

WHY JAMSTACK?

BEYOND STATIC SITES

PHIL HAWKSWORTH



HELLO



@PHILHAWSWORTH

WHY JAMSTACK?

BEYOND STATIC SITES

PHIL HAWKSWORTH



WHY **JAMSTACK**?

BEYOND STATIC SITES

PHIL HAWKSWORTH



WHY JAMSTACK?

BEYOND STATIC SITES

PHIL HAWKSWORTH



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

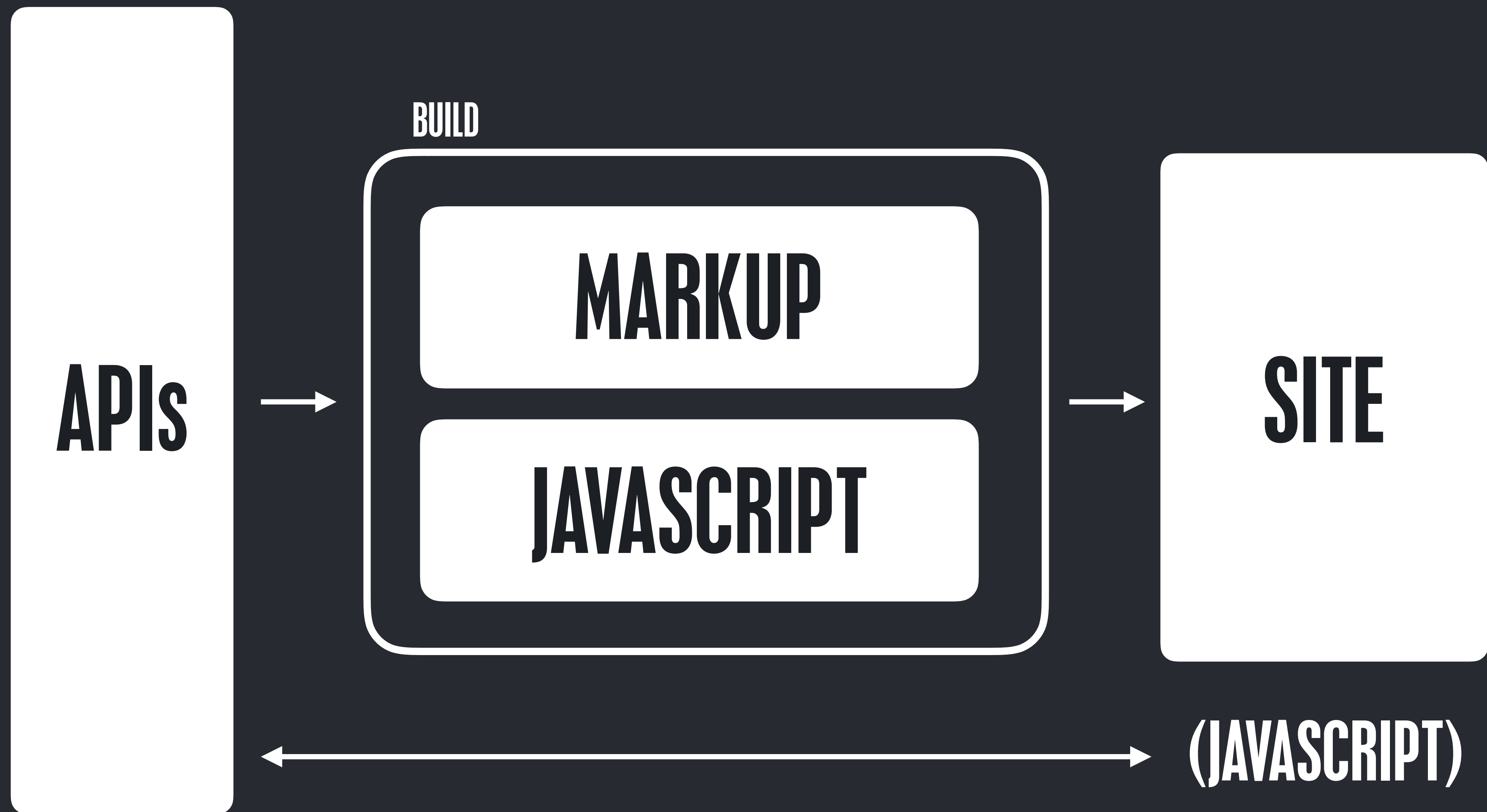
as a

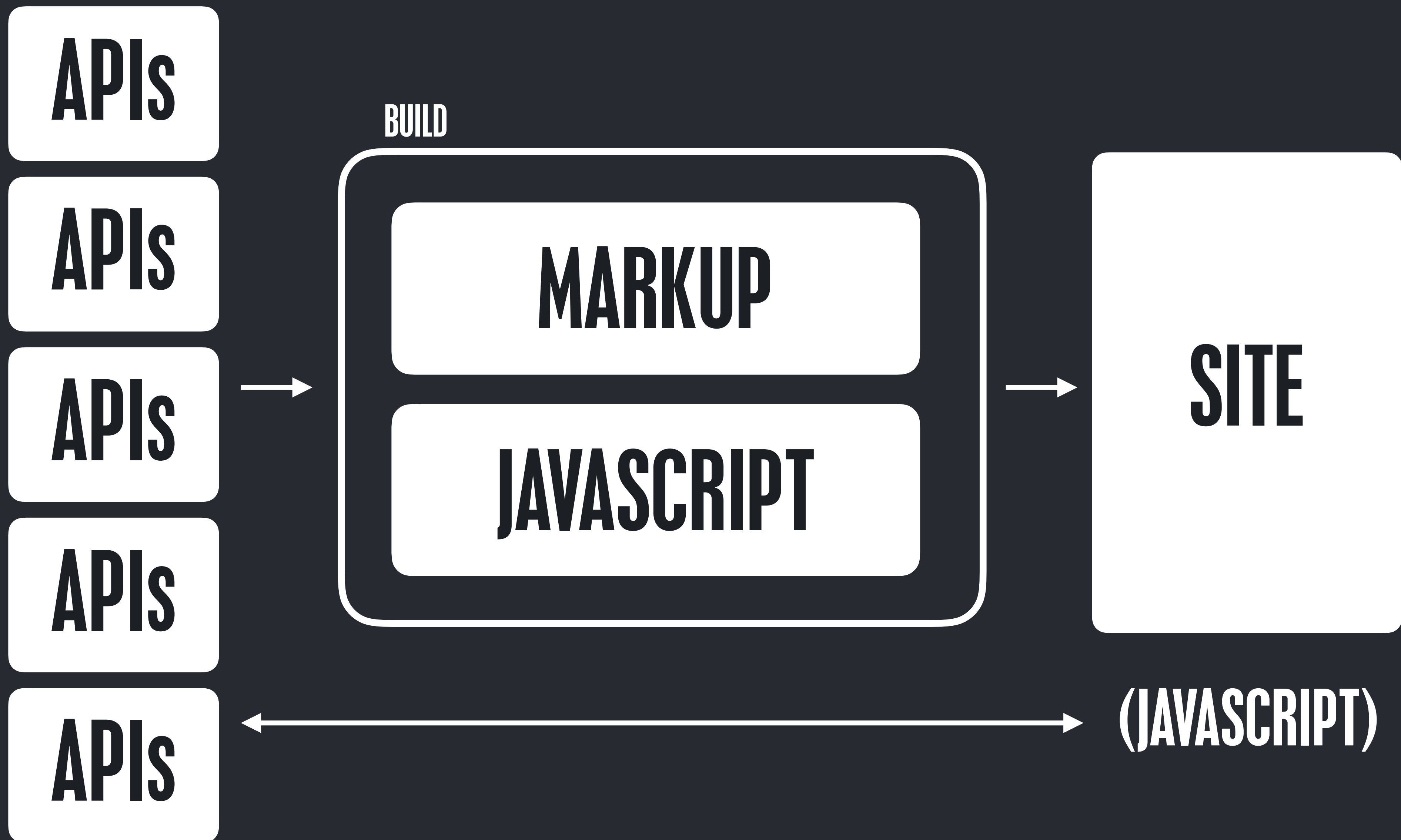
VIRTUE

beyond STATIC

jamstack

JAVASCRIPT / API / MARKUP





DECOUPLING

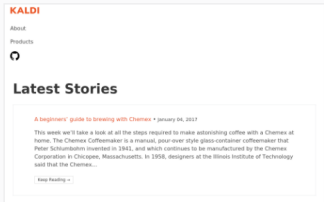
Your Sites

New site

+

laughing-raman-bbae8b

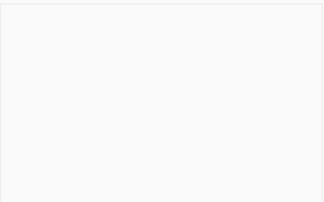
laughing-raman-bbae8b.netlify.com



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

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](#)

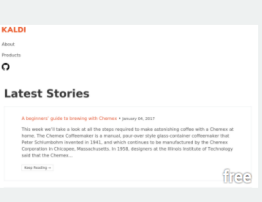
- Commit started 12/10/17 7:01 AM [view log](#)
- Commit started 12/10/17 6:59 AM [view log](#)
- Commit deployed 12/10/17 6:20 AM [view log](#)
- Commit deployed 12/4/17 11:03 AM [view log](#)

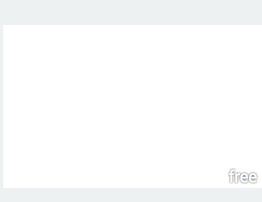
 netlify


SitesAboutDocumentationinfo@mathias-biilmann.net


Your Sites

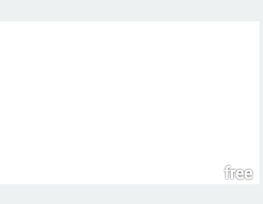

NEW SITE



laughing-raman-bbae8b

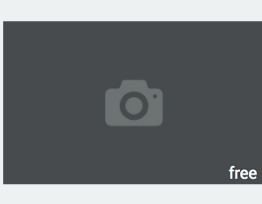

google-home-test-action

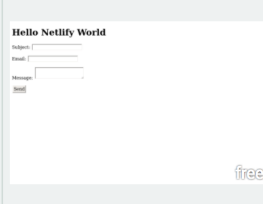

relaxed-aryabhata-a3c58e

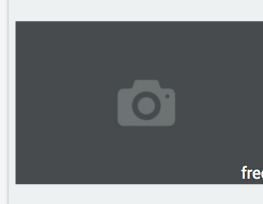

smashing-commerce

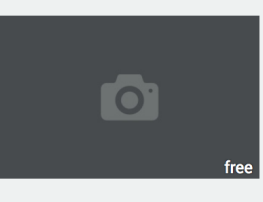

lifeguard-canary-50721

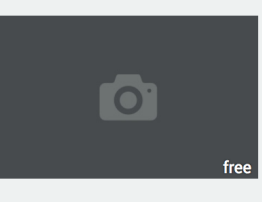

www.smashingmagazine.com

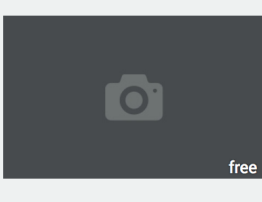

censor-ethel-18601

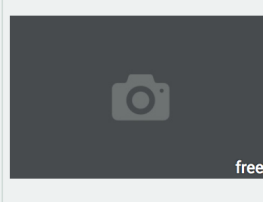

waiter-make-13470

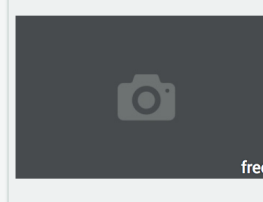

goal-keeper-elvis-10753


garbage-collector-fees-51436


housing-agent-conventions-...

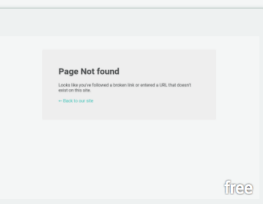

actuary-designations-41427

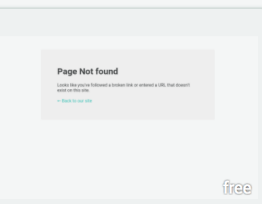

surgeon-gangway-16711

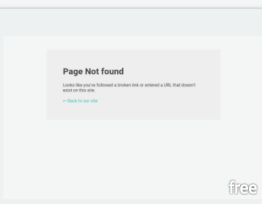

rubber-tapper-vanessa-11320

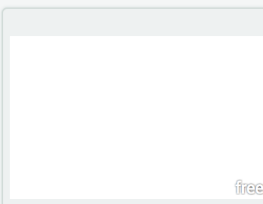
[«](#) [1](#) [2](#) [3](#) [4](#) [»](#)


Guest Sites



trunews-archived-articles-etc



trunews-statics-tv

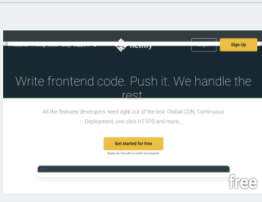

bookie-whale-44050

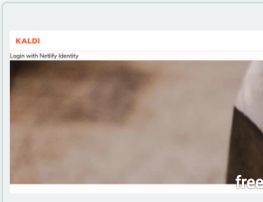

trunews-archived-statics

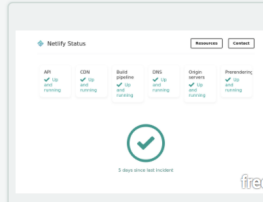

donations.trunews.com



www.trunews.com

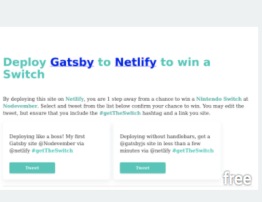

trunews-rss

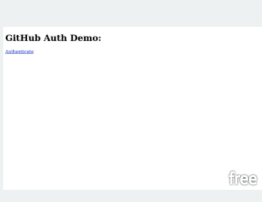

www-http2-test

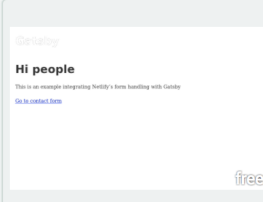

kaldi-identity-access-test


status



netlify-identity


nodevenber


auth-demo


gatsby-form-example

[«](#) [1](#) [2](#) [3](#) [»](#)

 netlify

SitesAboutDocumentationinfo@mathias-biilmann.net

NETLIFY-CMS-WWW

◀ ALL SITES

Settings


Builds

Access

Notifications

SSL

Upgrade

 netlifycms


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

injected before </body>

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

Add

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

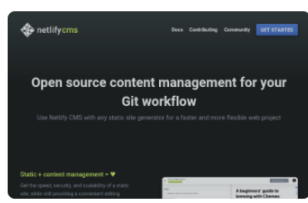
« 1 2 3 4 »

[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... ➤

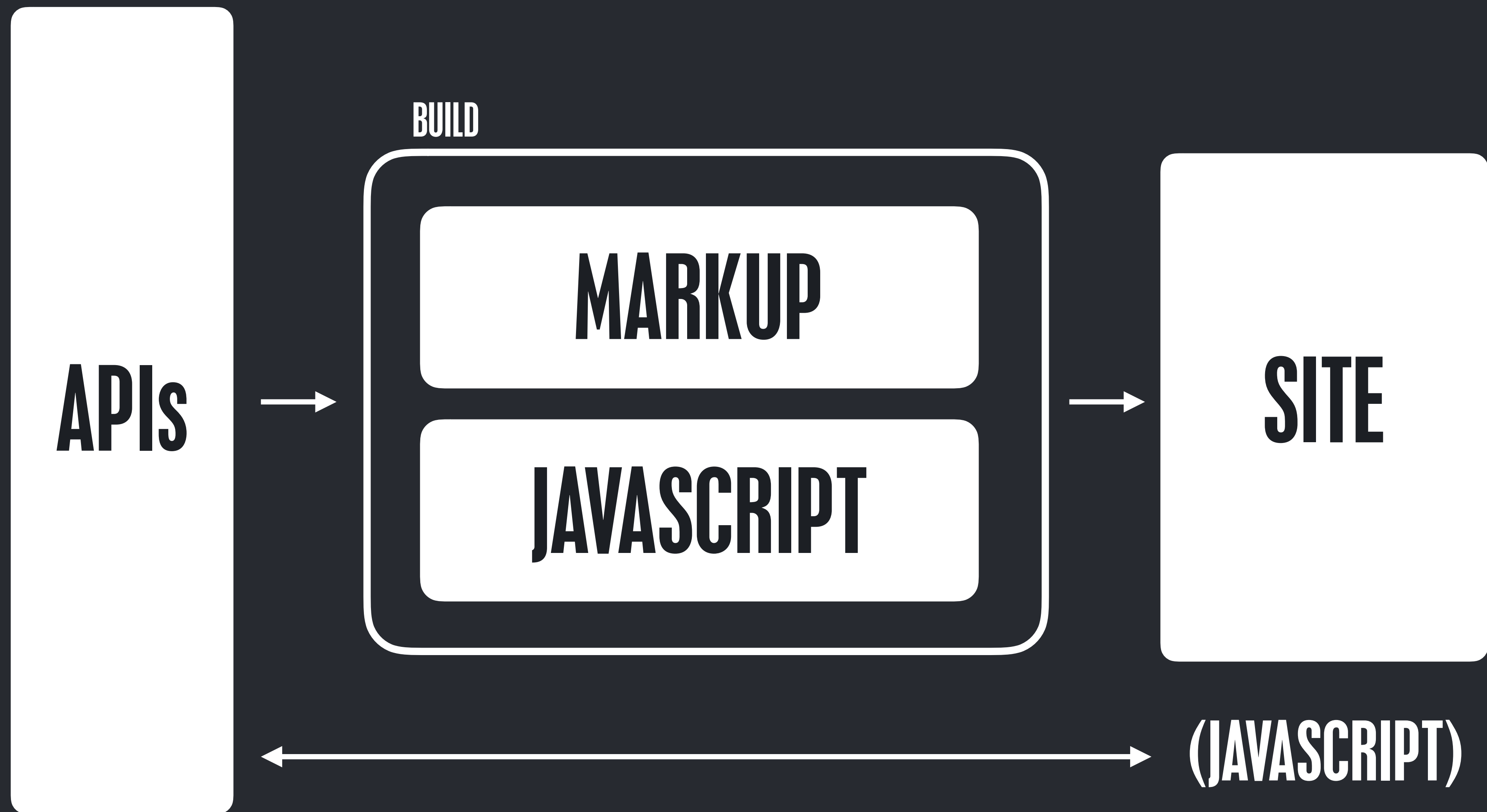
Recent form submissions

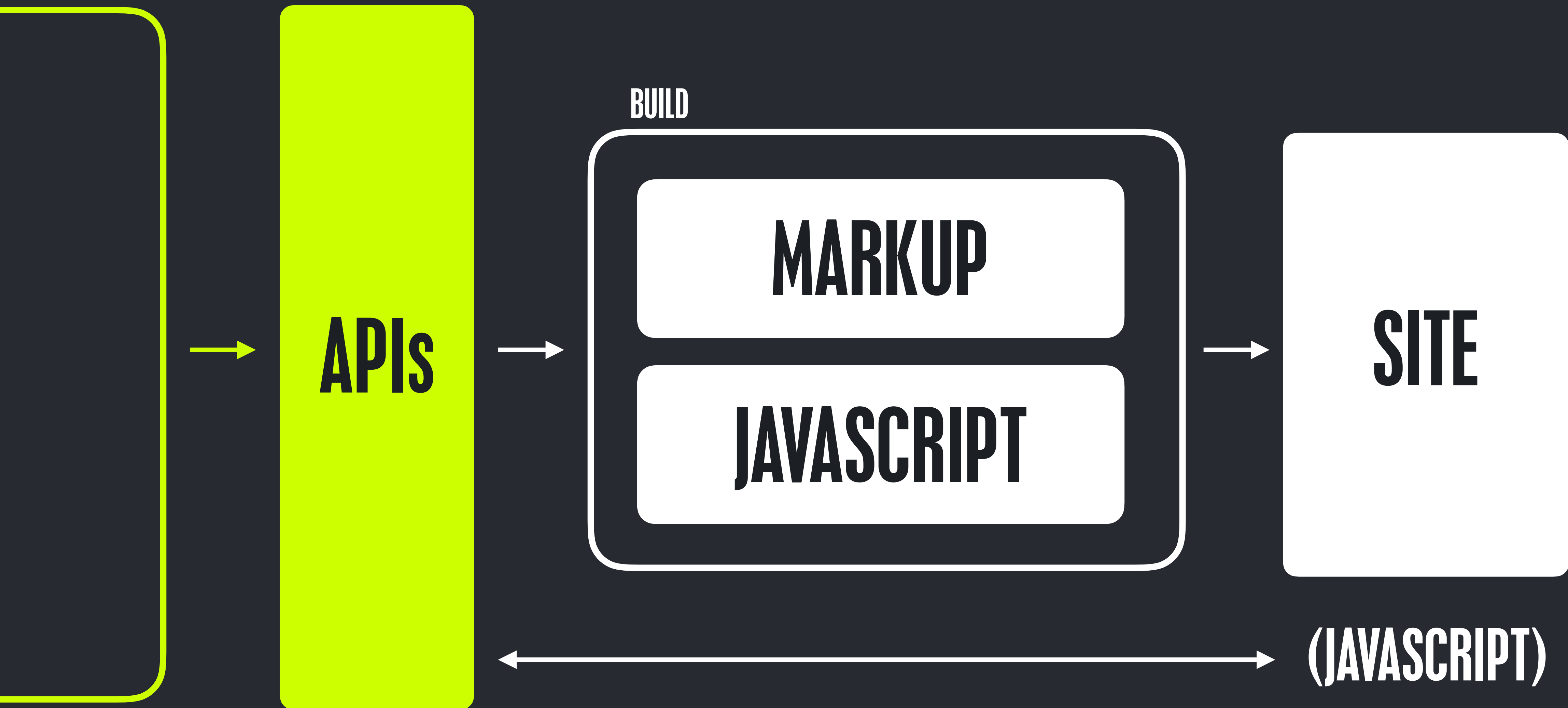
Collect form submissions
Netlify supports automatic collection of form submissions for any HTML form on your site, with no database required. Trigger an email, slack notification, or webhook with each form submission.
[Read about form handling in our documentation](#) ➔

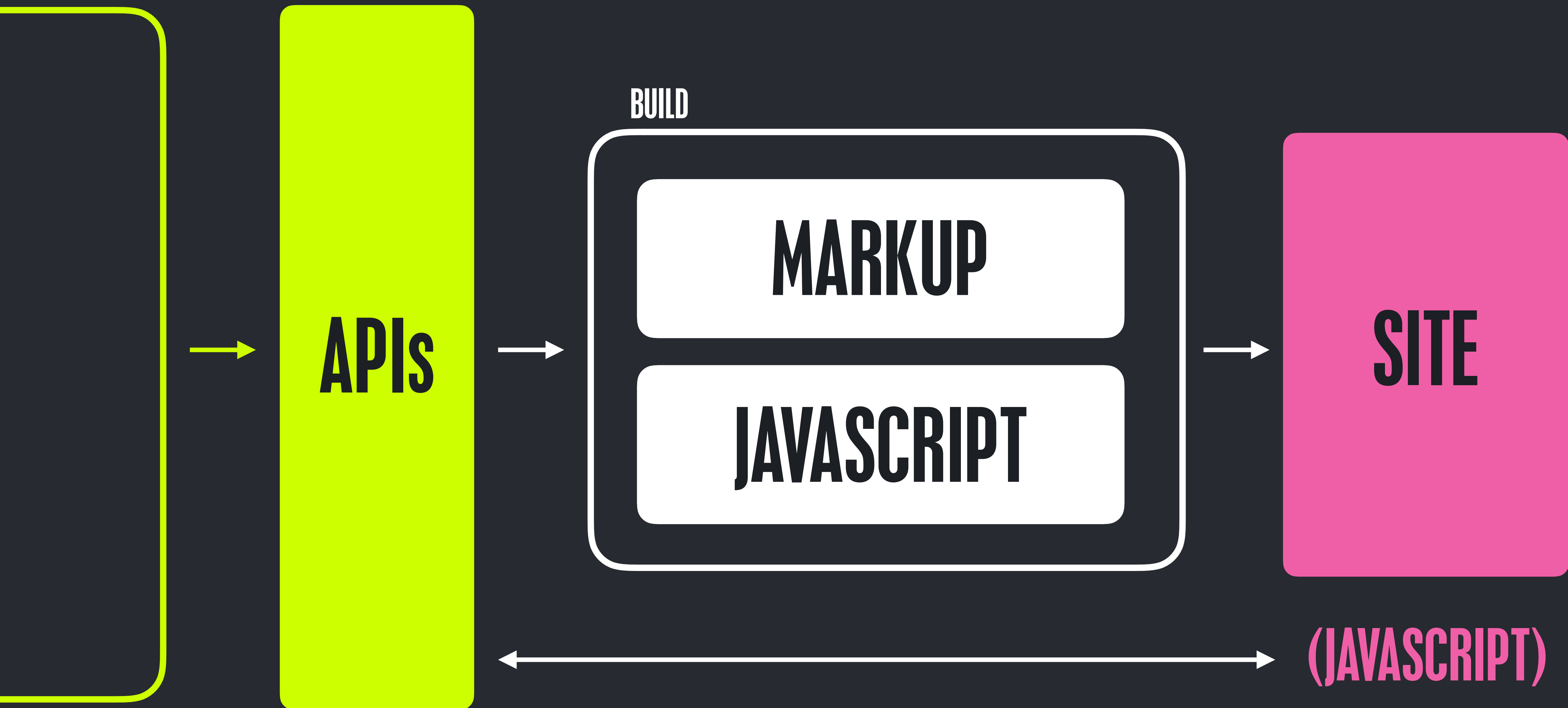
Active Split Test

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

TOOLBELT

BUILD AUTOMATION

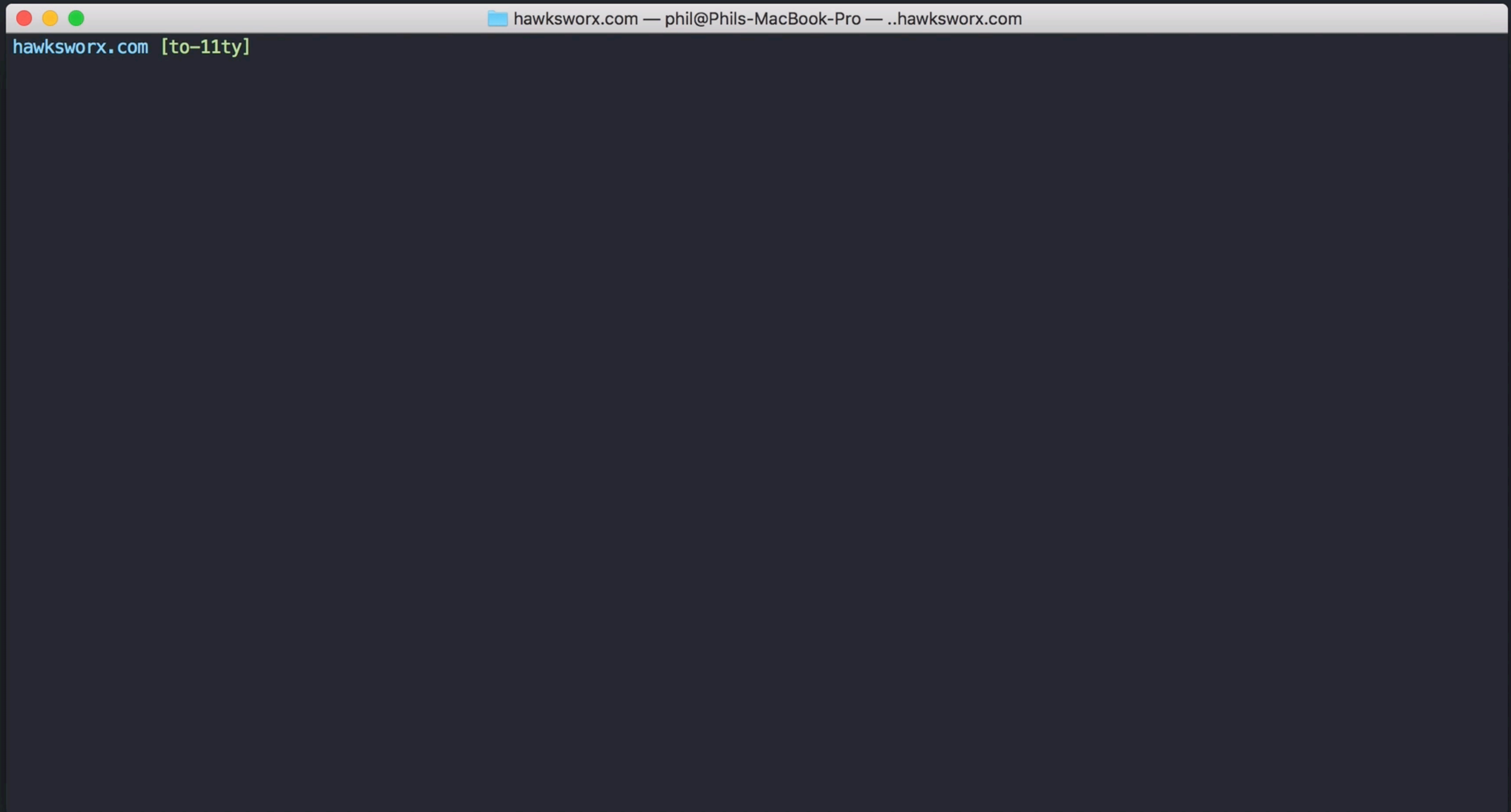
ACTION TRIGGERS

EVENTS

APIs

SERVERLESS

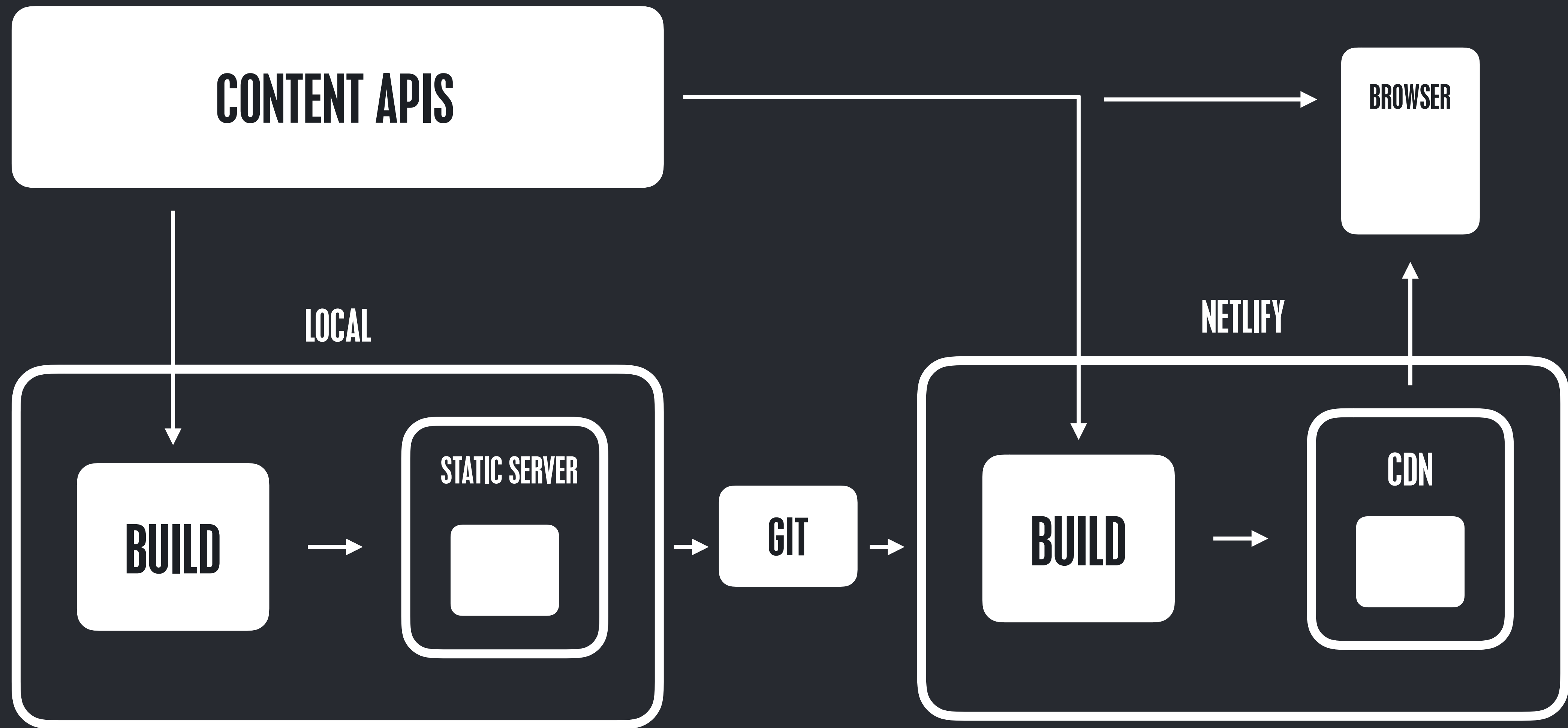




BUILD AUTOMATION

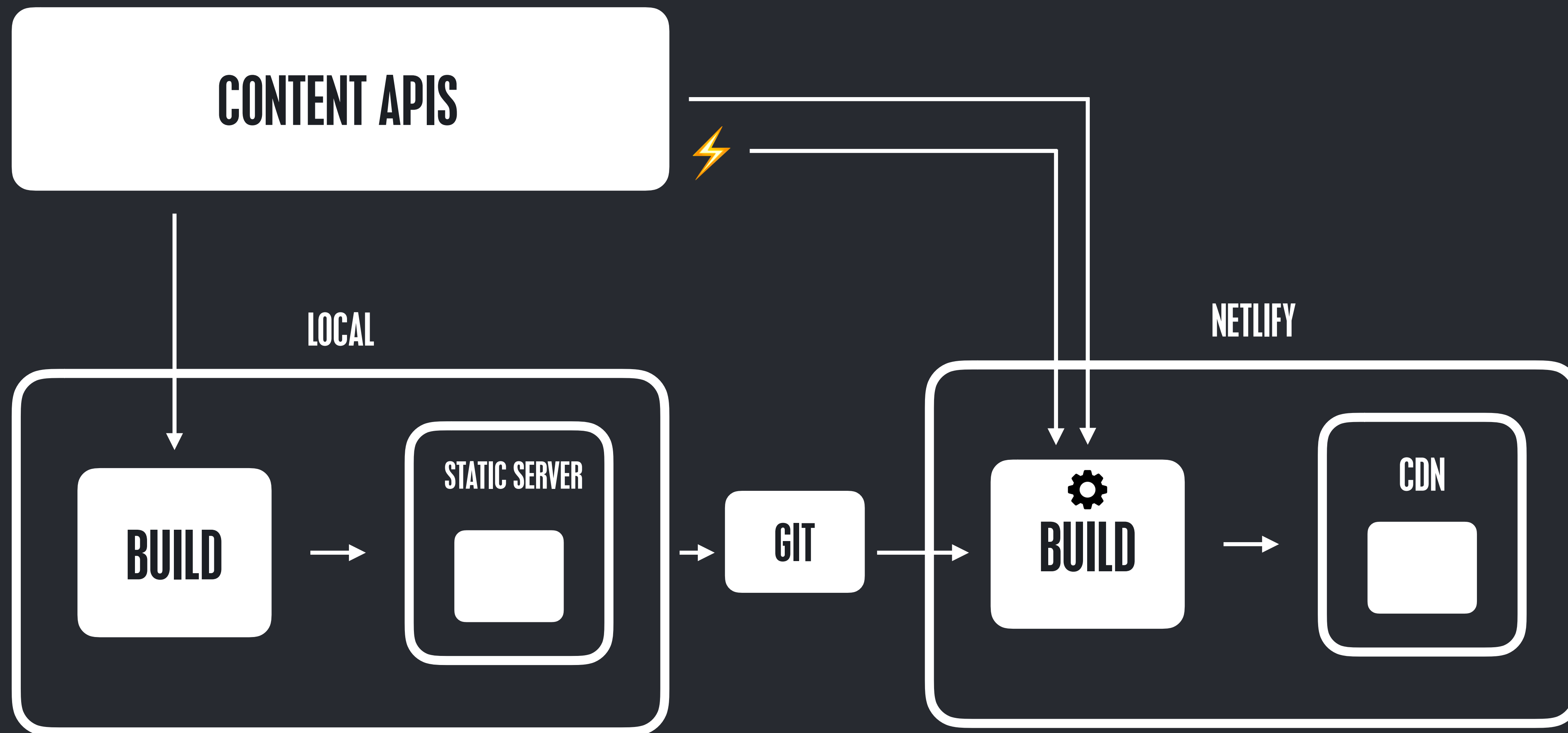
TESTS / CONTENT GATHERING / SITE GENERATION / OPTIMISATION / DEPLOY

EXAMPLE



TOOLBELT

BUILD AUTOMATION
ACTION TRIGGERS
EVENTS
APIs
SERVERLESS



TOOLBELT

BUILD AUTOMATION
ACTION TRIGGERS
EVENTS
APIs
SERVERLESS



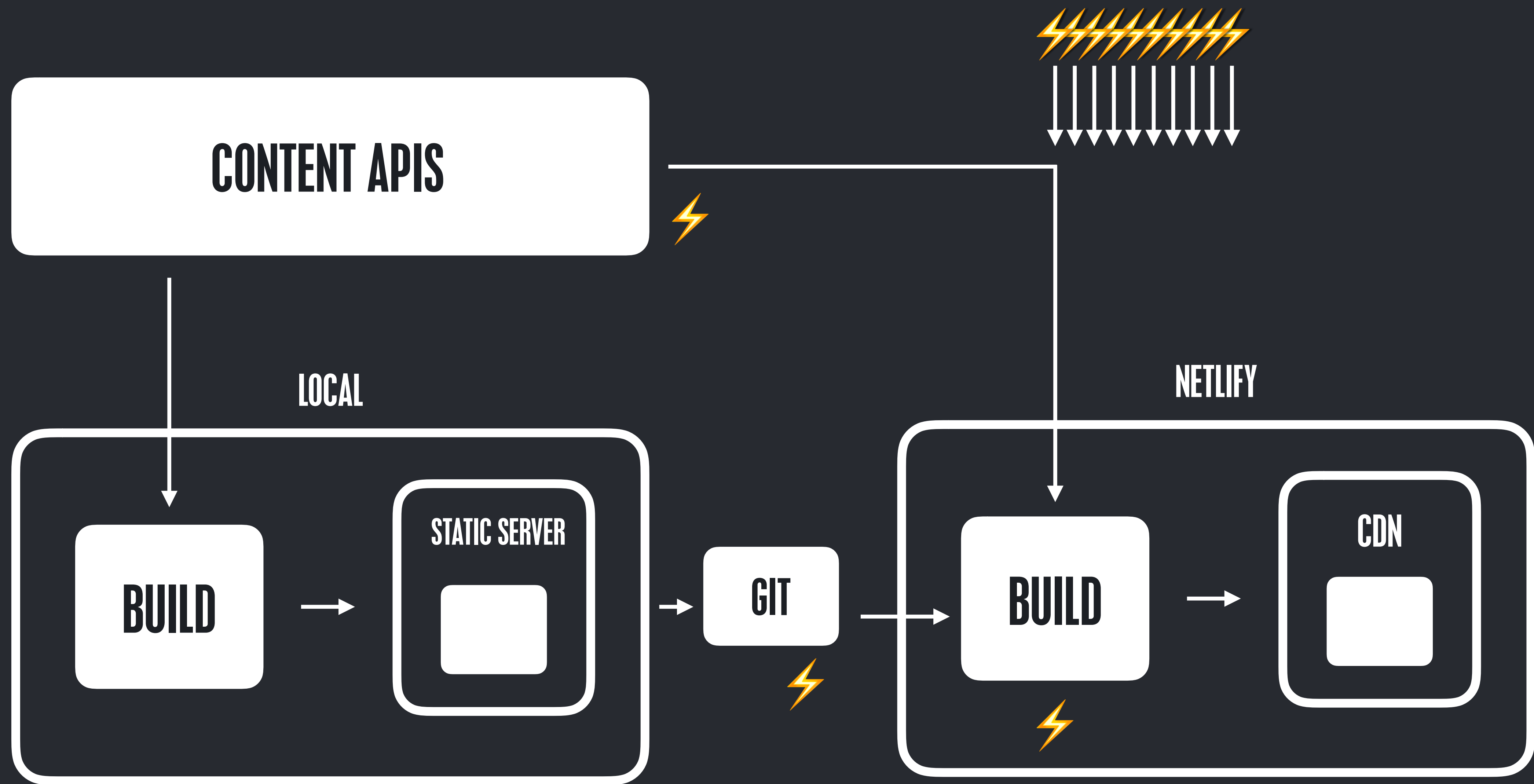
WHAT EVENTS?

EXTERNAL

FORM SUBMISSIONS
CONTENT UPDATES
ACTIVITY DETECTION
SCHEDULED EVENTS
GIT ACTIVITY

NETLIFY

FORM SUBMISSIONS
BUILD/DEPLOY EVENTS
SPLIT TEST EVENTS
IDENTITY SERVICE EVENTS

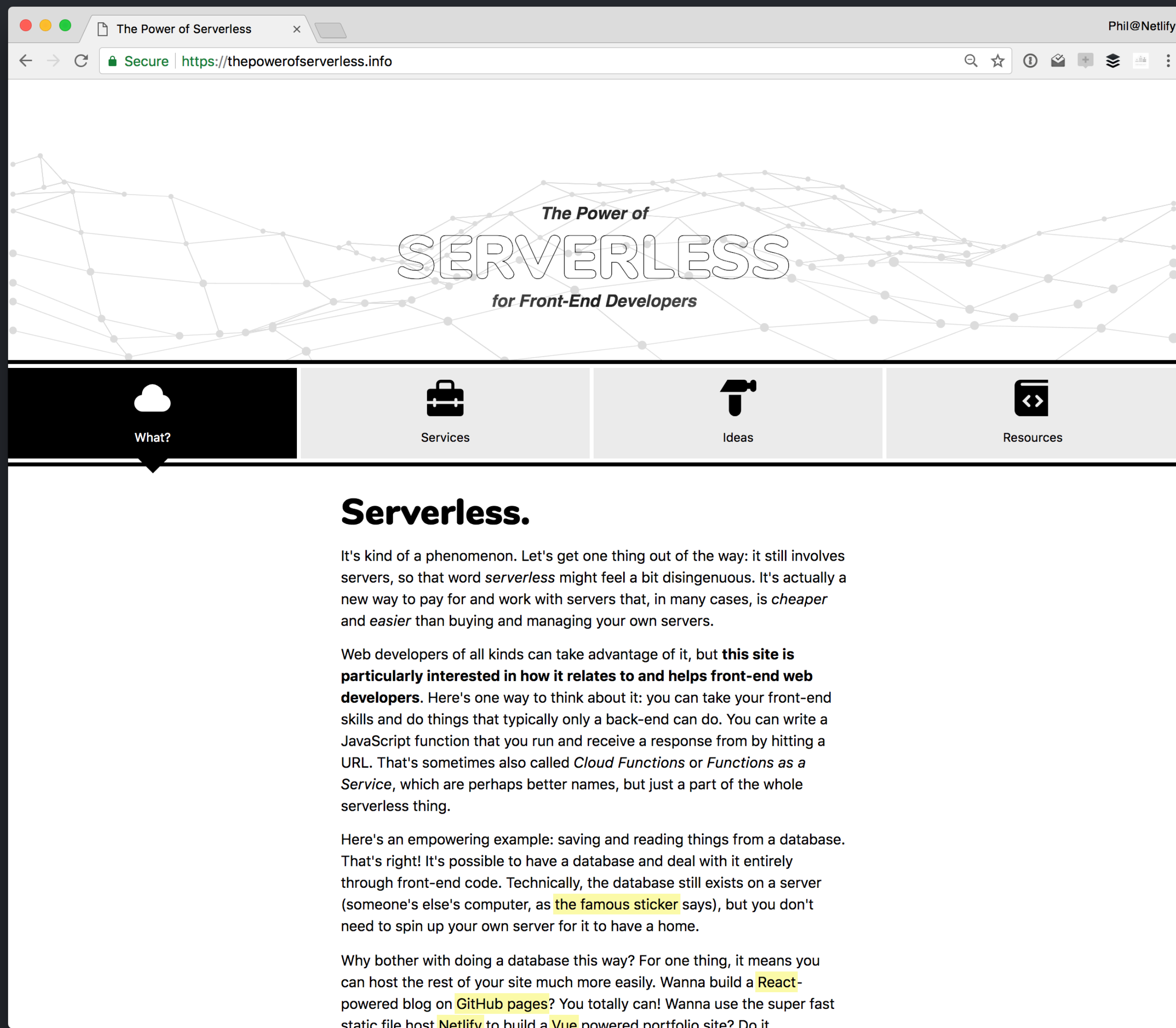


TOOLBELT

BUILD AUTOMATION
ACTION TRIGGERS
EVENTS
APIs
SERVERLESS

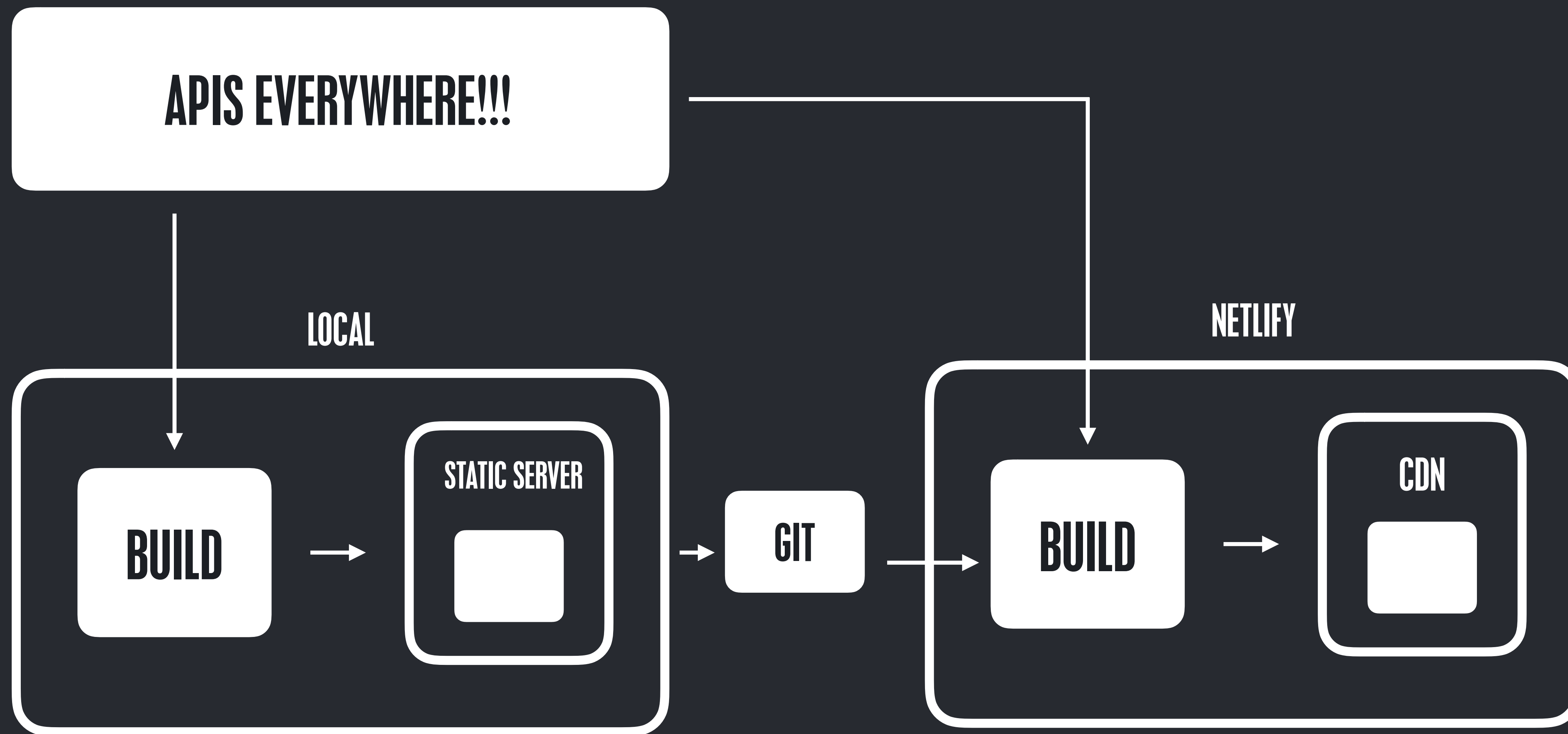
ECOSYSTEM

CONTENT / ASSETS / AUTHENTICATION / E-COMMERCE / EVENTS



FAAS PROVIDERS
HOSTING
FORM HANDLING
PAYMENTS
HEADLESS CMS
MEDIA STORAGE
NOTIFICATION SERVICES
SEARCH
PUSH NOTIFICATIONS
AUTH

thepowerofserverless.info



TOOLBELT

BUILD AUTOMATION
ACTION TRIGGERS
EVENTS
APIs
SERVERLESS

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

SERVERLESS TO THE RESCUE

A stylized illustration of a superhero with a red cape and black suit, leaping through the air to rescue people from a burning city. The city is depicted with orange and yellow flames and smoke, and several small black figures are shown falling from the buildings. The superhero is positioned in the center-right of the frame, with their arms outstretched as if catching or guiding the falling figures. The background is a dark, smoky sky.

SERVERLESS

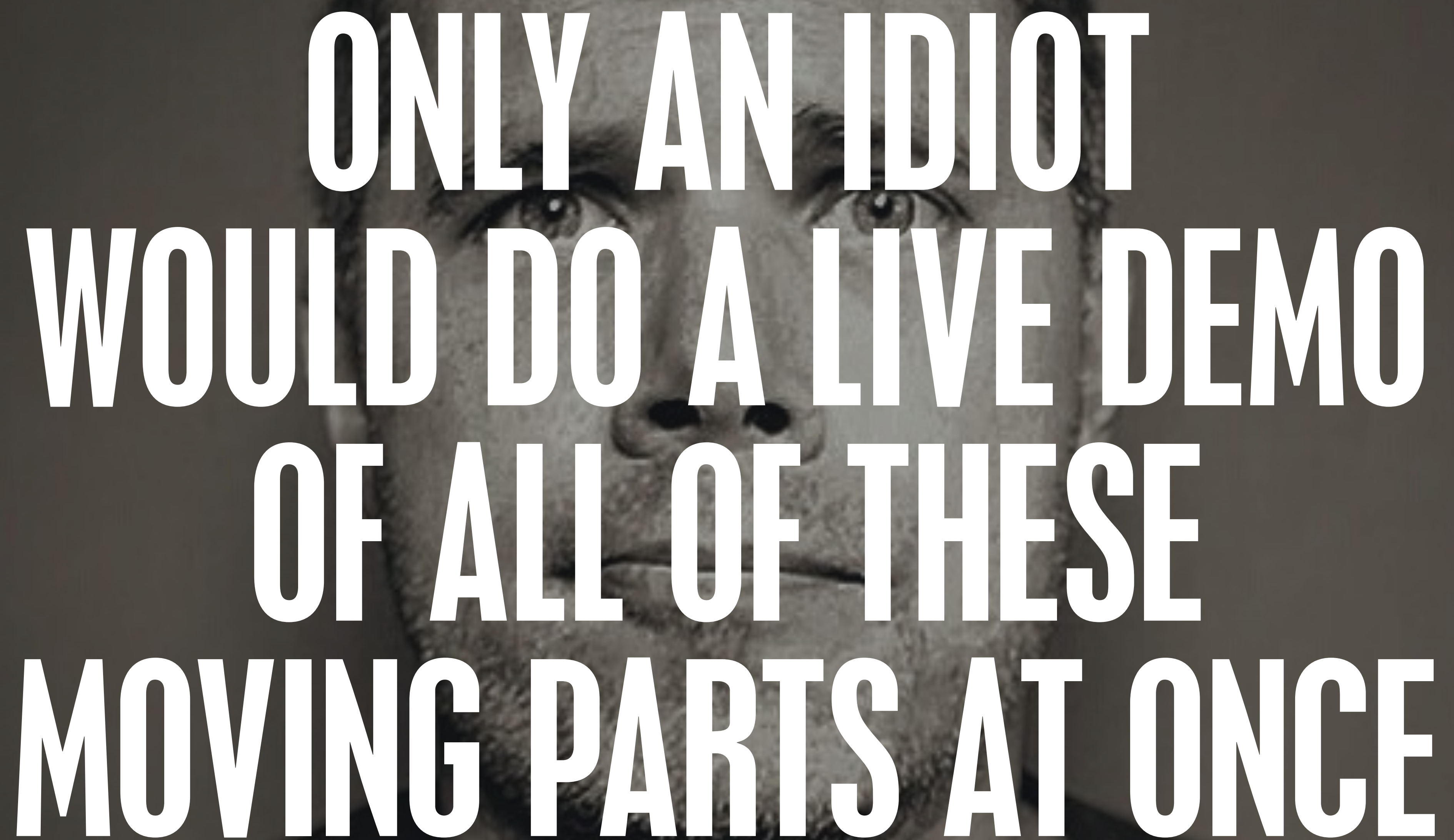
SECRETS
PROXIED API CALLS
DATA
A LITTLE DYNAMISM

BRINGING IT ALL TOGETHER

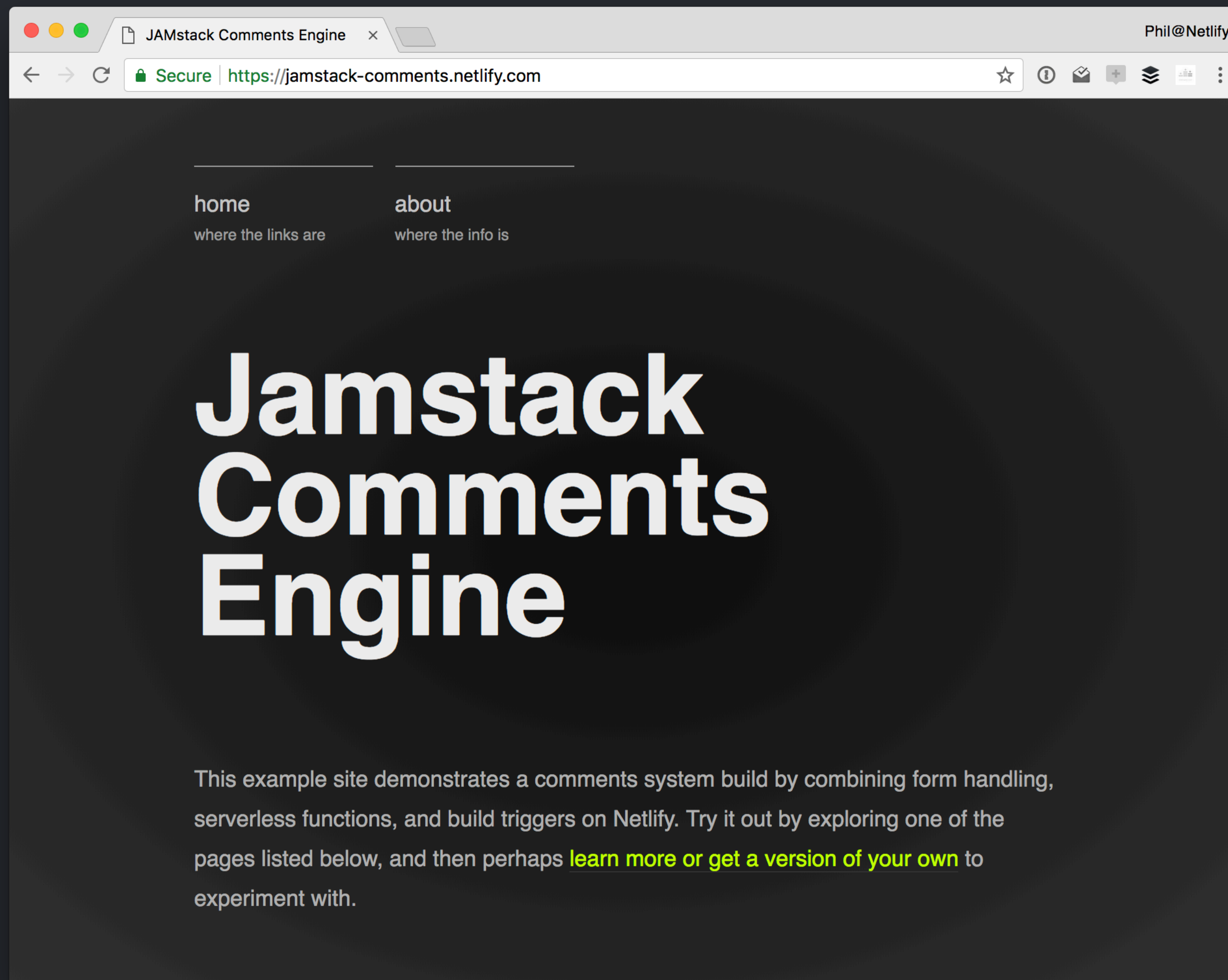
TOOLBELT

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?

beyond STATIC



JAMSTACK

PORTO, PT

THANKS

QUESTIONS?

@PHILHAWSWORTH