STATIC SITES
GO ALL HOLLYWOOD
FRONTEERS, AMSTERDAM, 2015

@PHILHAWKSWORTH
PREVIOUS RANTS
I LOVE THE WEB
http://domain.com/path?query=lovely#hash
AITCH TEE TEE PEE
DOUBLE MEH

– Alex Sexton
KICKING UP A STINK about CMS
ALL FINE NOW
BUILDING FOR THE WEB CAN BE HARD
REMOVING OBSTRUCTIONS TO QUALITY
REMOVING OBSTRUCTIONS TO LONGEVITY
World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mailing lists, Policy, November's W3 news, Frequently Asked Questions.

What's out there?
Pointers to the world's online information, subjects, W3 servers, etc.

Help
on the browser you are using

Software Products
A list of W3 project components and their current state. (e.g. Line Mode, X11, Viola, NeXTStep, Servers, Tools, Mail robot, Library)

Technical
SIMPLICITY
BAKE,
DON’T FRY
BAKE, DON’T FRY
– Aaron Swartz
I CARE ABOUT NOT HAVING TO MAINTAIN CRANKY AOLSERVER, POSTGRES AND ORACLE INSTALLS

AARON SWARTZ, 2002
BEST FIT
FEW WRITES • MANY READS
Simplicity
not very
HOLLYWOOD
Simplifying is not Dumbing Down
Empire State Building, New York
Jim Mao Building, Shanghai
Sears Tower, Chicago
Petronas Towers, Kuala Lumpur
Tapei 101, Taipei
The size and lag of your parallax page
World Wide Web

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Technical
PLEASE DON'T TAKE MY FLASH AWAY FROM ME!

— My buddy, Steve
Simplifying is not dumbing down. It let’s us focus on what matters.
A MOMENT ABOUT THE BENEFITS
CHEAPER, SIMPLER HOSTING
FEWER POINTS OF FAILURE
FEWER VULNERABILITIES
EASIER COMPLIANCE
GREATER PORTABILITY
SANDBOXED ENVIRONMENTS
ATTRITION AVOIDANCE
WordPress can automatically look for some common database problems and repair them. Repairing can take a while, so please be patient.

Repair Database

WordPress can also attempt to optimize the database. This improves performance in some situations. Repairing and optimizing the database can take a long time and the database will be locked while optimizing.

Repair and Optimize Database
WordPress database error: [Duplicate entry '0-2' for key 'PRIMARY']
INSERT INTO `ot_term_relationships` (term_taxonomy_id,object_id) VALUES ('2', '0')
WordPress database error: [Duplicate entry '0-2' for key 'PRIMARY']
INSERT INTO `ot_term_relationships` (term_taxonomy_id,object_id) VALUES ('2', '0')
WordPress database error: [Duplicate entry '0-2' for key 'PRIMARY']
INSERT INTO `ot_term_relationships` (term_taxonomy_id,object_id) VALUES ('2', '0')
WordPress database error: [Duplicate entry '0-2' for key 'PRIMARY']
INSERT INTO `ot_term_relationships` (term_taxonomy_id,object_id) VALUES ('2', '0')

Success!

Wordpress has been installed. Were you expecting more steps? Sorry to disappoint.

Username admin

Password l(ukCDp8&aAp

*Note that password carefully! It is a random password that was generated just for you.*
Meet the Obama campaign’s $250 million fundraising platform

The numbers

- 6 month life span
- $250 million dollars, 4,276,463 donations
BAKED WITH JEKYLL
LARGE AUDIENCE
RAPID ITERATIONS
HOSTED STATICALLY
GOOGLE WEB FUNDAMENTALS
CONTENT ON GITHUB
BAKED WITH JEKYLL
SERVED STATIC BY GOOGLE
REDUCED RISK
GOOGLE YEAR IN SEARCH
Screen Greats

From adorable curls to sharp tongues, Hollywood lost some huge personalities this year. We searched in celebration of their lives.
LARGE AUDIENCE
INFREQUENTLY UPDATED
LONG LIFE
40 STORIES
52 LANGUAGES
2.6B SOCIAL IMPRESSIONS
CONTENT ABSTRACTED BAKED WITH “GORO” SERVED STATIC BY GOOGLE
STATIC SITES are ALREADY MAINSTREAM
ENABLERS
FRONT END TOOLING
I’M A SOFTWARE ENGINEER

WHAT LANGUAGE?

JAVASCRIPT

HA HA HA HA...!
GENERATORS AND TEMPLATING
### Static Site Generators

The definitive listing of Static Site Generators — all 393 of them!

<table>
<thead>
<tr>
<th>Name</th>
<th>Stars</th>
<th>License</th>
<th>Language</th>
<th>Created</th>
<th>Updated</th>
<th>Source</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jekyll</td>
<td>21078</td>
<td>MIT</td>
<td>Ruby</td>
<td>7 years ago</td>
<td>5 hours ago</td>
<td>jekyll/jekyll</td>
<td>jekyllrb.com</td>
</tr>
<tr>
<td>Octopress</td>
<td>9078</td>
<td>MIT</td>
<td>Ruby</td>
<td>6 years ago</td>
<td>23 days ago</td>
<td>imathis/octopress</td>
<td>octopress.org</td>
</tr>
<tr>
<td>Hexo</td>
<td>6169</td>
<td>MIT</td>
<td>JavaScript</td>
<td>3 years ago</td>
<td>13 days ago</td>
<td>hexojs/hexo</td>
<td>hexo.io</td>
</tr>
<tr>
<td>Hugo</td>
<td>5440</td>
<td>SimPL</td>
<td>Go</td>
<td>2 years ago</td>
<td>2 days ago</td>
<td>spf13/hugo</td>
<td>gohugo.io</td>
</tr>
<tr>
<td>Pelican</td>
<td>4913</td>
<td>GPL</td>
<td>Python</td>
<td>5 years ago</td>
<td>2 hours ago</td>
<td>getpelican/pelican</td>
<td>getpelican.com</td>
</tr>
<tr>
<td>Middleman</td>
<td>4460</td>
<td>MIT</td>
<td>Ruby</td>
<td>6 years ago</td>
<td>5 days ago</td>
<td>middleman/middleman</td>
<td>middlemanapp.com</td>
</tr>
<tr>
<td>metalsmith</td>
<td>3664</td>
<td>MIT</td>
<td>JavaScript</td>
<td>2 years ago</td>
<td>7 days ago</td>
<td>segmentio/metalsmith</td>
<td>metalsmith.io</td>
</tr>
<tr>
<td>Daux.io</td>
<td>3615</td>
<td>MIT</td>
<td>PHP</td>
<td>2 years ago</td>
<td>10 days ago</td>
<td>justinwalsh/daux.io</td>
<td>daux.io</td>
</tr>
<tr>
<td>Harp</td>
<td>3201</td>
<td>MIT</td>
<td>JavaScript</td>
<td>3 years ago</td>
<td>17 days ago</td>
<td>sintaxi/harp</td>
<td>harpjs.com</td>
</tr>
<tr>
<td>Roolio</td>
<td>2632</td>
<td>MIT</td>
<td>CoffeeScript</td>
<td>4 years ago</td>
<td>2 minutes</td>
<td>deeped/deeped</td>
<td>deeped.org</td>
</tr>
</tbody>
</table>
STYLEGUIDE
as an
ARTEFACT
STYLEGUIDE

as a

PROCESS
Styleguide

01 Typography
02 Buttons
03 Lists
04 Icons
05 Breadcrumbs
06 Table
07 Grid
08 Colors
UNLESS IT’S PART OF YOUR BUILD, YOUR STYLEGUIDE IS JUST MORE DOCUMENTATION TO MAINTAIN
IT’S A SYSTEM. A LIVING BREATHING LIBRARY OF COMPONENTS

ANNA DEBENHAM
AUTOMATION
GRUNT
GULP
BRUNCH
BELCH
BURP
COUGH
SNEEZE
DEPLOY FASTER
DEPLOY SAFER
UPDATE FASTER
FEEL MORE DYNAMIC
Static web publishing for Front-End Developers

Zero-bullshit, single-command, bring your own source control web publishing CDN. Yes, it's free.

51,253 deployments
373.46 GB published
8,396 projects

$ npm install --global surge
# In your project directory, just run...
$ surge
HIT THE CEILING
BECAUSE WE NEED A DEVELOPER MINDSET
A DEVELOPER MINDSET IS NOT ALWAYS VERY HOLLYWOOD
A DEVELOPER MINDSET IS NOT ALWAYS VERY HOLLYWOOD
WE STILL WANT THE SHIZZLE
AND WE WANT TO MANAGE CONTENT OURSELVES
LET’S LOOK AT COMMON COMPLEXITY
REDUCE COMPLEXITY
OTHER PEOPLE’S PLUMBING
OTHER PEOPLE’S PLUMBING
BUT THAT’S NOT SIMPLIFYING!
IT’S ABOUT SHIFTING COMPLEXITY
OUTSOURCE COMPLEXITY
DISTANCE THE USER FROM THE COMPLEXITY
SOURCE CONTENT AT BUILD TIME (NOT EXECUTION TIME)
JEKYLL DATA
{{ site.data.FILENAME.object }}
Reach any screen.

Contentful is an API-first CMS delivering content to every device

See how it’s different  Watch video
DECOUPLES THE CONTENT ADMINISTRATION from THE PRODUCTION ENVIRONMENT
Jekyll plugin for Contenful.com

- 13 commits
- 2 branches
- 0 releases
- 2 contributors

- add link to example repo to readme
  - dommel authored 3 days ago
  - latest commit 6 days ago
- .gitignore
  - init
- LICENSE.txt
  - init
- README.md
  - add link to example repo to readme
  - init
- Rakefile
  - init
- jekyll-contentful.gemspec
  - init
HOSTING
“HOSTING PLUS”
“HOSTING WITH BENEFITS”
COMMIT HOOKS AND BUILDS
Create a new site

Automated Deploy

Link a Git repository to a Netlify site. When you push to Git, we run your build tool of choice on our servers and deploy the result.

We never store your access tokens on our servers. We keep it in memory in your browser while configuring your site. After that we throw it away.

- Link to Github
- Link to Bitbucket

Read more about Github permissions

- Limit Github access to public repos
COMMAND LINE INTERFACE
WEB HOOKS
NOTIFICATIONS
CONTROL OF HEADERS
BASIC AUTH
BUILD AND HOSTING AAS

USER

REPO

STATIC

DEV ENVIRONMENTS

CONTENTFUL

CONTENT AAS

ADMIN

NETLIFY

BUILD

@philhawksworth
LIMITATIONS
PERSONALISATION
VERY VERY LARGE SITES
USER GENERATED CONTENT
WHY DO WE HAVE A SITE
AND HOW DO WE USE IT?

LISA WELCHMAN
BEST FIT
IT DEPENDS
WRAPPING UP
SIMPLIFYING PRODUCTION ENVIRONMENTS IS A WIN

PUT DISTANCE BETWEEN YOUR USERS AND YOUR COMPLEXITY
STATIC SITE GENERATORS & BUILD AUTOMATION ARE MATURING

POWERFUL HOSTED TOOLS WHICH SOLVE COMMON SHORTFALLS ARE AVAILABLE
JOB INTERVIEWS AT R/GA ARE UNLIKE THOSE IN SWORDFISH
http://www.netlify.com
https://www.staticgen.com
http://jekyllrb.com
http://roots.cx
http://surge.sh
https://gohugo.io

http://www.contentful.com
https://github.com/dommmel/jekyll-contentful
https://www.google.com/2014
https://developers.google.com/web/fundamentals
http://wercker.com
http://viewportify.hawksworx.com