DYNAMIC STATIC SITE STRATEGIES
(AND OTHER TONGUE TWISTERS)

@PHILHAWKSWORTH
THE COMBINATION OF MANY MUNDANE THINGS TO CREATE SOMETHING INTERESTING

BRENDAN DAWES, 9:28 TODAY
STATIC SITES
DYNAMIC STATIC SITE STRATEGIES
STATIC SITES
GO ALL
HOLLYWOOD
BIG FONTS
BIG FONTS & BRIGHT COLOURS
PREVIOUS RANTS
I LOVE THE WEB
AITCH TEE TEE PEE
DOUBLE MEH

– Alex Sexton
http://
KICKING UP A STINK
about CMS
BUILDING FOR THE WEB CAN BE HARD
FROM FRONT END TO BACK END

there is a

A FULL STACK

OF TOOLS AND COMPLEXITY
Can we make the stack shorter?
COMPLEXITY
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
Details of protocols, formats, program internals etc

Bibliography
Paper documentation on W3 and references.

People
A list of some people involved in the project.

History
A summary of the history of the project.
Simplicity
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
World Wide Web

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People
A list of some people involved in the project.

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A summary of the history of the project.
Empire State Building, New York
Jim Mao Building, Shanghai
Sears Tower, Chicago
Petronas Towers, Huala Lumpur
Tapei 101, Taipei
The size and lag of your parallax page
SIMPLIFYING
is not
DUMBING DOWN
Simplifying is not dumbing down. It lets us focus on what matters.
A MOMENT ABOUT BENEFITS
CHEAPER, SIMPLER HOSTING
FEWER POINTS OF FAILURE
FEWER VULNERABILITIES
EASIER COMPLIANCE
GREATER PORTABILITY
SANDBOXED ENVIRONMENTS
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']
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Success!

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

<table>
<thead>
<tr>
<th>Username</th>
<th>admin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Password</td>
<td>l(ukCDp8&amp;aAp</td>
</tr>
</tbody>
</table>

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

Nov 27, 2012

The numbers

- 6 month life span
- $250 million dollars, 4,276,463 donations
- 81,548,259 pageviews, 17,807,917 unique visitors
- 60% faster time to paint than previous platform
BAKED WITH JEKYLL
LARGE AUDIENCE
RAPID ITERATIONS
SERVED STATICALLY
GOOGLE YEAR IN SEARCH
Robin Williams
Remembering the brightest star

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 SSG SERVED STATIC BY GOOGLE
STATIC SITES are ALREADY MAINSTREAM
BUT I NEED SOMETHING MORE POWERFUL FOR MY PROJECT

MANY, MANY CLIENTS
BUT DO YOU?
FEEL MORE DYNAMIC
ENABLERS
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>
</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>
</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>
</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>
</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>
</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>
</tr>
<tr>
<td>Middleman</td>
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<td>MIT</td>
<td>Ruby</td>
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<td>5 days ago</td>
<td>middleman/middleman</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>
</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>
</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>
</tr>
<tr>
<td>DocPad</td>
<td>2633</td>
<td>MIT</td>
<td>CoffeeScript</td>
<td>4 years ago</td>
<td>2 minutes ago</td>
<td>docpad/docpad</td>
</tr>
</tbody>
</table>
## Static Site Generators

The definitive listing of Static Site Generators — all 435 of them!

<table>
<thead>
<tr>
<th>Name</th>
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<th>License</th>
<th>Language</th>
<th>Created</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABlog</td>
<td>80</td>
<td>MIT</td>
<td>Python</td>
<td>2 years ago</td>
</tr>
<tr>
<td>Ace</td>
<td>36</td>
<td>MIT</td>
<td>Ruby</td>
<td>6 years ago</td>
</tr>
<tr>
<td>acrylamid</td>
<td>308</td>
<td>BSD</td>
<td>Python</td>
<td>5 years ago</td>
</tr>
<tr>
<td>AkashaCMS</td>
<td>17</td>
<td>Apache</td>
<td>JavaScript</td>
<td>4 years ago</td>
</tr>
<tr>
<td>Akashic</td>
<td>35</td>
<td>Common Lisp</td>
<td></td>
<td>4 years ago</td>
</tr>
</tbody>
</table>
A LITTLE CAUTION
the HIPSTER TAX
BAKE A SITE
MORE QUICKLY
UPDATE A SITE MORE QUICKLY
FEEL MORE DYNAMIC
STYLEGUIDE as a SIDE EFFECT
STYLEGUIDE
as an
ARTEFACT
STYLEGUIDE as a PROCESS
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
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

Front end devs deploy.
HIT THE CEILING
BECAUSE WE NEED A DEVELOPER MINDSET
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
BUT THAT'S NOT SIMPLIFYING!
IT’S ABOUT SHIFTING COMPLEXITY
OUTSOURCE COMPLEXITY
DISTANCE THE USER FROM THE COMPLEXITY
SOURCE CONTENT AT BUILD TIME (NOT RUN TIME)
Reach any screen. Contentful is an API-first CMS delivering content to every device

See how it's different  Watch video
A hosted CMS interface exposes content via an API. It supports translations, user roles and management, environments & versions.
DECOUPLE THE CONTENT ADMINISTRATION from THE PRODUCTION ENVIRONMENT
Jekyll plugin for Contenful.com

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

Branch: master

- add link to example repo to readme

@dommmel authored 3 days ago

- lib
- .gitignore
- Gemfile
- LICENSE.txt
- README.md
- Rakefile
- jekyll-contentful.gemspec

latest commit a66a65e
HOSTING
“HOSTING PLUS”
“HOSTING WITH BENEFITS”
NETLIFY.COM

Netlify: The premium hosting service for modern static websites

Builds, deploys & hosts your static site or app

Basic packages free forever - no credit card required
COMMITHOOKS AND BUILDS
HOOKS
NOTIFICATIONS
CONTROL OF HEADERS
BASIC AUTH
HTTPS
BUILD AND HOSTING AAS

USER

CONTENTFUL

CONTENT AAS

ADMIN

NETLIFY

STATIC

BUILD AND HOSTING AAS

USER

SSG

BUILD

DEV ENVIRONMENTS

REPO
LIMITATIONS
PERSONALISATION

VERY VERY LARGE SITES

USER GENERATED CONTENT
LOCALISATION
STATIC SITE GENERATOR
CONTENT FEEDS
GOOGLE TRANSLATE
INDICATIVE TRANSLATIONS
<table>
<thead>
<tr>
<th>Title</th>
<th>Excerpt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progressive enhancement design smackdown</td>
<td>Seven years ago I picked a fight. It was during my first few months of working at an agency and I was full of pith and vinegar. I was entering a place where building for the open web was not traditionally valued as much as I felt it should be, and so I began making my case and being disruptive.</td>
</tr>
<tr>
<td>The shapes of web views</td>
<td>A few nice folks around the web have been sharing visualisations of the most popular viewport sizes appearing in the analytics for their sites. I thought these were beautiful and useful and wanted to make it easier for people to create their own and highlight the need for responsive web design.</td>
</tr>
<tr>
<td>Adding a static comments system to my jekyll build</td>
<td>I'm a big fan of simplicity when building web sites. That's just one of the reasons I like using Jekyll, a static site generator, to build out this site. Sometimes though, it would be nice to gather content from the site visitors via a form, and hosting a site as a set of static assets doesn't cater for that. That's why I decided to create a simple service which would provide that capability to any static sites. I'm using it to add comments to this site, and you can use it for yours too.</td>
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</table>
=GoogleTranslate(text, source_language, target_language)

=GoogleTranslate(source!A2, "en", "es"
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</tr>
<tr>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Mejora progresiva de diseño smackdown</td>
<td>Hace siete años me escogió una lucha. Fue durante mis primeros meses de trabajo en una agencia y yo estaba lleno de médula y vinagre. Yo estaba entrando en un lugar en el edificio de la web abierta no fue valorada tradicionalmente tanto como me sentí que debería ser, y así empecé a hacer mi caso y ser perjudicial.</td>
</tr>
<tr>
<td>Las formas de las vistas web</td>
<td>Unas cuantas personas agradables en la web han estado compartiendo visualizaciones de los tamaños de ventana gráficos más populares que aparecen en las analíticas para sus sitios. Pensé que se trataba de bello y útil y quería hacer más fácil para las personas para crear su propio y ponen de relieve la necesidad de un diseño web adaptable.</td>
</tr>
<tr>
<td>La adición de un sistema de comentarios estática a mi Jekyll acumulación</td>
<td>Soy un gran fan de la simplicidad en la construcción de sitios web. Eso es sólo una de las razones que me gusta usar Jekyll, un generador de sitio estático, para construir este sitio. A veces, sin embargo, que sería bueno para recoger el contenido de los visitantes del sitio a través de un formulario, y alojar un sitio como un conjunto de activos estáticos no está pensado para eso. Es por eso que decidí crear un servicio sencillo que proporcionaría esa capacidad a los sitios estáticos. Lo estoy usando para</td>
</tr>
<tr>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Title</strong></td>
<td><strong>Excerpt</strong></td>
</tr>
<tr>
<td>amélioration progressive conception smackdown</td>
<td>Il y a sept ans, je pris un combat. Ce fut au cours de mes premiers mois de travail à une agence et j’était plein de moelle et de vinaigre. Je suis entré dans un endroit où la construction pour le web ouvert n’a pas été traditionnellement valorisée autant que je sentais qu’il devrait être, et donc je commence à faire mon cas et d’être perturbateur.</td>
</tr>
<tr>
<td>Les formes des vues web</td>
<td>Quelques gens sympas autour du web ont partagé visualisations des tailles de fenêtres les plus populaires figurant dans les analyses pour leurs sites. Je pensais que ceux-ci étaient belles et utiles et je voulais le rendre plus facile pour les gens à créer leur propre et mettent en évidence la nécessité d’une conception de sites Web sensibles.</td>
</tr>
<tr>
<td>Ajout d’un système de commentaires statique à mon jekyll build</td>
<td>Je suis un grand fan de la simplicité lors de la construction des sites Web. C’est aussi l’une des raisons pour lesquelles j’aime à l’aide de Jekyll, un générateur de site statique, de construire sur ce site. Parfois, cependant, il serait bon de recueillir le contenu des visiteurs du site via un formulaire, et l’hébergement d’un site comme un ensemble d’actifs statiques ne répondrait pas pour cela. Voilà pourquoi je décide de créer un service simple qui fournirait cette capacité à tous les sites statiques.</td>
</tr>
<tr>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>제목</strong></td>
<td><strong>목록</strong></td>
</tr>
<tr>
<td>젤리 제2체</td>
<td>왕의 모양</td>
</tr>
<tr>
<td>웹사이트의 잡지</td>
<td>웹사이트의 모양</td>
</tr>
<tr>
<td>내 지킬 빌드에 고정 링크 시스템을 추가</td>
<td>웹사이트를 구축 할 때 나는 단순할의 큰 산이에요. 그건 그냥 에 사이트를 구축하기 위해, 지킬 정적 사이트 생성기를 사용하여 좋아하는 이유 중 하나입니다. 가끔하지만, 양식을 사용하여 사이트 방문자의 폼을 수집하기 위해 좋은 것, 그리고 고정 자산의 집합으로 사이트를 호스팅하는 것은 그 음식을 장만하지 않습니다. 내가 정적 사이트로 그 기능을 제공 할 수 있는 간단한 서비스를 만들하기로 결정 이유입니다. 이 사이트에 주석을 추가하는 테 사용하고, 당신은 너무 당신을 위해 그것을 사용할 수 있습니다.</td>
</tr>
</tbody>
</table>
CONSUME FEEDS

https://docs.google.com/spreadsheets/d/<key>/export?gid=<gid>&format=csv
CONSUME FEEDS

https://docs.google.com/spreadsheets/d/13tr8nOZNbmA0Fr...p7MnuALmk/export?gid=143780363&format=csv

@philhawksworth
CONVERT TO YAML
github.com/doowb/grunt-convert

Grunt task to convert to or from JSON, YAML, XML, PLIST or CSV.
BAKE AND ENJOY
PROGRESSIVE ENHANCEMENT DESIGN SMACKDOWN

01 February 2016 Tagged #web #development and #conference

Seven years ago I picked a fight. It was during my first few months of working at an agency and I was full of pith and vinegar. I was entering a place where building for the open web was not traditionally valued as much as I felt it should be, and so I began making my case and being disruptive.

Feathers were ruffled. Debates were had.

IT’S DEV AGAINST DES

4 FRI MAR
SEE IT LIVE IN THE RSA HOUSE’S ‘GREAT ROOM’
TIX: ENHANCECONF.COM

PHIL THE HAWKSWORTH
HAWK VS WALL

STEPHEN THE WALLER

@philhawksworth
MEJORA PROGRESIVA DE DISEÑO SMACKDOWN

01 February 2016 Tagged #web #development and #conference

Hace siete años me escogió una lucha. Fue durante mis primeros meses de trabajo en una agencia y yo estaba lleno de médula y vinagre. Yo estaba entrando en un lugar en el edificio de la web abierta no fue valorada tradicionalmente tanto como me sentí que debería ser, y así empecé a hacer mi caso y ser perjudicial.

continue reading this post
MEJORA PROGRESIVA DE DISEÑO: MACKDOWN

01 February 2016 Tagged #web #development and #conference

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IT'S DEV AGAINST DES

4 FRI MAR | SEE IT LIVE IN THE RSA HOUSE'S 'GREAT ROOM'
TIX: ENHANCECONF.COM

PHIL THE HAWKSWORTH
HAWK VS WALL

continue reading this post
AMÉLIORATION PROGRESSIVE CONCEPTION SMACKDOWN

01 February 2016 Tagged #web #development and #conference

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점진적 개선 디자인 스맥 다운, 7년 전 나는 싸움을 꼰았다

01 February 2016 Tagged #web #development and #conference

이 기관에서 일의 처음 몇 달 동안 있었고, 난 속과 식초로 가득했다. 나는 그것이 있어야 느낌으로 오픈 웹 건물은 전통적이면서 평가되지 않은 장소를 입혀하고, 그래서 난 내 케이스를 만들고 파괴되는 시작했다.

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React to code changes
React to content changes
Generate styleguides & sites
Generate localisations
Populate JS search
Comments and user input
PERCEPTION OF STATIC SITES
STATIC
FLAT
SIMPLE
BASIC
STATIC HOSTED SITES CAN BE AS DYNAMIC AS THE TOOLS WE USE TO BUILD AND PUBLISH THEM
STATIC HOSTED SITES CAN BE AS DYNAMIC AS THE TOOLS WE USE TO BUILD AND PUBLISH THEM
TIME TO REBRAND STATIC SITES
THE JAM STACK
JAVASCRIPT / APIS / MARKUP

MATHIAS BIILMANN, NETLIFY
speakerdeck.com/biilmann/the-jam-stack
I'M A SOFTWARE ENGINEER

WHAT LANGUAGE?

JAVASCRIPT

HA HA HA HA HA...!
can we
MAKE THE STACK SHORTER?
we can
MAKE THE STACK
SHORTER!
THE SHORT STACK
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
LINKS

http://www.netlify.com
https://www.staticgen.com
http://jekyllrb.com
http://roots.cx
https://gohugo.io
http://www.contentful.com
https://github.com/dommel/jekyll-contentful
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THANKS

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