EASY ISOMORPHIC RENDERING ON THE JAMSTACK

JAMSTACK MEETUP, SAN FRANCISCO

PHIL HAWKSWORTH
Hello

@PHILHAWKSWORTH

Technology Director

R/GA

JAM Stack workflows
JAMStack meetup, San Francisco
Phil Hawksworth

@philhawksworth
R/GA MAKES STUFF FOR CLIENTS

PHIL HAWKSWORTH
R/GA creates products, services, and communications that help grow our client’s businesses.
the DREAM CRUSHER
JAM Stack workflows
JAMStack meetup, San Francisco
Phil Hawksworth
@philhawksworth
I can smell your CMS

@PHILHAWKSWORTH
STATIC SITES GO ALL HOLLYWOOD
FRONTEERS, AMSTERDAM, 2015

@PHILHAWKSWORTH
EXCESSIVE ENHANCEMENT
https://speakerdeck.com/philhawksworth/excessive-enhancement-jsday

I CAN SMELL YOUR CMS
https://speakerdeck.com/philhawksworth/i-can-smell-your-cms-at-bdconf
https://vimeo.com/53317254

DYNAMIC STATIC SITE STRATEGIES
https://vimeo.com/174172567
EMPOWERMENT & RESPONSIBILITY FOR FRONT END DEVELOPERS
FOCUS FOR TODAY
EASY ISOMORPHIC RENDERING ON THE JAMSTACK

JAMSTACK MEETUP, SAN FRANCISCO

PHIL HAWKSWORTH
THE JAM STACK

JAVASCRIPT / APIs / MARKUP

MATHIAS BIILMANN, NETLIFY

speakerdeck.com/biilmann/the-jam-stack
EASY ISOMORPHIC RENDERING ON THE JAMSTACK

PHIL HAWKSWORTH
A SIMPLE SITE EXAMPLE WITH A STATIC ARCHITECTURE
A SIMPLE SITE EXAMPLE WITH A STATIC ARCHITECTURE

JAMSTACK
STATIC SITE ARCHITECTURES

WHY SHOULD WE EVEN CARE?

CHEAPER, SIMPLER HOSTING
FEWER POINTS OF FAILURE
FEWER VULNERABILITIES
EASIER COMPLIANCE
GREATER PORTABILITY / SANDBOXING
SIMPLER PERFORMANCE OPTIMISATION
A SIMPLE SITE EXAMPLE WITH A STATIC ARCHITECTURE
A SIMPLE SITE EXAMPLE WITH A STATIC ARCHITECTURE

THE SITE
PERFORMANCE AND TECH GOALS
ARCHITECTURE
ISOMORPHIC RENDERING
HOSTING TOOLS
DEVELOPMENT WORKFLOW
CONTENT MANAGEMENT WORKFLOW
WWW.COMEDYINTHECROWN.COM

A free open mic comedy night in St Albans in a beautiful Hertfordshire pub, just 20 minutes from London's St Pancras Station

OUR NEXT COMEDY NIGHT

NOVEMBER 8TH 2016
CONTENT TARGETING
ONE AUDIENCE / UNIVERSAL CONTENT / NO PERSONALISATION

CONTENT PUBLISH FREQUENCY
A FEW TIMES EACH WEEK

CODE OR DESIGN STABILITY
FREQUENT BUT MINOR ITERATIONS

USER GENERATED CONTENT
NONE PUBLISHED / USER DATA CAPTURE
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Our next comedy night November 8th 2016

to the browser!
A SIMPLE SITE EXAMPLE WITH A STATIC ARCHITECTURE

THE SITE PERFORMANCE AND TECH GOALS
ARCHITECTURE
ISOMORPHIC RENDERING
HOSTING TOOLS
DEVELOPMENT WORKFLOW
CONTENT MANAGEMENT WORKFLOW
TECHNICAL GOALS

A MEANINGFUL URL FOR EVERY PAGE OF CONTENT
CRAWLABLE, CURLABLE, INDEXABLE PAGES
RAPID RENDERING & GOOD PERCEIVED PERFORMANCE
HIGH FAULT TOLERANCE AND OPTIMISED RENDER PATH
THRIFTY DATA TRANSFER REQUIREMENTS
PAGE TRANSITIONS AND VISUAL EFFECTS
MINIMAL HOSTING COMPLEXITY
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DEVELOPMENT WORKFLOW

CONTENT MANAGEMENT WORKFLOW
BUZZ WORD ALERT
BAKE, DON’T FRY
– Aaron Swartz
TECHNICAL GOALS

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SITE

/ PATH-TO-AN-HTML-FILE
THIS IS STATIC

(and static is my JAM)
STATIC SITE GENERATION & TEMPLATING

SSG - I ROLLED MY OWN (IDIOT)
STARTED SIMPLE / ADDED JUST THE FEATURES I NEEDED / FOCUSED ON MY USECASE

BUILD TOOLS
NPM & GULP FOR EASY DEPENDENCY MANAGEMENT & AUTOMATION

TEMPLATING - NUNJUCKS
SIMPLE SYNTAX / INHERITANCE / LOGIC / CLIENT-SIDE RENDER
BUILD TASKS

GULP BUILD:LOCAL

CLEAN

SASS

SCRIPTS

IMAGES

GENERATE (HTML PAGES)

PRECOMPILE (TEMPLATES FOR CLIENT)

API
BUILD TASKS

GULP BUILD:LOCAL

CLEAN
SASS
SCRIPTS
IMAGES
GENERATE (HTML PAGES)
PRECOMPILE (TEMPLATES FOR CLIENT)
API

GULP BUILD:PROD

GET DATA
BUILD:LOCAL
CONFIGS (FOR HOSTING CONFIG)
OUR GIG NIGHTS

Comedy nights at The Crown are held on the various Tuesdays of every month.
A SIMPLE SITE EXAMPLE
WITH A STATIC ARCHITECTURE

THE SITE
PERFORMANCE AND TECH GOALS
ARCHITECTURE
ISOMORPHIC RENDERING
HOSTING TOOLS
DEVELOPMENT WORKFLOW
CONTENT MANAGEMENT WORKFLOW
Write frontend code. Push it. We handle the rest.

CDN, Continuous deployment, 1 click HTTPS, and all the services you need. From instant prototypes to huge global enterprises.

Get Started with Netlify
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TEMPLATES
CONTENT
BUILD
SITE

CONTENT
TEMPLATES
BUILD
SITE

HOSTED
PRODUCTION
ENV

REPO

CONTENTFUL
CMS AAS

CMS
ASSETS

CONTENT
TEMPLATES
BUILD
SITE

LOCAL
DEVELOPMENT
ENV

CDN
Like a CMS... without the bad bits.

Contentful is a content management developer platform with an API at its core.
TAKEAWAYS
RENDERING EFFICIENCIES
THROUGH STATIC PRESENTATION & ENHANCEMENT TO CLIENT-SIDE RENDERS

DISCOVERABLE CONTENT & SYNDICATION
THROUGH READY-TO-SERVE PAGES & TEMPLATING

CONTENT DYNAMISM
THROUGH ABSTRACTED CMS AND LOW FRICTION WORKFLOWS

DESIGN AND CODE DYNAMISM
THROUGH LOW FRICTION DEPLOYMENTS, ROLLBACKS AND VERSIONING
FURTHER READING
ISOMORPHIC RENDERING ON THE JAM STACK
https://www.hawksworx.com/blog/isomorphic-rendering-on-the-jam-stack/

USING A STATIC SITE GENERATOR AT SCALE

NETLIFY BLOG
https://www.netlify.com/blog/
THANKS
QUESTIONS?

@PHILHAWKSWORTH