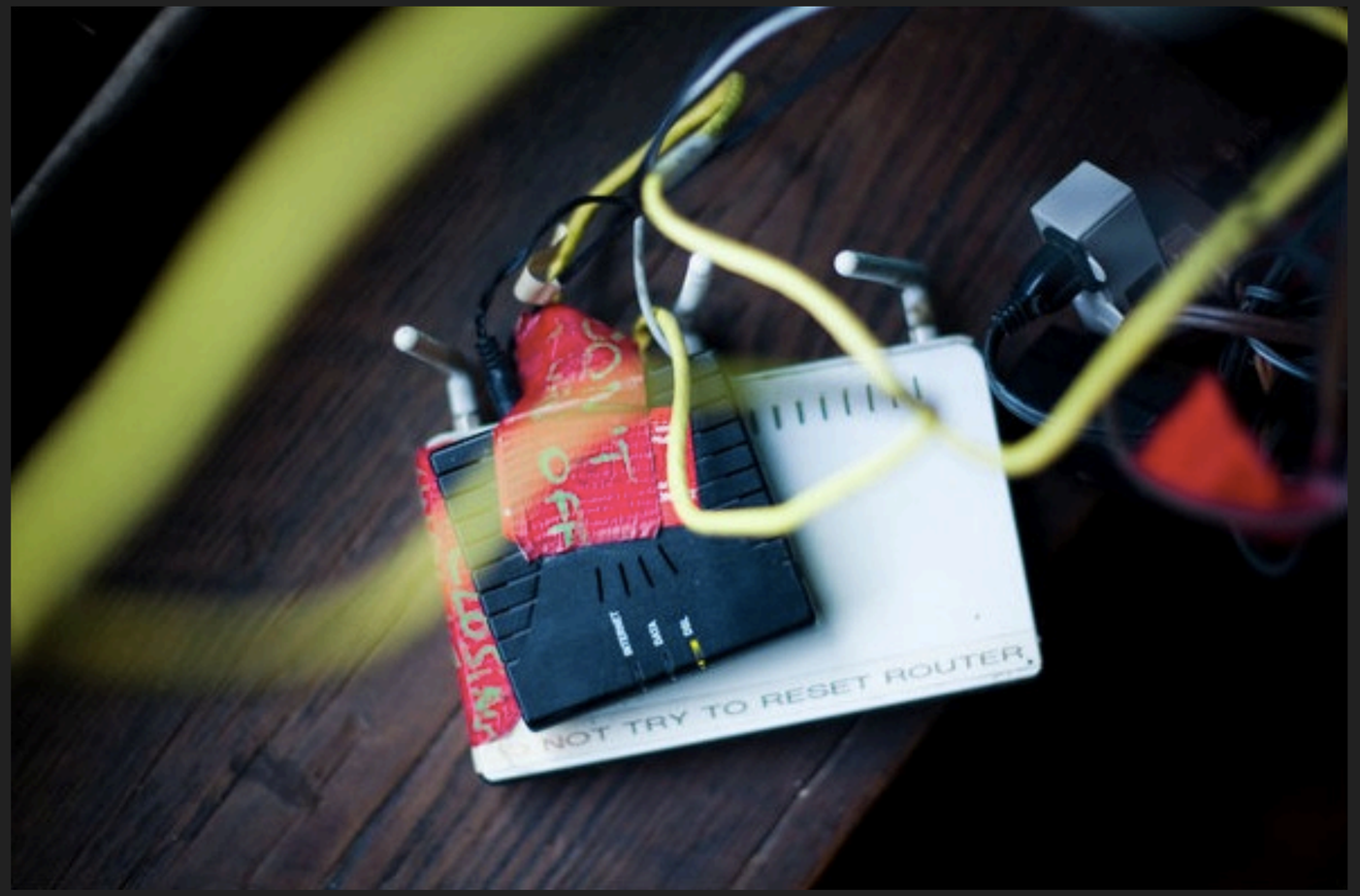

NOT TRY TO RESET ROUTER,

Submarine Cable Map 2015

Sponsored by PCCW Global

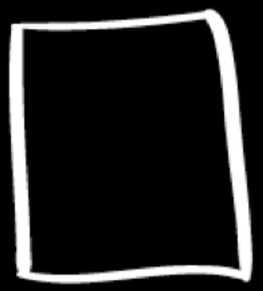
Disclaimer Credits

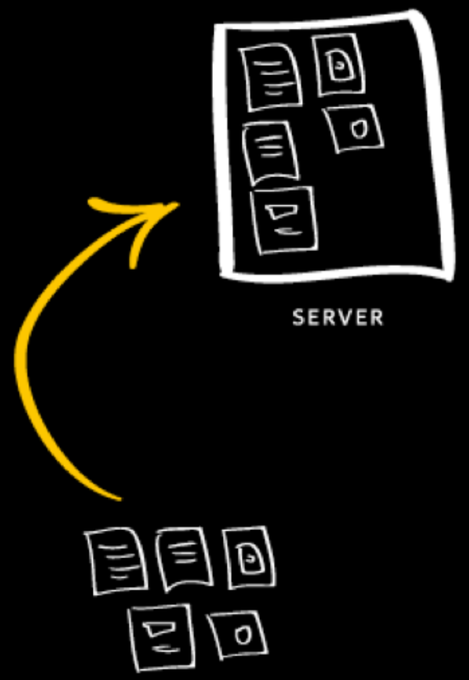
Hosting providers manage the servers
that make websites available to the public.

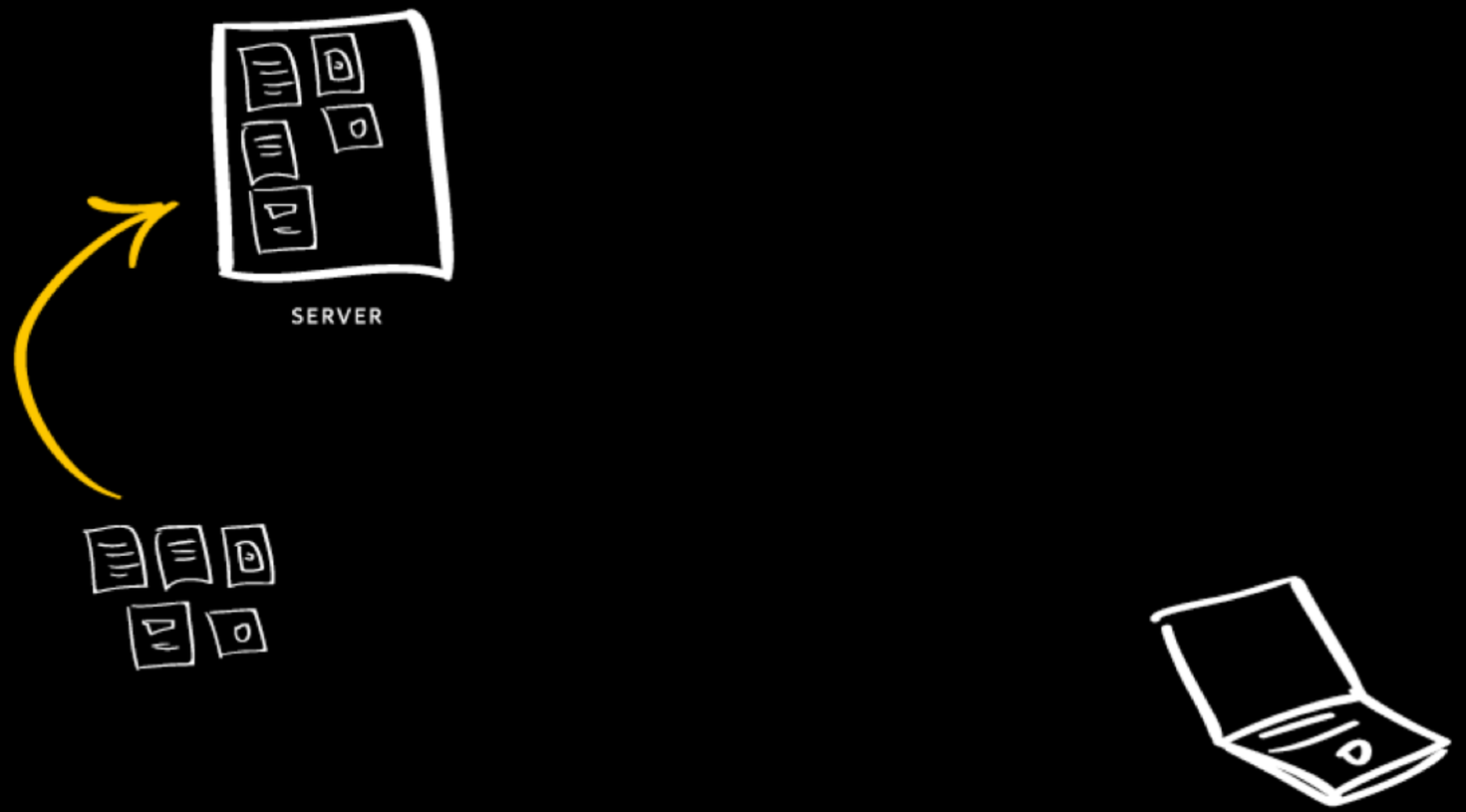
Examples: MediaLayer, MediaTemple, Dreamhost, A Small Orange, Gandi

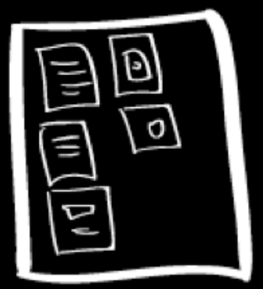
Domain registrars record the ownership of domain names like something.com, something.net, and something.co.uk.

Most of the companies in this space are scum.
I can’t recommend any one other than Gandi.net anymore.


SERVER

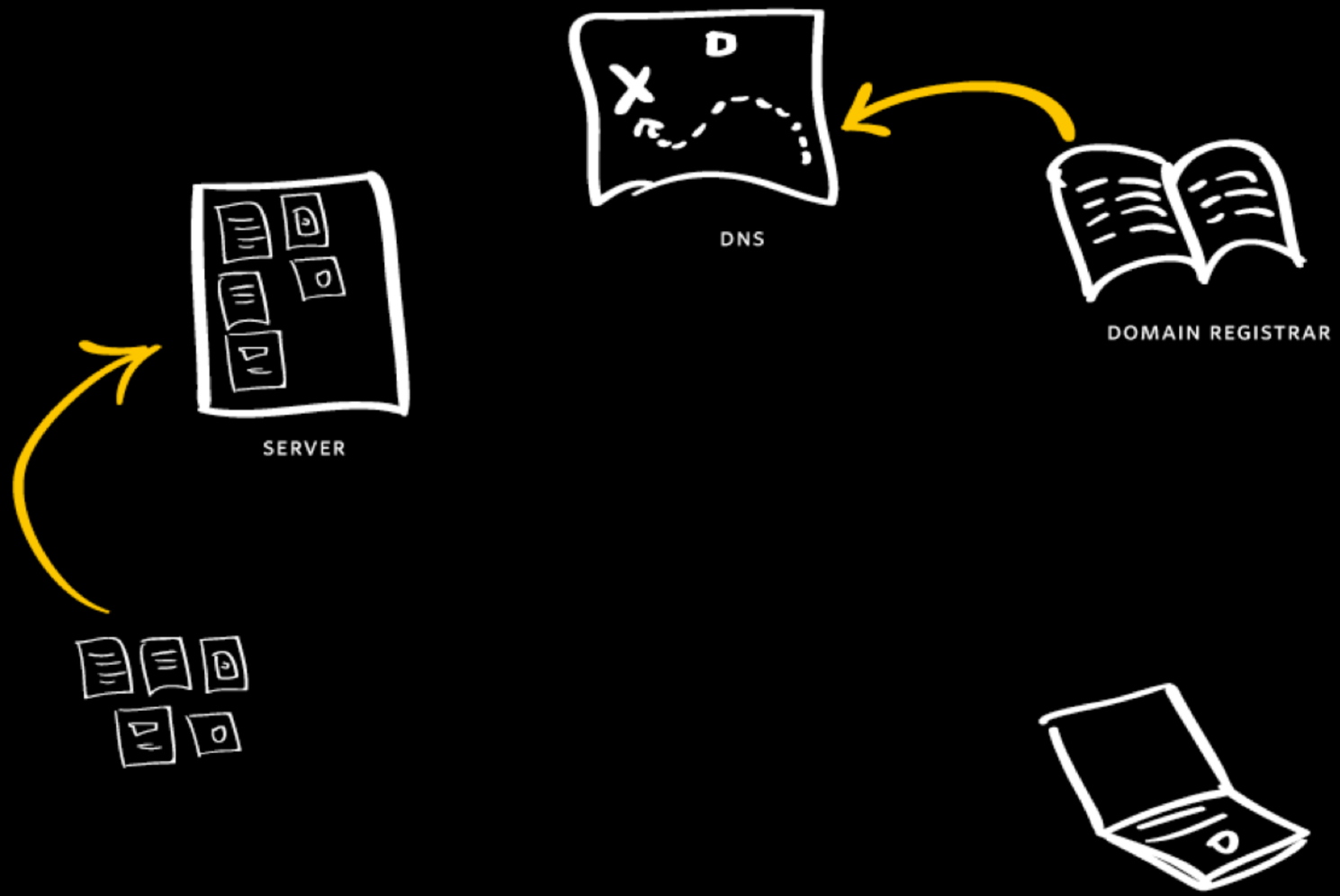

SERVER

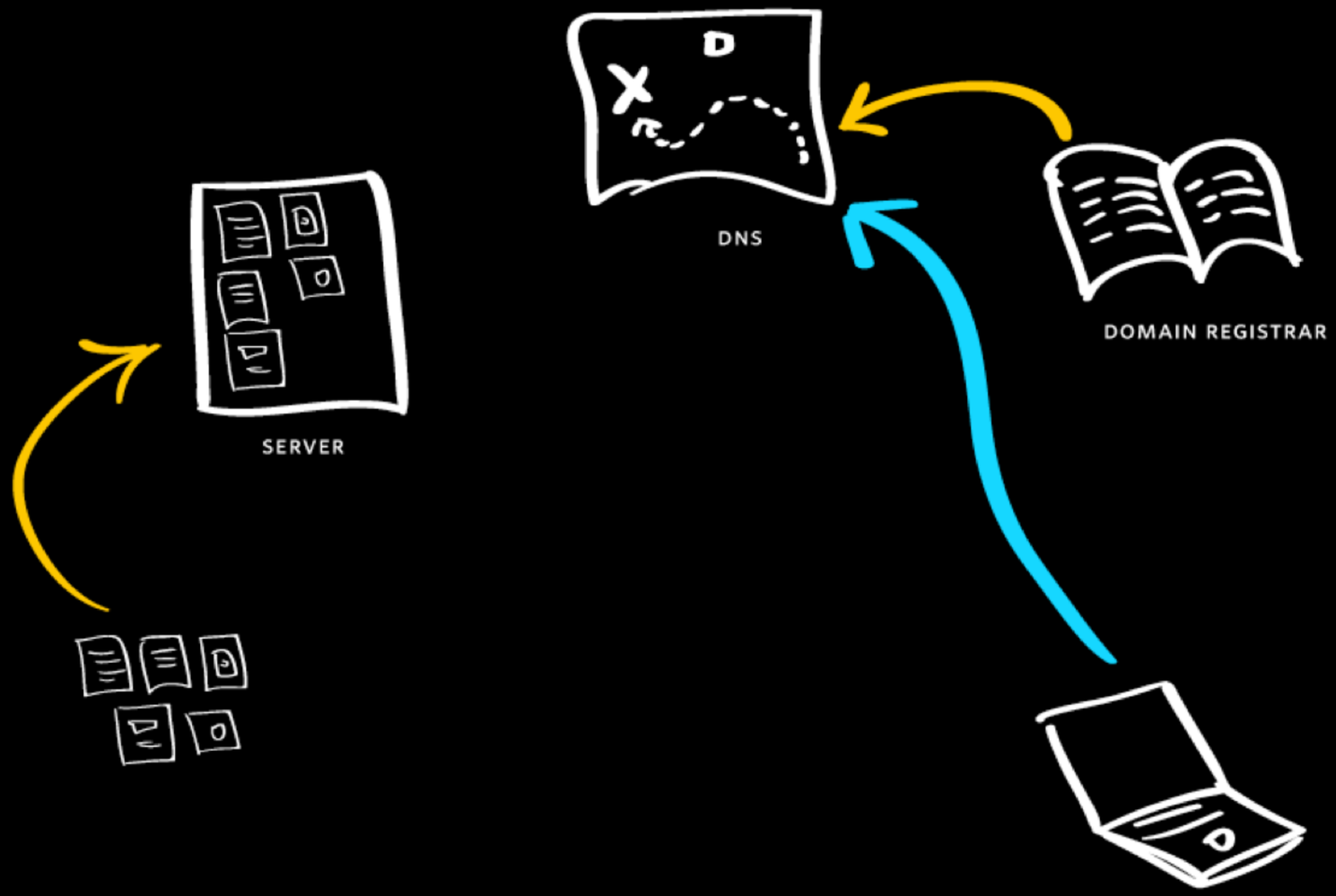

SERVER

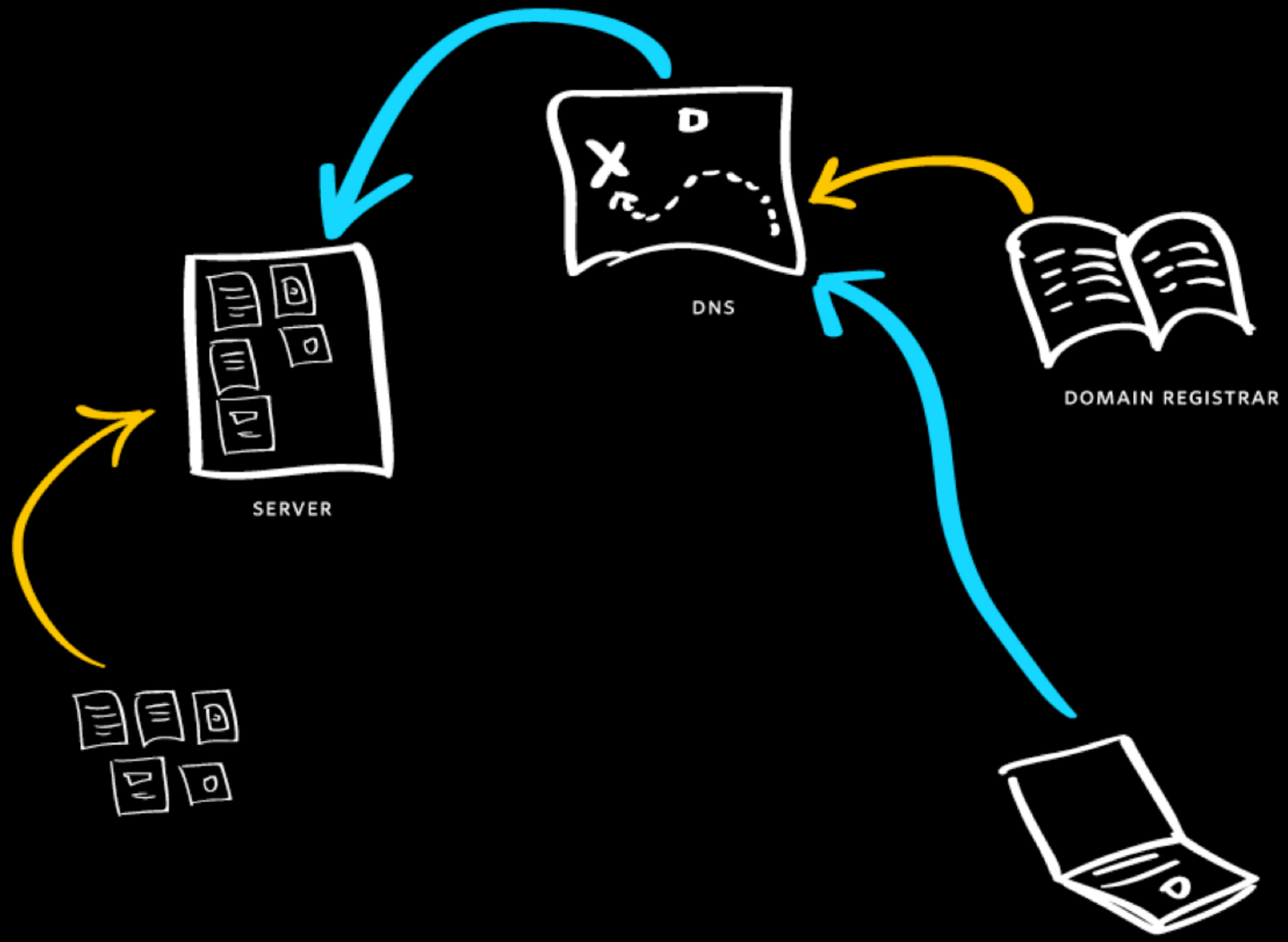


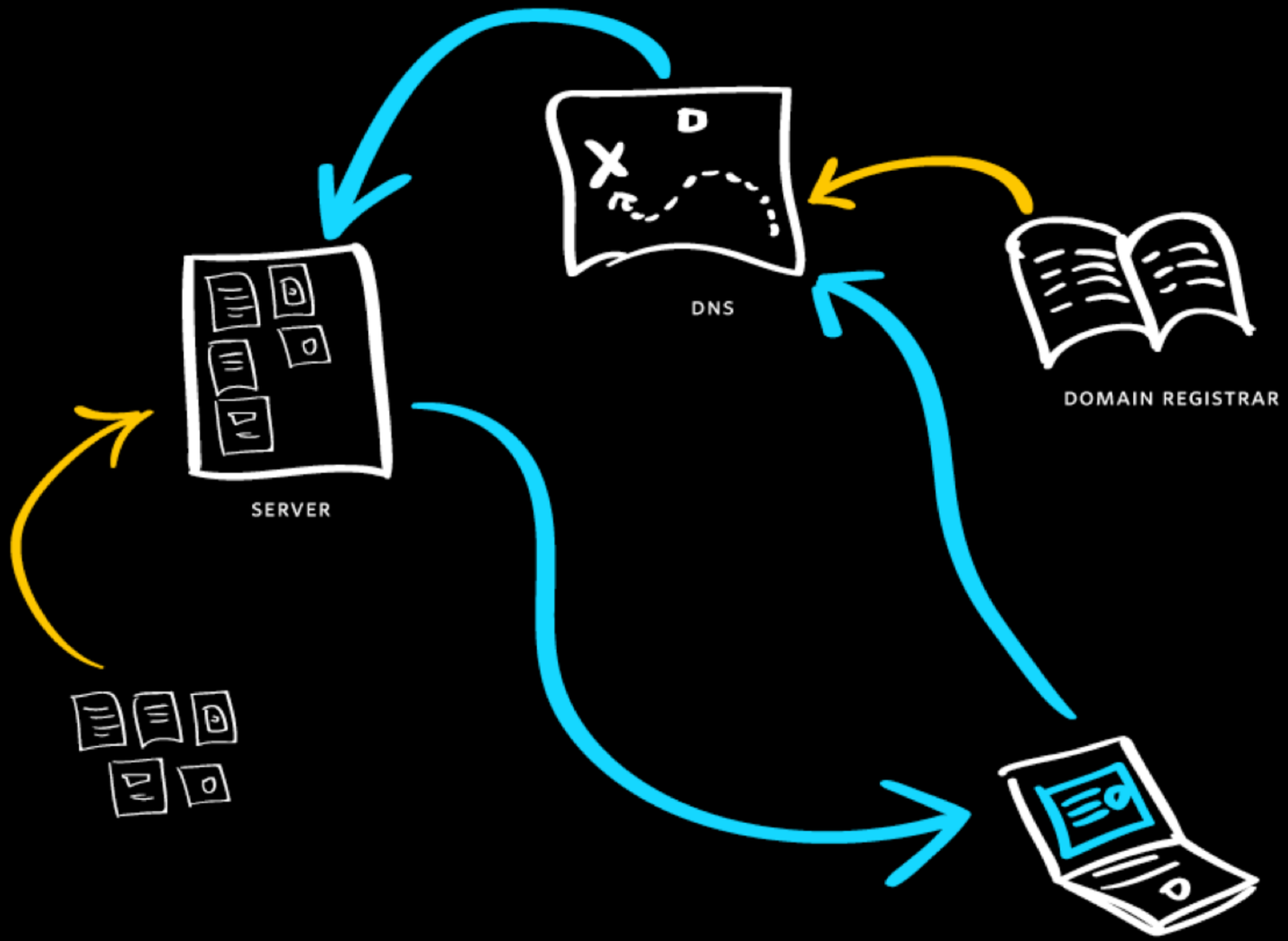
SERVER

DOMAIN REGISTRAR


D
DNS
DOMAIN REGISTRAR
SERVER


SERVER
DNS
DOMAIN REGISTRAR


SERVER
DNS
DOMAIN REGISTRAR


D
X
DNS
DOMAIN REGISTRAR
SERVER

FTP software lets you upload, download,
and modify files on a remote server.

Most FTP clients will connect over one
of three related protocols, FTP, SFTP, and SSH.

It's a good sign when a provider uses SFTP or SSH
rather than the ancient, insecure FTP.

Specialists like ecommerce providers or mailing list providers offer narrowly focused services that integrate with other parts of a website.

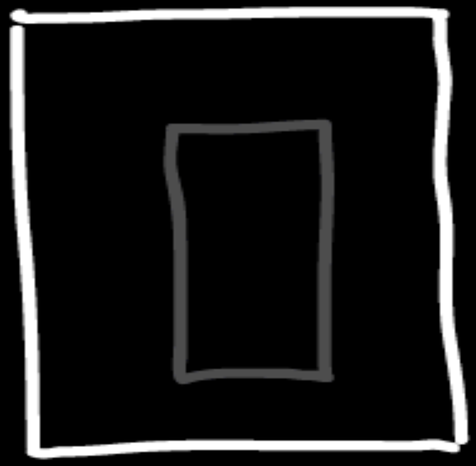
Examples: MailChimp, Constant Contact, PayPal

Companies usually offer all of these services.
You might pay for that convenience in price,
flexibility, reliability, or honesty.

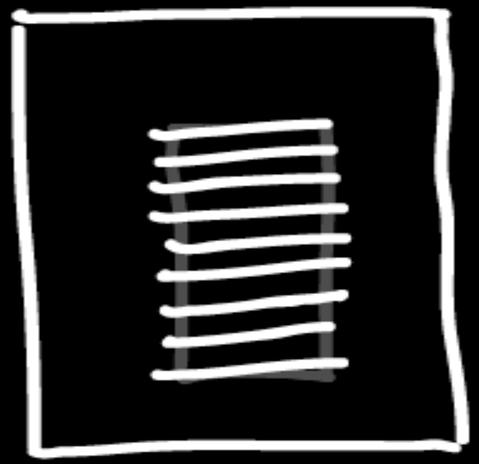
Some companies provide integrated solutions, complete with a CMS.

Examples: Shopify. wordpress.com, Squarespace

WRITING



LAYOUT/MARKUP



WRITING + LAYOUT/MARKUP

1. STATIC FILES

LOCAL

SERVER

CLIENT

LOCAL
SERVER
CLIENT

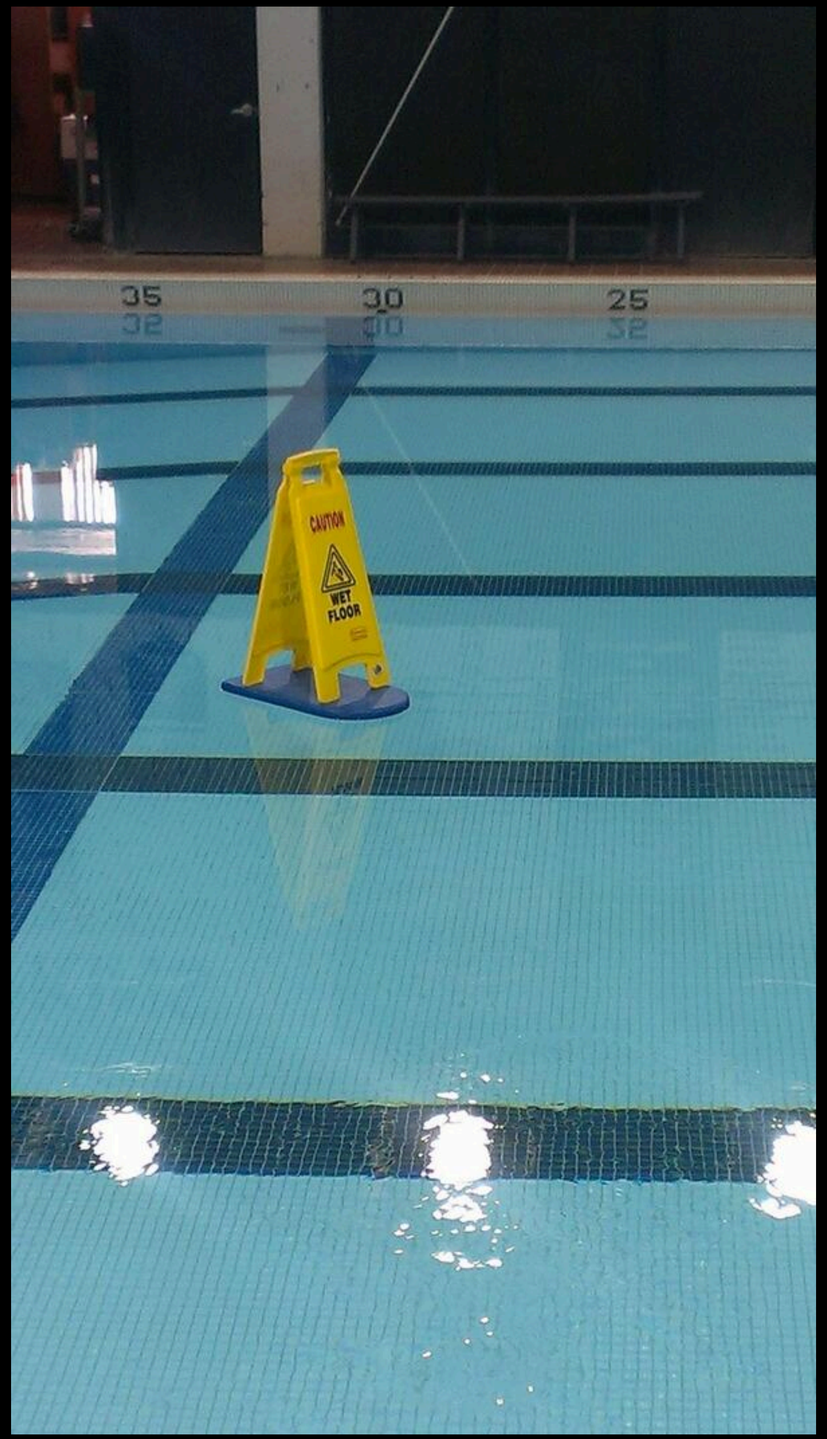
LOCAL
SERVER
CLIENT

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

Examples: WordPress (.org), Drupal, Craft

1. static files

LOCAL
SERVER
CLIENT



Colin Douma

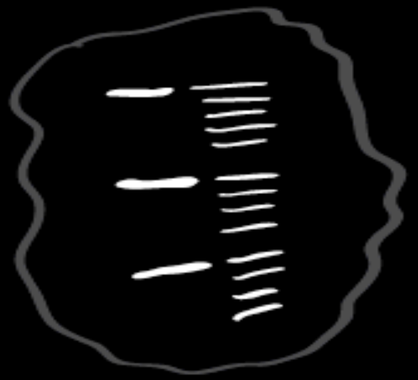
2. enter the cms

LOCAL

SERVER

CLIENT

TEMPLATES

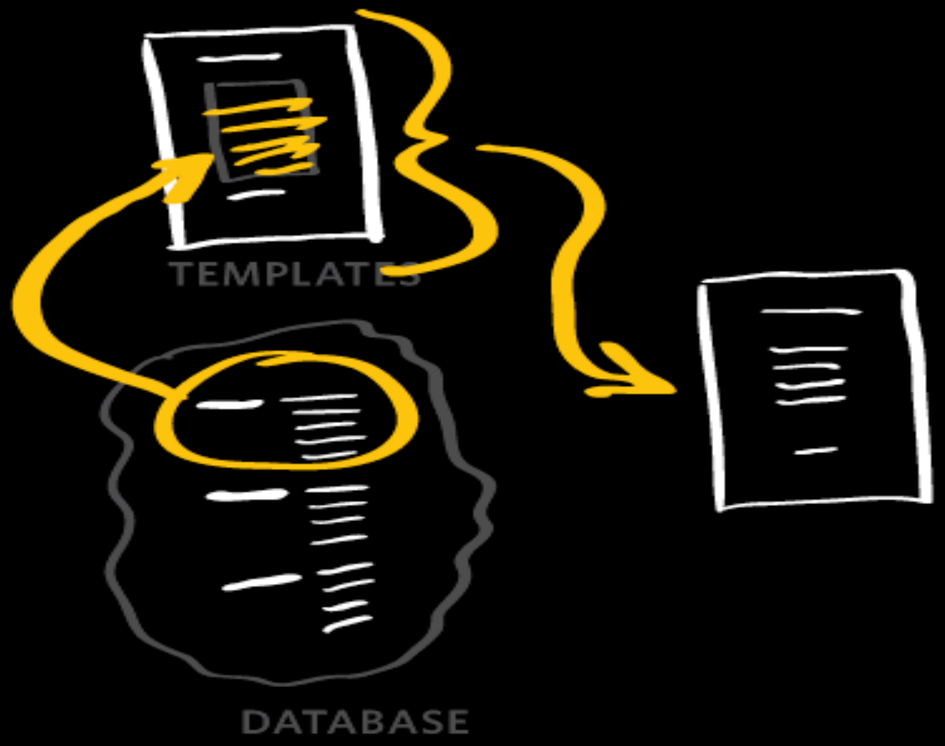


DATABASE

LOCAL

SERVER

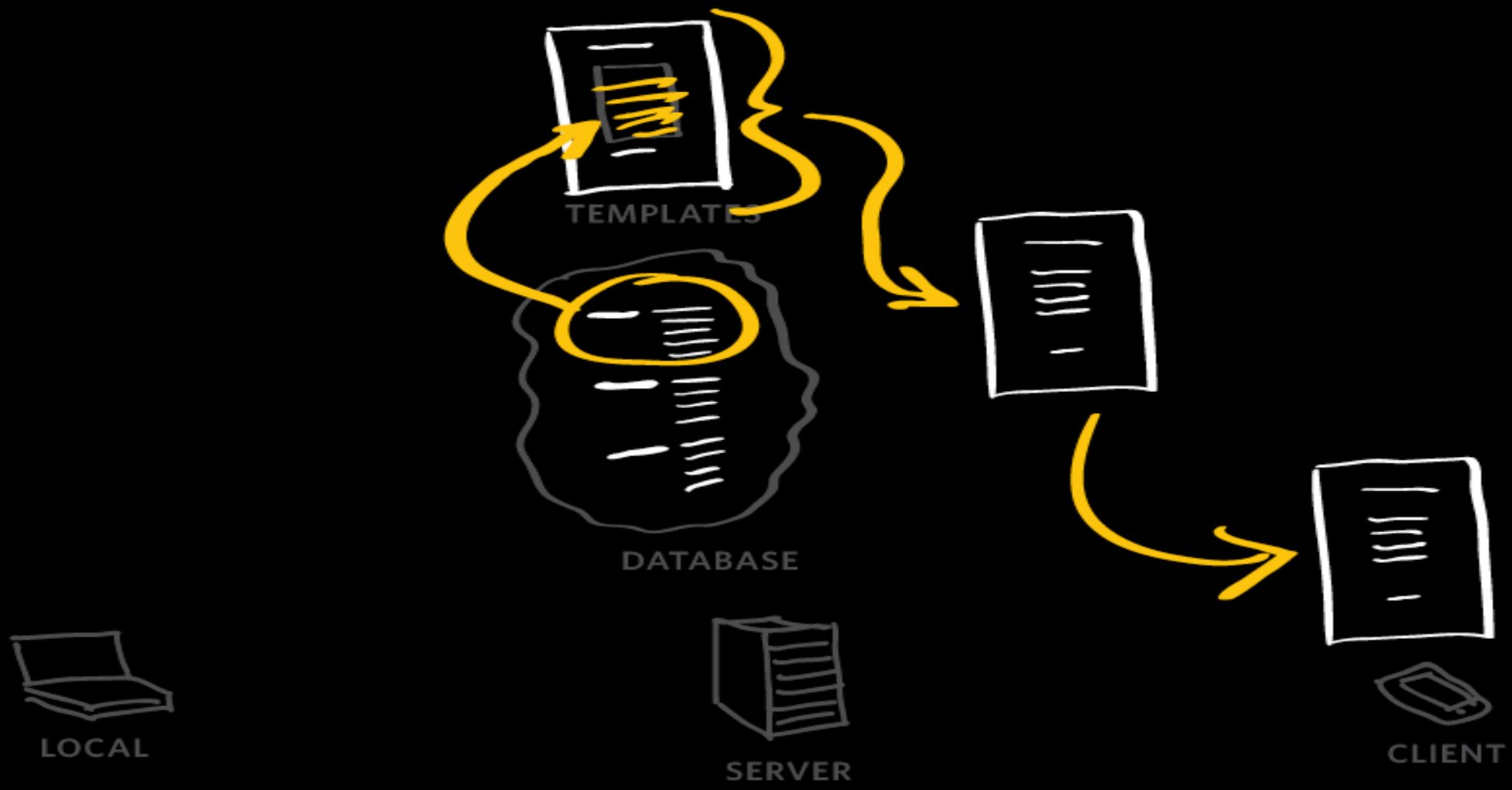
CLIENT

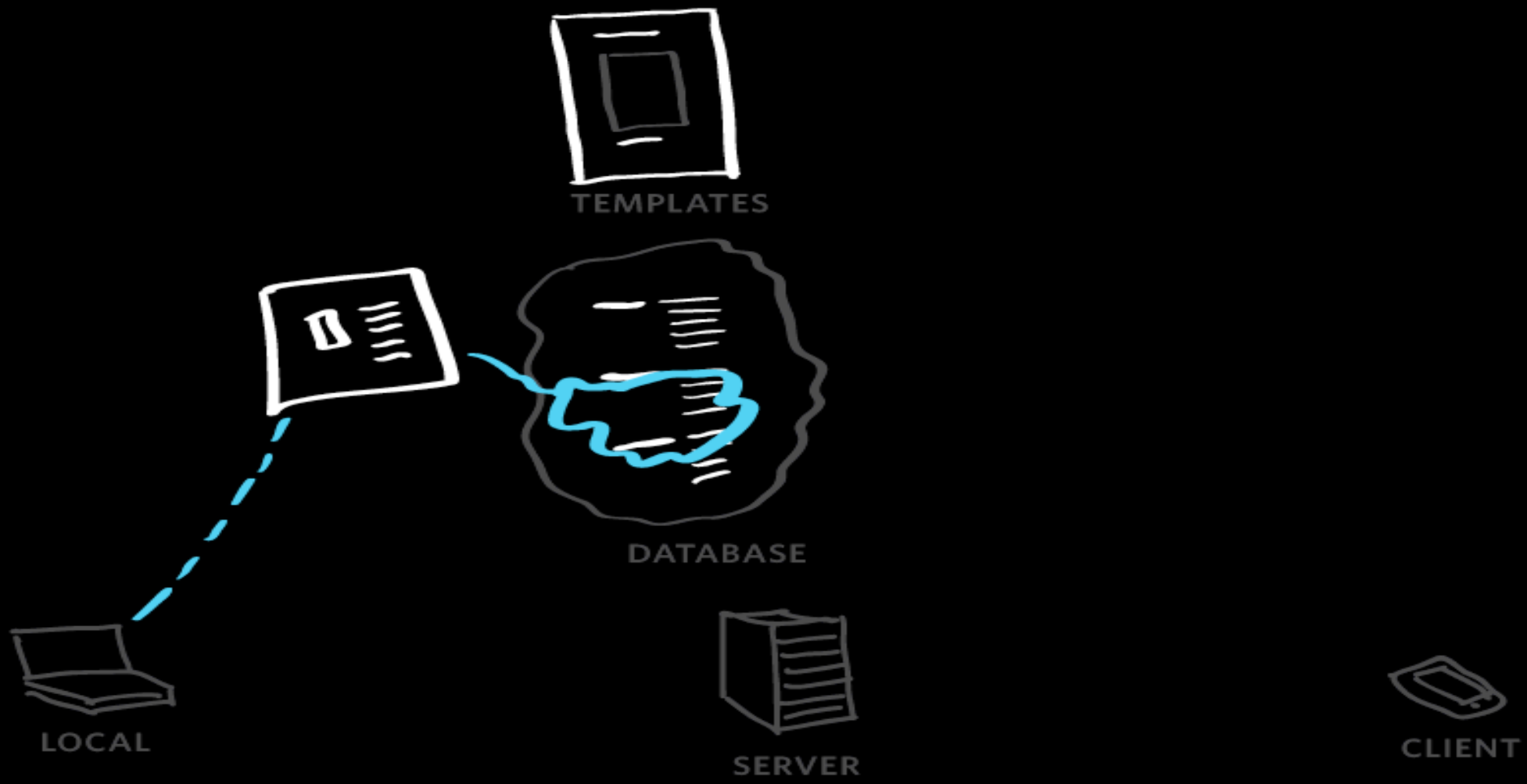


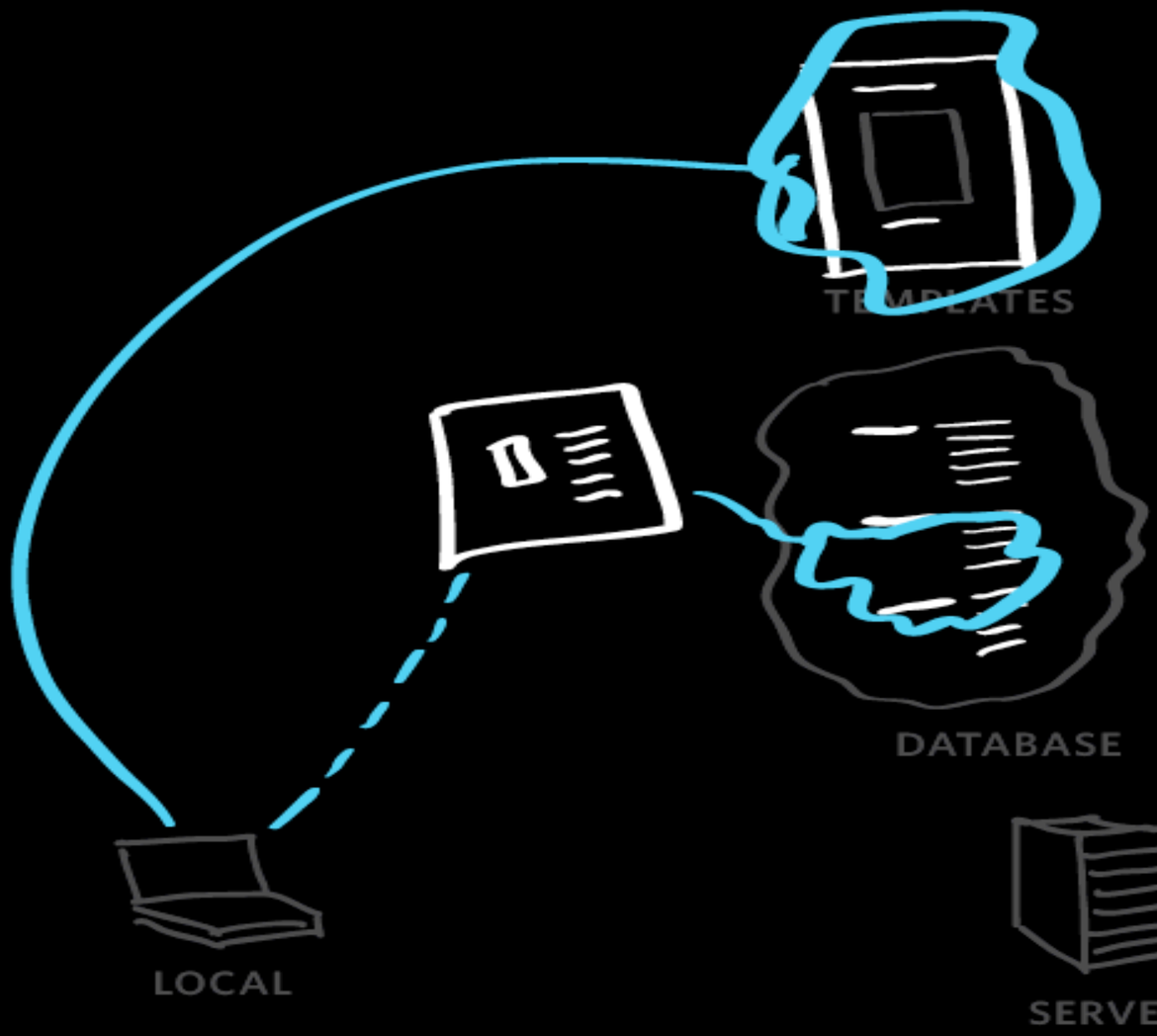
LOCAL

SERVER

CLIENT


TEMPLATES
DATABASE
LOCAL
SERVER
CLIENT


TEMPLATES
DATABASE
LOCAL
SERVER
CLIENT


TEMPLATES
DATABASE
LOCAL
SERVER
CLIENT

“Big Three” CMSes: WordPress, Drupal, Joomla

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.

Interactions shape user experience,
but the developer experience comes from code.

php

WordPress template

```
<h1><?php bloginfo('name'); ?></h1>
```

WordPress template

```
<h1><?php bloginfo('name'); ?></h1>
```

Django/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;
```

Django/Liquid templates

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;
```

Django/Liquid templates

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

“Indie CMSes”: lots!

“Indie CMSes”: Craft, Perch, Jekyll, Kirby, Statamic*, and many more

* Static and dynamic, not a reference to the Devil

Consider specialized tools
like Ghost and Medium.