



• TOULOUSE •

# Simply Static

**1.**

**Évolution de la création de site web**

## WORLD WIDE WEB

The WorldWideWeb (W3) is a wide-area hypermedia[1] information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary[2] of the project, Mailing lists[3] , Policy[4] , November's W3 news[5] , Frequently Asked Questions[6] ,

What's out there?[7]Pointers to the world's online information, subjects[8] , W3 servers[9], etc.

Help[10] on the browser you are using

Software Products[11] A list of W3 project components and their current state. (e.g. Line Mode[12] ,X11 Viola[13] , NeXTStep[14] , Servers[15] , Tools[16] , Mail

protocols[17] , Libran[18] ,

Technical[19] Details of protocols, formats, program internals

# 1991 : Tim Berners-Lee publie la première page web

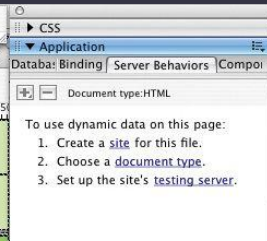
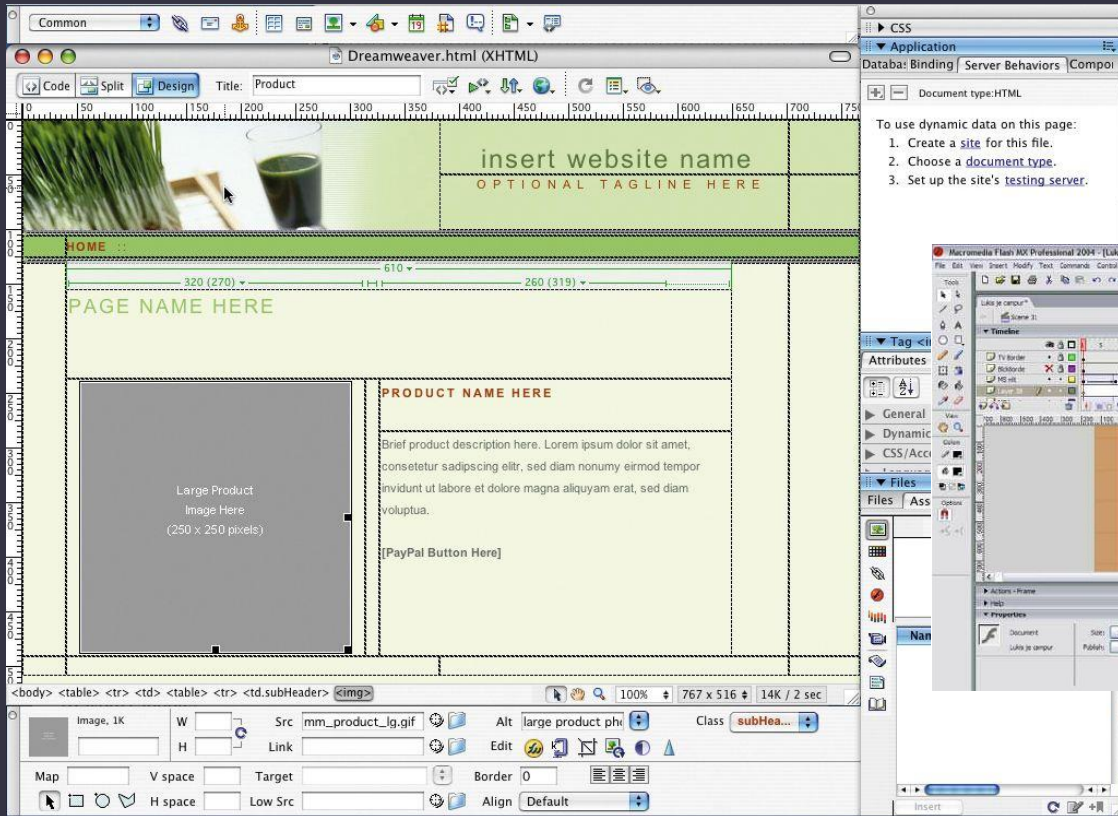
<ref.number>, Back, <RETURN> for more, or Help: █

C'est la création du langage HTML, du protocole HTTP et des URL.

C'est pointu.

Seuls les développeurs peuvent créer des sites

```
<HEADER>
<TITLE>The World Wide Web project</TITLE>
<NEXTIDN="55">
</HEADER>
<BODY>
<H1>World Wide Web</H1>The WorldWideWeb (W3) is a wide-area<A
NAME=0HREF="WhatIs.html">
hypermedia</A> information retrieval
initiative aiming to give universal
access to a large universe of documents.<P>
Everything there is online about
W3 is linked directly or indirectly
to this document, including an<A
NAME=24HREF="Summary.html">executive
summary</A>of the project,<A
NAME=29HREF="Administration/Mailing/Overview.html">Mailing lists</A>
,<A
NAME=30HREF="Policy.html">Policy</A>, November's<A
NAME=34HREF="News/9211.html">W3 news</A>,
```



# fin 90 : Dreamweaver et Flash

Amélioration :

- Une interface WYSIWYG

Difficulté :

- Une licence trop chère pour le grand public
- Les mises à jour restent compliquées

**Seuls les professionnels peuvent  
créer des sites**



début 2000 : le web devient participatif

# WordPress

HOME ABOUT DOCS DEV BLOG UTILITIES SUPPORT **DOWNLOAD**

**WordPress** is a semantic personal publishing platform with a focus on web standards, and usability.

For information about the WordPress project—its philosophy, current developers, and future direction—see the About section. For updates and announcements, see the [WordBlog](#). If you'd like help with WordPress questions, the [support forums](#) are the place for you. If you just want formalities and get the product, [download away](#). For major announcements use the signup form at the bottom of every page.

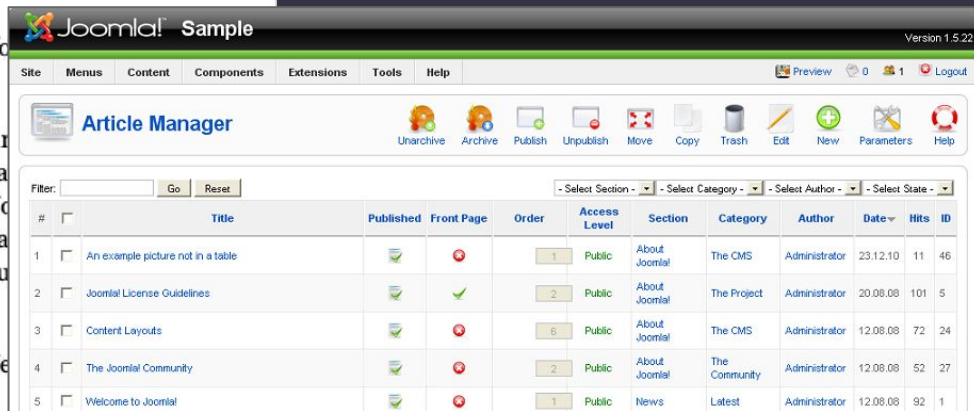
WordPress has also been named the new official branch of [b2](#). Welcome to being a part of the community.

WordPress Announcements:

email

join

CODE IS POETRY. VALID XHTML AND CSS. [WORDPRESS 0.71](#)



The screenshot shows the Joomla! Sample Article Manager interface. The title bar reads "Joomla! Sample" and "Version 1.5.22". The navigation menu includes Site, Menus, Content, Components, Extensions, Tools, and Help. The main toolbar contains icons for Unarchive, Archive, Publish, Unpublish, Move, Copy, Trash, Edit, New, Parameters, and Help. Below the toolbar is a filter section with a "Filter:" input, "Go" and "Reset" buttons, and dropdown menus for "Select Section", "Select Category", "Select Author", and "Select State". The main content area displays a table of articles with the following data:

#	<input type="checkbox"/>	Title	Published	Front Page	Order	Access Level	Section	Category	Author	Date	Hits	ID
1	<input type="checkbox"/>	An example picture not in a table			1	Public	About Joomla!	The CMS	Administrator	23.12.10	11	46
2	<input type="checkbox"/>	Joomla! License Guidelines			2	Public	About Joomla!	The Project	Administrator	20.08.08	101	5
3	<input type="checkbox"/>	Content Layouts			6	Public	About Joomla!	The CMS	Administrator	12.08.08	72	24
4	<input type="checkbox"/>	The Joomla! Community			2	Public	About Joomla!	The Community	Administrator	12.08.08	52	27
5	<input type="checkbox"/>	Welcome to Joomla!			1	Public	News	Latest	Administrator	12.08.08	92	1

début 2000 : premiers CMS  
(WordPress en 2003)



## Amélioration :

- Des solutions libres, gratuites, accessibles au grand public

## Difficulté :

- Une performance dégradée
- Une sécurité sensible à plus d'attaques



JavaScript



APIs



Markup

**2018 : Netlify invente la JAMstack**

# 2.

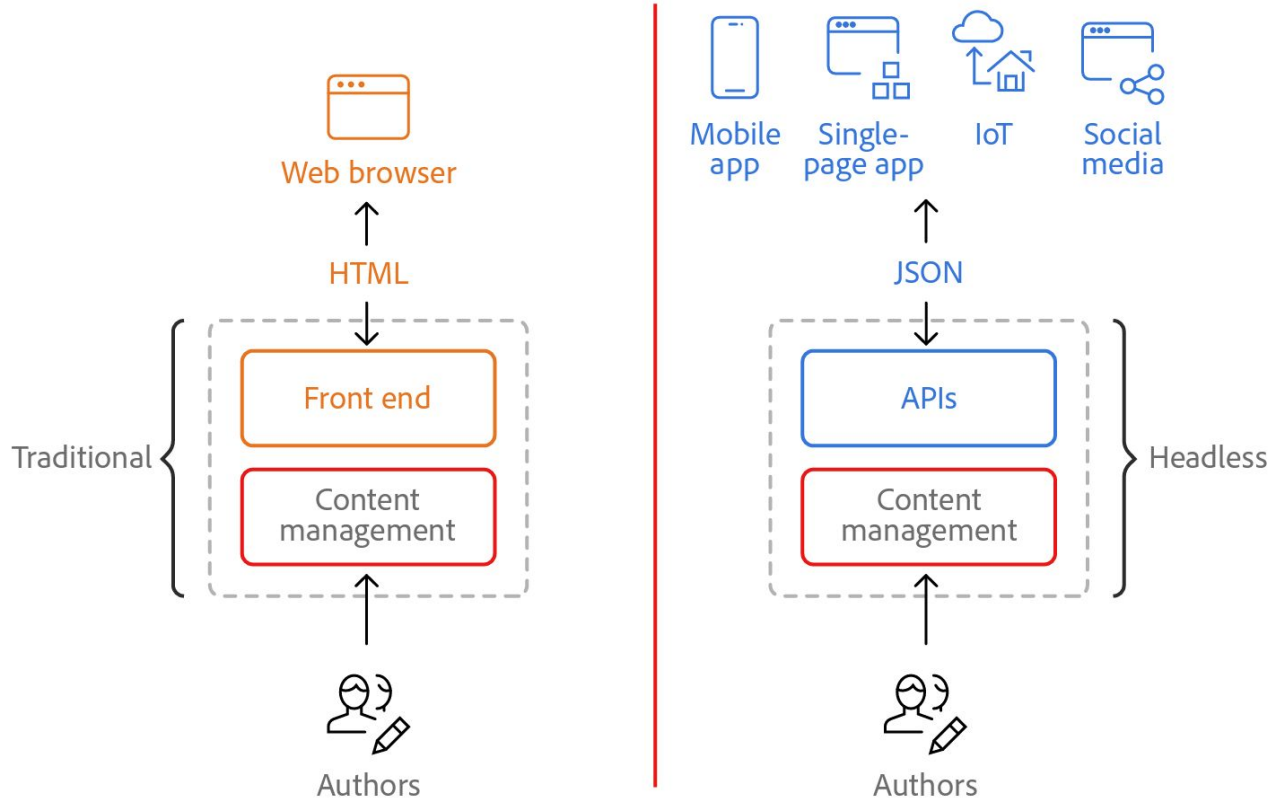
**Headless CMS et Jamstack  
la revanche des devs**

What  
Is Headless CMS?



**[FR] Qu'est-ce qu'un CMS sans tête ?**

# Traditional vs. headless content delivery



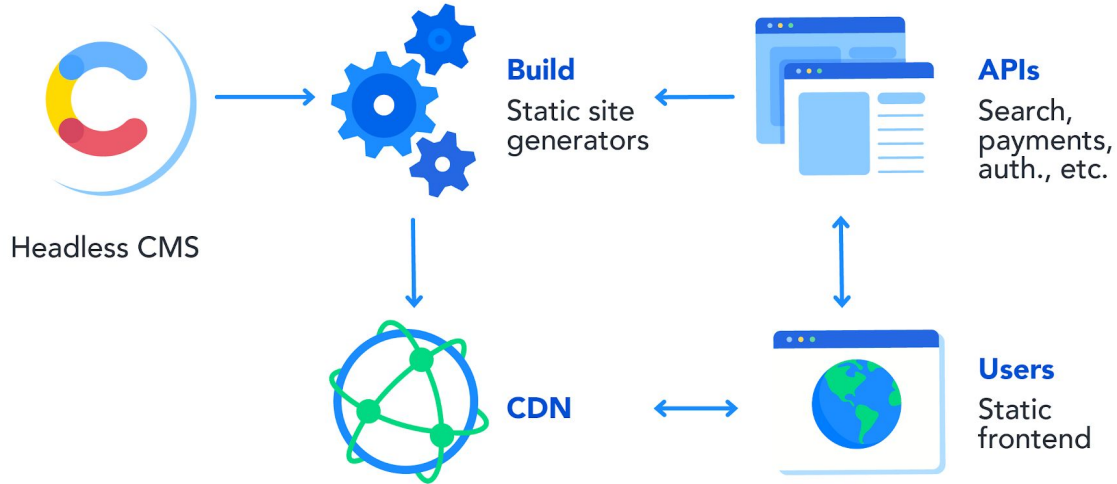
```
{
  "id": 9201,
  "date": "2018-01-14T08:08:46",
  "date_gmt": "2018-01-14T00:08:46",
  "guid": {
    "rendered": "http://inplus.tw/?p=9201"
  },
  "modified": "2018-01-07T10:37:18",
  "2018-01-07T02:37:18",
  "78a5e8d%b0%e6%a9%9f%e
```



# WP REST API

```
},
"content": {
  "rendered": "<p><a href=\"https://playoverwatch.com/
  機器人為形象來進行製作，但是它其實是一台電腦，並配有Intel Core
  來，零件製作帥氣我感受到設計師的愛在裡面，非常帥氣，另外其胸口
  壘。<br />\n<img src=\"https://file.inplus.tw/inplus
  inplus.tw/inplus2017ranger/2017/
  2017ranger/2017/
```

# Jamstack workflow



**[FR] Qu'est-ce qu'un CMS sans tête ?**

# Pour quels usages ?

- ✓ Cas n°1 : développer un site vitrine
- ✓ Cas n°2 : développer un site web e-commerce
- ✗ Cas n°3 : développer un réseau social

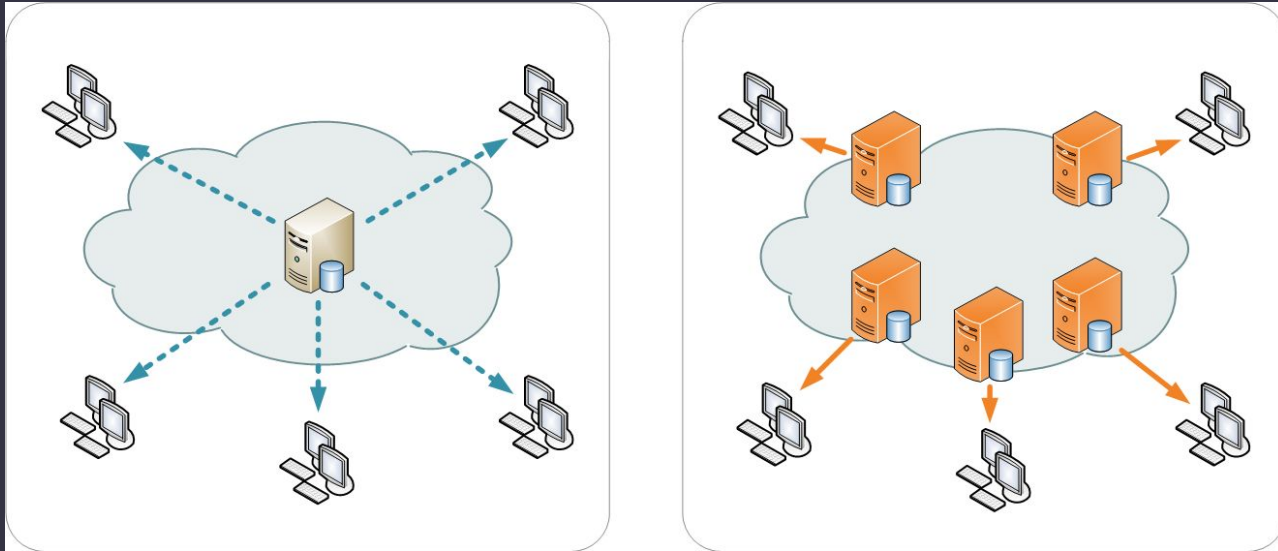


**3.**

**Bénéfices**

# Une performance accrue

Servir du code généré et des assets à partir d'un CDN



# Une meilleure sécurité

Plus besoin de se soucier des vulnérabilités



# Moins voire plus de maintenance

Le site n'a plus forcément besoin d'être mis à jour.



# Un coût bien moindre

L'hébergement de  
fichiers statiques est  
moins cher voire  
gratuit



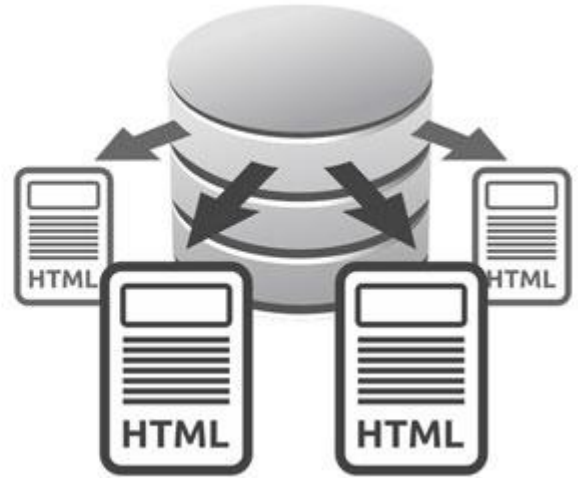
# Redimensionnement à la volée

Si votre site devient viral ou est soumis à un pic d'activité, le CDN compensera sans problèmes.



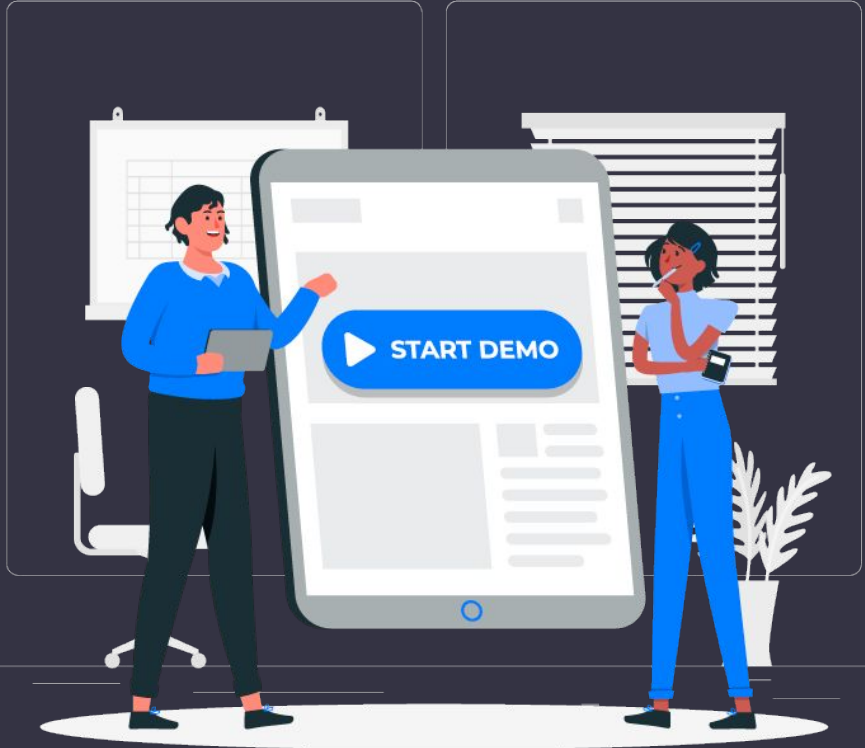
# 4.

**Simply Static**  
**la contre-attaque**



**Pas d'API REST,  
mais directement une build en site statique**





# Liens utiles...

...montrés sur la démo

<https://wordpress.org/plugins/simply-static/>

<https://simplystatic.com/>

Solution pour déclencher une automatisation après une build

<https://fr.wordpress.org/plugins/simply-static-callback/>

...ou autres

Solutions de JAMStack <https://jamstack.org/>

# Mathias PEGUET

- ▶ Des compétences en web depuis 1999
- ▶ Une expérience en freelance ou en agence de com
- ▶ **Formateur** depuis 2011 pour

[mathiaspeguet.fr](http://mathiaspeguet.fr)



**Merci**

**Des questions ?**

[mathiaspequet.fr](http://mathiaspequet.fr)