The JAM Stack

Not a presentation about breakfast
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What are we talking about

- Not Breakfast
- Not really a stack, but rather an approach
- A new (but old) way to build websites
What does JAM mean?

- JavaScript
- API
- Markup

More about this later...
What is not JAM stack?

- A site built with server side CMS
- A SPA where views are built on the server at run time
- A monolithic app running on PHP, Node, Ruby, etc
MAN WHY

WHAT'S WRONG
(some of) the problems we face right now

- Performance
- Complexity
- Deployment strategies
- Caching
- Security
- Scalability
- Reliability
(some of) the problems we face right now

- Performance
- Complexity
- Deployment strategies
- Caching
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- Scalability
- Reliability
Isn’t it getting out of hand?
SIGNS POINT TO YES
Enter the JAM!
JAM in a nutshell

- **Generate static Markup for public pages**
- Make it interactive with JavaScript
- Use APIs instead of databases
- Use serverless services if needed
- Deploy GIT branches to CDN services
Generate static Markup for public pages

- Jekyll
- Hugo
- Netlify CMS
- Middleman
- Nuxt
- WordPress!
JAM in a nutshell

- Generate static Markup for public pages
- **Make it interactive with JavaScript**
- Use APIs instead of databases
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- Deploy GIT branches to CDN services
Make it interactive with JavaScript

- Add dynamic features
- Add User-centric features
- Use React, Vue, Angular, Vanilla, etc
- Interact with APIs using “AJAX”
JAM in a nutshell

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Use APIs instead of databases
JAM in a nutshell

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- **Use serverless services if needed**
- Deploy GIT branches to CDN services
Use serverless services if needed

- Example: A function to resize a picture
- Services like Amazon Lambda, Google Functions, Stdlib
- Functions as a Service
- Call functions when you need them
- Scalable, Fast, Cheap
JAM in a nutshell

- Generate static Markup for public pages
- Make it interactive with JavaScript
- Use APIs instead of databases
- Use serverless services if needed
- **Deploy GIT branches to CDN services**
Deploy GIT branches to CDN services

- No need for complex deployment strategies
- Easily get staging branches live
- Just push a branch to the CDN service
We end up with...
The result is...

- Scalable
- Reliable
- Super fast
- Super secure
- Simple
Smashing Magazine did it

- Switched from WordPress to JAM stack
- Hosted by Netlify
- Uses Netlify CMS (custom built then open sourced)
- Got 10x faster
Just let it go
Just let it go

- Realize you don’t have to own your stack
- Delegation is good
- Let the specialists do their job
- Don’t worry about servers and databases
- Focus on building the product
- Have fun doing what you like
Resources

- **Netlify**
- **Shifter**
- **Jamstack.org**
- **JAM stack radio podcast**
- **The Smashing Magazine Story**