

[00:00:00] Speaker A: Welcome to the Deep Dive. Today we're diving into next JS best practices for 2025.

[00:00:05] Speaker B: Right.

[00:00:06] Speaker A: You sent over some great material from August Infotech.

[00:00:09] Speaker B: Oh, yeah. They're a web dev company that's really killing it. And it looks like they've compiled all the latest and greatest best practices.

[00:00:15] Speaker A: Yeah. If you're out there and you're ready to build some awesome web apps, this is the Deep Dive for you.

[00:00:20] Speaker B: For sure. Every time I blink, there's something new to learn in web development.

[00:00:24] Speaker A: Right.

[00:00:25] Speaker B: What strikes me about this August Infotech piece is, is how they emphasize that Next JS isn't just some fleeting trend.

It's constantly evolving. And they seem convinced it's going to be a dominant force for a long time.

[00:00:38] Speaker A: That's what makes it so exciting. It's not about learning a framework and then just coasting. August Infotech really dives into how Next JS is all about performance, scalability, and keeping your code clean and easy to maintain. Yeah, you know, those things that make a developer's life easier in the long run.

And they even hint at some cool new things coming down the pipeline. App directory improvements, better TypeScript support, SEO tricks.

They cover it all.

[00:01:06] Speaker B: Before we get too far ahead of ourselves, I think it would be valuable to unpack the core concepts that August Infotech is emphasizing.

[00:01:14] Speaker A: Okay.

[00:01:14] Speaker B: For example, they talk a lot about speed. And they're not just talking about making your website feel a bit snappier.

[00:01:20] Speaker A: Right.

[00:01:20] Speaker B: They're talking about harnessing the power of different rendering techniques.

[00:01:24] Speaker A: You mean like SSR and ssg? I feel like those are the bread and butter of Next js.

[00:01:28] Speaker B: Exactly. But what's interesting is that they're also highlighting incremental static regeneration, or ISR for short.

[00:01:35] Speaker A: Isr. Okay.

[00:01:36] Speaker B: It seems like they believe choosing the right rendering technique is crucial for performance, particularly if your project involves a lot of dynamic content.

[00:01:44] Speaker A: So ISR helps keep things fresh even if the content changes frequently. That sounds incredibly useful for sites that rely on constantly updated data.

[00:01:52] Speaker B: Precisely. It's about finding that sweet spot between static and dynamic content delivery. But speed isn't the only performance factor August Infotech dives into. Okay. They talk about how next JS in 2025 leverages the power of React Server Components, or RSCS.

[00:02:09] Speaker A: RSCS. Okay.

[00:02:10] Speaker B: Now these things are fascinating because they essentially shift a lot of the JavaScript execution to the server side.

[00:02:16] Speaker A: Okay, so less work for the user's browser to do. Right?

[00:02:18] Speaker B: Right.

[00:02:19] Speaker A: Makes sense. But how does that actually translate to a better user experience?

[00:02:23] Speaker B: Think about it this way. The less JavaScript. Your user's browser has to download, parse and execute, the faster your web app feels. It's all about minimizing that initial load time, which can make or break a user's first impression of your site.

[00:02:37] Speaker A: Especially in today's world, where people have the attention span of a goldfish.

[00:02:40] Speaker B: Exactly. But beyond just the technical wizardry of RSCs, August InfoTech also gets into the nuts and bolts of how Next JS helps you organize your code.

They highlight app directory improvements, which means less redundant code and a more streamlined development process.

[00:02:56] Speaker A: So it's not just about the performance of the website itself. It's about making the lives of us developers easier, too. Efficiency all around.

I'm curious, though. They do mention a lot of these fancy performance optimization techniques like Edge functions and streaming. Yeah, I get that those are supposed to make things super fast, but honestly, they sometimes feel like buzzwords.

[00:03:17] Speaker B: I understand what you mean, but it's important to look beyond the jargon.

[00:03:20] Speaker A: Okay?

[00:03:21] Speaker B: Take edge functions, for example. The idea is to run parts of your application closer to your users geographically, so if someone in Europe tries to access your site, they're not waiting for data to travel all the way from a server in the US it's all about reducing latency and creating a more responsive experience.

[00:03:39] Speaker A: Okay, that actually makes a lot of sense. It's like bringing the content closer to the user. But what about streaming? How does that fit into the whole performance puzzle?

[00:03:47] Speaker B: Streaming is a bit more technical, but essentially it allows you to send parts of your web page to the user as they become available, rather than waiting for the entire page to load. It's kind of like watching a movie on a streaming service.

You can start watching before the whole.

[00:04:01] Speaker A: File has downloaded, so the user gets to see something happening immediately, even if it's not the complete page. Which makes the site feel much faster.

[00:04:09] Speaker B: Exactly. It's all about creating the perception of speed and responsiveness.

August Infotech seems to believe that mastering these techniques is essential for building high performance next JS apps in 2025.

[00:04:22] Speaker A: Speaking of things AugustInfoTech seems to think are essential, let's talk about SEO. I know a lot of developers see SEO as this separate, almost mystical thing, but they really emphasize how intertwined it is with the performance of a Next JS application.

[00:04:36] Speaker B: What I find interesting is that they seem to view Next JS as inherently SEO friendly. They talk about how server side rendering optimization, for example, can naturally lead to better search engine rankings because it delivers fully rendered HTML to the crawlers.

[00:04:50] Speaker A: Which makes sense, right? Search engines love content they can easily understand.

But they also dive into other SEO aspects, like the importance of using Next JS middleware for tasks like AB testing and prepping requests before they hit your server.

[00:05:03] Speaker B: Right. And don't forget about their emphasis on CDNs or content delivery networks. By caching content on servers distributed around the world, you can ensure that users everywhere get the fastest possible loading times.

Google definitely takes page load speed into account when ranking websites, so this is crucial.

[00:05:21] Speaker A: It's amazing how all these pieces fit together from performance optimization to SEO.

[00:05:25] Speaker B: Yeah.

[00:05:26] Speaker A: August InfoTech is painting a picture of a very holistic approach to Next JS development.

[00:05:31] Speaker B: And that holistic approach includes ensuring that the content is delivered in a way that search engines can easily digest.

They specifically call out the importance of optimizing meta tags, open graph tags and using structured data.

[00:05:43] Speaker A: Yeah, it's like speaking the search engines language.

[00:05:45] Speaker B: Yeah.

[00:05:46] Speaker A: They also mentioned Next js Next Head API, which sounds like a powerful tool for controlling all those elements.

[00:05:52] Speaker B: It is. And let's not forget about styling. AugustinFotech points out that even the way you handle CSS can impact both performance and SEO. They recommend using techniques like server side rendering and CSS extraction with styled components to boost both.

[00:06:08] Speaker A: So it's not just about making your website look pretty. It's about making sure the styling is done in a way that benefits both users and search engines.

[00:06:15] Speaker B: Exactly. It's about thinking about the big picture. How all these elements work together to create a high performing search engine optimized web application.

But while we're on the topic of thinking big picture, there's another critical aspect that August Infotech really hammers home. The mobile experience.

[00:06:31] Speaker A: Oh, absolutely. It feels like we're living in a mobile first world these days. It's like everyone's glued to their phones. And I'm curious, how does August Infotech approach this mobile first mentality within the context of next JS development?

[00:06:44] Speaker B: They're big proponents of using next JS's built in tools to optimize for mobile.

For instance, they highlight the NextJS image component, which automatically optimizes images for different devices and uses modern formats like webp. It's like having a built in image optimization expert.

[00:07:00] Speaker A: So no more manually resizing and compressing images for every possible screen size. That's. That's a huge time saver for developers.

[00:07:08] Speaker B: Absolutely. And they don't stop there.

[00:07:10] Speaker A: Okay.

[00:07:10] Speaker B: They emphasize the importance of responsive layouts using tools like Flexbox and Fluid Grids to ensure your website adapts seamlessly to different screen sizes.

[00:07:20] Speaker A: It's not just about shrinking things down. It's about creating a layout that feels natural and intuitive on a smaller screen.

[00:07:27] Speaker B: Right.

[00:07:27] Speaker A: I've seen so many websites that just feel like a zoomed out desktop version on mobile.

[00:07:31] Speaker B: Exactly. It's about creating a truly mobile first experience. And that includes thinking about things like lazy loading and efficient font loading. You don't want to bog down a mobile device with unnecessary data right from the start.

[00:07:44] Speaker A: It's all about being mindful of the user's limited resources, especially when it comes to mobile data and battery life. AugustInfoTech also mentions progressive hydration and smooth animations. How do those contribute to a better mobile experience?

[00:07:57] Speaker B: Progressive hydration is a technique that allows you to load the interactive parts of your website gradually.

This means users can start interacting with the core content of your page even before all the JavaScript is finished loading, leading to a much smoother experience.

[00:08:13] Speaker A: So it's not just about speed, it's about making the site feel responsive and interactive right from the get go.

[00:08:18] Speaker B: Precisely. And when it comes to animations, Next JS allows you to create them in a way that's efficient and performant. On mobile devices, smooth animations can make a huge difference in how users perceive the quality and polish of your web app.

[00:08:33] Speaker A: Okay, so we've covered performance, SEO and mobile optimization, but there's another big topic that August Infotech seems passionate about. TypeScript. Yeah, I have to admit, I've been a bit slow to adopt TypeScript in my projects.

[00:08:46] Speaker B: Well, August Infotech certainly makes a compelling case for it. They point out how Next JS in 2025 has made TypeScript integration even smoother, automatically recognizing your TypeScript configurations.

And they rave about how it helps you write cleaner, more maintainable code.

[00:09:01] Speaker A: I get that, but sometimes I feel like adding types can be a bit tedious, especially in smaller projects.

[00:09:07] Speaker B: I understand that sentiment, but AugustInfoTech argues that the long term benefits outweigh the initial setup.

[00:09:14] Speaker A: Okay.

[00:09:14] Speaker B: Tight script can catch errors early on, making your code base more robust and reducing the chances of bugs popping up in production.

[00:09:22] Speaker A: Okay, that's a good point. I guess. It's like an investment in the long term health of your code base.

[00:09:26] Speaker B: Exactly. And they specifically highlight how type safety has been improved in Next js, particularly when it comes to things like API routes. They also mention performance optimizations for TypeScript projects within Next JS. It's clear they see TypeScript as the go to language for future Next JS development.

[00:09:45] Speaker A: But isn't it all about JavaScript at the end of the day?

[00:09:47] Speaker B: Yes, but TypeScript is a superset of JavaScript, which means it adds additional features and capabilities without changing the underlying JavaScript. Think of it as giving JavaScript a much needed power boost when it comes to building large, complex applications.

[00:10:01] Speaker A: Okay, I'm starting to see the appeal.

It sounds like August Infotech is really pushing for TypeScript as a key ingredient in building robust and scalable Next JS apps.

[00:10:14] Speaker B: And it's not just TypeScript they're pushing for.

Remember how they emphasized that Next JS is constantly evolving? Well, they're really trying to prepare developers for what's coming next.

[00:10:24] Speaker A: Oh, do tell. What exciting new developments are on the horizon.

[00:10:27] Speaker B: They specifically call out Server Actions and those REACT server components we talked about earlier. Yeah, it's like they're saying, hey, get ready for the future, folks.

[00:10:35] Speaker A: Yeah. Server Actions in particular seem like they have the potential to fundamentally change how we approach backend logic in Next JS apps.

[00:10:44] Speaker B: And they keep hammering home the importance of middleware and edge functions.

[00:10:47] Speaker A: Right.

[00:10:48] Speaker B: Those concepts we discussed earlier, they seem to believe these are essential tools for building high performance, location aware applications.

[00:10:56] Speaker A: It's all about getting closer to the user, both geographically and in terms of delivering a seamless and responsive experience.

[00:11:02] Speaker B: Right. And then there's the whole AI revolution that's happening. I have to admit, I'm a bit intimidated by all the AI talk.

[00:11:08] Speaker A: Yeah.

[00:11:08] Speaker B: Feels like it's changing everything so fast.

[00:11:10] Speaker A: I know what you mean. It's like every other article I read is about how AI is going to change the world.

[00:11:15] Speaker B: But Argus Infotech seems genuinely excited about how AI can be applied in web development.

They talk about things like AI powered personalization using tools like Vercel, AI SDK and OpenAI APIs to create highly customized user experiences.

[00:11:32] Speaker A: It sounds incredibly powerful, but also a bit scary.

[00:11:35] Speaker B: Yeah.

[00:11:35] Speaker A: Imagine a website that knows exactly what you want before you even know it. But in a world where everything is becoming more and more personalized, I guess it's

inevitable.

[00:11:44] Speaker B: And AugustInfoTech seems to believe that NextJS is well positioned to take advantage of these AI advancements.

[00:11:50] Speaker A: Okay.

[00:11:51] Speaker B: They're encouraging developers to explore this space and experiment with the possibilities.

[00:11:55] Speaker A: It's almost like they're saying, don't just build websites, build intelligent websites. But before we get too carried away with the future of AI, let's not forget about the present.

August Infotech also stresses the continued importance of optimized image in asset management.

[00:12:10] Speaker B: Yes, no matter how fancy your website is, if it's bogged down by huge image files, it's going to be a slow and frustrating experience for users.

[00:12:18] Speaker A: Right.

[00:12:19] Speaker B: And don't forget about Google's core web vitals. Yeah, those are becoming increasingly important for SEO.

[00:12:25] Speaker A: Right. Those core web vitals are all about measuring the user experience, like how quickly a page loads and how interactive it is.

[00:12:32] Speaker B: And optimizing images and assets is a crucial part of ensuring you score well on those metrics.

[00:12:37] Speaker A: So even in the age of AI and edge functions, the fundamentals still matter.

[00:12:43] Speaker B: Absolutely. And there's one more fundamental that August Infotech touches on that I think is incredibly important.

Sustainability.

They believe building sustainable web experiences is going to be more and more crucial in the years to come.

[00:12:56] Speaker A: That's a topic we hear a lot about these days, and for good reason. But how does Next JS fit into that conversation?

[00:13:01] Speaker B: August Infotech suggests that by building efficient, lightweight web applications, we can reduce the energy consumption associated with hosting and serving those applications.

They see Next JS as a tool that can help us create a more sustainable web.

[00:13:17] Speaker A: So it's not just about building websites for users, it's about building websites that are mindful of their impact on the environment.

[00:13:24] Speaker B: Exactly. It's about taking a holistic approach to web development, considering not just the technical aspects, but also the ethical and environmental implications.

August Infotech is definitely pushing us to think beyond the code.

[00:13:37] Speaker A: It's been fascinating unpacking all these different facets of next JS development. August InfoTech has given us a lot to think about.

[00:13:44] Speaker B: They really have. It's like they've provided a roadmap for not just building websites, but building the future of the web.

[00:13:49] Speaker A: I love that. Building the future of the web. It makes me feel empowered, like we're all part of something bigger. It feels like we've only just scratched the surface of what's possible with next JS in 2025. Yeah, this August Infotech piece has been a real eye opener.

[00:14:03] Speaker B: It's incredible how they managed to weave together so many different aspects of web development, from the nitty gritty technical details to these bigger picture ideas about sustainability and the role of AI.

[00:14:16] Speaker A: As we wrap up this deep dive, what are some of the key takeaways that you think will be most valuable for our listeners?

[00:14:23] Speaker B: Well, first and foremost, I think August Infotech makes a very strong case for Next JS as the leading framework for building modern web applications. It's not just about the performance gains, although those are significant.

It's about the entire ecosystem. The focus on developer experience, the constant evolution, and the commitment to best practices.

[00:14:44] Speaker A: They seem to believe that Next JS is not just a tool, but a philosophy of web development.

[00:14:48] Speaker B: Exactly. And a key part of that philosophy is embracing change and continuous learning.

[00:14:53] Speaker A: Right.

[00:14:54] Speaker B: August Infotech constantly emphasizes the need to stay ahead of the curve, whether that's diving deep into new features like server actions or exploring the world of AI powered personalization.

[00:15:05] Speaker A: It's like they're saying, don't get comfortable. The web is always moving forward, and.

[00:15:10] Speaker B: If you want to build truly exceptional web experiences, you need to move forward with it.

[00:15:16] Speaker A: Right.

[00:15:16] Speaker B: August Infotech provides a roadmap for doing just that, with clear recommendations on everything from performance optimization and SEO to the importance of mobile first design and the adoption of TypeScript.

[00:15:30] Speaker A: It's not just about knowing the latest buzzwords. It's about understanding how all these pieces fit together to create a cohesive and compelling user experience.

[00:15:38] Speaker B: And it's about recognizing that building websites is not just a technical endeavor. It's also about considering the ethical and environmental impact of the work we do.

Bugus Infotech reminds us that we have a responsibility to build a web that is not only functional, but also sustainable and inclusive.

[00:15:55] Speaker A: It's inspiring to see a company like August Infotech pushing the boundaries of what's possible while also advocating for a more responsible approach to web development.

[00:16:03] Speaker B: Absolutely. But before we conclude this deep dive, I want to circle back to something August Infotech mentioned that I think is worth pondering. They talked about how Next JS is constantly evolving, and they challenged developers to be active participants in shaping its future.

[00:16:17] Speaker A: That's a powerful idea. It's not just about using the tools we're given. It's about contributing to their development and pushing the boundaries of what's possible.

[00:16:26] Speaker B: So to our listener out there, I would pose this.

What role do you see yourself playing in the future of Next js? What kind of web experiences do you want to create? And how can you use your skills and knowledge to contribute to a better, more sustainable web?

[00:16:43] Speaker A: Those are some great questions to reflect on. AugustInfoTech has given us the knowledge and the inspiration. Now it's up to us to take action.

[00:16:50] Speaker B: This Deep dive has been a fantastic journey, and I hope it's been just as valuable for our listeners. We've covered a lot of ground, but in the end, it all comes down to this.

Next JS is an incredibly powerful tool for building the web of tomorrow. And with the right approach, the possibilities are truly limitless.

[00:17:06] Speaker A: That's a perfect note to end on. Thanks for joining us on this deep dive into the world of Next JS best practices. We hope you've learned a ton and most importantly, that you feel inspired to go out there and build something amazing. Until next time, keep diving deep.