

JAMSTACK

DO WE REALLY NEED ANOTHER BUZZWORD?

PHIL HAWKSWORTH



HELLO

@PHILHAWSWORTH

JAMSTACK

DO WE REALLY NEED ANOTHER BUZZWORD?

PHIL HAWKSWORTH



JAMSTACK

STATIC

STATIC



STATIC

STATIC

/'statɪk/

*lacking in movement,
action, or change,
especially in an undesirable
or uninteresting way.*

STATIC

/ˈstatɪk/

*lacking in movement,
action, or change,
especially in an undesirable
or uninteresting way.*

STATIC ARCHITECTURE? *or* RESULT?

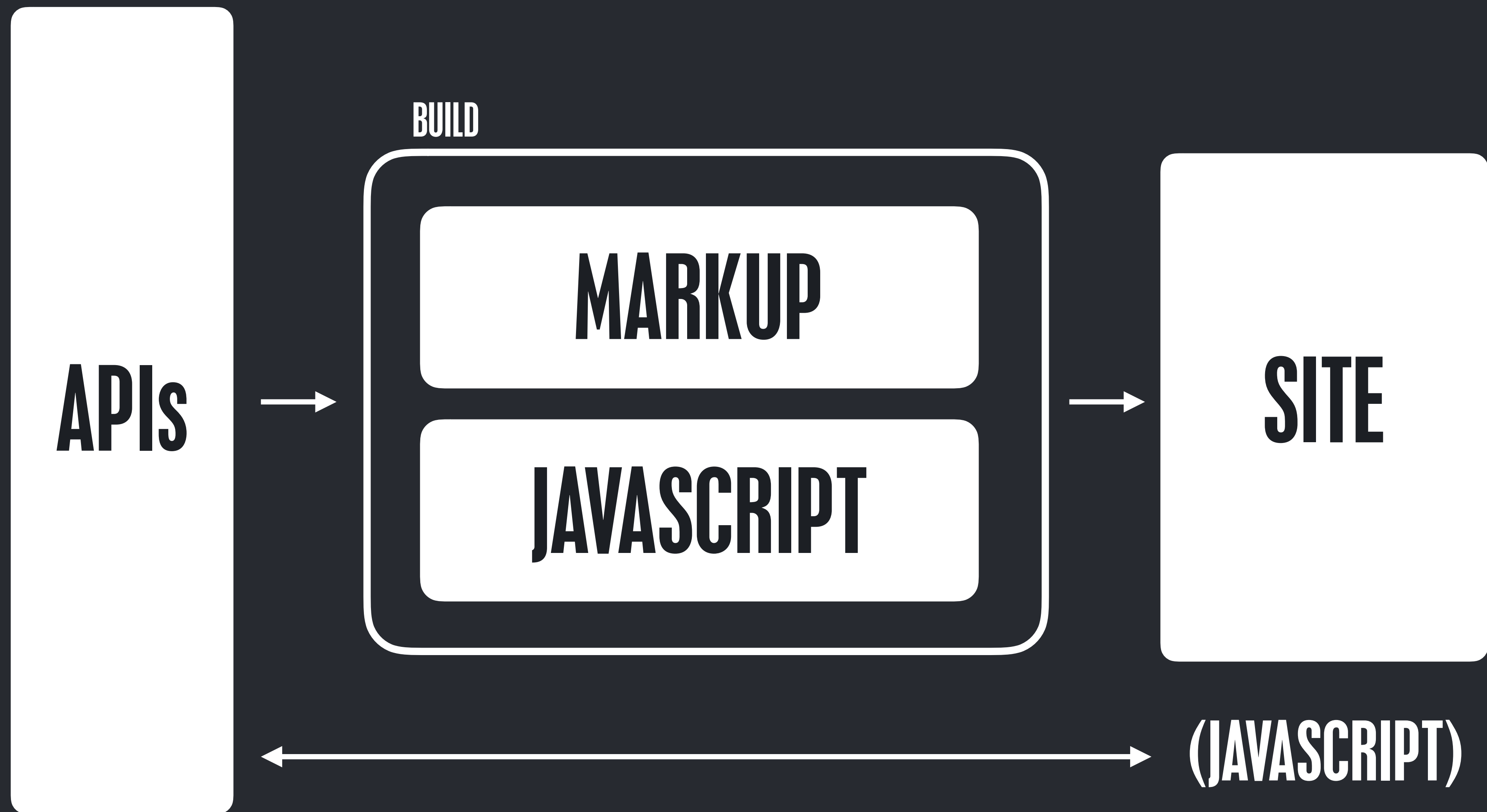
STATIC ARCHITECTURE? *or* EXPERIENCE?

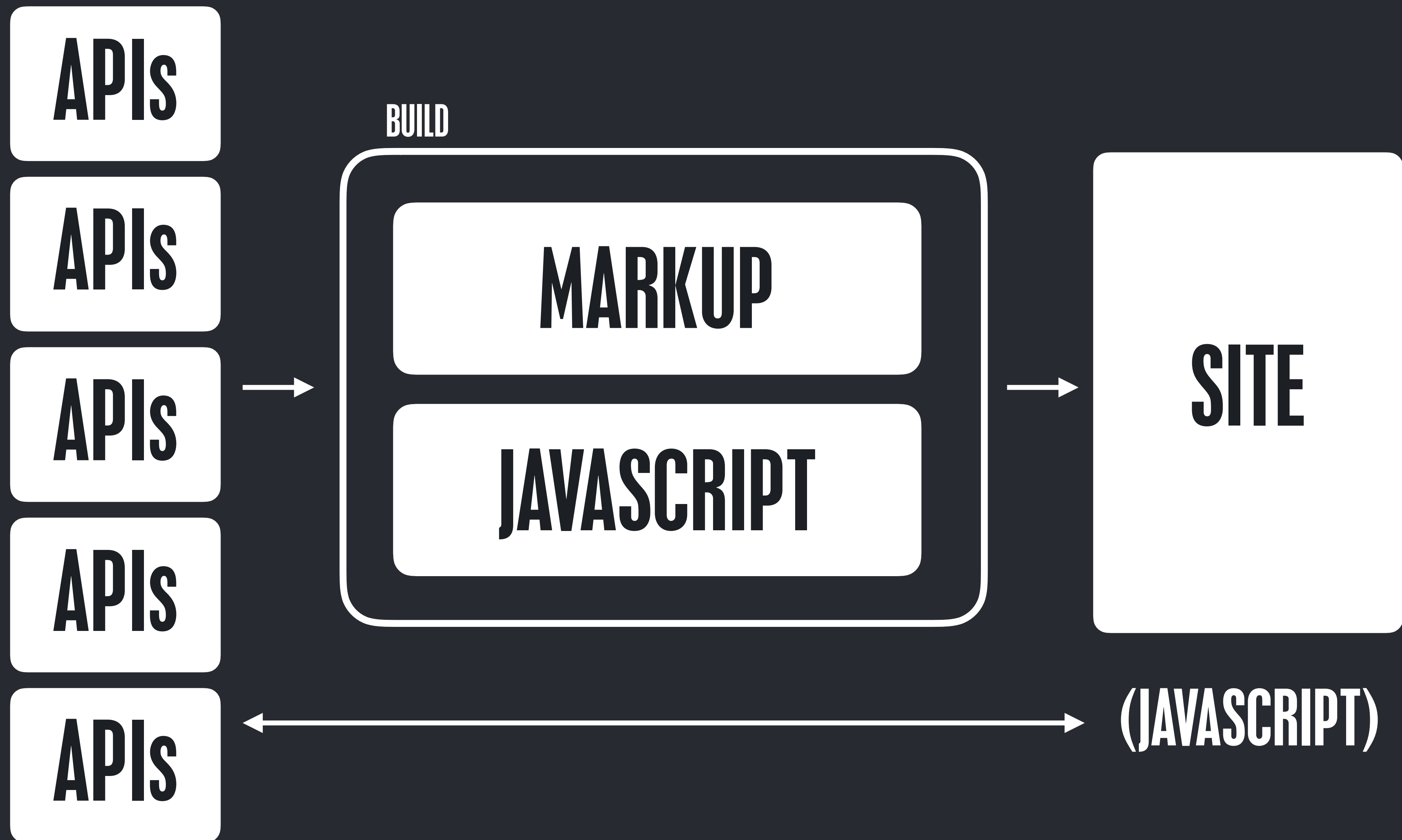
STATIC *as a* VIRTUE

beyond STATIC

jamstack

JAVASCRIPT / API / MARKUP





DECOUPLING

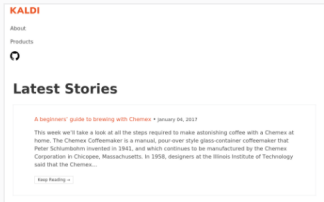
Your Sites

New site

+

laughing-raman-bbae8b

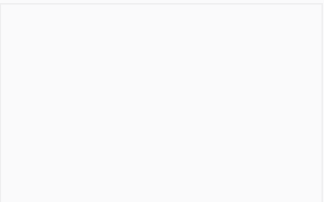
laughing-raman-bbae8b.netlify.com



Free 12/4/17

google-home-test-action


google-home-test-action.netlify.com



Free 11/26/17

relaxed-aryabhata-a3c58e


relaxed-aryabhata-a3c58e.netlify.com



Free 11/21/17

smashing-commerce


smashing-commerce.netlify.com



Free 11/19/17

lifeguard-canary-50721


lifeguard-canary-50721.netlify.com



Free 11/12/17

smashing-prod


www.smashingmagazine.com



Free 11/12/17

censor-ethel-18601


censor-ethel-18601.netlify.com



Free 11/10/17

waiter-make-13470


waiter-make-13470.netlify.com



Free 11/6/17

goal-keeper-elvis-10753


goal-keeper-elvis-10753.netlify.com



Free 11/6/17

chief-executive-officer-lion...

chief-executive-officer-lion-60360.netlify.com



Free 7/23/17

«

1

2

3

4

5

6

7

8


»

Free site laughing-raman-bbae8b [all sites](#)

Overview

Deploys

Billing



laughing-raman-bbae8b.netlify.com

[Edit name](#) [Edit Domain](#) [Password Protect](#)

Script Injection [+ Add script](#)

Add analytics tracking codes or custom scripts.


Linked to Github [settings](#)

Repository	https://github.com/biilmann/gatsby-starter-netlify-cms
Branch	master
Build Command	gatsby build
Folder to deploy	public/

[Delete site](#)


Recent builds [buildhooks](#)

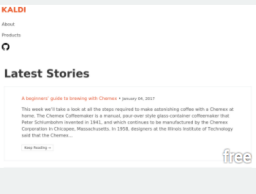
- Commit started 12/10/17 7:01 AM [view log](#)
- Commit started 12/10/17 6:59 AM [view log](#)
- Commit deployed 12/10/17 6:20 AM [view log](#)
- Commit deployed 12/4/17 11:03 AM [view log](#)

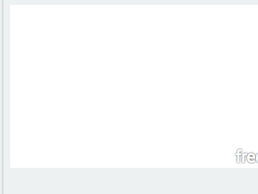
 netlify

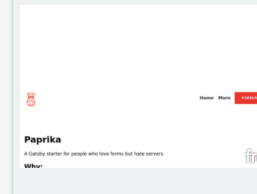
SitesAboutDocumentationinfo@mathias-biilmann.net


Your Sites

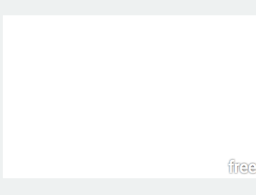

NEW SITE



laughing-raman-bbae8b

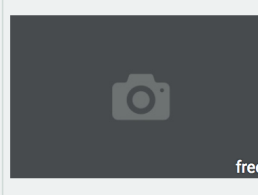

google-home-test-action



relaxed-aryabhata-a3c58e

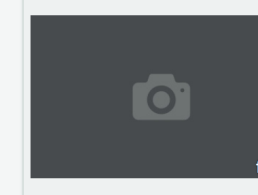

smashing-commerce

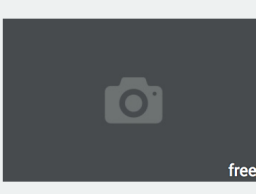

lifeguard-canary-50721

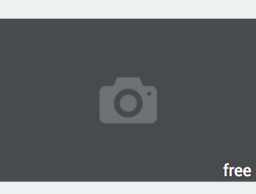

www.smashingmagazine.com

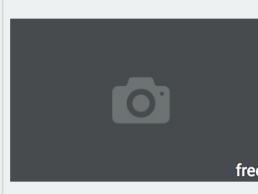

censor-ethel-18601

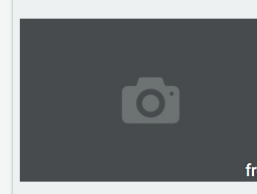

waiter-make-13470

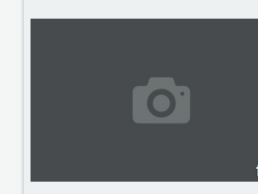

goal-keeper-elvis-10753


garbage-collector-fees-51436


housing-agent-conventions-...

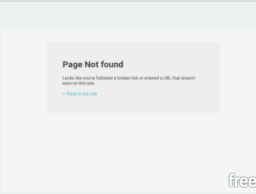

actuary-designations-41427

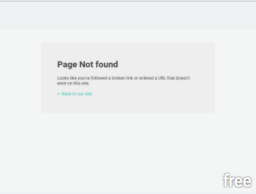

surgeon-gangway-16711

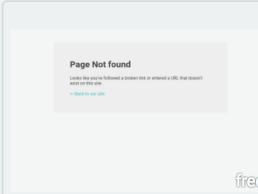

rubber-tapper-vanessa-11320

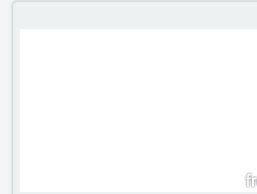
[«](#) [1](#) [2](#) [3](#) [4](#) [»](#)

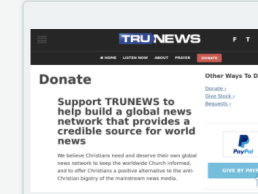
Guest Sites



trunews-archived-articles-etc



trunews-statics-tv

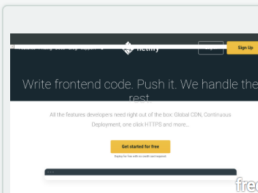

bookie-whale-44050

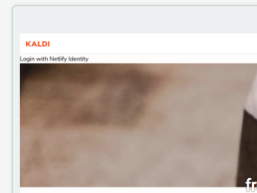

trunews-archived-statics

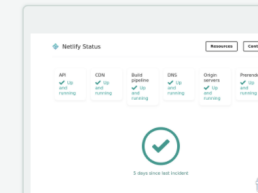

donations.trunews.com



www.trunews.com

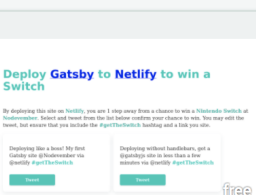

trunews-rss

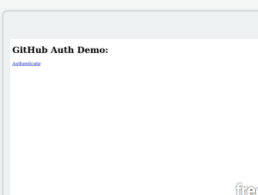

www-http2-test

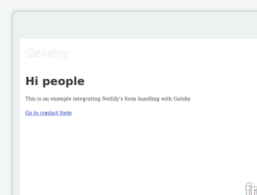

kaldi-identity-access-test


status



netlify-identity


nodevember


auth-demo


gatsby-form-example


[«](#) [1](#) [2](#) [3](#) [»](#)


 netlify


SitesAboutDocumentationinfo@mathias-biilmann.net


NETLIFY-CMS-WWW


◀ ALL SITES


 Settings


 Builds

 Access

 Notifications

 SSL

 Upgrade

 netlify cms


DocsContributingCommunityGET STARTED


Open source content management for your Git workflow


Use Netlify CMS with any static site generator for a faster and more flexible web project

Static + content management = ❤️
Get the speed, security, and scalability of a static site, while still providing a convenient editing

A beginners' guide to brewing with Chemex

 **Name:** netlify-cms-www [edit](#)

 **Domain:** www.netlifycms.org [edit](#)

 **Privacy:** Public [edit](#)

Link to Git

Settings for continuous deployment from git.

Repository: <https://github.com/netlify/netlify-cms> [Edit](#)

Branch: master

Build Cmd: cd website && yarn install && yarn build

Public folder: website/dist

Build environment

Set environment variables for your build script.

No environment variables [Edit](#)

Custom Scripts

Inject analytics or other scripts into the html of your site.

Google Analytics [Add](#)

injected before </body>

[View](#) [Remove](#)

Post Processing

Control the post processing and optimizations netlify can do for you.

All processing disabled [Edit](#)

Prerendering

Enable prerendering for search engines for single page apps. [Read more](#)

Prerendering is not available on your current plan. [Upgrade](#)

Site Info



Current status of the site

API ID: e369d639-07e4-4fba-aac4-1cc9b00112b1 [Delete](#)
















Current State Deployed

Created At 2:30:27 PM

Updated At 12:04:58 AM

 All teams ▾ 



[New site from Git](#)

	www.netlifycms.org Deploys from GitHub	Owned by Netlify Last update at 12:04 am (3 minutes ago)	➤
	cms-demo Deploys from GitHub	Owned by Netlify Last update at 12:04 am (3 minutes ago)	➤
	trunews-rss Deploys from Bitbucket	Owned by Flowing Streams Last update at 12:00 am (7 minutes ago)	➤
	www.smashingmagazine.com Deploys from GitHub	Owned by Smashing Magazine Last update on Dec 11 (18 minutes ago)	➤
	app Deploys from GitHub	Owned by Netlify Last update on Dec 11 (2 hours ago)	➤
	storybook Deploys from GitHub	Owned by Netlify Last update on Dec 11 (2 hours ago)	➤
	smashingcomments Deploys from GitHub	Owned by Smashing Magazine Last update on Dec 11 (2 hours ago)	➤
	www.netlify.com Deploys from GitHub	Owned by Netlify Last update on Dec 11 (6 hours ago)	➤
	trunews-archived-articles-etc Deploys from Bitbucket	Owned by Flowing Streams Last update on Dec 11 (9 hours ago)	➤
	status Deploys from GitHub	Owned by Netlify Last update on Dec 11 (12 hours ago)	➤
	www.staticgen.com Deploys from GitHub	Owned by Netlify Last update on Dec 11 (14 hours ago)	➤
	staging.smashingmagazine.com Deploys from GitHub	Owned by Smashing Magazine Last update on Dec 11 (15 hours ago)	➤
	forklet.com Manual deploys	Owned by Mathias Biilmann Last update on Dec 10 (a day ago)	➤
	www.timespace.dk Deploys from GitHub	Owned by Mathias Biilmann Last update on Dec 10 (a day ago)	➤
	codesassy.com Deploys from GitHub	Owned by Mathias Biilmann Last update on Dec 10 (a day ago)	➤

Need to share a quick prototype or publish a simple mockup?
Drag a folder with a static site here

« 1 2 3 4 »

[Docs](#) [Support](#) [News](#) [Terms](#)
© 2017 Netlify

 Netlify > netlify-cms-www 

[Overview](#) [Deploys](#) [Forms](#) [Split Testing](#) [Identity](#) [Settings](#)

netlify-cms-www
• <https://www.netlifycms.org>
Deploys from GitHub. Last update at 12:04 am.

[Site settings](#) [Domain settings](#)

Production deploys ➤

Deploy Preview #912: master@62e718d
12:02 am: Add collapse all/expand all ... ➤

Production: master@24307e3 **PUBLISHED** ➤
Dec 11: Correct spelling mistakes. (#8... ➤

Production: master@b371fe6 ➤
Dec 11: Add external oauth (#913) ➤

Deploy Preview #912: master@182c053 ➤
Dec 11: Add collapse all/expand all to ... ➤

Deploy Previews ➤

Deploy Preview #912: master@62e718d ➤
12:02 am: Add collapse all/expand all ... ➤

Deploy Preview #560: gentle-reauth@8f69f0e ➤
Dec 11: Gentle re-authentication mod... ➤

Deploy Preview #560: gentle-reauth@9937289 ➤
Dec 11: Gentle re-authentication mod... ➤

Deploy Preview #560: gentle-reauth@54dc694 ➤
Dec 11: Gentle re-authentication mod... ➤

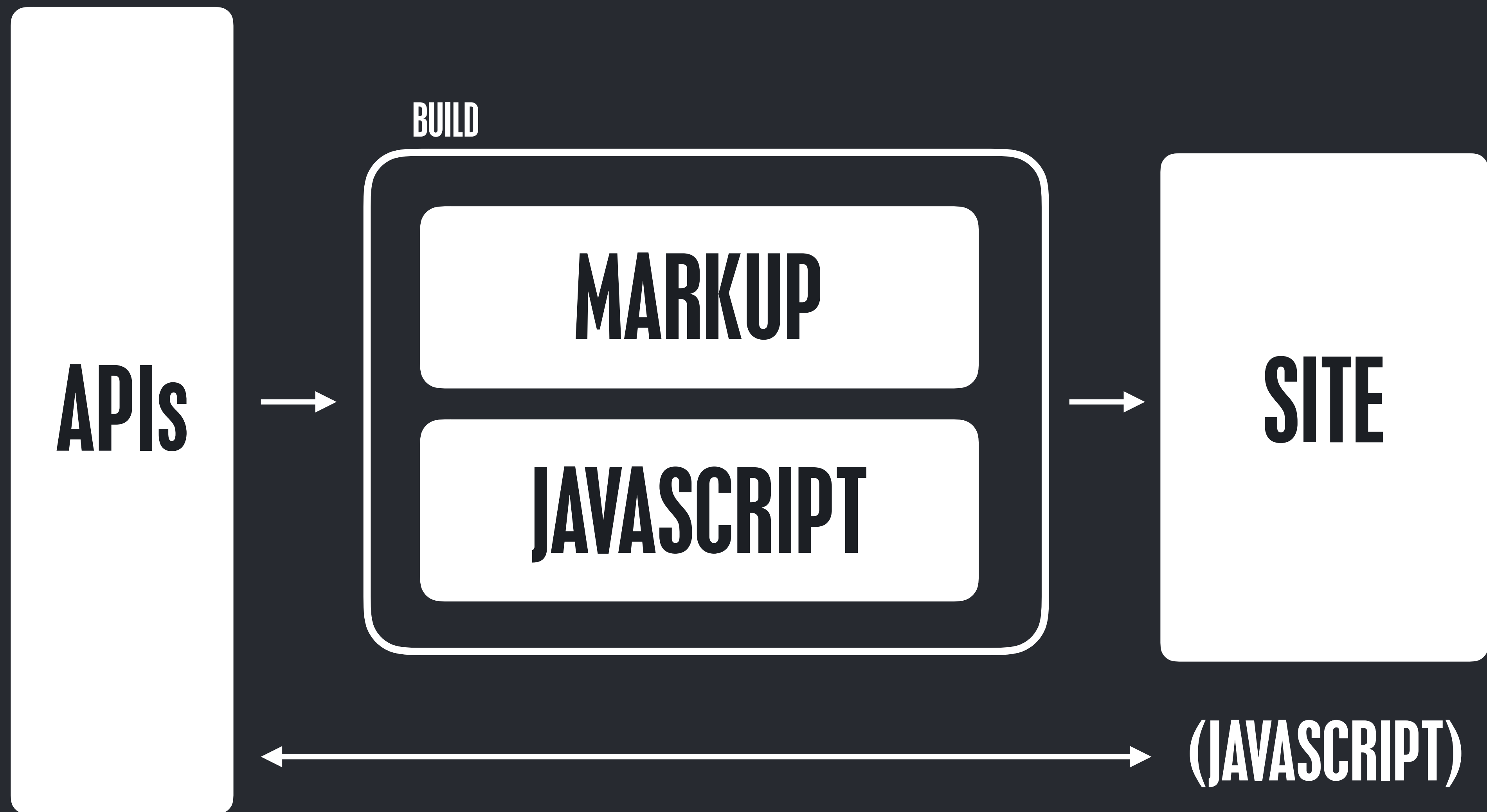
Recent form submissions

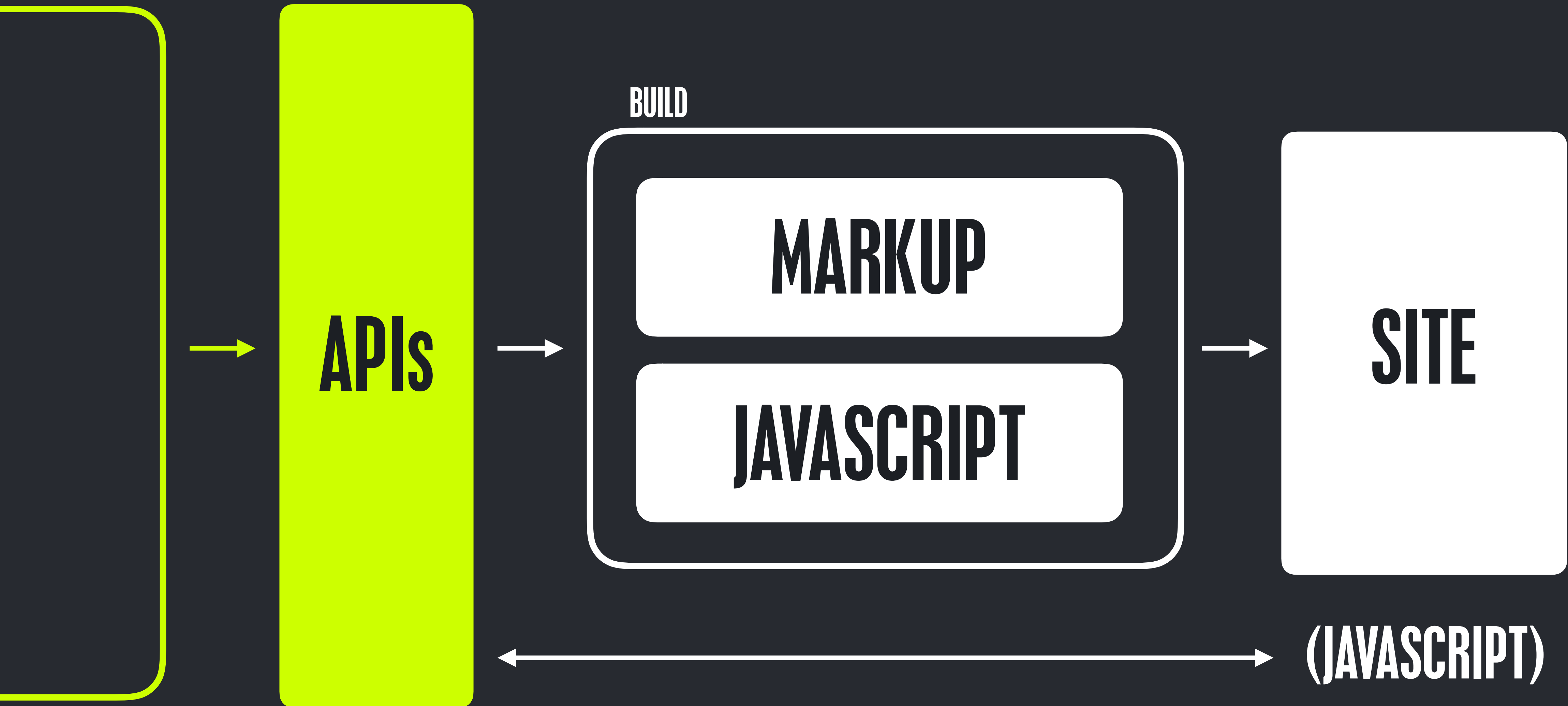
Collect form submissions
Netlify supports automatic collection of form submissions for any HTML form on your site, with no database required. Trigger an email, slack notification, or webhook with each form submission.
[Read about form handling in our documentation](#) ➔

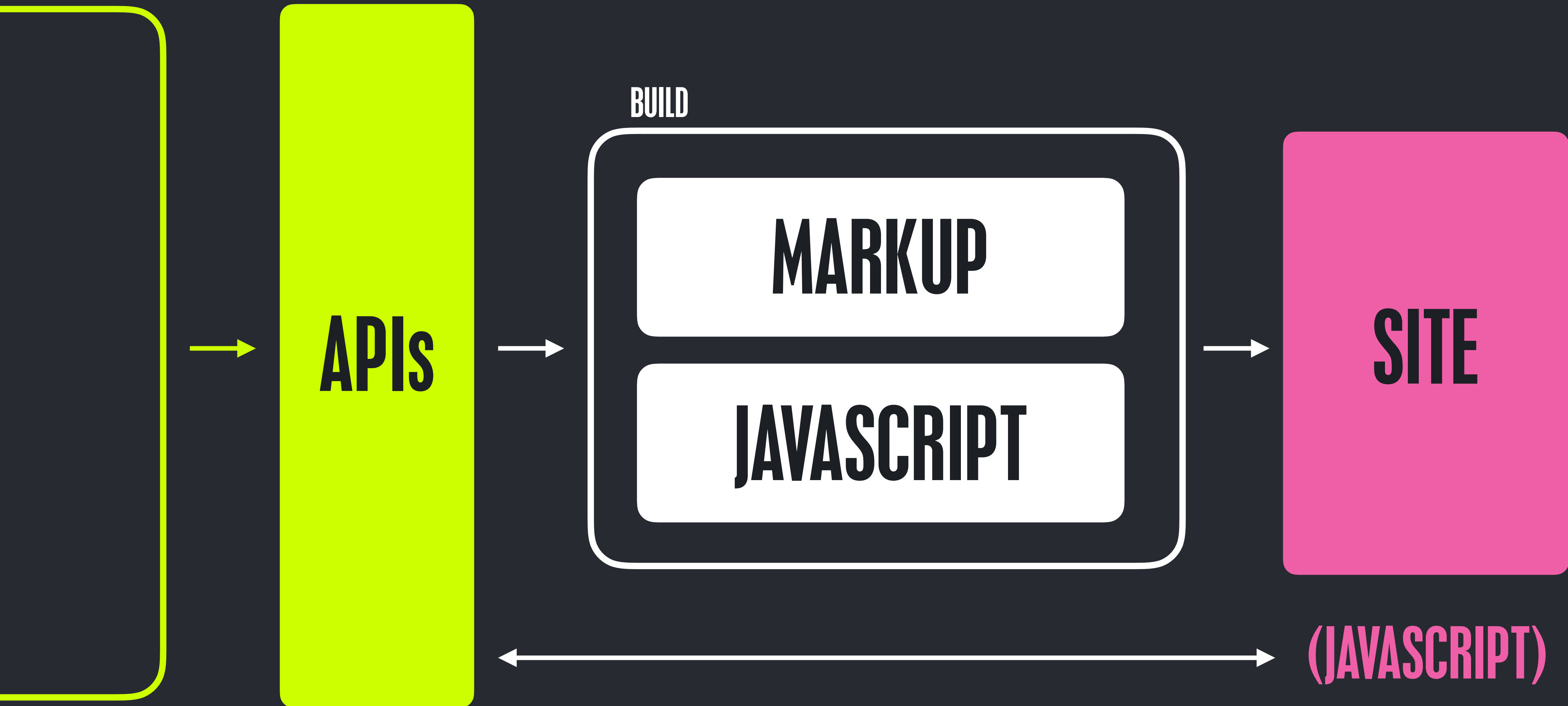
Active Split Test

Split traffic to multiple branches
Split the traffic to your main domain between two or more branches, with no performance loss. Set up easy A/B tests with one click, leveraging edge node logic requests.
[Start a Split Test](#) ➔

[Docs](#) [Support](#) [News](#) [Terms](#)
© 2017 Netlify







ECOSYSTEM

CONTENT / ASSETS / AUTHENTICATION / E-COMMERCE / EVENTS

beyond STATIC

beyond
STATIC
EXPERIENCES

TOOLBELT


TOOLBELT

BUILD AUTOMATION
ACTION TRIGGERS
EVENTS
APIs
SERVERLESS

Netlify: All-in-one platform for

Phil@Netlify

Secure | https://www.netlify.com

 netlify


Features Pricing Docs Blog

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Build, deploy, and manage modern web projects


Get an all-in-one workflow that combines global deployment, continuous integration, and HTTPS. And that's just the beginning.

[Get started for free](#)



Deploy your site in seconds*

1 Connect your repository

 GitHub

2 Add your build settings

Branch
master

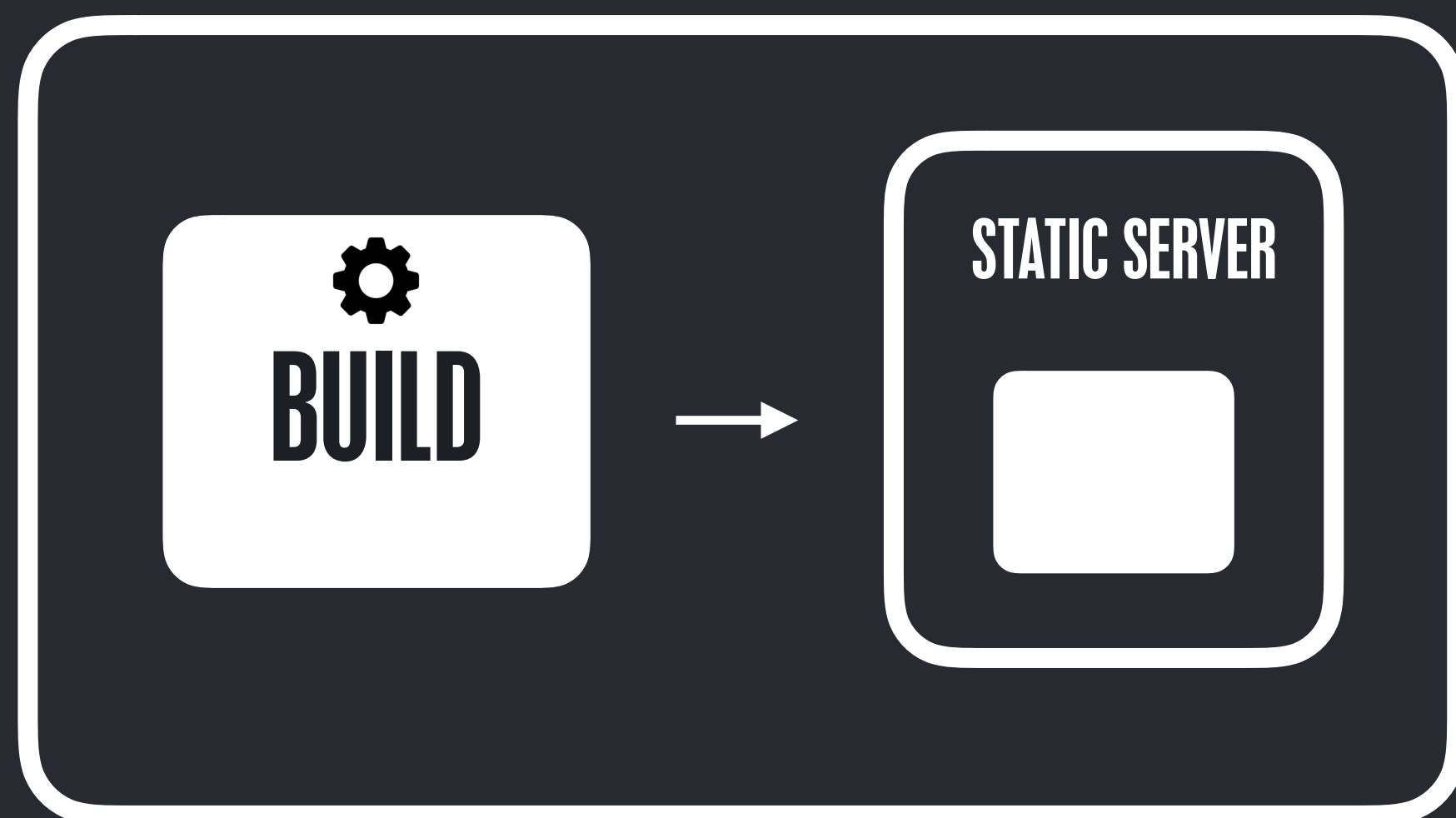
3 Deploy your website

2:30:40 PM git clone git@github.com:philhawsworth/philhawsworth.com.git
2:30:40 PM Preparing Git Repository...

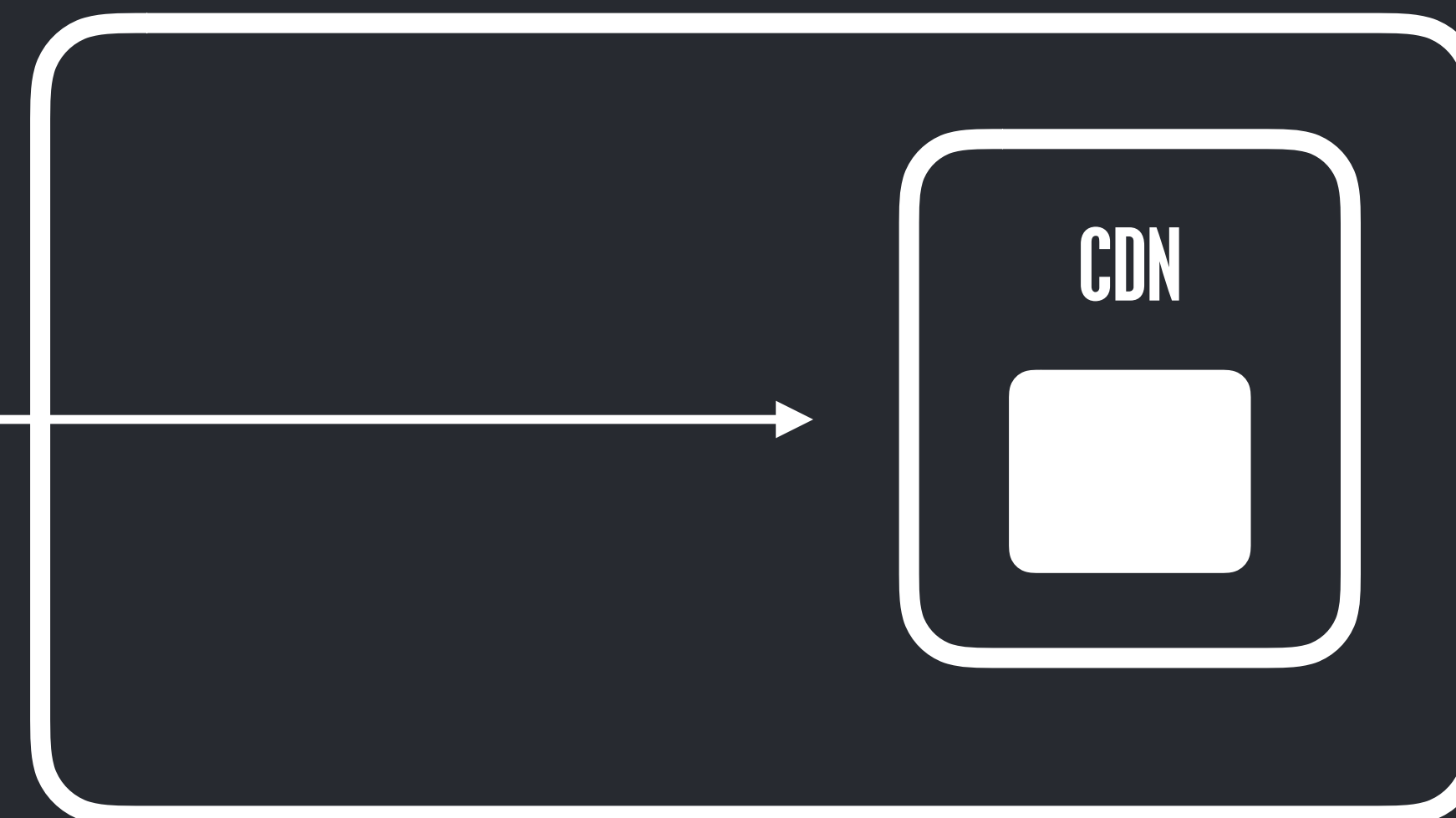
GET TO THE CDN



LOCAL



NETLIFY



Sites | Phil Hawksworth

Phil@Netlify

Secure

https://app.netlify.com/account/sites


☆

ⓘ

✉

⛶

⋮

 Phil Hawksworth ▾

Phil

Hawksworth

Avatar

Sites


DNS zones

OAuth applications

Account settings

Q Search site

New site from Git




www.hawksworx.com

Deploys from GitHub

Owned by Phil Hawksworth

Last update at 2:51 pm (43 minutes ago)

>




www.pawsbuddy.co.uk

Deploys from GitHub

Owned by Phil Hawksworth

Last update on Dec 31, 2017 (4 days ago)

>



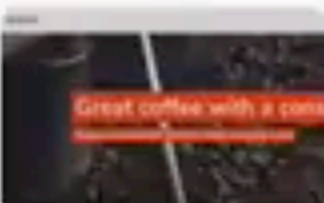
www.comedyinthecrown.com

Deploys from GitHub

Owned by Phil Hawksworth

Last update on Dec 27, 2017 (8 days ago)

>




something-meaningful

Deploys from GitHub

Owned by Phil Hawksworth

Last update on Dec 18, 2017 (17 days ago)

>




unobtrusify.hawksworx.com

Deploys from GitHub

Owned by Phil Hawksworth

Last update on Dec 7, 2017 (a month ago)

>



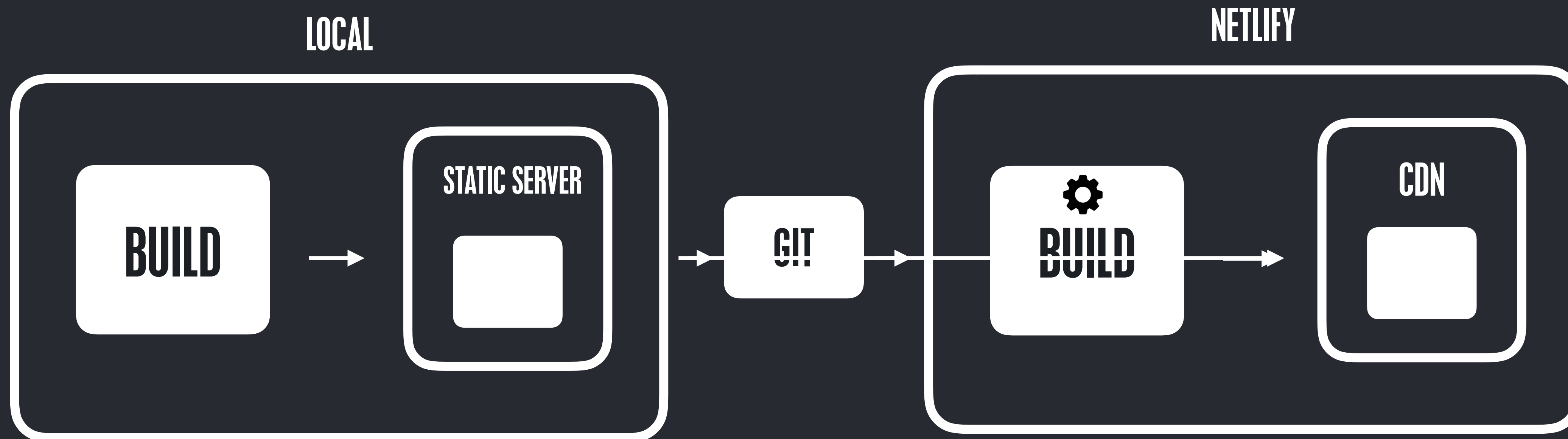
sagns

Owned by Phil Hawksworth

>

www

VERSION CONTROL *for* EVERYTHING



A QUICK TOUR OVERVIEW & SETTINGS

<https://app.netlify.com>

<https://github.com/philhawksworth/eleventyone>

A QUICK TOUR OVERVIEW & SETTINGS

SITE SETTINGS
DEPLOY SETTINGS
DEPLOY FROM GIT
DEPLOYMENTS / ROLLBACKS
ENVIRONMENT VARIABLES
DEPLOY HOOKS
NOTIFICATIONS

<https://app.netlify.com>

<https://github.com/philhawsworth/eleventyone>

BONUS BOOTSTRAP

THE DEPLOY TO NETLIFY BUTTON

<https://templates.netlify.com>

<https://github.com/bdougie/casper-cms-template>

ENVIRONMENTS ON DEMAND BRANCH DEPLOYS

<https://app.netlify.com/sites/hawksworx/>

ENVIRONMENTS ON DEMAND BRANCH DEPLOYS

BRANCH DEPLOY OPTIONS
BRANCH URLS
DEPLOY URLS

<https://app.netlify.com/sites/hawksworx/>

SPLIT TESTING

A BRANCHY BONUS

<https://www.hawsworx.com/gimme-gimme>

<https://app.netlify.com/sites/hawsworx/>

SPLIT TESTING

A BRANCHY BONUS

NOMINATING BRANCHES
TRAFFIC SHAPING
BRANCH AFFINITY
COOKIE TRICK

<https://www.hawsworx.com/gimme-gimme>

<https://app.netlify.com/sites/hawsworx/>

FORMS

A COMMON CEILING

<https://www.hawksworx.com/ask-me/anything>

<https://app.netlify.com/sites/hawksworx/>

**I ABSOLUTELY POSITIVELY
NEED A LITTLE LOGIC
ON A SERVER**

A stylized illustration of a superhero figure in a dark suit with a red cape, running through a rocky, brownish landscape. The superhero is in a dynamic pose, leaning forward with arms outstretched. The background features large, rounded rock formations in shades of brown and tan, with some dark, jagged rock pieces floating in the air. The overall style is flat and graphic.

SERVERLESS TO THE RESCUE

FUNCTIONS AS A SERVICE

<https://github.com/netlify/create-react-app-lambda>

FUNCTIONS AS A SERVICE

**NO AWS CONFIGURATION
INSTANT PROVISIONING
API GATWEAY & URLS
IMMUTABLE VERSIONS
SITE SYNCHRONICITY**

<https://github.com/netlify/create-react-app-lambda>

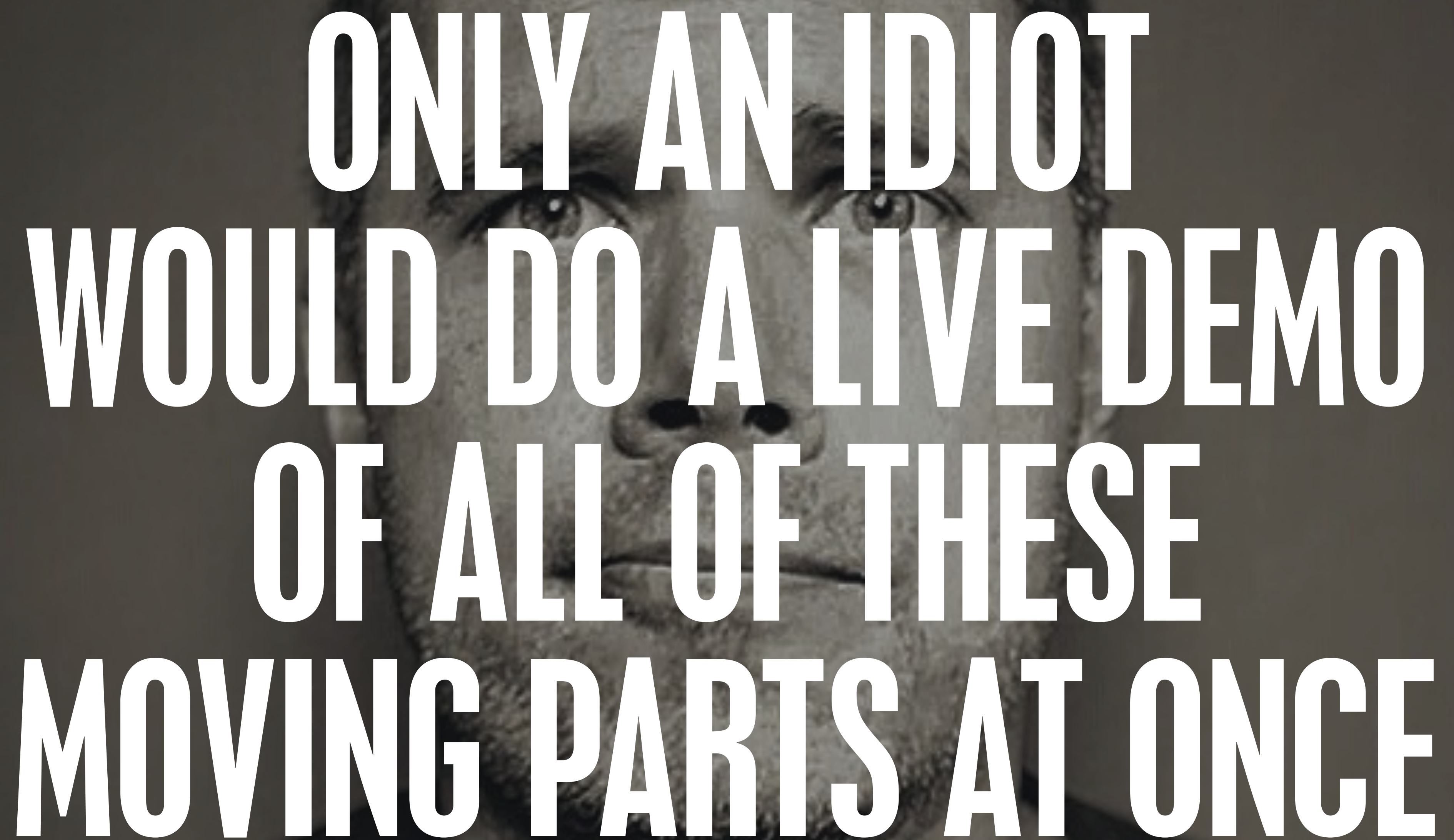
TOOLBELT

BUILD AUTOMATION
ACTION TRIGGERS
EVENTS
APIs
SERVERLESS

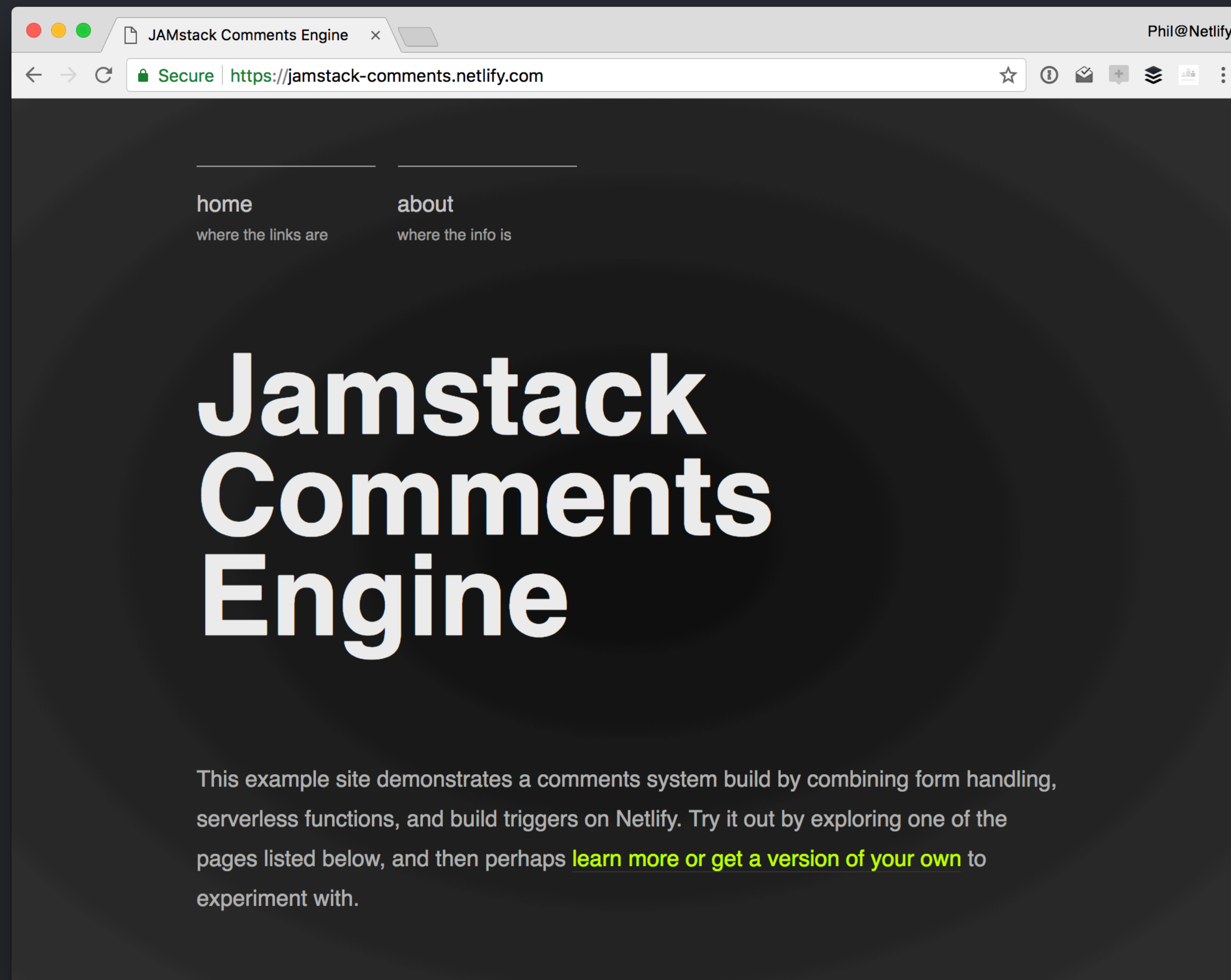
TOOLBELT

BUILD AUTOMATION
ACTION TRIGGERS
EVENTS
APIs
SERVERLESS

**ONLY AN IDIOT
WOULD DO A LIVE DEMO
OF ALL OF THESE
MOVING PARTS AT ONCE**



**ONLY AN IDIOT
WOULD DO A LIVE DEMO
OF ALL OF THESE
MOVING PARTS AT ONCE**



jamstack-comments.netlify.com
app.netlify.com

TOOLBELT

BUILD AUTOMATION
ACTION TRIGGERS
EVENTS
APIs
SERVERLESS

STATIC

STATIC?

beyond STATIC

THANKS

QUESTIONS?

@PHILHAWSWORTH