Storyblok plugins, and other features.

“Storyblok gives us the flexibility to rapidly respond to client needs because every client project is going to be different, and it allows us to manage that in a simple interface which we love and our clients love too..”

Ric Le Poidevin

Web Director at U&US

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Before choosing Storyblok, I did evaluate other options, but it was many years ago now. It would have been things such as Contentful and some of the other headless platforms I looked at then..”

Ric Le Poidevin

Web Director at U&US

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“I believe a ten is something unreachable because once we have something that is ten, it means nothing can be improved. I would say a nine is the best I will ever rate. If I rate something a nine for regular people, it will mean ten, but I do not believe ten is something we should use because once we set ten, nothing will get improved. I would say it could be nine, but the idea here about this high number, because it is really high, is that it is pretty easy to set up. It is intuitive, not just for development, but also for who manages the content. I had experience with WordPress, and WordPress does not have that ease. It is pretty hard to make content updates on their system, and they had a lot of plugins that make it a bit easier, but not as easy as Storyblok. The real-time features with the blocks makes it very easy for end users or for users who do not have experience with CMS. You do not need to have experience with CMS; a kind of ten minutes with someone explaining how to manage the content there is enough for you to make edits on the website. That is why I would say eight or nine as the rate..”

Cesar Cassiano

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Customer Service and Support

“Customer support for Storyblok has been good when I've needed to use it; they've always been responsive, helpful, and friendly. I do have the advantage of being an MVP, so I've got kind of backdoor access to some of the team, but they've always been really nice..”

Ric Le Poidevin

Web Director at U&US

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Other Advice

“I advise others looking into using Storyblok to start using it; it is easy, but you need to be careful and design how the content should look like beforehand. Maybe do not start with your own CMS; just use headless Storyblok. I would rate this product a nine out of ten..”

Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

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“Regarding Storyblok's AI capabilities, I haven't really used them very much; I think you can bring your AI models along if you want to, or you can use theirs, but it's not something I've played around with.

“Regarding the accuracy and reliability of output based on my experience or what I've heard with Storyblok's AI capabilities, I've not used it enough to know. From what I've heard from some other people, I think it still has some issues to be resolved and some things to be worked out to make it work as well as it can, but they're definitely pushing the development there. Generally, from what I've heard, the feelings are good, but there are possibly some useful features to be added around controlling brand voice and making sure that the output is of the correct tone for individual companies.

“The advice I would give to others looking into using Storyblok is to make sure that you are ready to go to a headless content management system. It is a big change when you change to any content management system, but the integration is straightforward; it's not necessarily simple, but it's platform agnostic, so you can integrate it with any stack that you want. As with anything, you've got to review it and make sure that within your pricing tier, it's going to have all the features that you require for your team because it can be a big investment.

“I didn't purchase Storyblok through the [AWS Marketplace](#); I got it directly, so I didn't use [AWS](#).

“I gave this review a rating of 10 because Storyblok is really great..”

Ric Le Poidevin
Web Director at U&US

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