How would The Fonz do this?

A short talk about
web development, allegedly

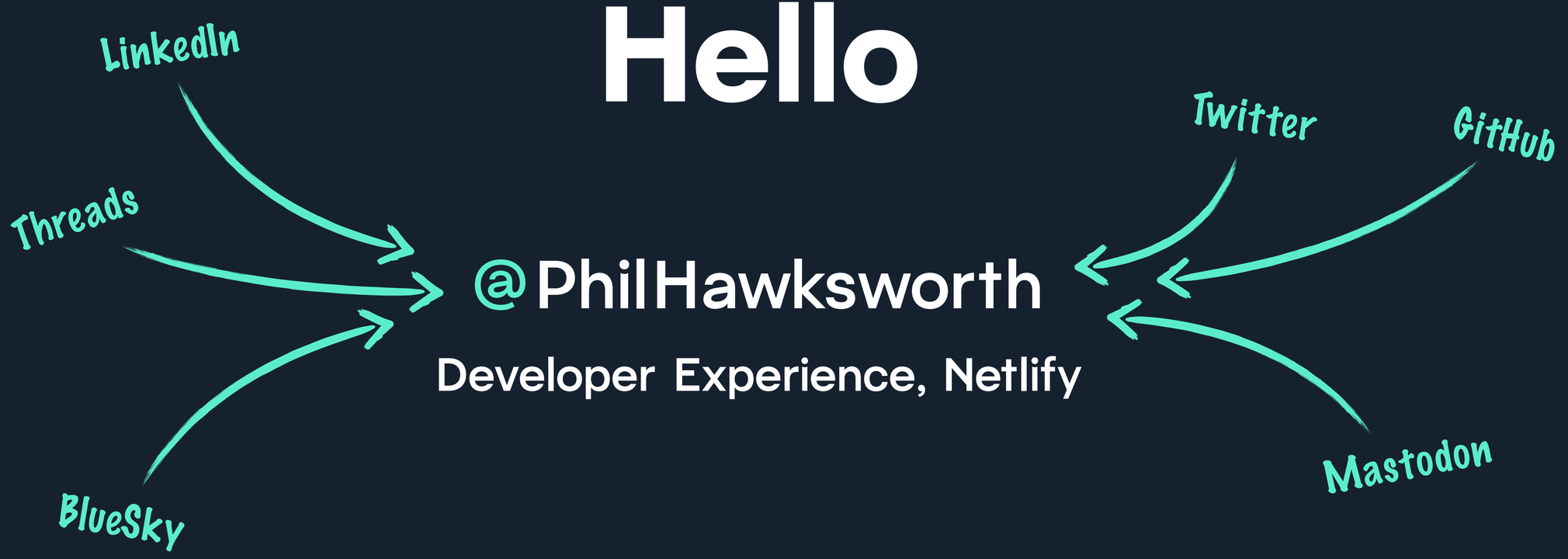
Phil Hawksworth, Netlify

Hello

@PhilHawksworth

Developer Experience, Netlify

Hello



@PhilHawksworth

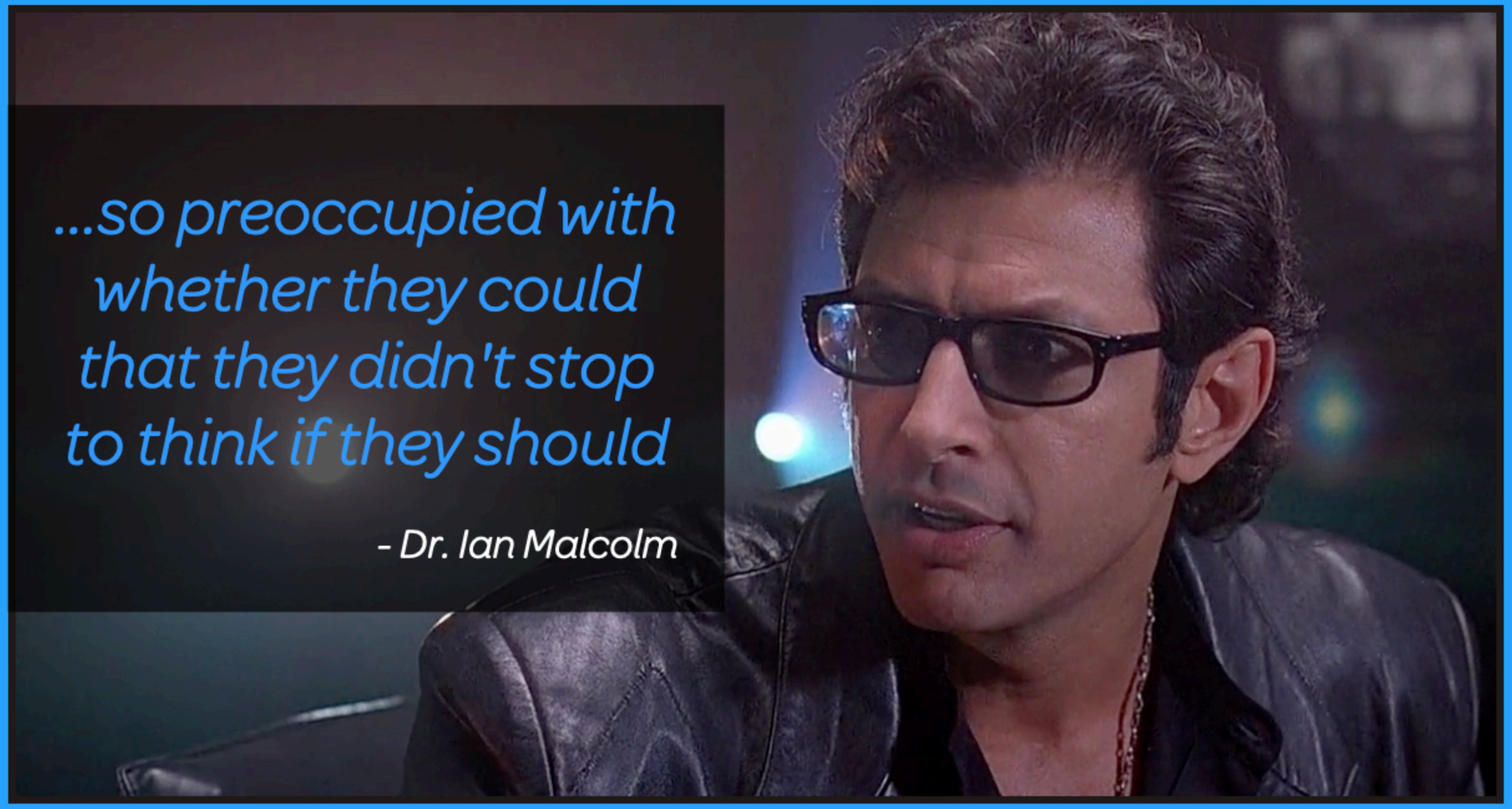
Developer Experience, Netlify

2011

R/GA

Excessive Enhancement

Phil Hawksworth
@philhawksworth


...so preoccupied with
whether they could
that they didn't stop
to think if they should
- Dr. Ian Malcolm

@philhawksworth #fullfrontalconf

Building the web with

Responsibility

****ing about

Messing about

Play

https://unsplash.com/photos/93AcQpzcASE

Creative exploration

Learning and discovery / Demonstrating a principle / Overcoming An obstacle

Creative exploration

Learning and discovery / Demonstrating a principle / Overcoming An obstacle

#showyourcolor

JAY Z

Helped injured opponent win.
SPORTSMANSHIP
Pass It On.
#SHOWYOURCOLOR
Merrill Lynch
Wealth Management
NBA 2K
TOSHIBA
TDK
Kodak
UFC

#SHOWYOURCOLOR

BANANAS
FRESH
OPE SWEET HELLA ASAP FAITHFUL CREATIVE
GAME ATHLETIC PASSIONATE DIRTY
STOPPABLE RANDOM FLEE AWESOME
LOUD

TYPE HERE

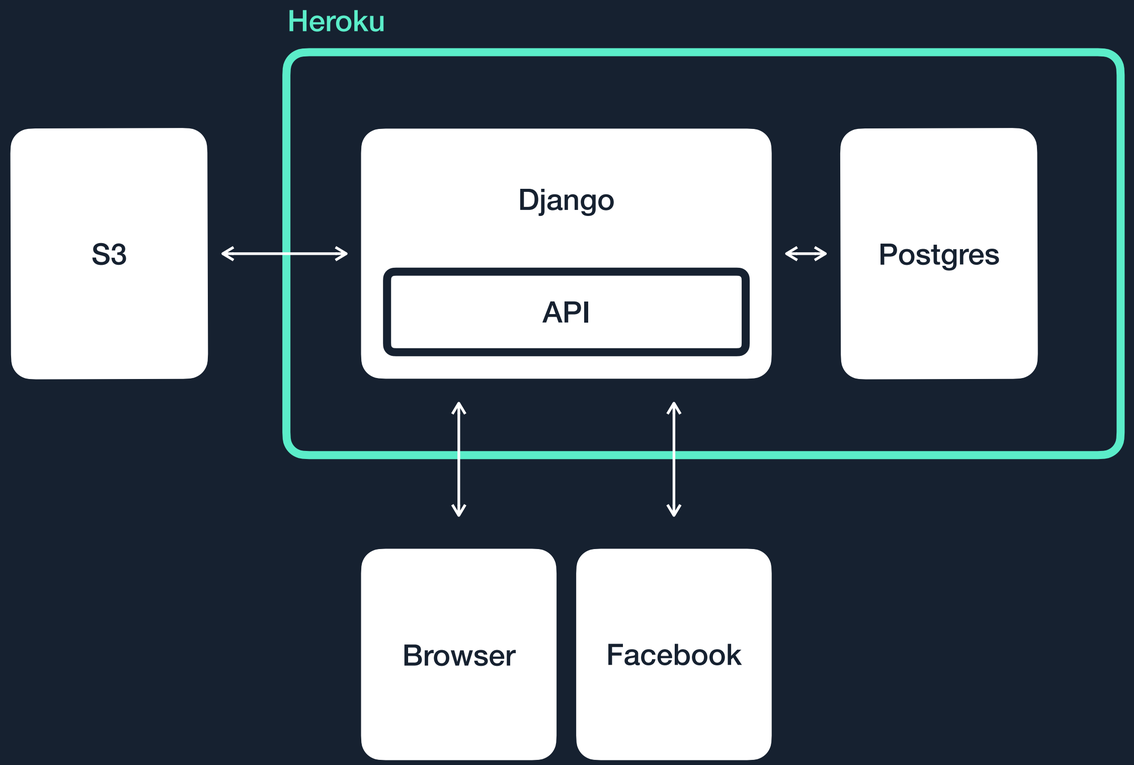
#SHOWYOURCOLOR
DOPE
COOL
GOOD
PURPLE
TOSHIBA
TDK
Kodak
SATURDAY NOVEMBER 17
LIVE ON PAY-PER-VIEW

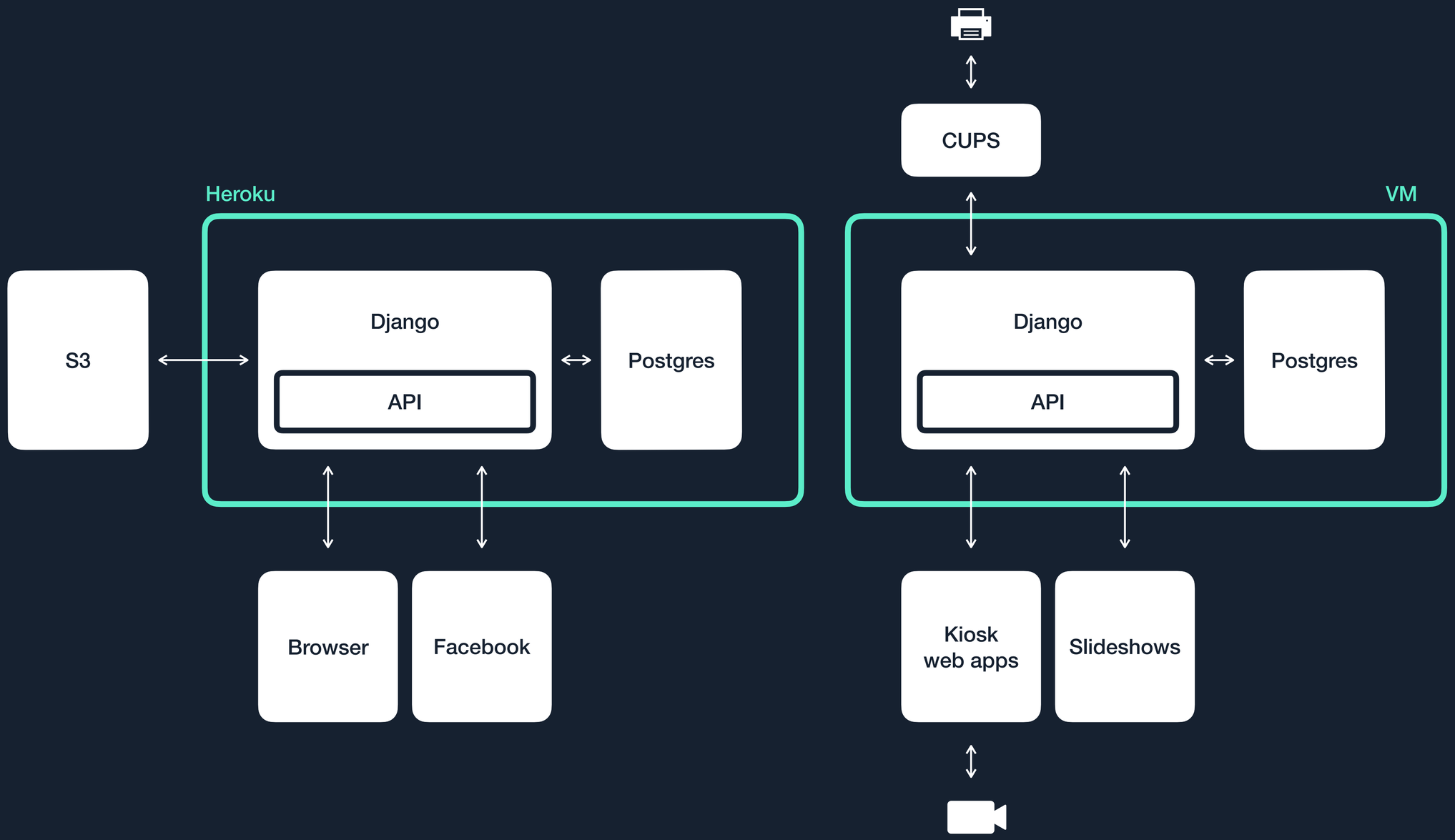
CRESTRON

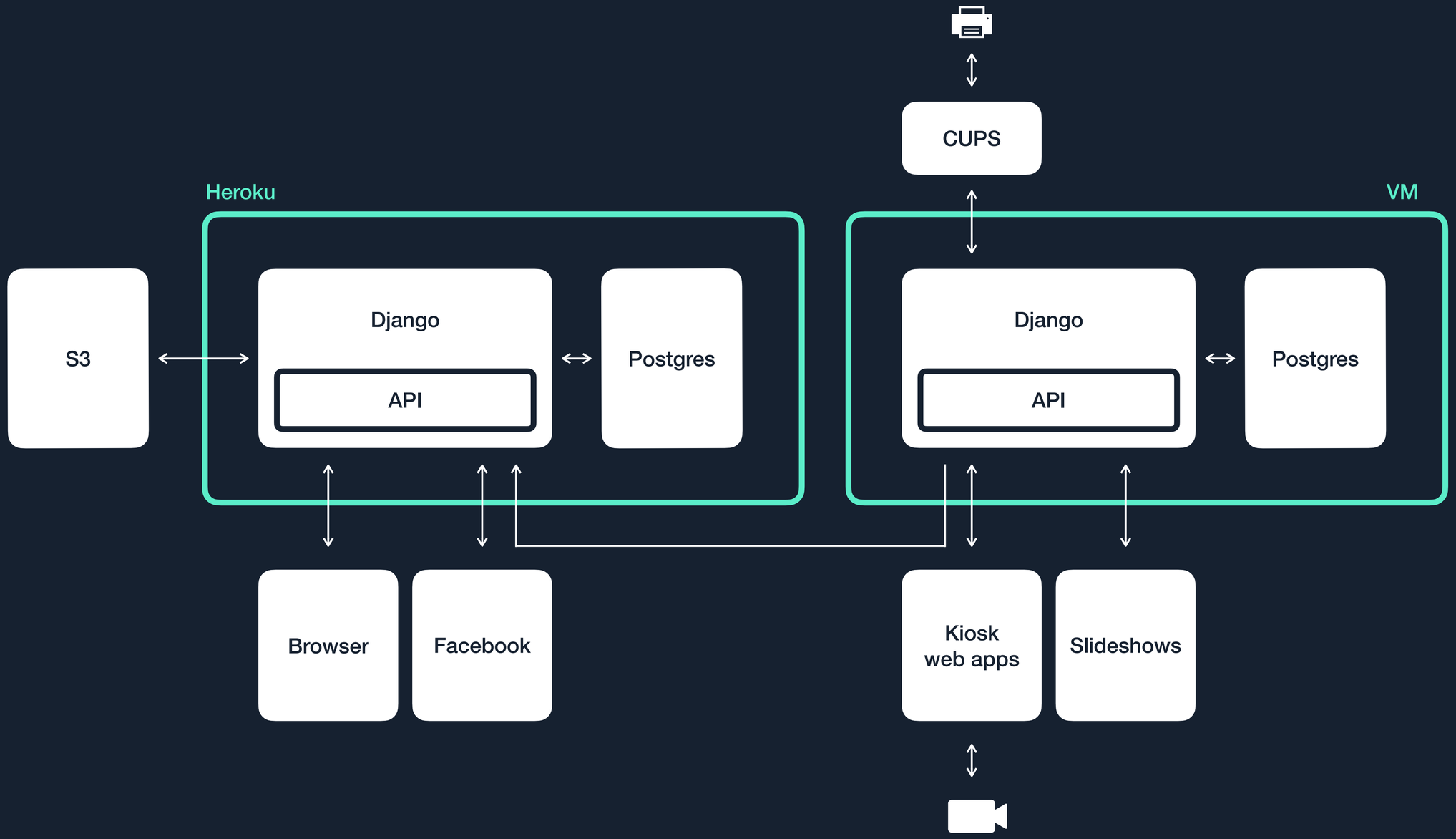
We spared
no expense

Broadway
NYPD

CHICAGO
ROXY
Lull
PRIDE
MORMON
BEST MUSICAL
THE BEST MUSICAL OF THIS CENTURY
JERSEY BOYS
NICE WORK
If You Can Get It
NOVOTEL
Coca Cola


Heroku
S3
Django
API
Postgres
Browser
Facebook


CUPS
Heroku
VM
S3
Django
API
Postgres
Django
API
Postgres
Browser
Facebook
Kiosk
web apps
Slideshows


CUPS
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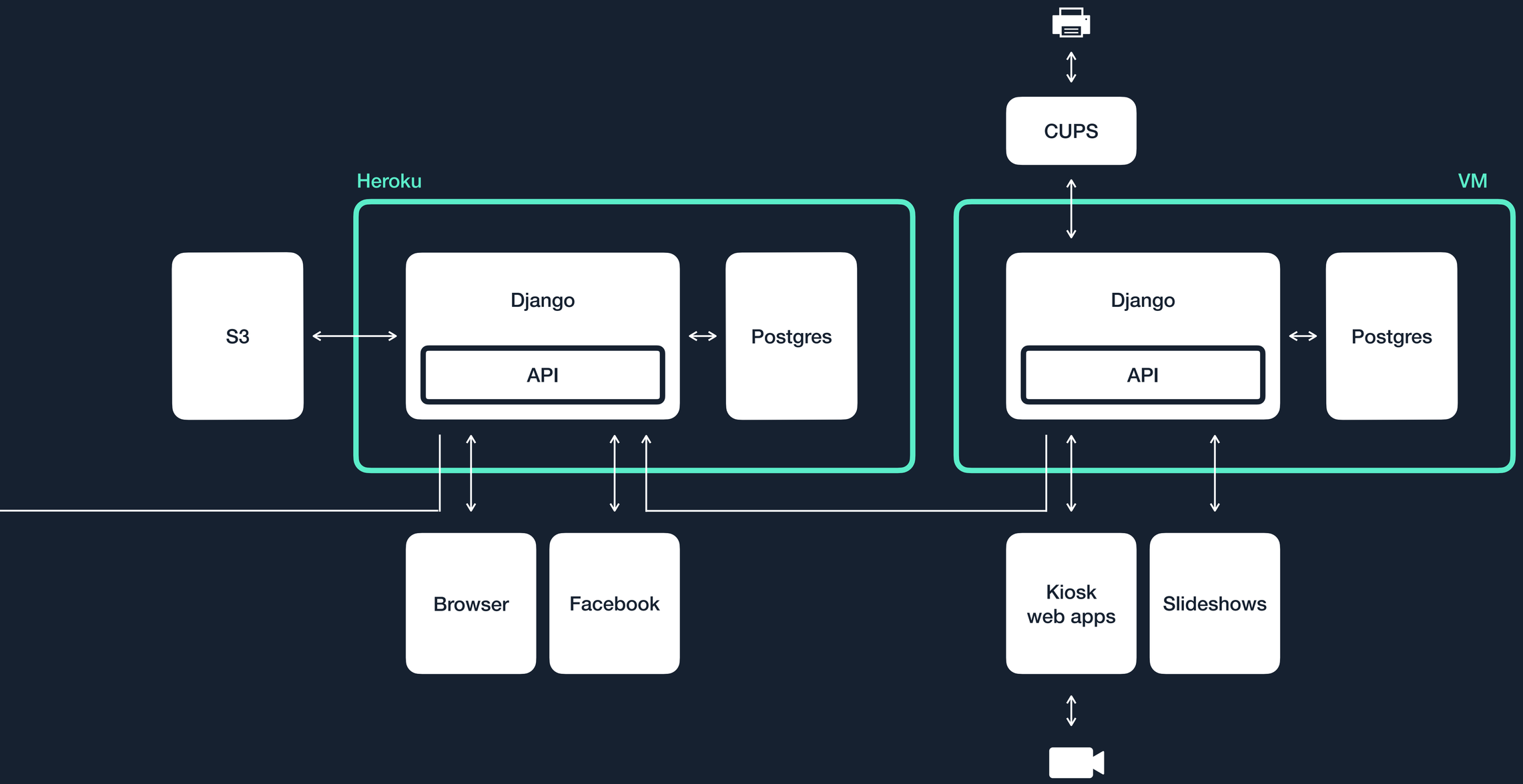
Facebook
Kiosk
web apps
Slideshows

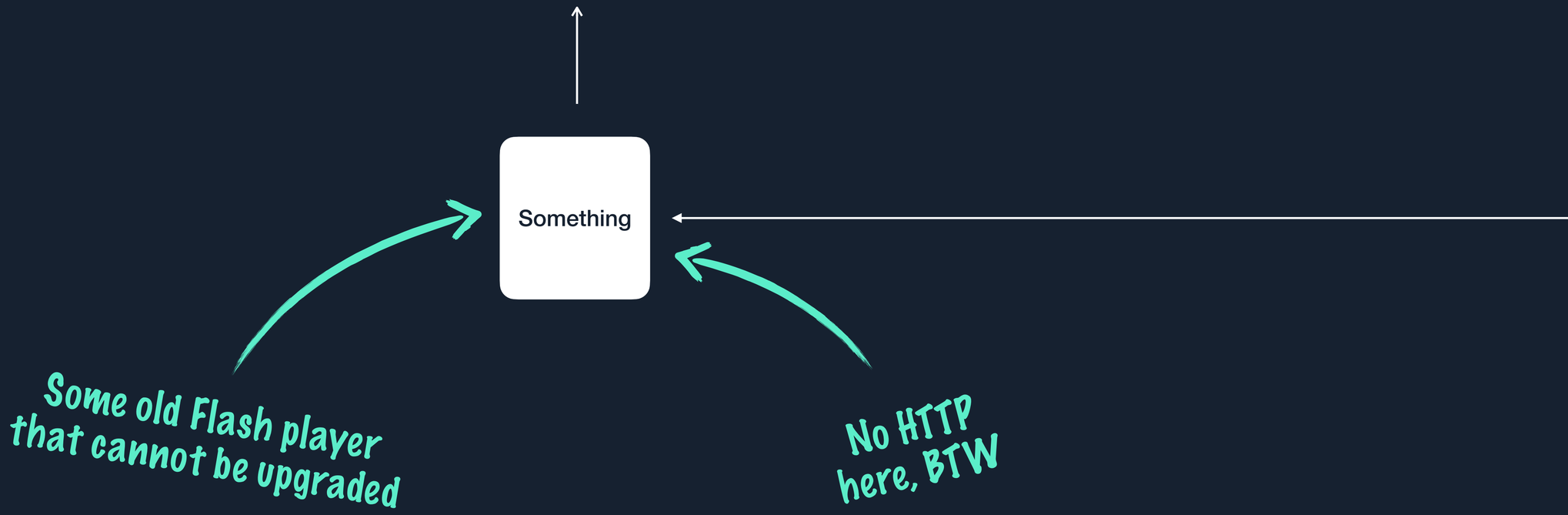

CUPS
Heroku
VM
S3
Django
API
Postgres
Django
API
Postgres
Browser
Facebook
Kiosk
web apps
Slideshows

Massive scary screens

Costing a gazillion dollars per minute to rent and the whole world are looking at

Massive scary screens

Costing a gazillion dollars per minute to rent and the whole world are looking at



EMAIL

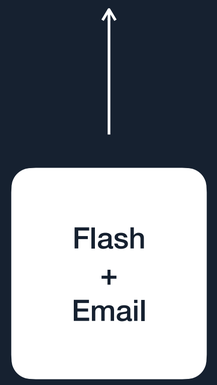
Subject: hex code

Body: Display word

Attachment: Image to display

Massive scary screens

Costing a gazillion dollars per minute to rent and the whole world are looking at



endofphilscareer@ifthisleaks.com

Helped injured opponent win.
SPORTSMANSHIP
Pass It On.
#SHOWYOURCOLOR
Merrill Lynch
Wealth Management
NBA2K
TOSHIBA
TDK
Kodak
UFC

eaten by dinosaurs
(possibly while on the toilet)

somehow

it was rock solid

Learning and discovery / Demonstrating a principle / Overcoming An obstacle

Social posts stash

Self-hosting thousands of posts

Some requirements

A URL for each of the 24,000 tweets

Index pages listing each tweet with its URL

Ability to search the tweets

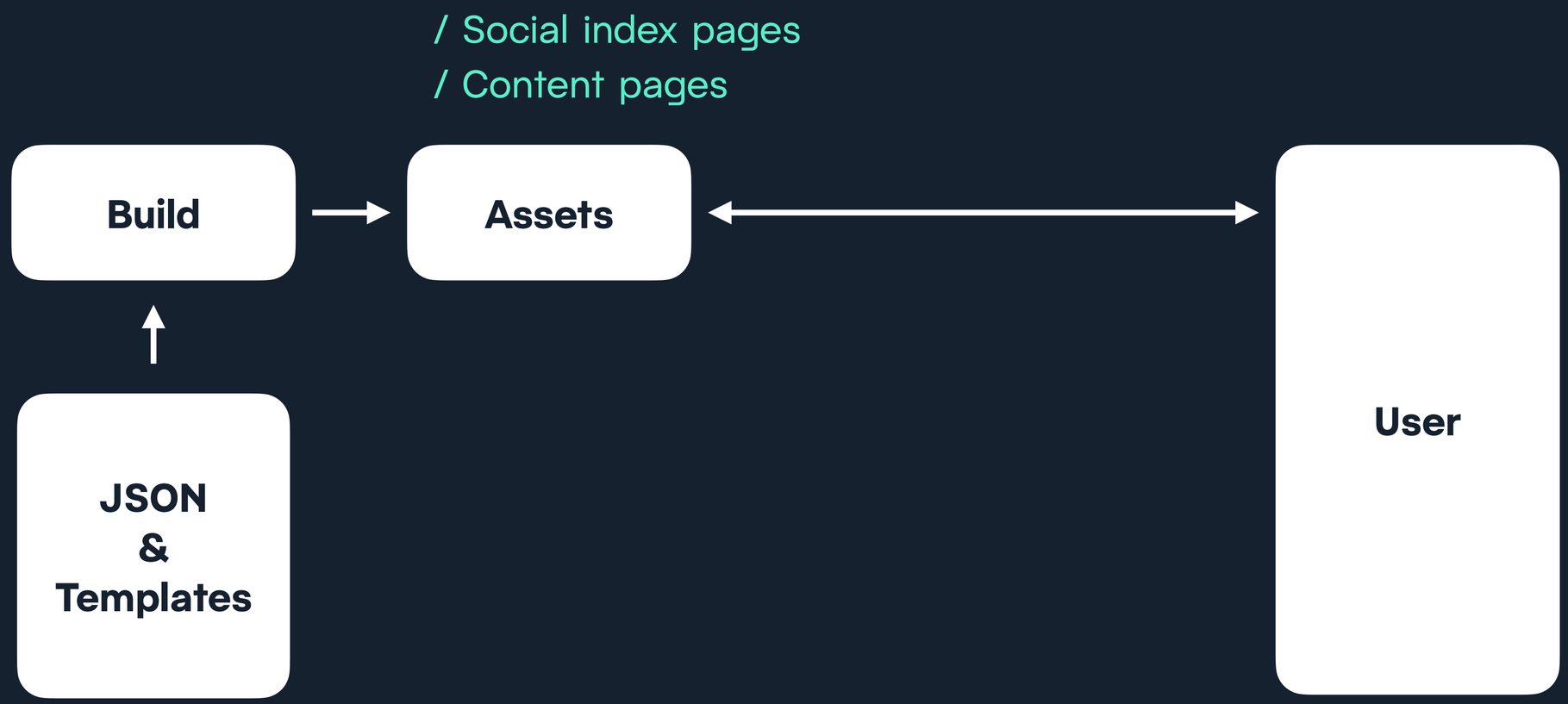
Retain a reasonable build time

Avoid client-side rendering if possible

A logical model that fits in my head

SSG ODB ESR

JSON


/ Social index pages
/ Content pages
Build
Assets
User
JSON
&
Templates

https://www.hawksworx.com

hawksworx blog speaking about search

HAWKSWORX

/hɔːkswəːks/

The blog, playground, and generally a home on the web for Phil Hawksworth, a web nerd, amateur comedian, and cat botherer.

The source code of this site is available on **GitHub** and is hosted and updated by **Netlify** automatically after each **code commit**

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www.hawksworx.com

You can usually find me on Mastodon (I've stopped posting on Twitter now, but you can find an archive of my tweets on this site).

You can also sometimes find me at web development conferences, where I might be talking about development techniques. I blog here less frequently than I'd like, but manage it a little more often on the Netlify blog.

Wherever you find me, online or in the real world, please do come and say a friendly hello.

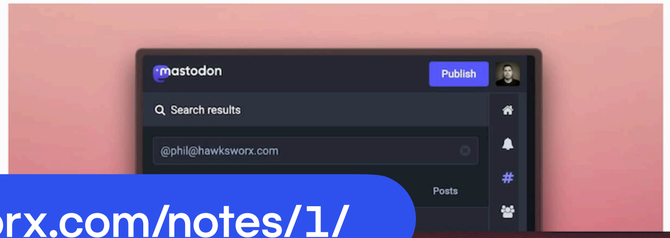
Recently on the blog

December 12th 2022

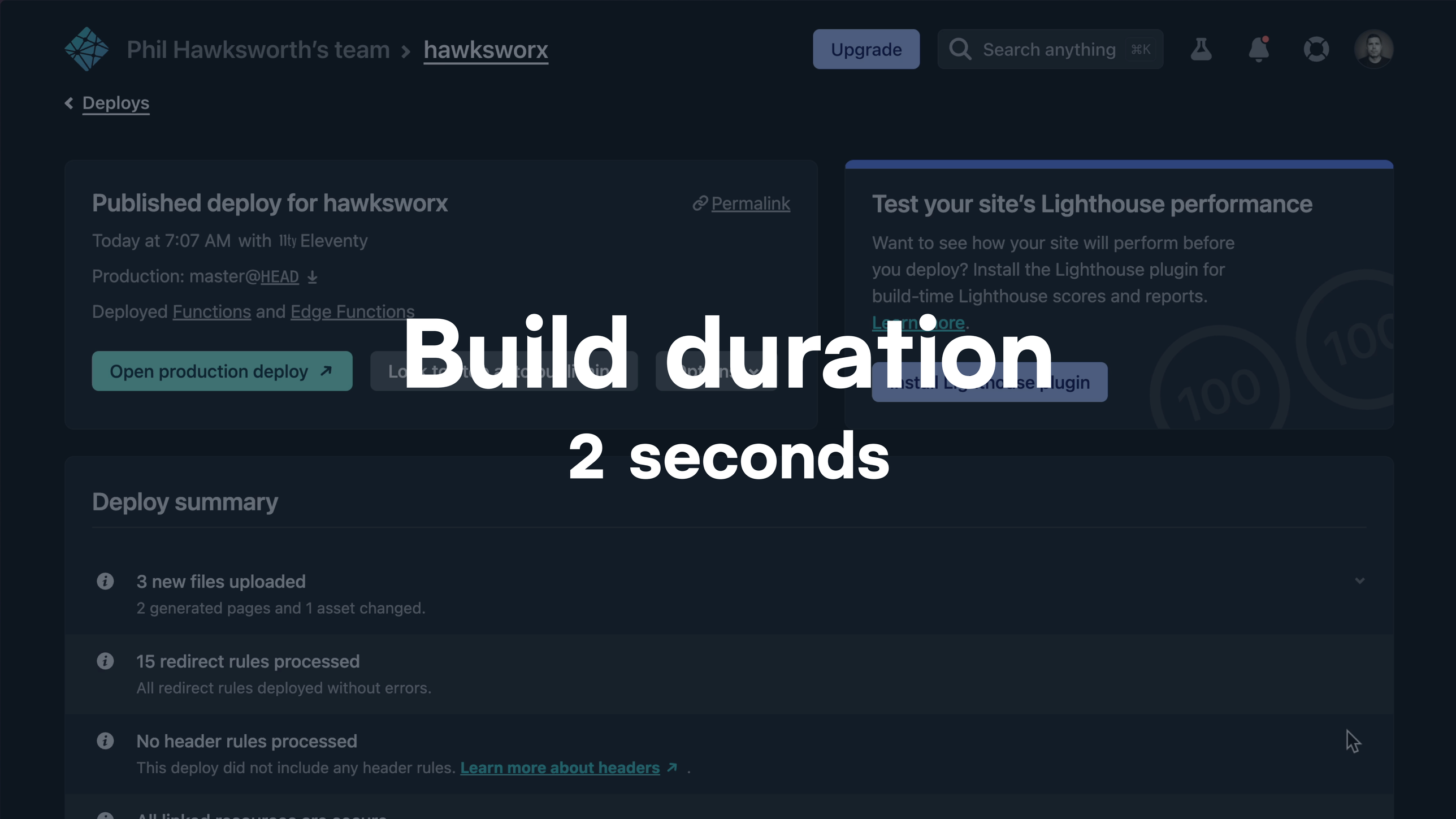
Alias your mastodon account to your own domain with Netlify redirect

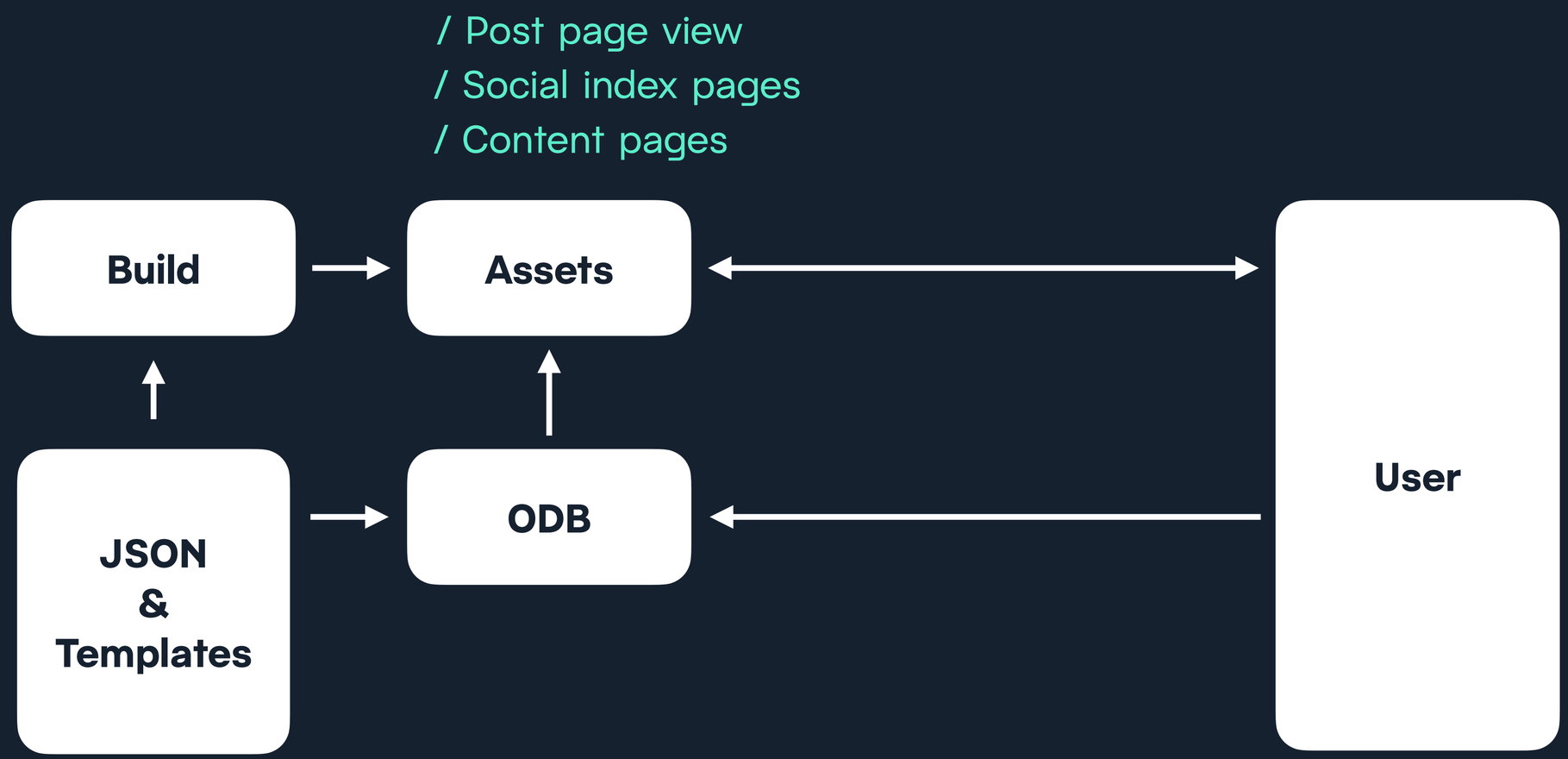
#Mastodon , #Fediverse , #Netlify , #Indieweb

Did you know you could use your own domain for your mastodon username without hosting your own instance? It can be done with a single Netlify redirect rule.



www.hawksworx.com/notes/1/


Phil Hawksworth's team › hawksworx
Upgrade
Search anything ⌘K
Deploys
Published deploy for hawksworx
Permalink
Today at 7:07 AM with Eleventy
Production: master@HEAD
Deployed Functions and Edge Functions
Open production deploy
Test your site's Lighthouse performance
Want to see how your site will perform before you deploy? Install the Lighthouse plugin for build-time Lighthouse scores and reports.
Learn more.
Install Lighthouse plugin
Build duration
2 seconds
Deploy summary
3 new files uploaded
2 generated pages and 1 asset changed.
15 redirect rules processed
All redirect rules deployed without errors.
No header rules processed
This deploy did not include any header rules. Learn more about headers .


/ Post page view
/ Social index pages
/ Content pages
Build
Assets
User
JSON
&
Templates
ODB

https://www.hawksworx.com/notes/955/

hawksworx blog speaking about search

NOTES - PAGE 955

Newest | Previous | Next | Oldest

Search the notes

The archive of what I posted on Twitter, which I now self host due to a lack of trust in Twitter and some other reasons.

I'll soon begin refelcting all my Mastodon posts here too. I'm happier self-hosting or maintaining an archive of my content on URLs that I can own.

There are tools to help you do this too. Such as this one from the makers of Eleventy.

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Phil Hawksworth @philhawksworth • July 23rd 2007

Hacking a rails application - prototypetastic

Permalink | Twitter

Phil Hawksworth @philhawksworth • July 23rd 2007

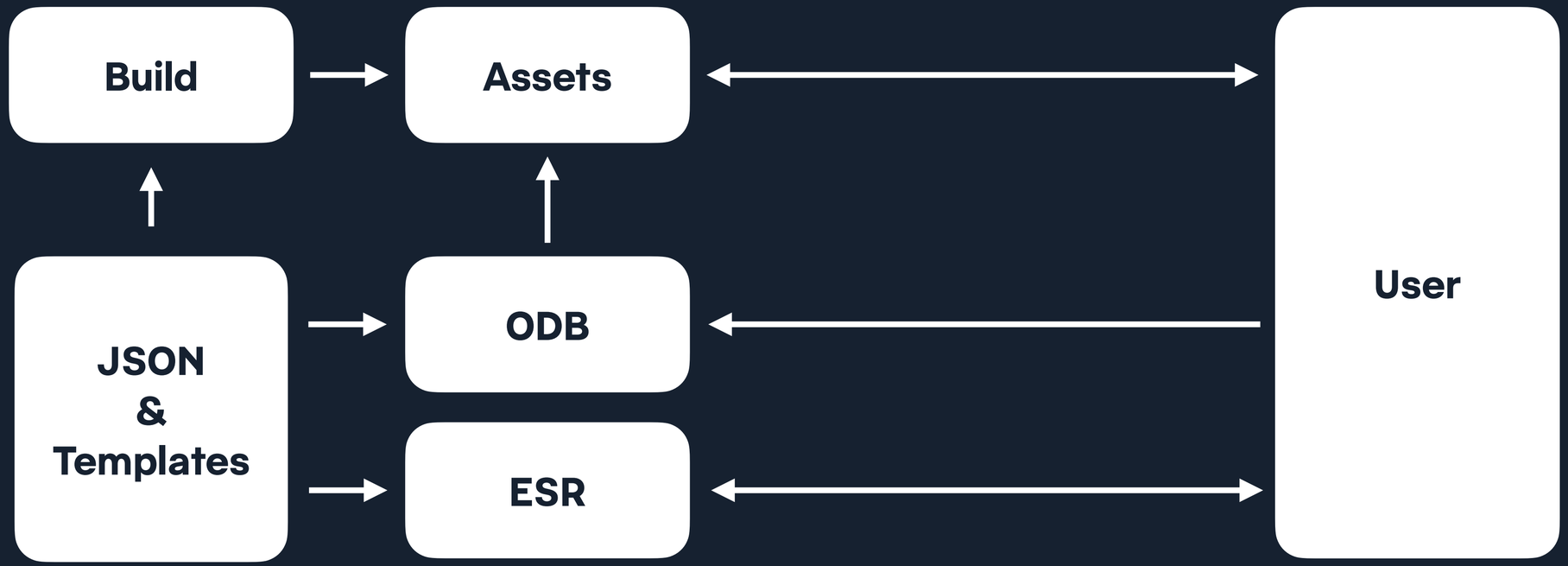
Making content changes directly on my live web server... easy does it!

Permalink | Twitter

Phil Hawksworth @philhawksworth • July 23rd 2007

www.hawksworx.com/note/mstdn/109913367394738833

/ Post page view
/ Social index pages
/ Content pages



/ Search results page

NOTES

Newest | Previous | Next | Oldest

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Phil Hawksworth @philhawksworth •
February 24th 2023

Quietly making a resolution to get my use of exclamation marks under control!

Dammit.

Permalink | Mastodon

Phil Hawksworth @philhawksworth •
February 23rd 2023

Started my day by making the *perfect* piece of hot buttered toast.
This made me happy.
End of message.

Permalink | Mastodon

https://www.hawksworx.com/notes/1/

hawksworx blog speaking about search

NOTES

Newest | Previous | Next | Oldest

Search the notes

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Permalink | Mastodon

www.hawksworx.com/notes/search/?str=render

Voilà
Ai Artist

Voilà
Ai Artist

Learning and discovery / Demonstrating a principle / Overcoming An obstacle

Our deployment teams have reduced production deployments to 5 days

— A real enterprise client from a past life

Deploys should be and can be friction free

— Something I've said for some time

Zach Leatherman
@zachleat

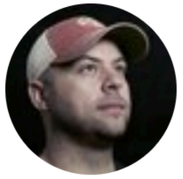
Following

free side project idea: HTML-only static site generated clock that deploys a new version to @netlify every minute

8:54 PM - 19 Jul 2018

30 Likes

3 30



Chris Coyier

@chriscoyier

Following

Replying to @zachleat @hankchizljaw @Netlify

Would be clever marketing for Netlify for sure. _Builds so cheap you can set your clock by them._

(I'm still workshopping it.)

9:12 PM - 19 Jul 2018

7 Likes

Phil Hawksworth
@philhawksworth

Replying to @zachleat @chriscoyier and 2 others

Hold my beer.

10:25 PM - 19 Jul 2018

12 Likes

2 12

Phil Hawksworth
@philhawksworth

Replying to @philhawksworth @zachleat and 3 others

Only an idiot would make what you are suggesting.

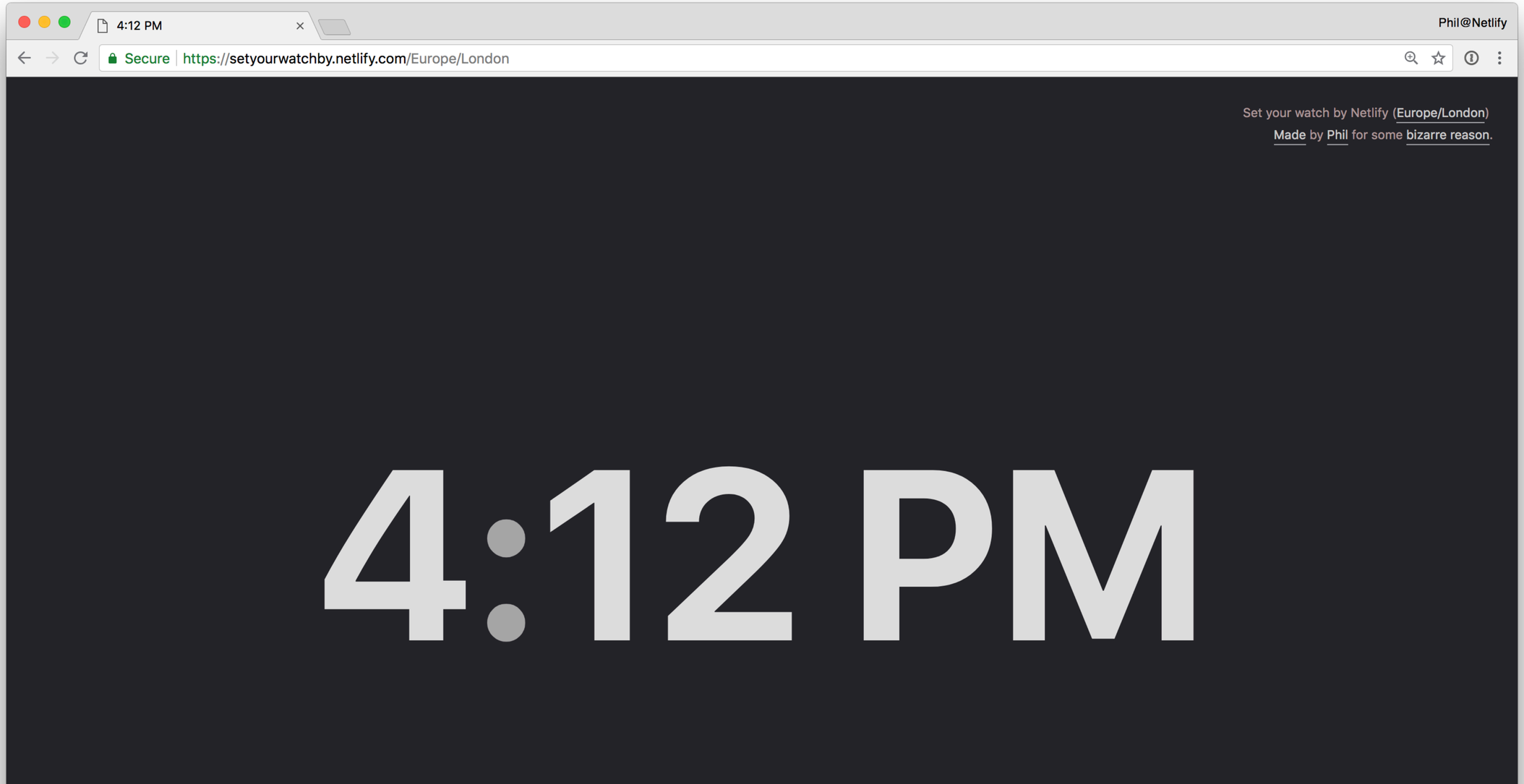
setyourwatchby.netlify.com

2:02 PM - 20 Jul 2018

12 Retweets **41** Likes

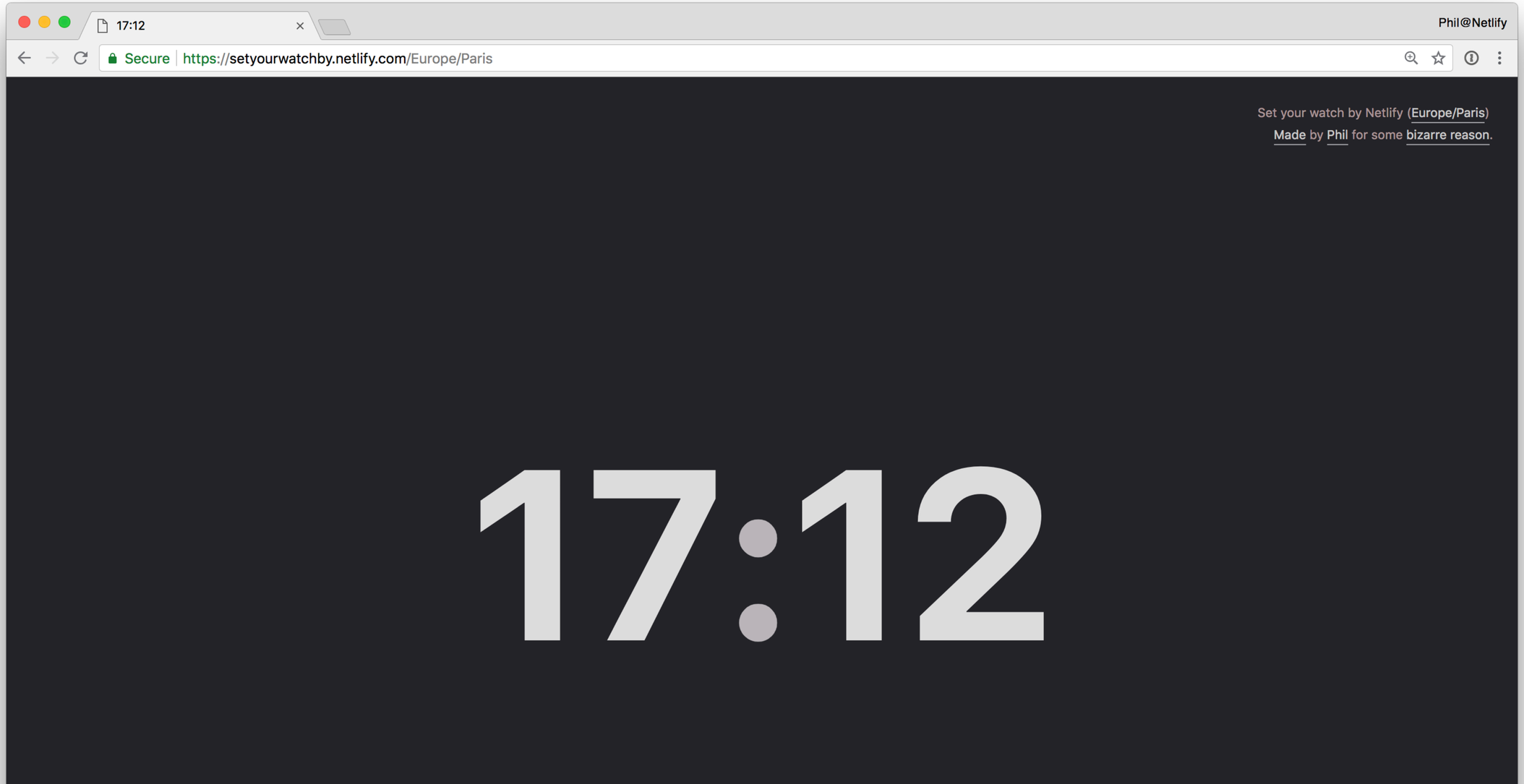
FINDTHAT.AT/TIME

https://setyourwatchby.netlify.com



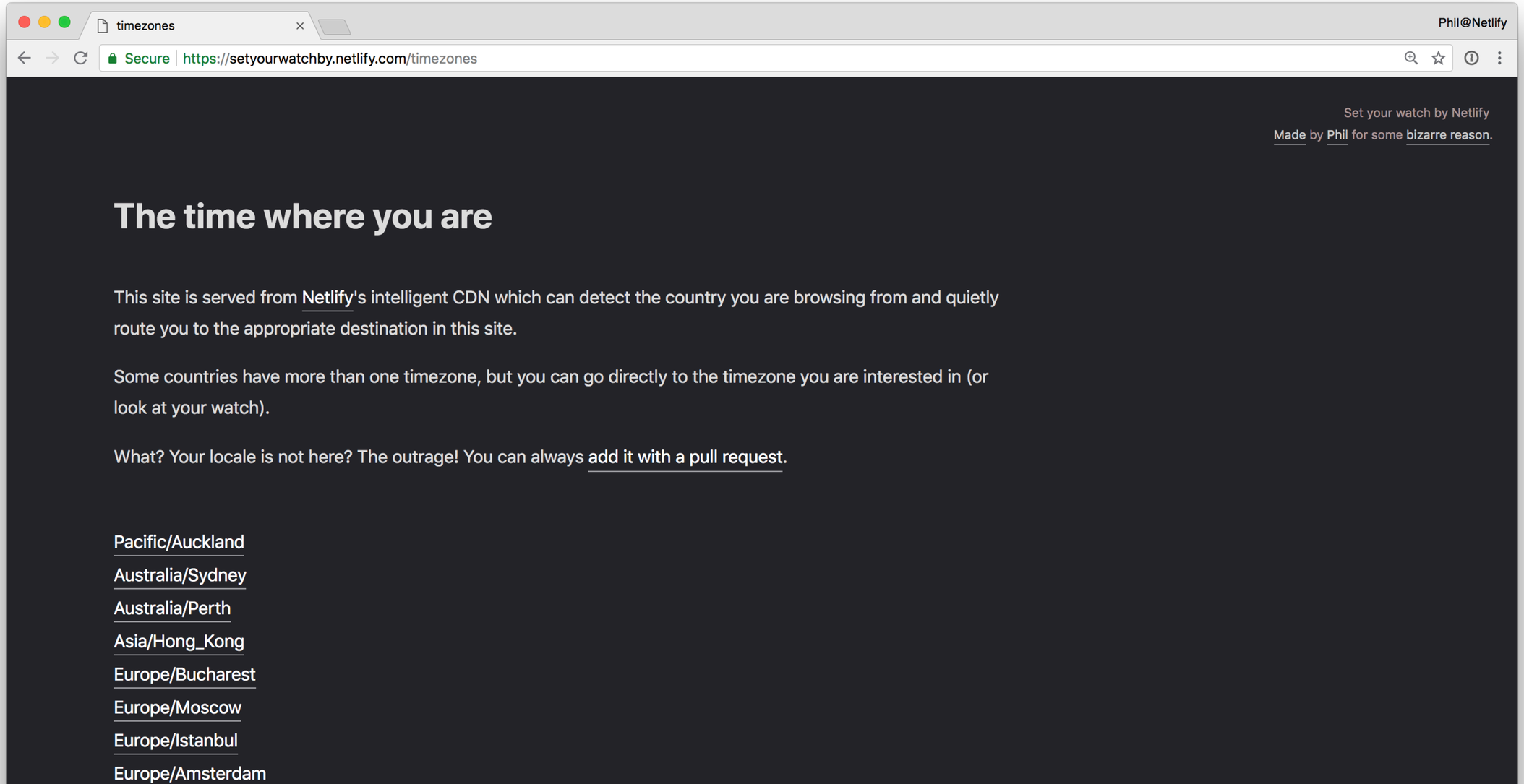
FINDTHAT.AT/TIME

https://setyourwatchby.netlify.com



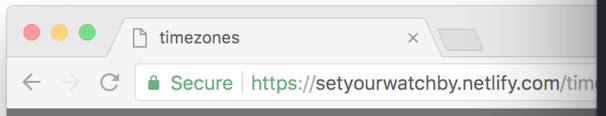
FINDTHAT.AT/TIME

https://setyourwatchby.netlify.com



FINDTHAT.AT/TI

https://setyourwatchby.netlify.



The time where you

This site is served from Netlify's intellige
route you to the appropriate destination

Some countries have more than one time
look at your watch).

What? Your locale is not here? The outra

Pacific/Auckland
Australia/Sydney
Australia/Perth
Asia/Hong_Kong
Europe/Bucharest
Europe/Moscow
Europe/Istanbul
Europe/Amsterdam

Pacific/Auckland

Australia/Sydney

Australia/Perth

Asia/Hong_Kong

Europe/Bucharest

Europe/Moscow

Europe/Istanbul

Europe/Amsterdam

Europe/Paris

Europe/London

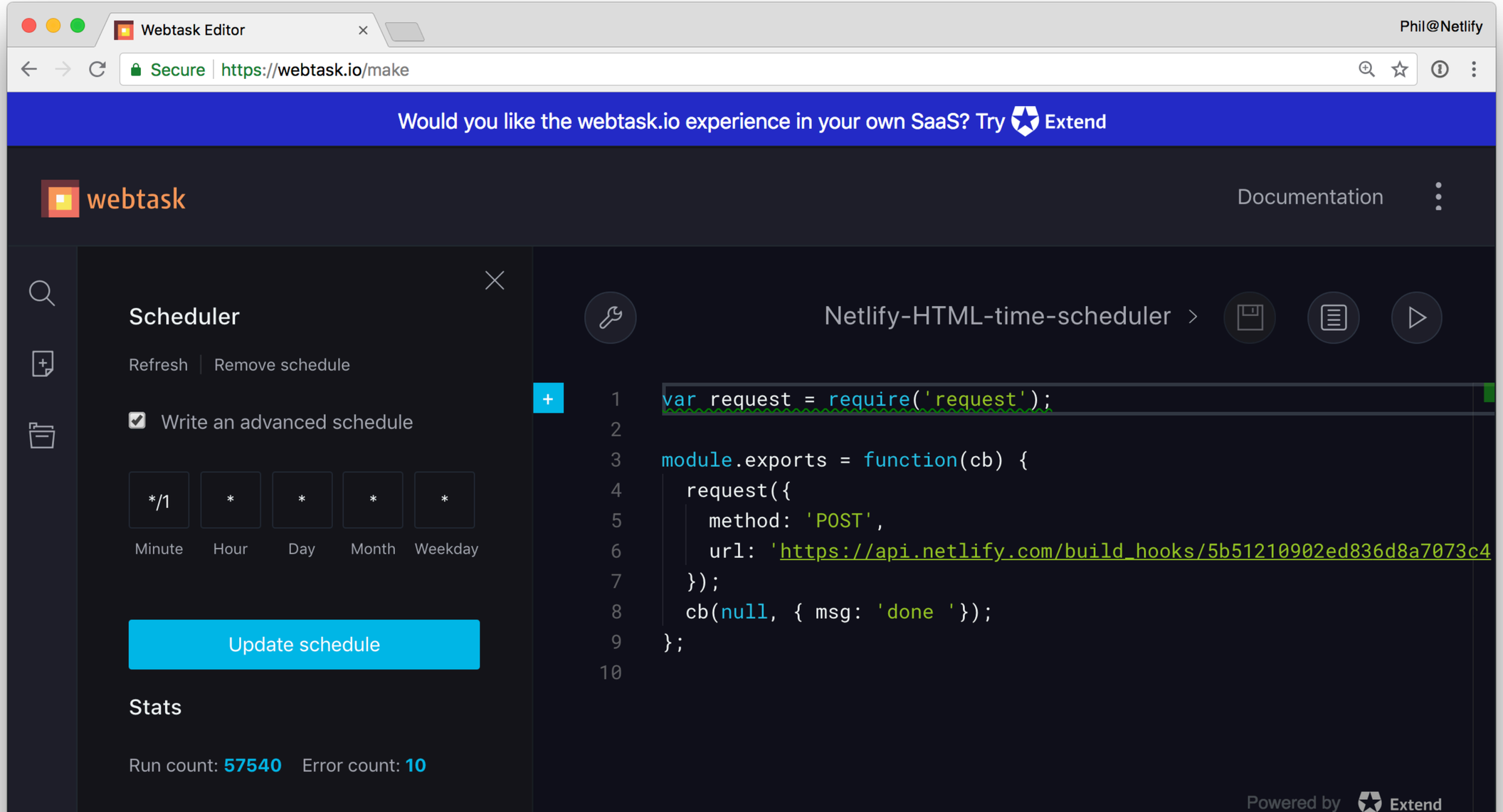
America/New_York

America/Chicago

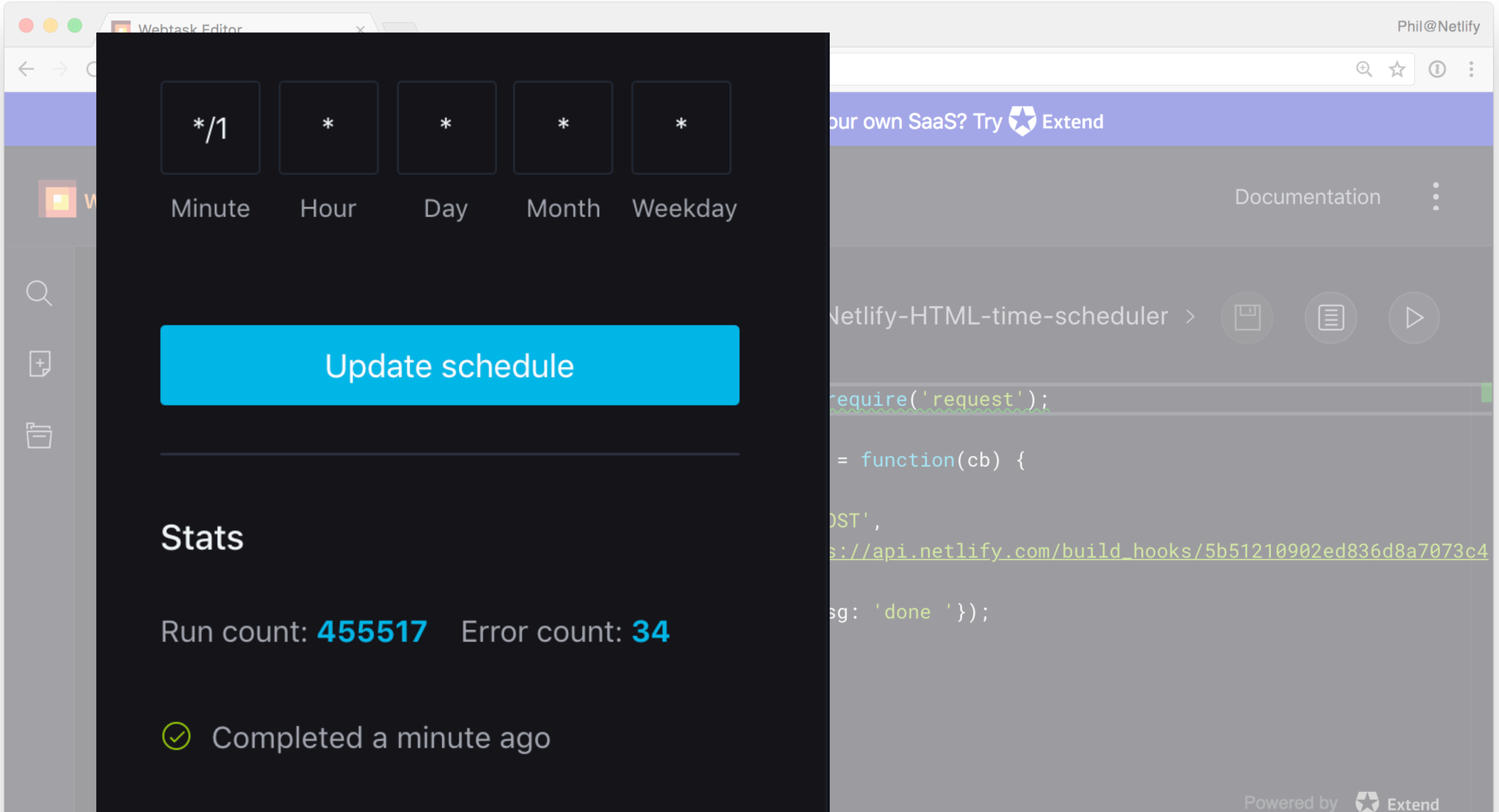
America/Denver

America/Los_Angeles

WEBSTASK.IO


Webtask Editor
Phil@Netlify
Secure | https://webtask.io/make
Would you like the webtask.io experience in your own SaaS? Try Extend
webtask
Documentation
Scheduler
Refresh | Remove schedule
Write an advanced schedule
*/1
*
*
*
*
Minute
Hour
Day
Month
Weekday
Update schedule
Stats
Run count: 57540 Error count: 10
Netlify-HTML-time-scheduler
1 var request = require('request');
2
3 module.exports = function(cb) {
4 request({
5 method: 'POST',
6 url: 'https://api.netlify.com/build_hooks/5b51210902ed836d8a7073c4
7 });
8 cb(null, { msg: 'done '});
9 };
10
Powered by Extend

WEBSTASK.IO


Webtask Editor
Phil@Netlify
*/1
*
*
*
*
Minute
Hour
Day
Month
Weekday
Update schedule
Stats
Run count: 455517
Error count: 34
Completed a minute ago
our own SaaS? Try Extend
Documentation
Netlify-HTML-time-scheduler
require('request');
= function(cb) {
OST',
s://api.netlify.com/build_hooks/5b51210902ed836d8a7073c4
sg: 'done '});
Powered by Extend

But these days we have Edge Functions

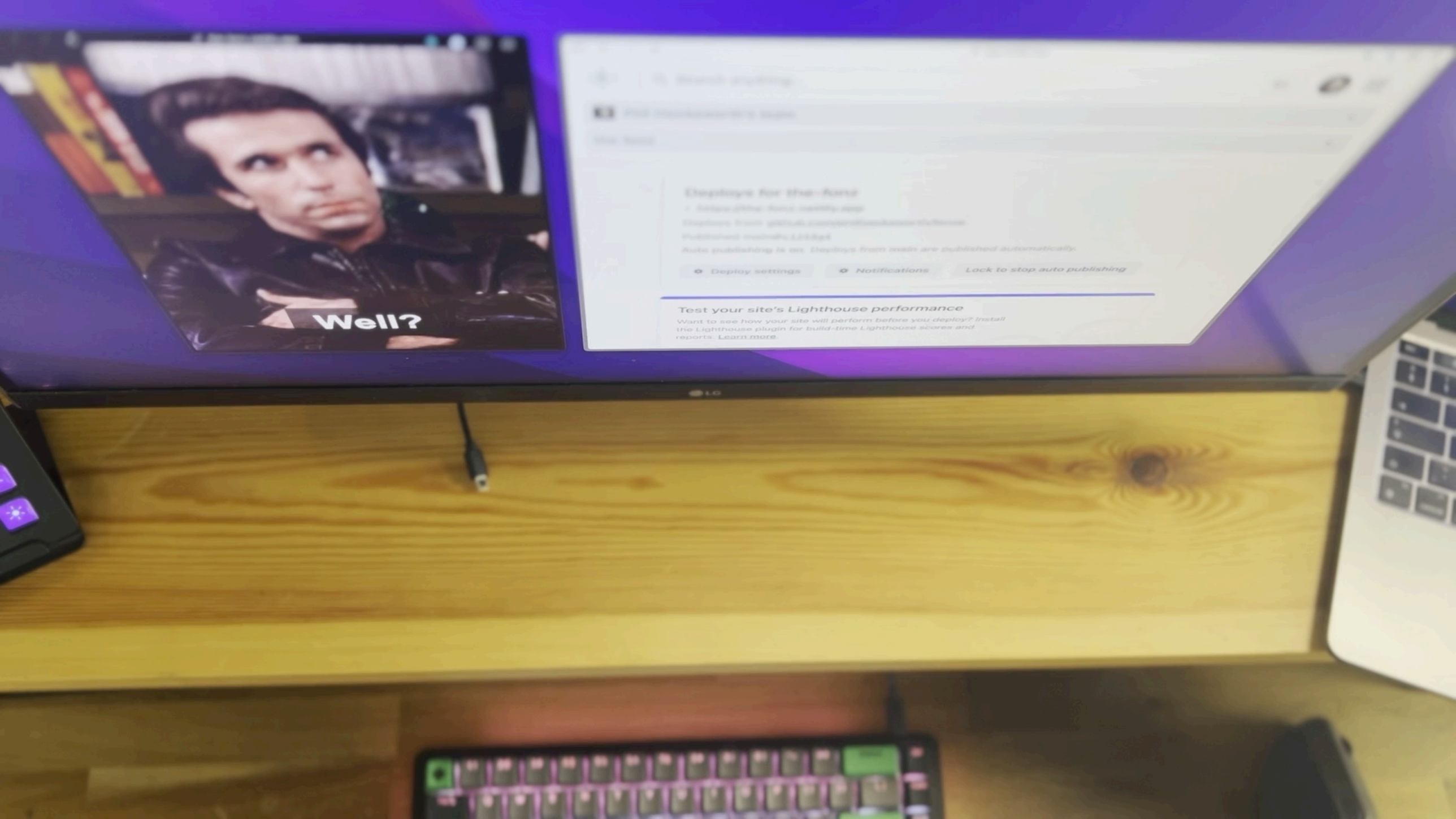
How would The Fonz do this?

A short talk about
web development, allegedly

Phil Hawksworth, Netlify

The Fonzie Touch™

W
GUYS
color TV


Well?
Deploys for the-fonz
Deploy settings
Notifications
Lock to stop auto publishing
Test your site's Lighthouse performance
Want to see how your site will perform before you deploy? Install the Lighthouse plugin for build-time Lighthouse scores and reports. Learn more.

Learning and demonstrating

Raspberry Pi Pico

Learning and demonstrating

Raspberry Pi Pico

MicroPython

Debouncing signal inputs

Triggering events with webhooks

The Fonzie Touch is harder than it looks

We’re not here to have fun

This is serious business

APIs / Webhooks / Events
https://unsplash.com/photos/E0BmfKjeQrw

APIs / Webhooks / Events

https://unsplash.com/photos/VBLHICVh-II

https://unsplash.com/photos/dSRhwPe6v9c

Frameworks
https://unsplash.com/photos/tqDElrJFTn4

https://unsplash.com/photos/eH_ftJYhaTY

https://unsplash.com/photos/p8D_AzO9vPI

just a demo

the biggest danger is when
that demo mentality leaks
into production websites

@brucel

https://unsplash.com/photos/93AcQpzcASE

Rigorously understand your requirements

Thanks

Grab me for questions or just to chat

@philhawksworth