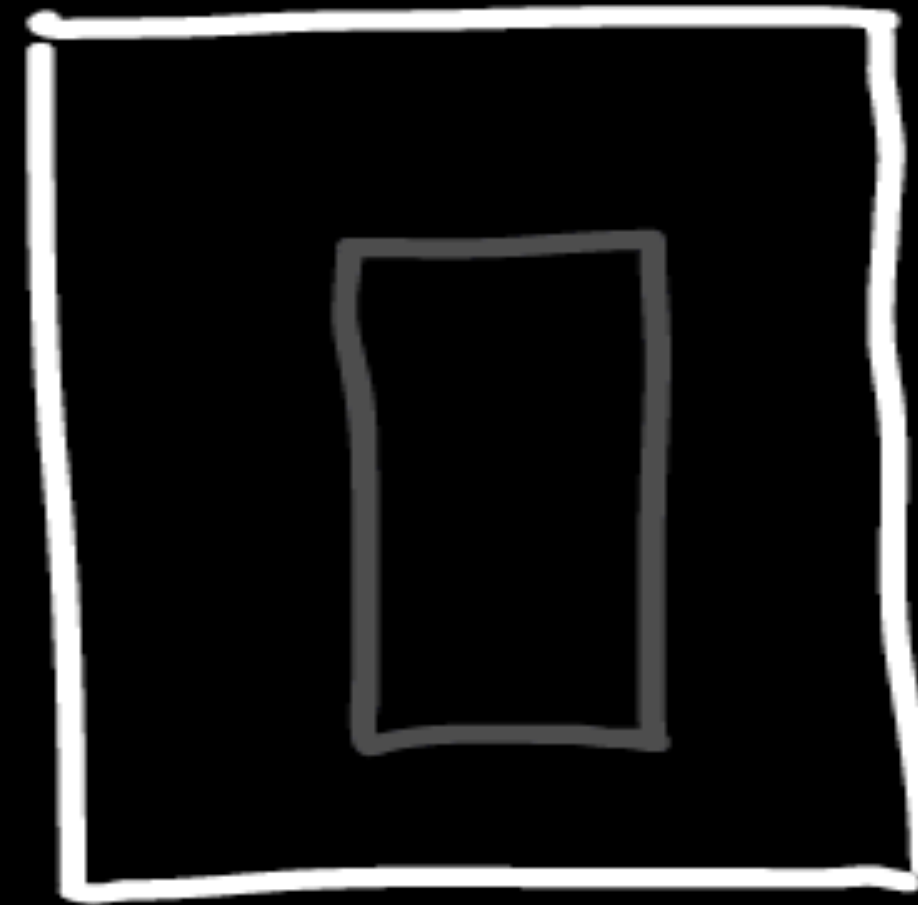


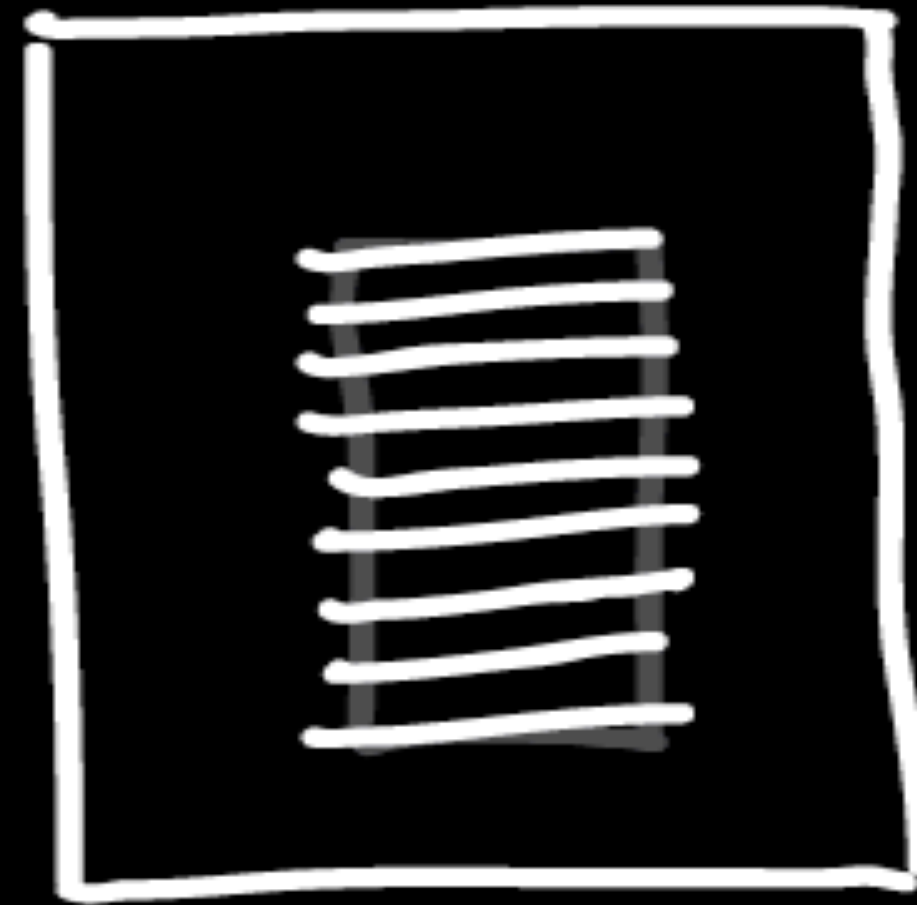




WRITING



LAYOUT/MARKUP



WRITING + LAYOUT/MARKUP

# 1. static files



LOCAL



SERVER



CLIENT





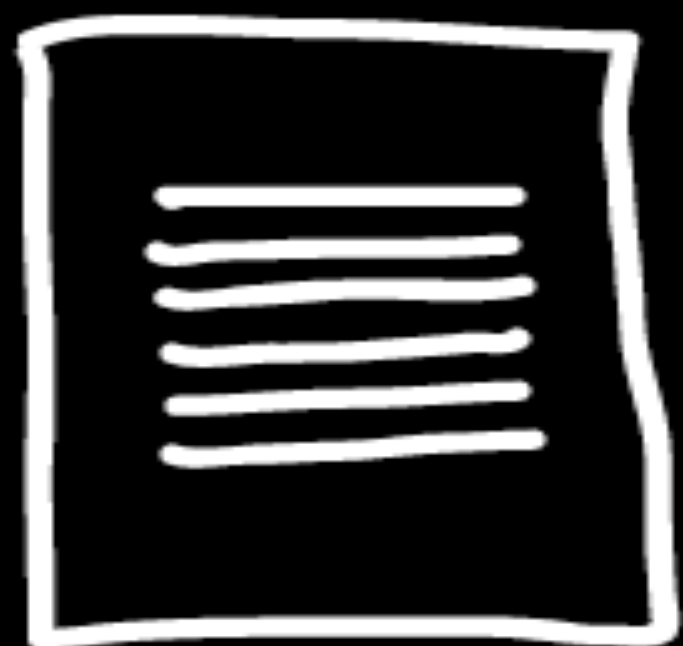
LOCAL



SERVER



CLIENT



LOCAL



SERVER



CLIENT





**Content Management Systems (CMSes)**  
and **static site generators** provide tools for  
updating the text and images on websites.

Examples: WordPress (.org), Craft, Jekyll



# 1. static files



LOCAL



SERVER



CLIENT



LOCAL



SERVER



CLIENT

2. enter the cms



LOCAL



SERVER



CLIENT



TEMPLATES



DATABASE



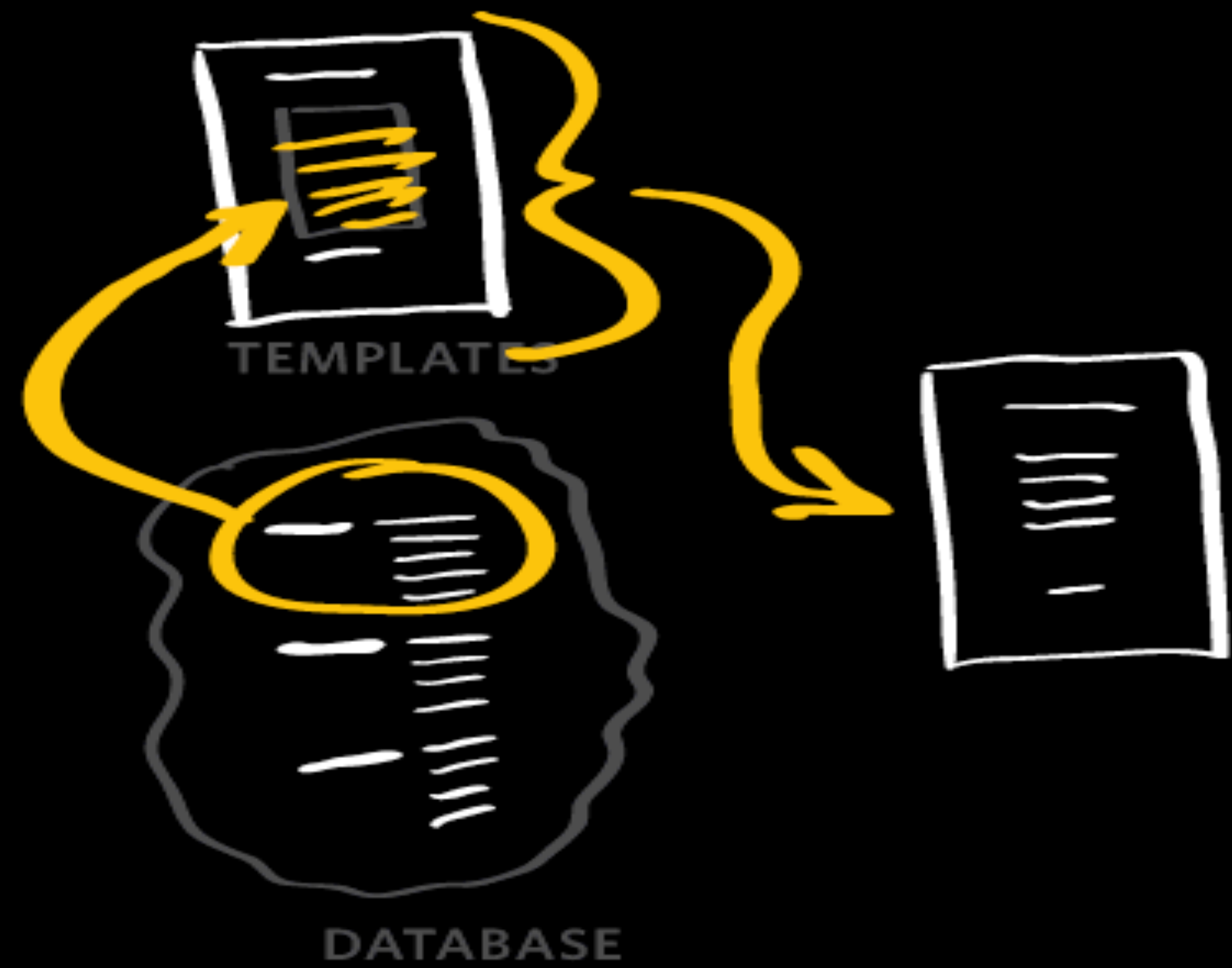
LOCAL

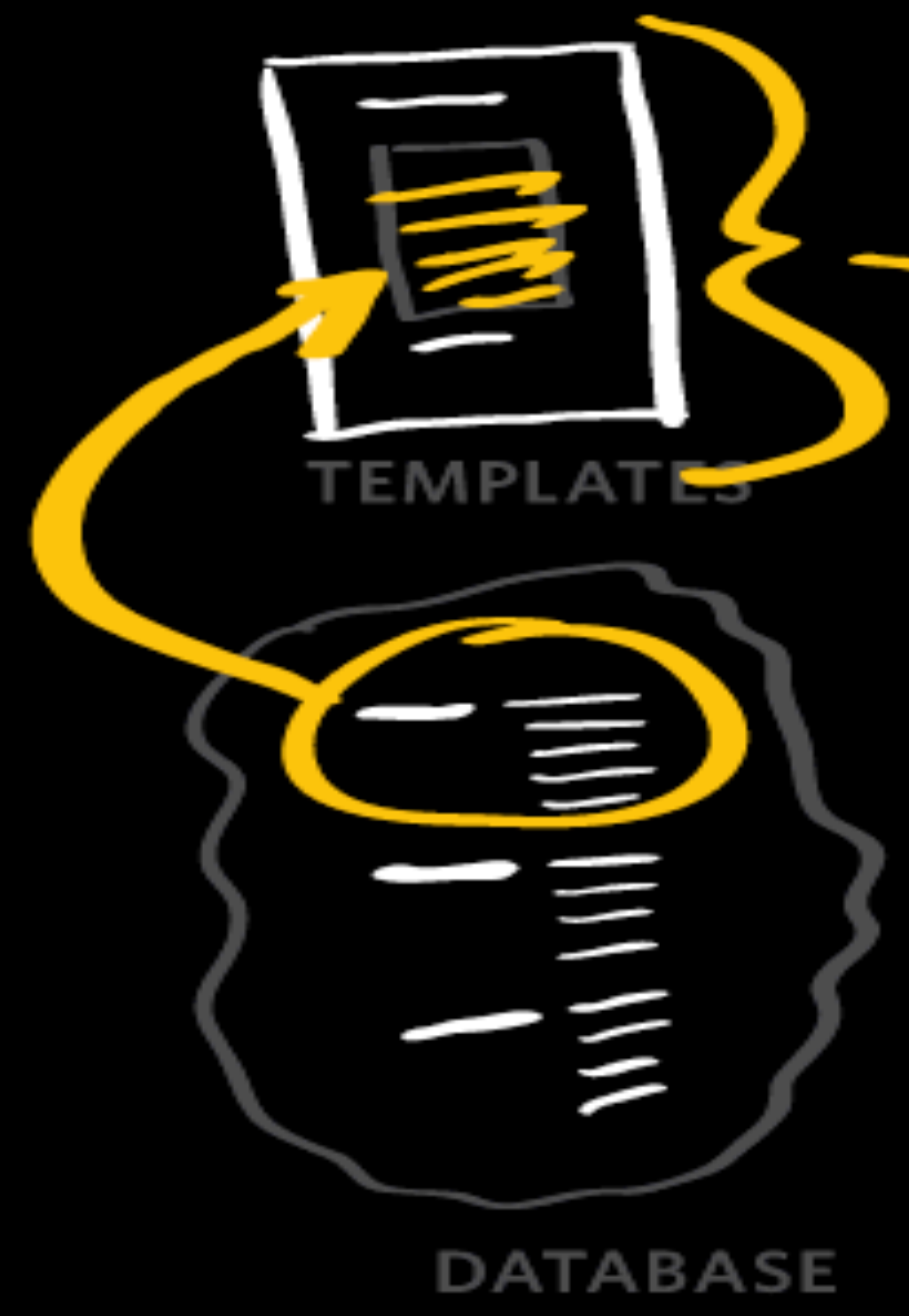


SERVER

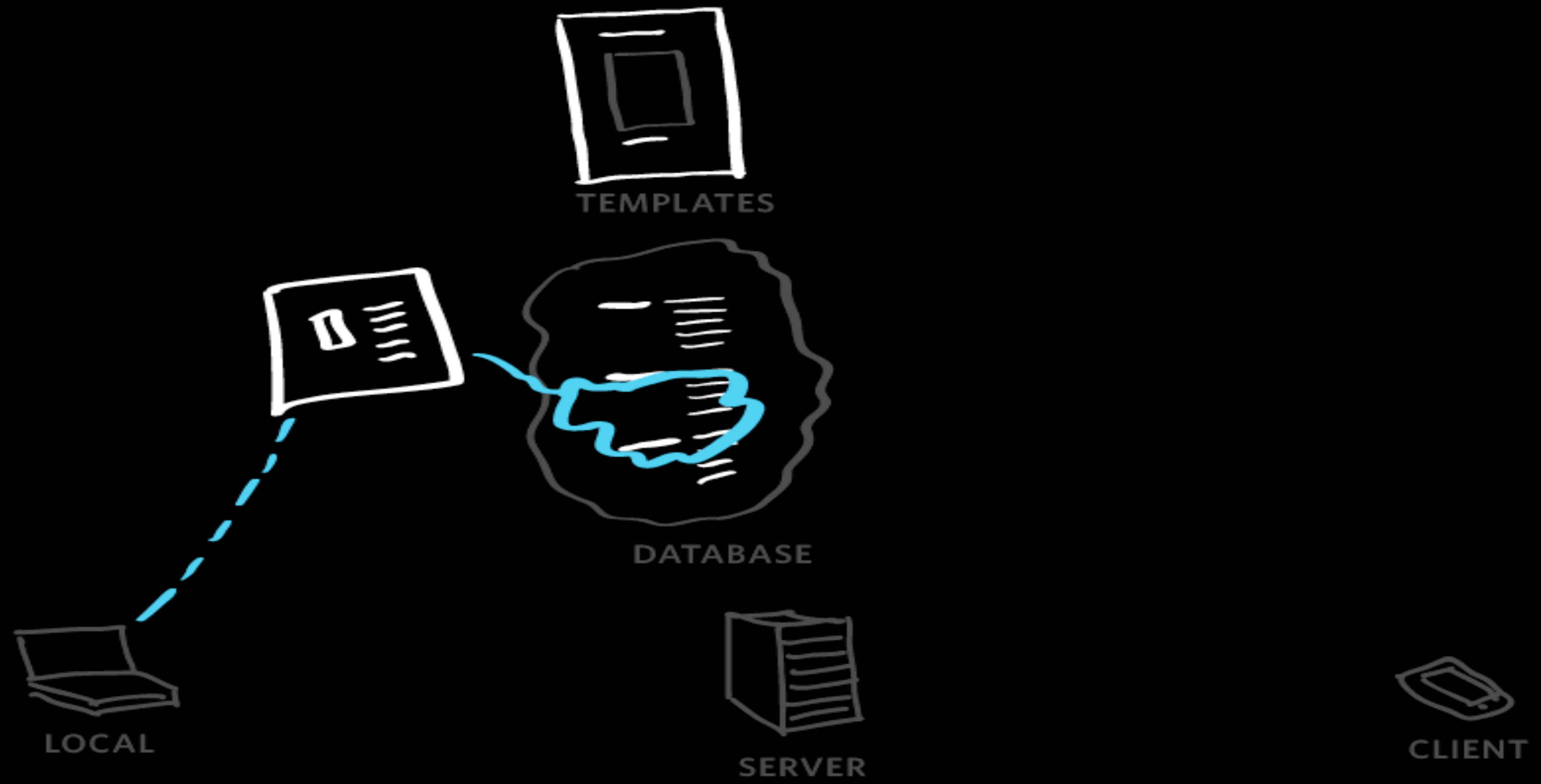


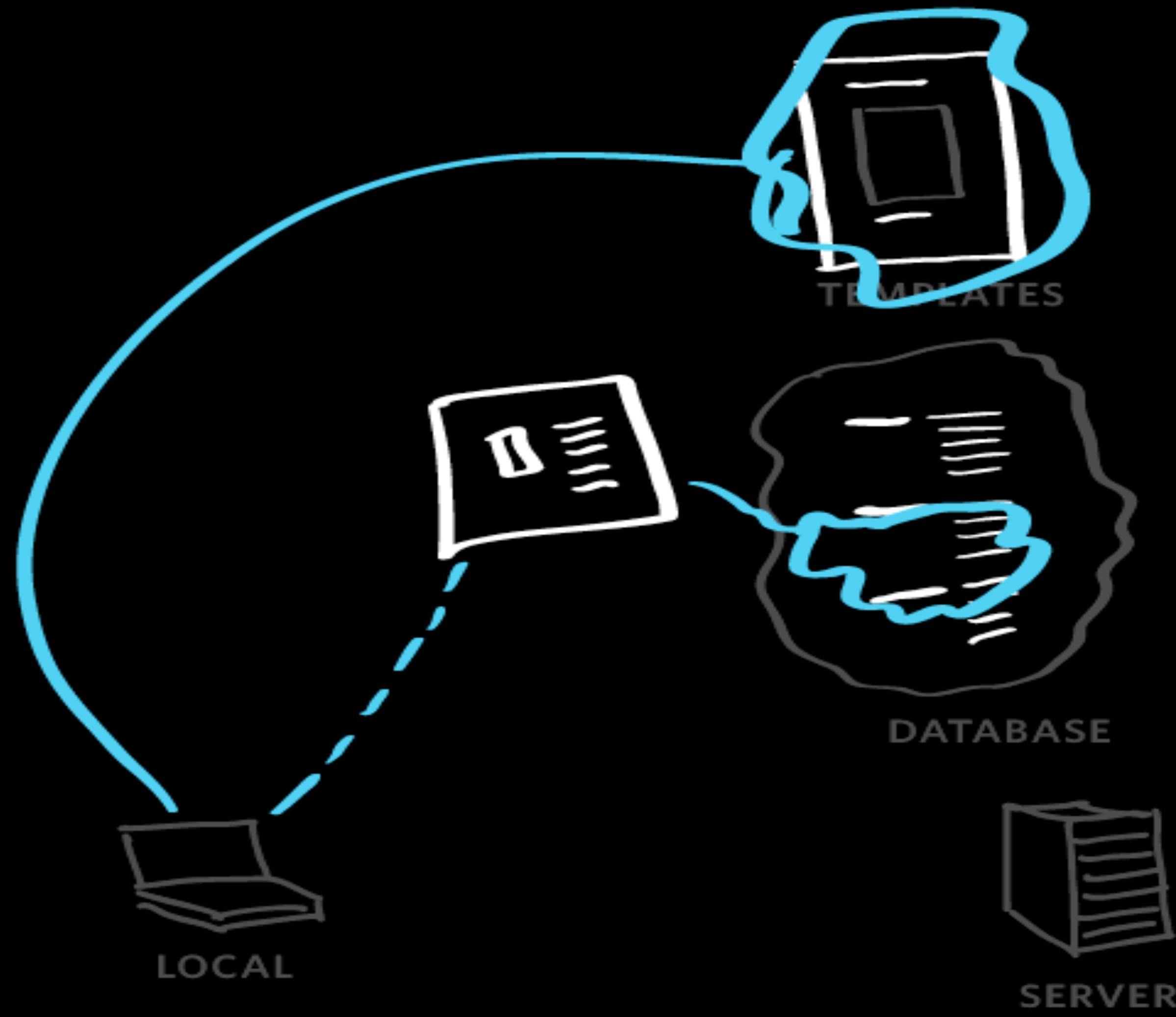
CLIENT











CMSES: WordPress(.org), Joomla, Drupal,  
Craft CMS, Statamic, Perch

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Craft CMS, Statamic, Perch

WordPress is great, especially if you the project would be well-served by reusing existing templates.

This isn't snark. There are many such projects.



Static site generators (like Jekyll) are similar to CMSes, but simpler. They replace databases with text files, and the software doesn't rebuild pages on the fly.

Static site generators: Jekyll, Hugo, Gatsby

GitHub Pages uses Jekyll behind the scenes.



Jekyll/Liquid templates

```
<h1>{{ site_name }}</h1>
```

## WordPress template

```
$args = array( 'post_type' => 'product', 'posts_per_page' => 10 );
$loop = new WP_Query( $args );
while ( $loop->have_posts() ) : $loop->the_post();
    the_title();
    echo '<div class="entry-content">';
    the_content();
    echo '</div>';
endwhile;
```

## Jekyll/Liquid templates

```
{% for product in products %}
    {{ product.title }}
    <div class="entry-content">
        {{ product.content | safe }}
    </div>
{% endfor %}
```