



**BRINGING THE
JAMSTACK TO
THE ENTERPRISE**



JAMUND FERGUSON

- ➔ Been at PayPal for 5.5yrs
- ➔ Brought in during Java to Node transition
- ➔ Currently leading consumer web platform team
- ➔ Focused on improving developer experience
- ➔ Do a lot of training and talking about JavaScript internally and externally



QCon
LONDON
LONDON
NEW YORK
BEIJING
SAN FRANCISCO
SÃO PAULO
SHANGHAI
MILWAUKEE
TOKYO

BUILDING SCALABLE AND DEPENDABLE
NODE.JS APPLICATIONS

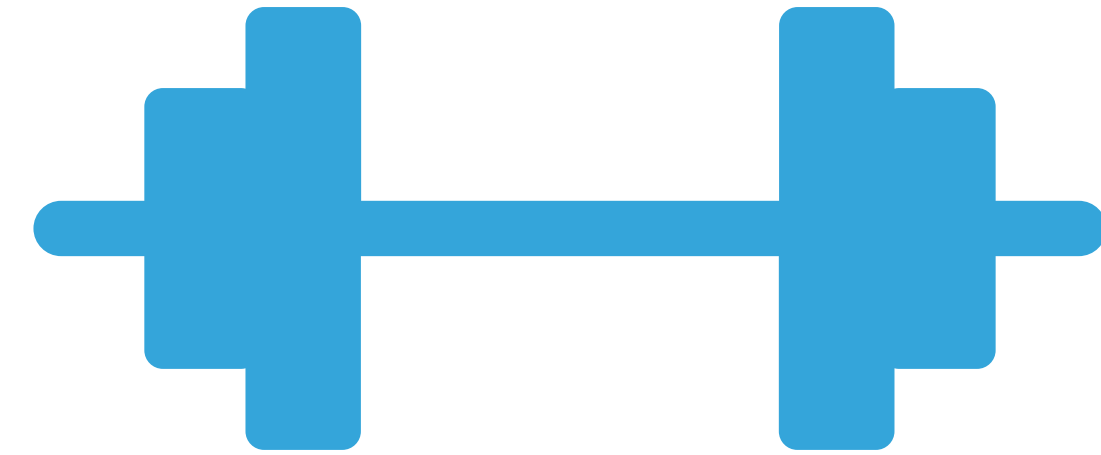
QCon

↑
Toilet 11



LACK OF STABILITY

INCREDIBLY SLOW DEPLOY TIMES



CLIENT-SIDE PERF

crashes • Paypal

Home Organize Tools

New Email New Items Delete Archive Reply Reply All Forward Attachment Meeting Move Junk Rules Read/Unread Categorize Follow Up Filter Email xts Address Book Send & Receive Store

By: Date Received

▼ This Year

website@paypal.com
walletexnodeweb just restarted on d... 1/1/18
 Mon Dec 25 2017 04:33:11 GMT-0800 (PST) 'ser...

website@paypal.com
 bizwalletnodeweb just restarted on dcg13... 1/1/18
 18-1-1:01:01:01 UNCAUGHTEXCEPTION TypeErro...

website@paypal.com
 reportingnodeweb just restarted on sclre... 1/1/18
 at trim_prefix (/dependencies/reportingnodeweb/...

website@paypal.com
walletexnodeweb just restarted on d... 1/1/18
 Thu Dec 28 2017 19:20:02 GMT-0800 (PST) 'serv...

website@paypal.com
 walletexnodeweb just restarted on dcg0... 1/1/18
 at Function.process_params

website@paypal.com
 authnodeweb just restarted on dcg12aut... 1/1/18
 debug_id: '9be667f98721' } Sun Dec 31 2017 23:...

website@paypal.com
 bizprofilenodeweb just restarted on dcg1... 1/1/18
 2017-12-25T04:26:00-08:00:ERROR - An error o...

website@paypal.com
walletexnodeweb just restarted on d... 1/1/18
 errorCode: undefined, statusCode: 500, authFlow...

Older

authnodeweb just restarted on dcg12authnodeweb3620:1 for time 6

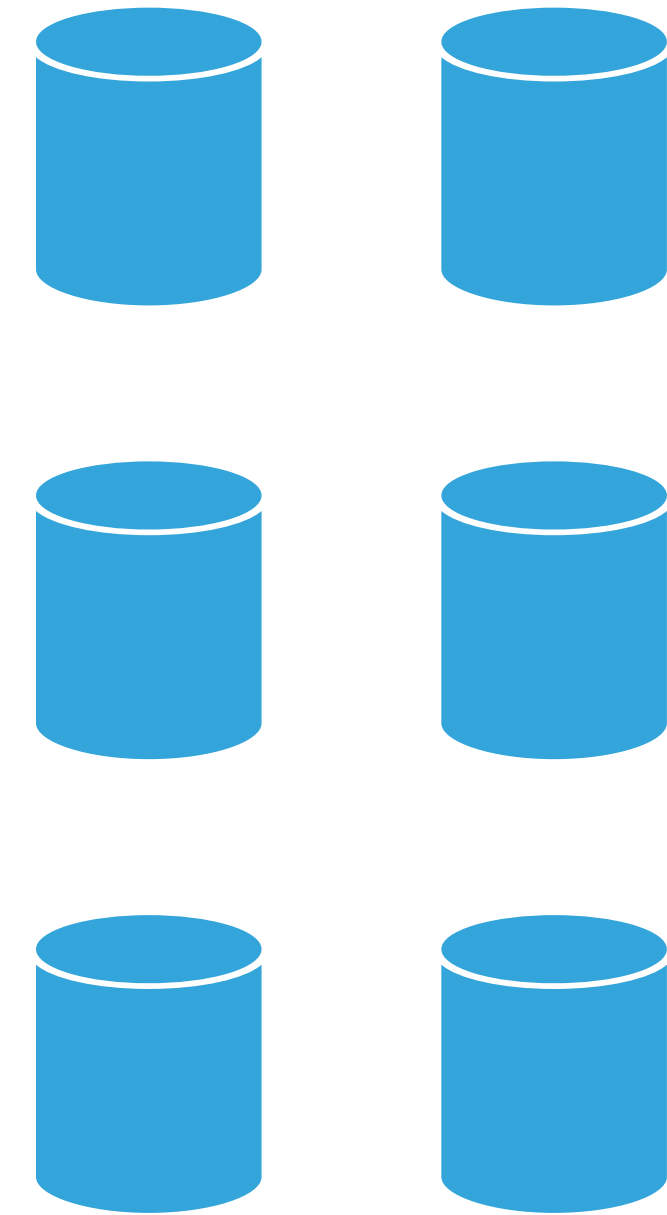
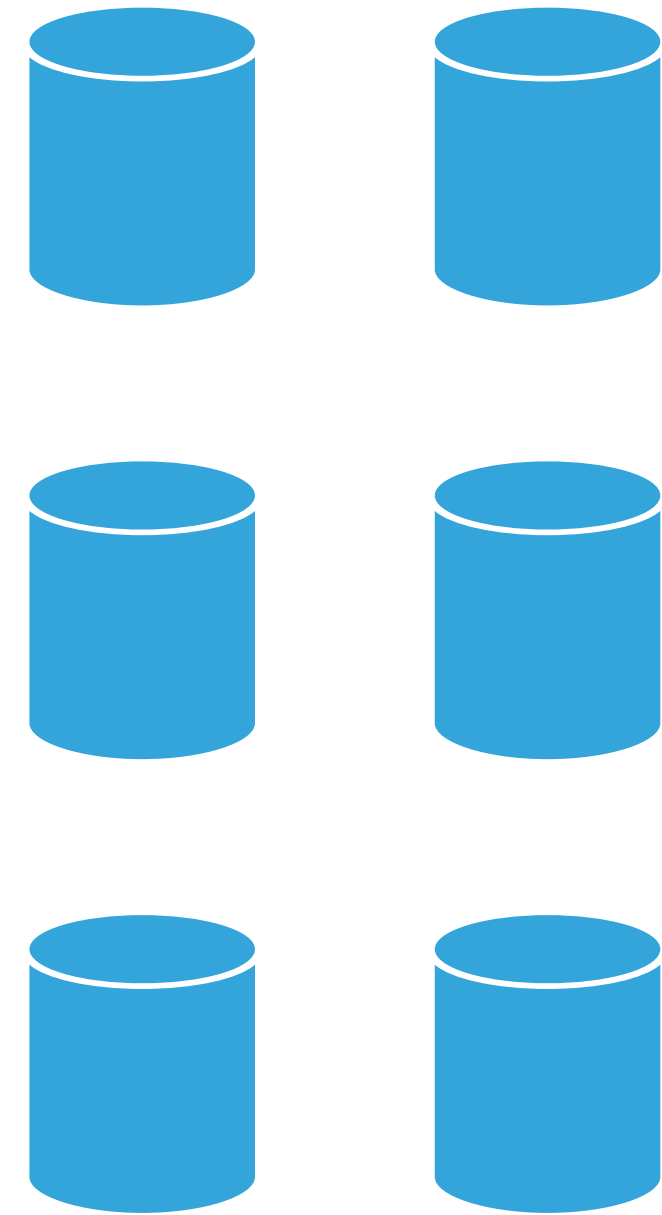
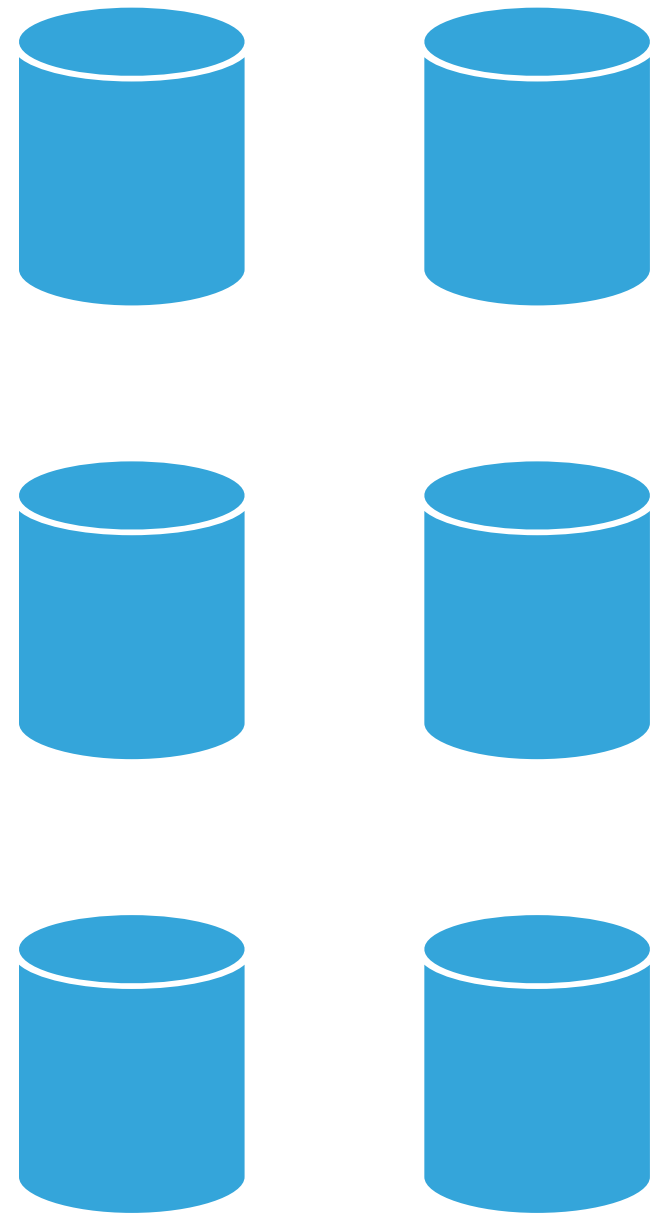
website@paypal.com
 Monday, January 1, 2018 at 12:55 AM
 To: **DL-PP-NodeJS-LiveMonitoring; DL-PP-AuthChallenge-Tech**

Error: Can't set headers after they are sent.
 at ServerResponse.OutgoingMessage.setHeader (_http_outgoing.js:356:11)
 at ServerResponse.header (/web/mynodeapp/node_modules/express/lib/response.js:767:10)
 at ServerResponse.send (/web/mynodeapp/node_modules/express/lib/response.js:170:12)
 at ServerResponse.res.send (/web/mynodeapp/node_modules/pplogger/index.js:225:18)
 at done (/web/mynodeapp/node_modules/express/lib/response.js:1004:10)
 at Stub.callback (/web/mynodeapp/node_modules/adaro/lib/engine.js:137:22)
 at Stub.flush (/web/mynodeapp/pp/node_modules/dustjs-linked/lib/dust.js:513:10)
 at Chunk.end (/web/mynodeapp/node_modules/dustjs-linked/lib/dust.js:612:15)
 at /web/mynodeapp/node_modules/adaro/lib/patch/index.js:89:53
 at /web/mynodeapp/node_modules/adaro/lib/reader/js.js:39:13
 at /web/mynodeapp/node_modules/engine-munger/lib/munger.js:85:13
 at /web/mynodeapp/node_modules/engine-munger/lib/cache.js:65:13
 at /web/mynodeapp/node_modules/graceful-fs/graceful-fs.js:78:16
 at /web/mynodeapp/node_modules/async-listener/glue.js:188:31
 at FSReqWrap.readFileAfterClose [as oncomplete] (fs.js:380:3)

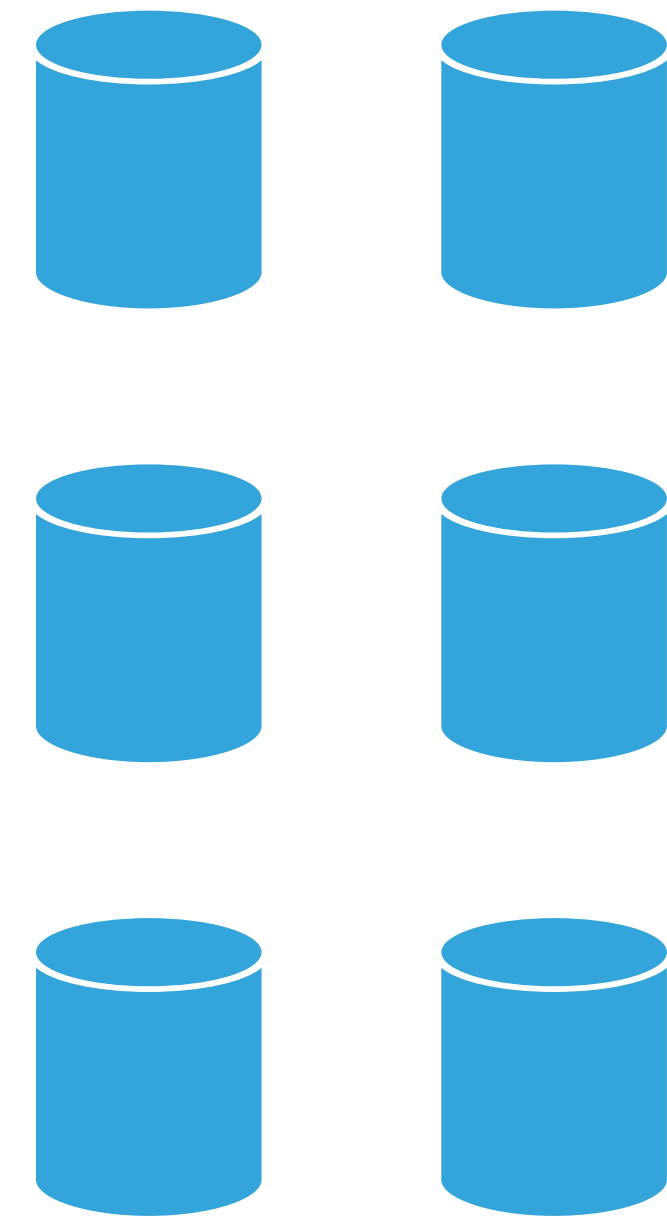
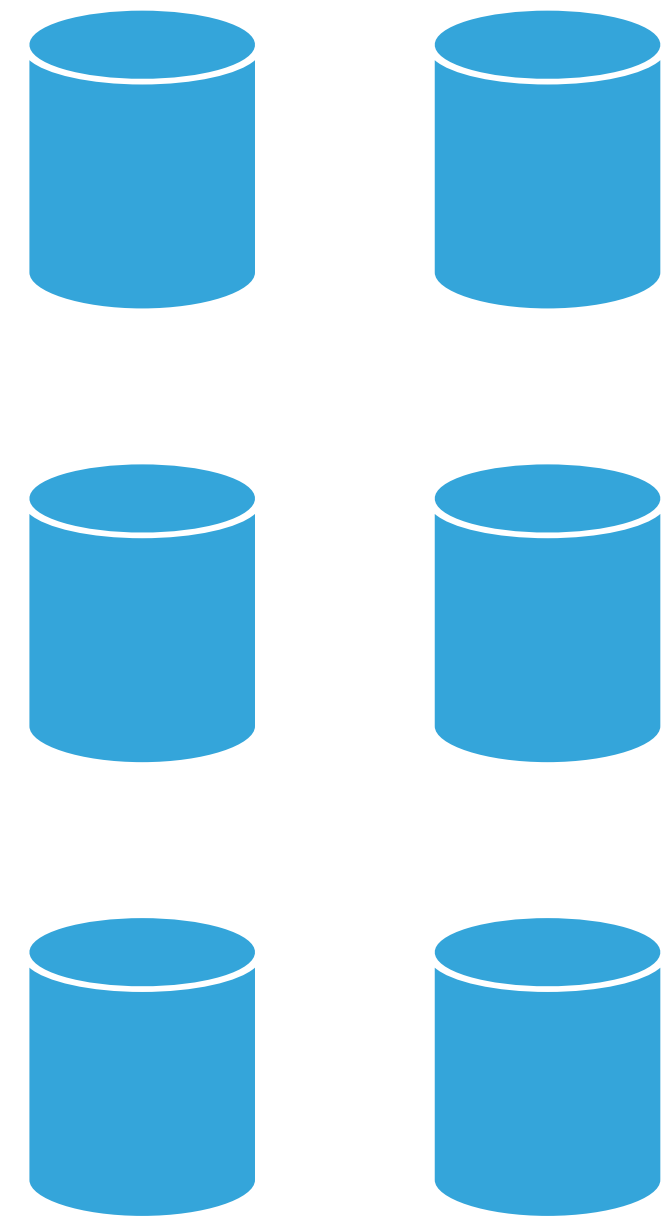
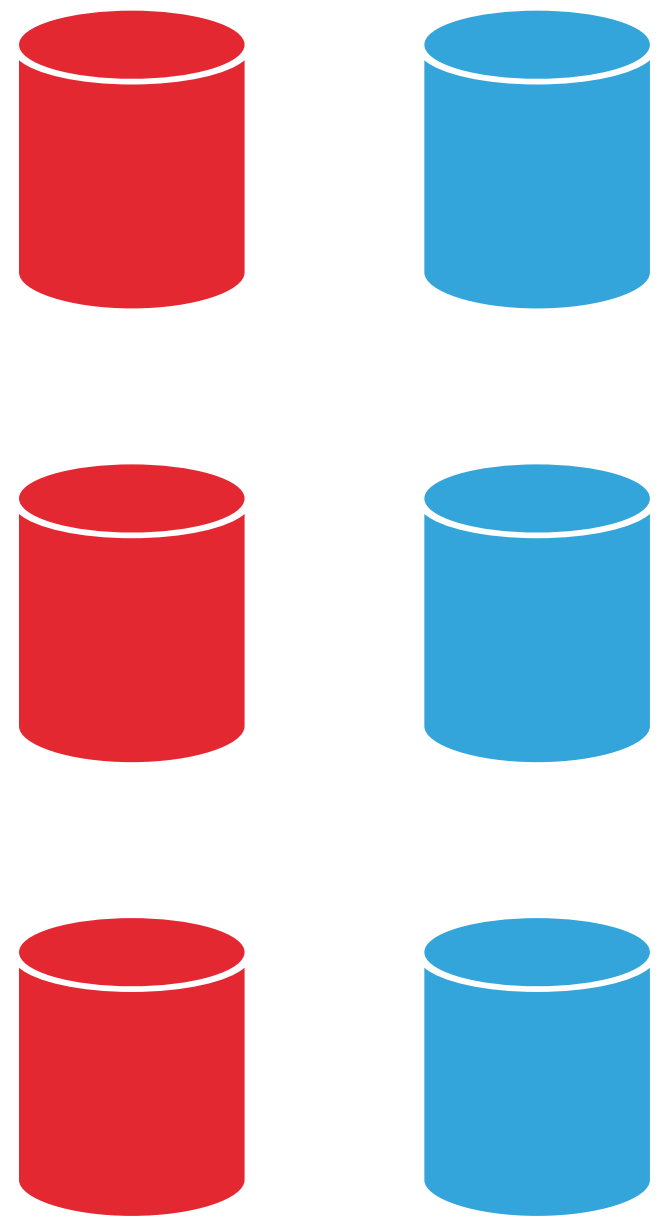
Items: 642110 Unread: 59567

Last synced at 3/3/18, 8:16 PM. Connecting to: Paypal

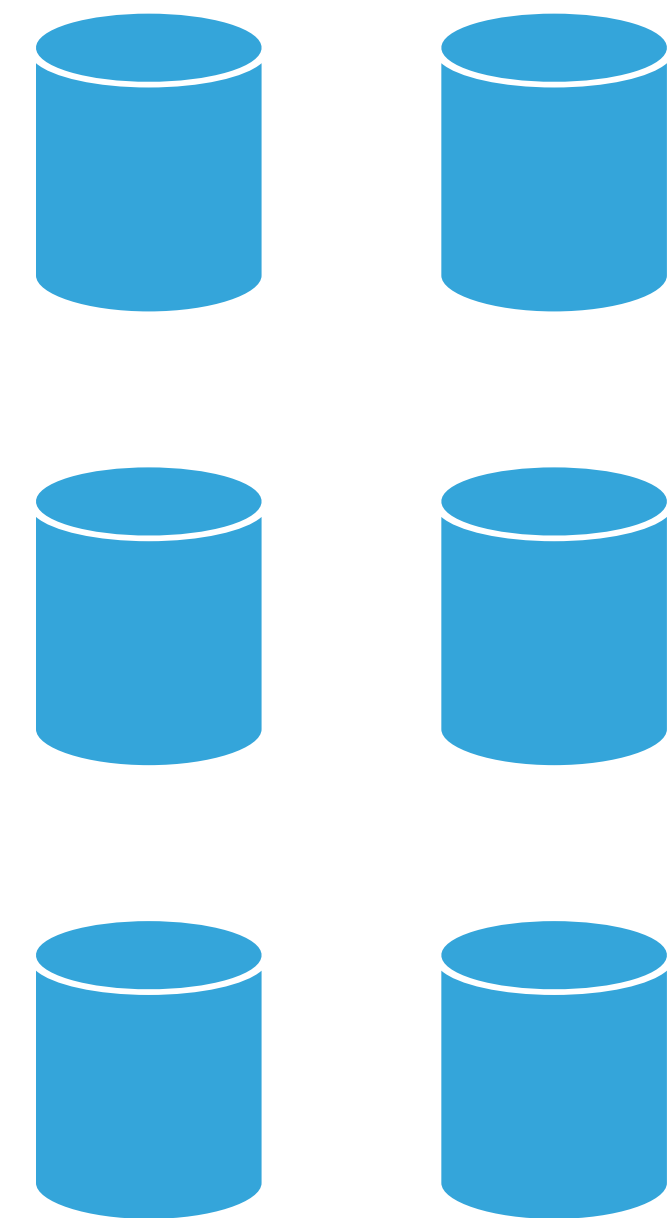
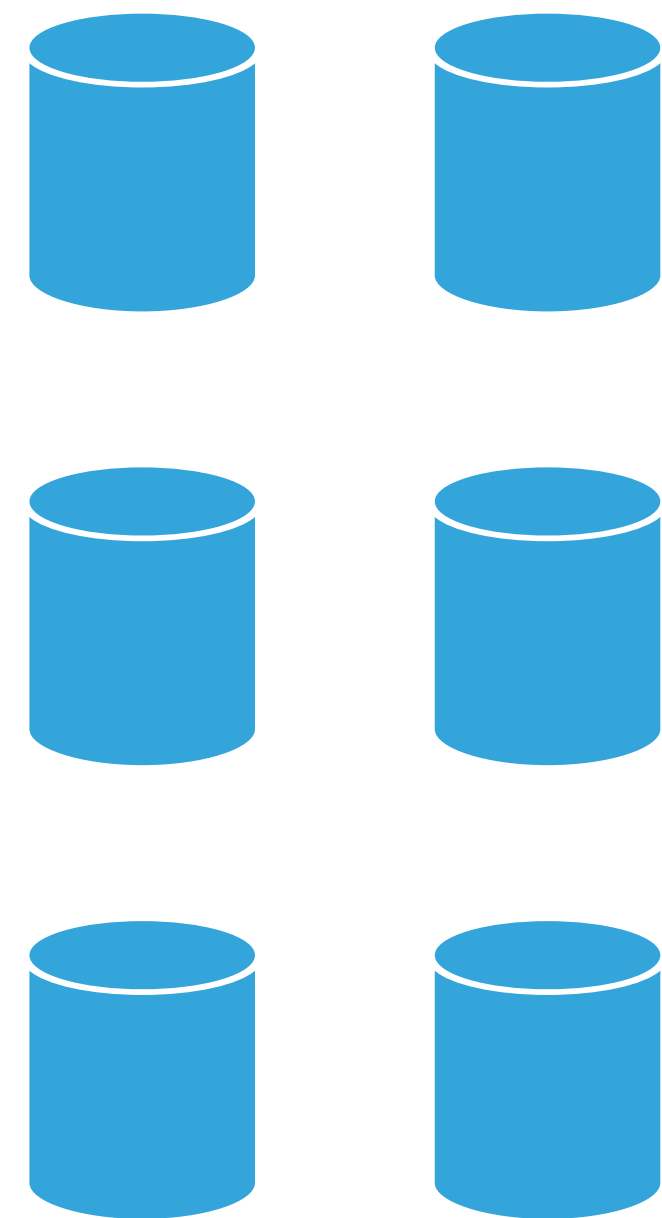
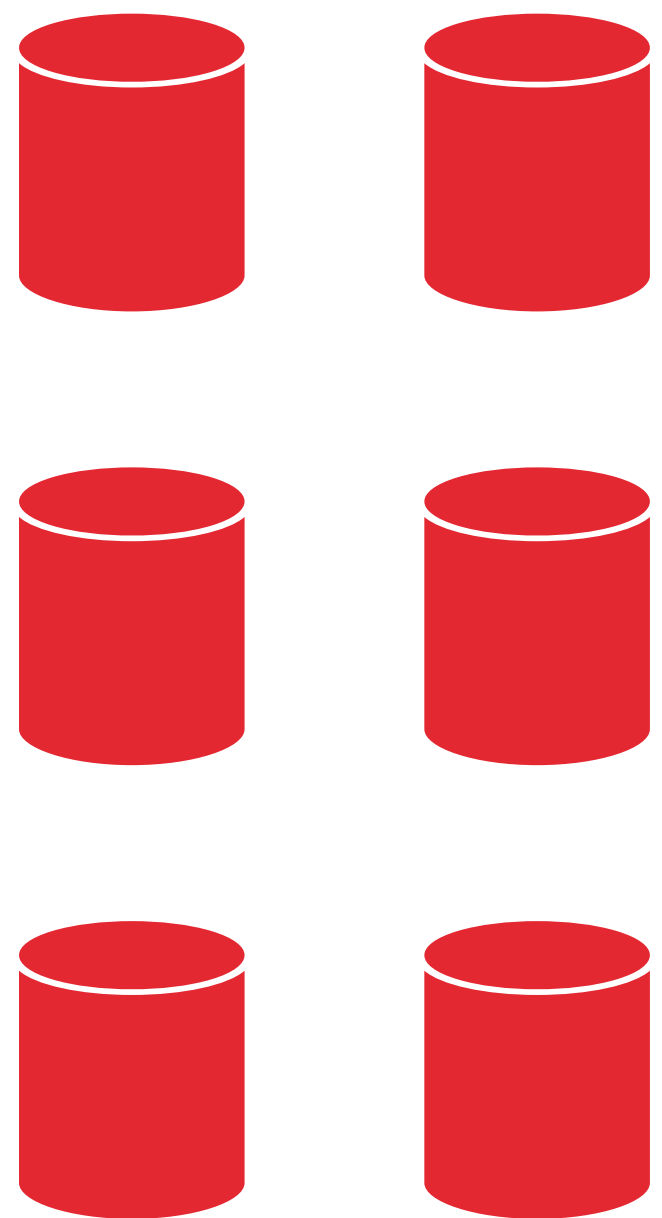
WE HAVE A LOT OF SERVERS



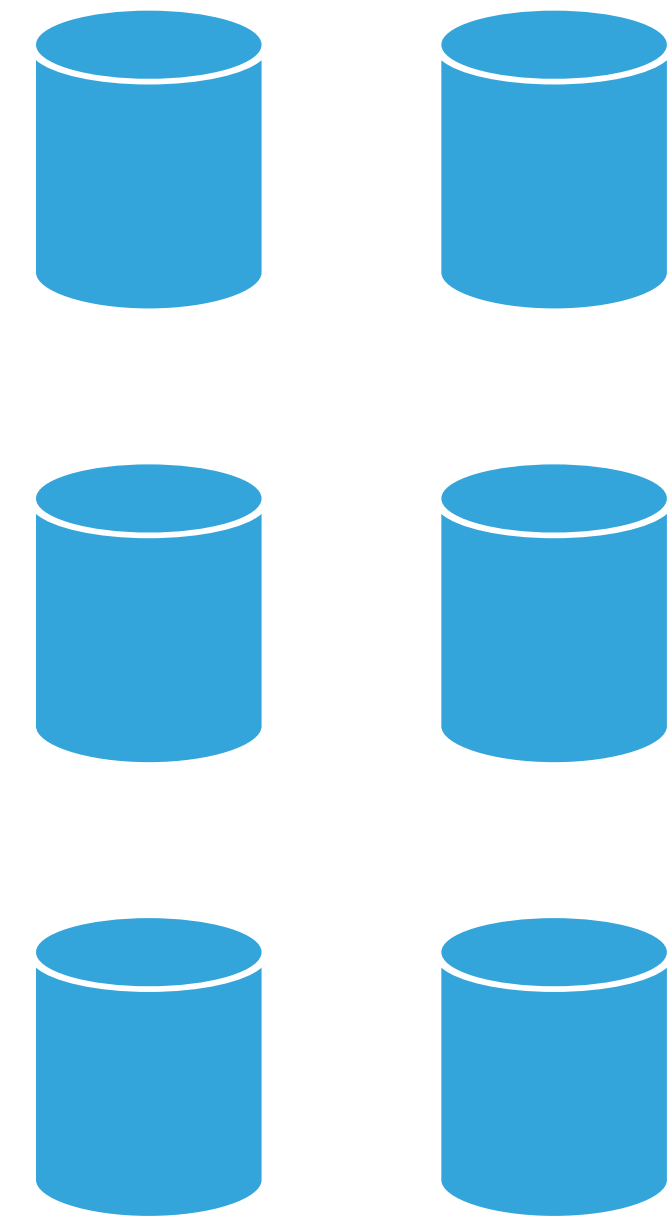
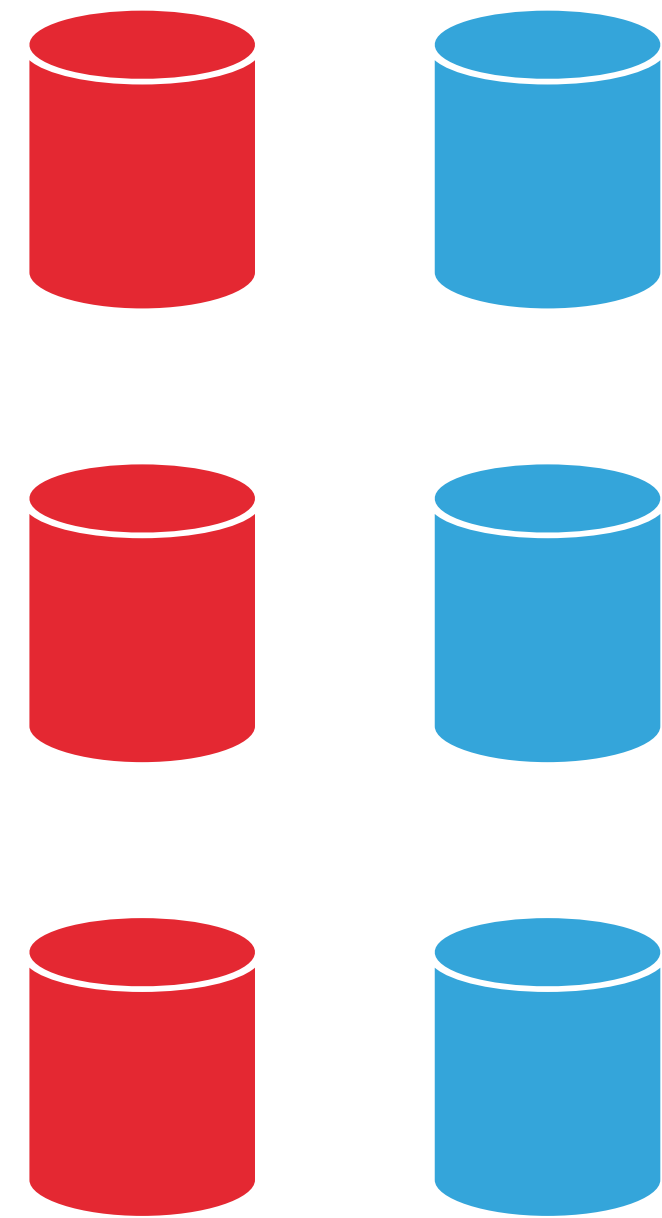
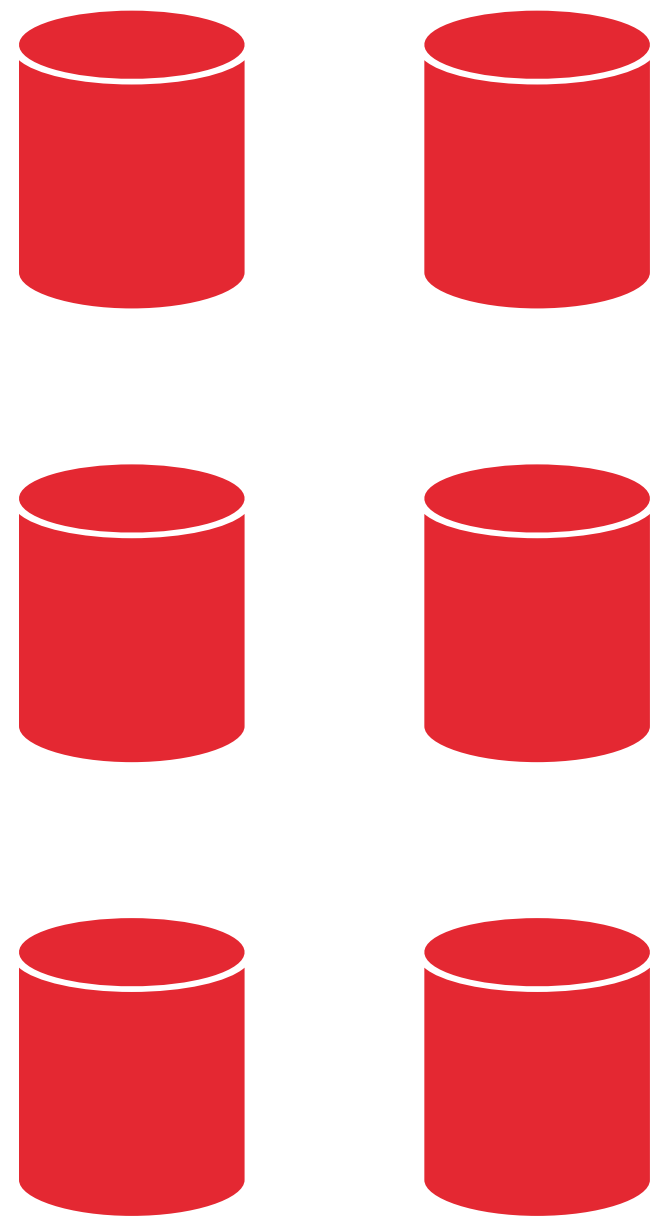
AND DATA CENTERS



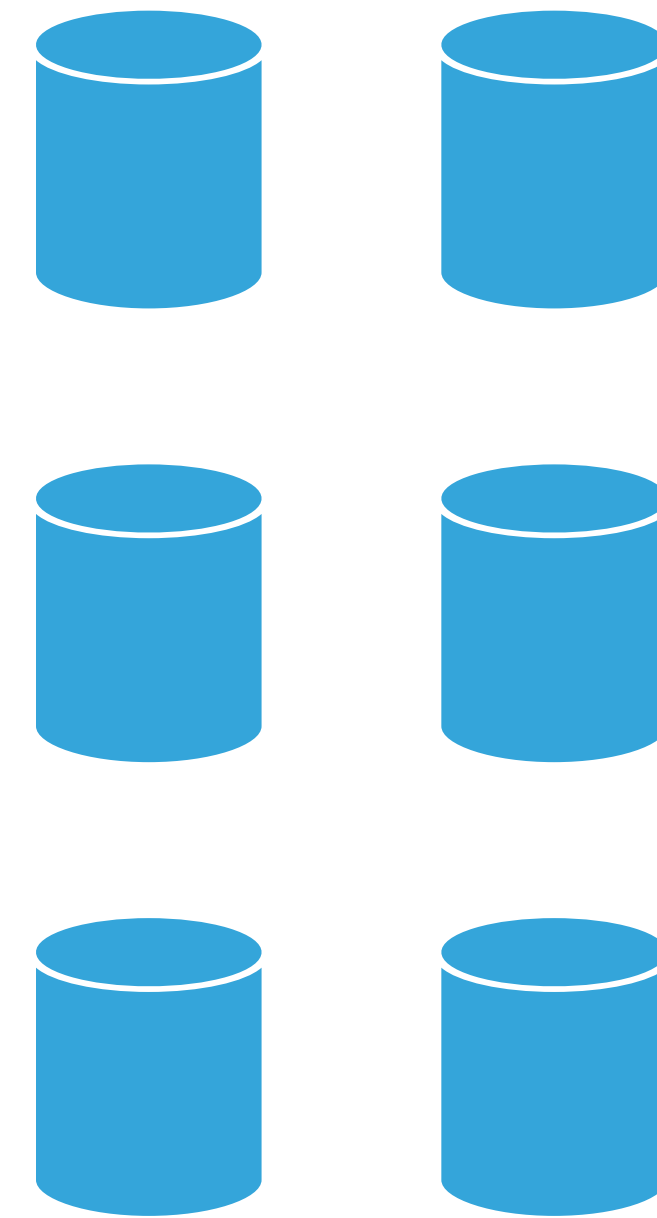
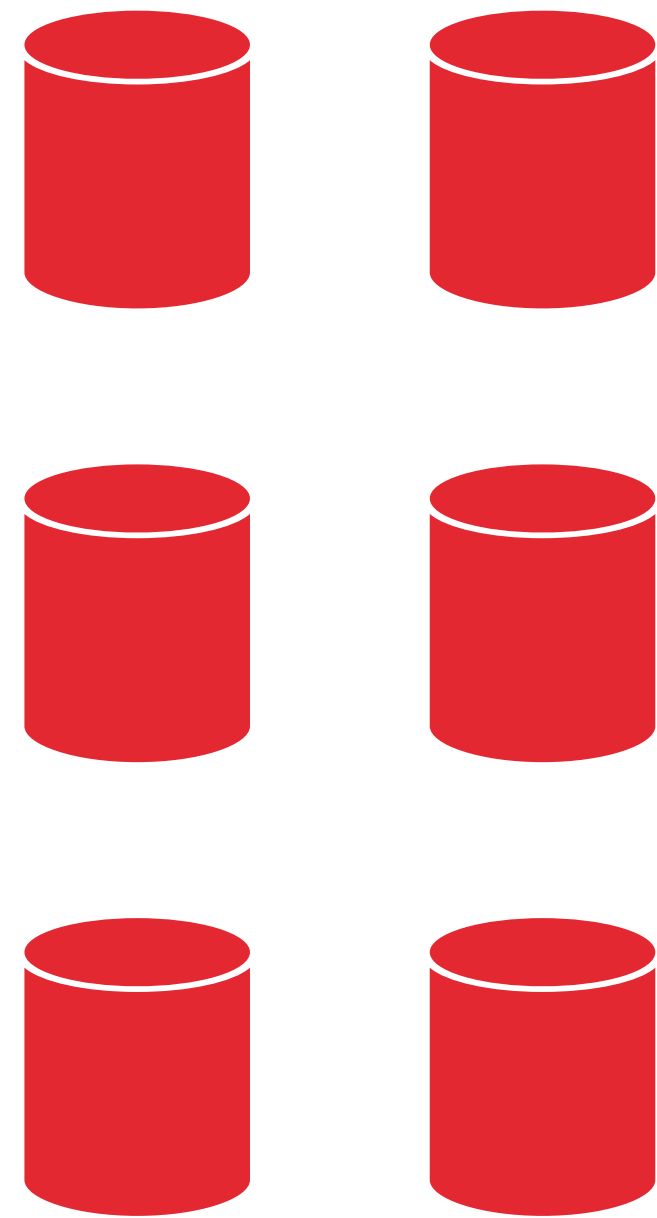
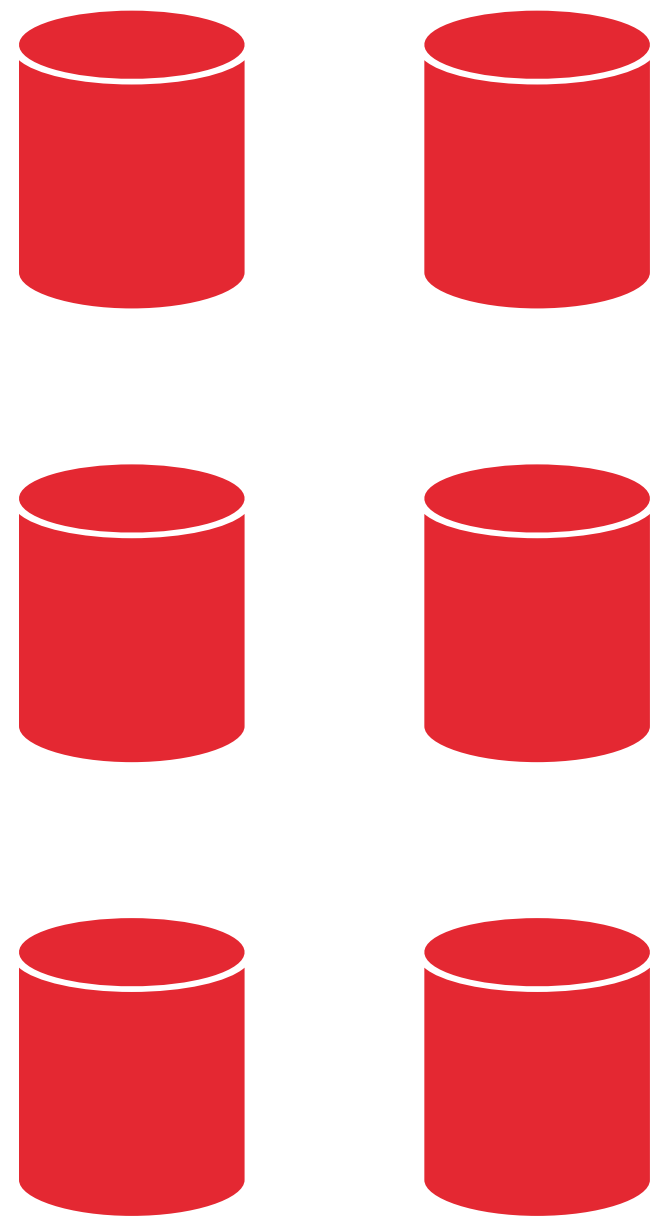
AND AVAILABILITY ZONES



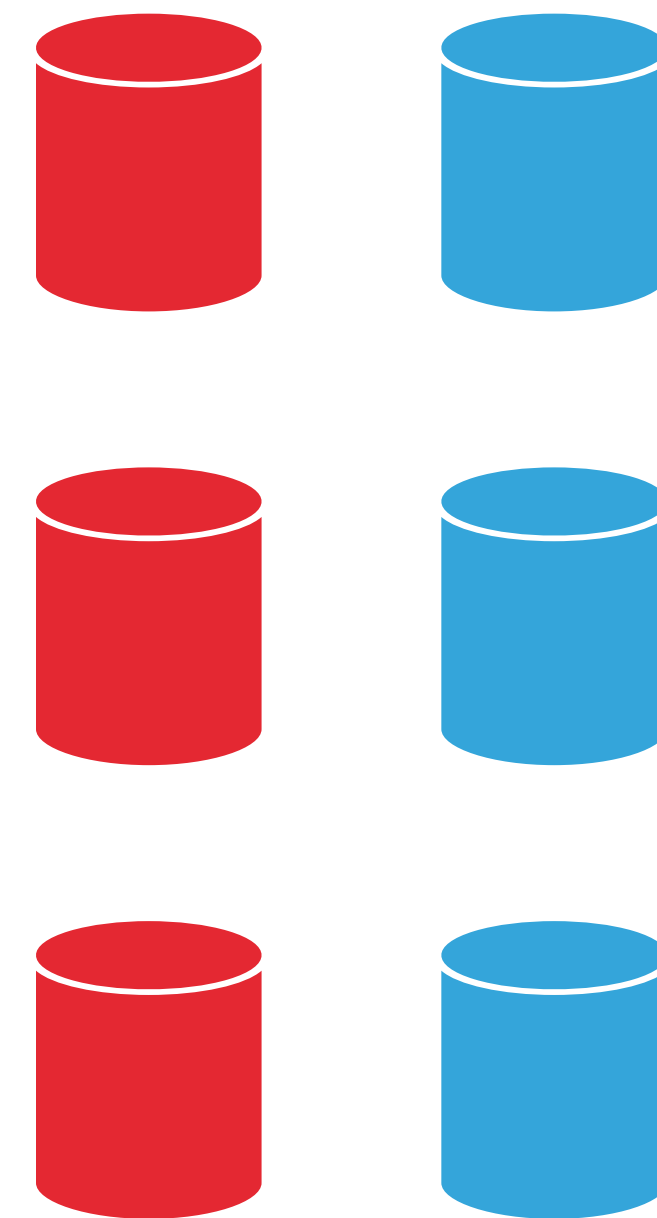
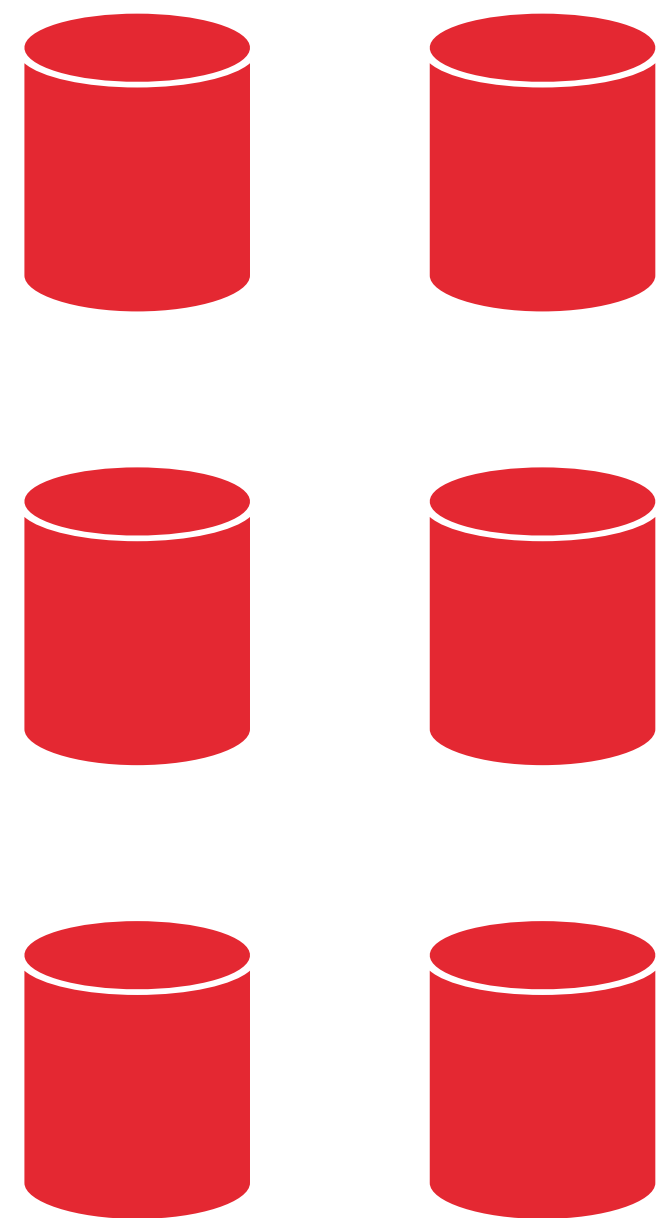
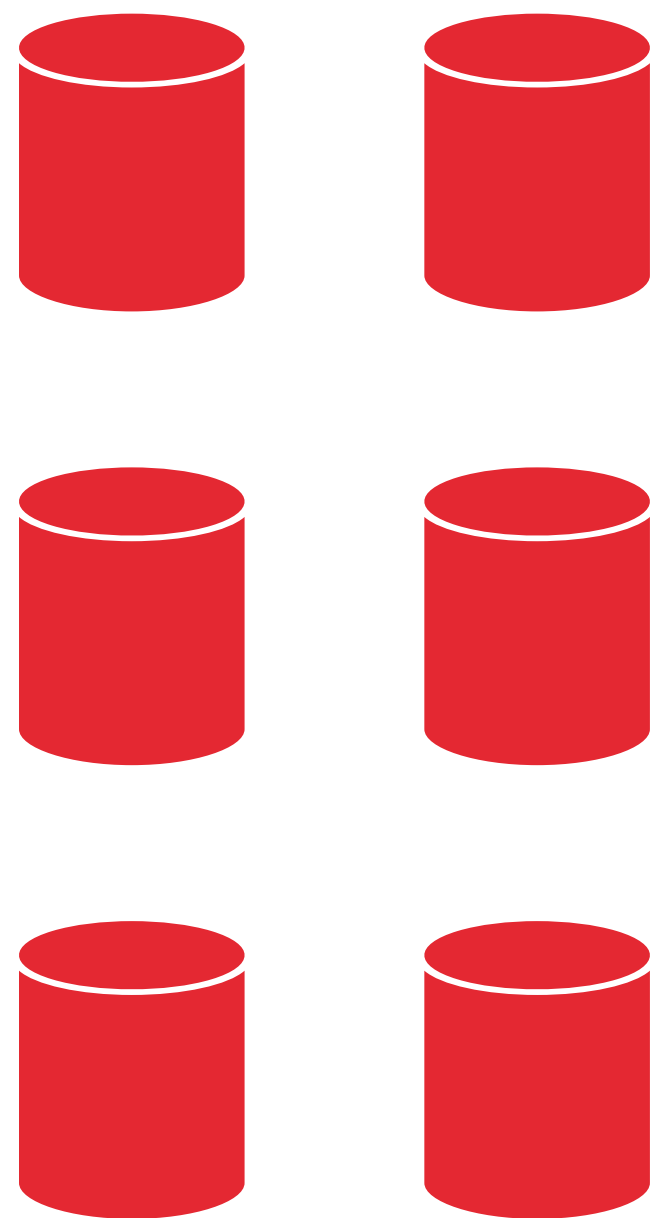
AND STABILITY CHECKS



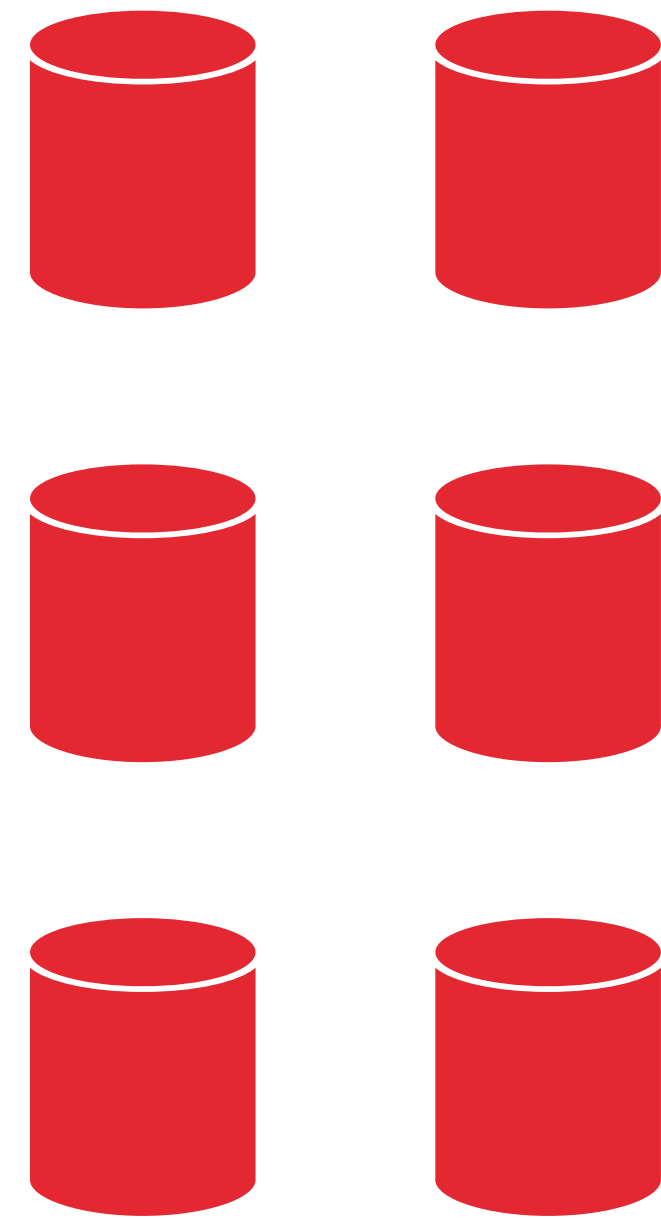
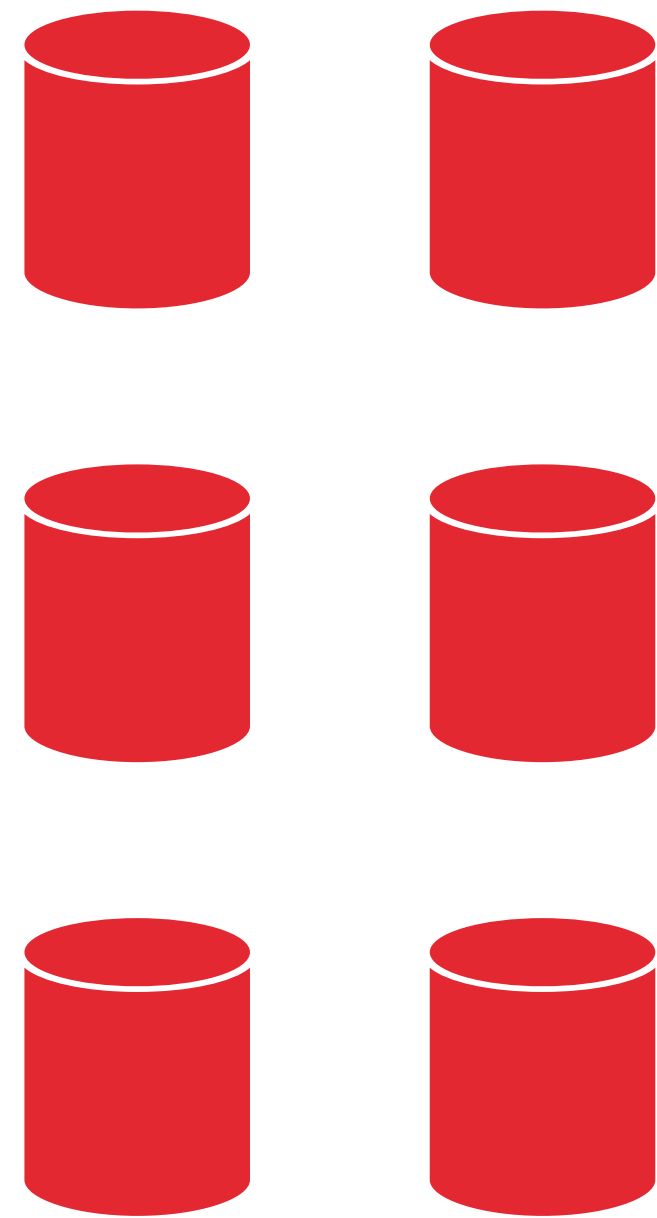
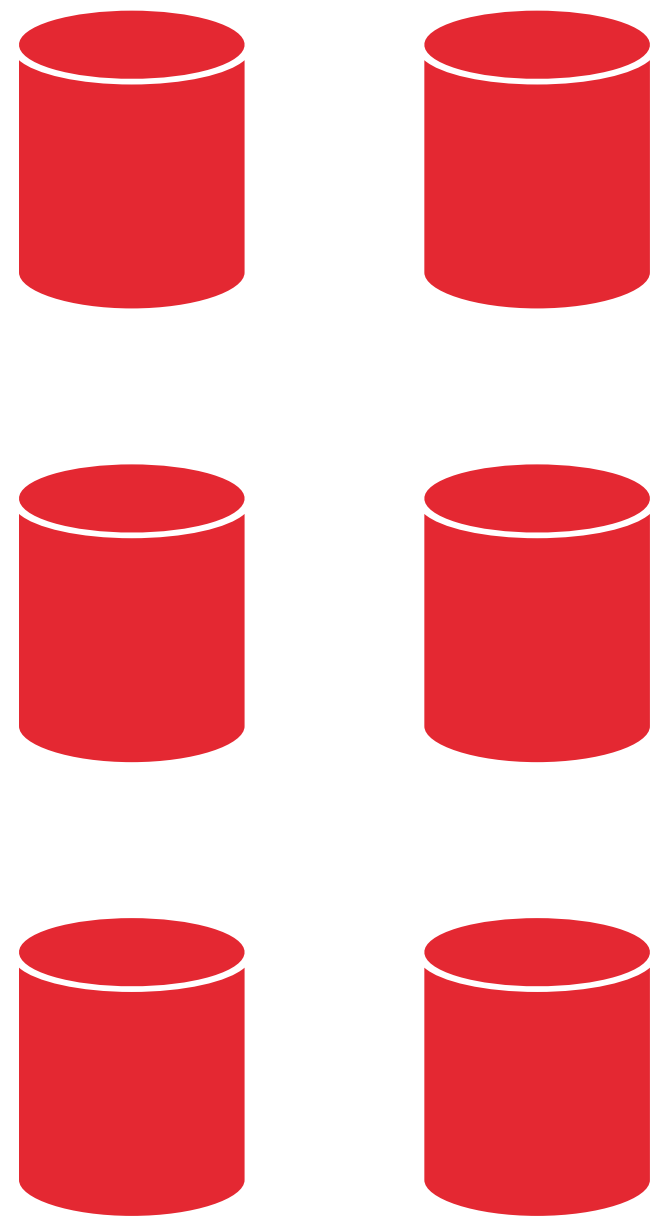
DEPLOYS CAN TAKE HOURS



DEPLOYS CAN TAKE HOURS



DEPLOYS CAN TAKE HOURS



PayPal: Summary x +

PayPal, Inc. (US) | https://www.paypal.com/myaccount/summary/

Summary Activity Send & Request Wallet Offers Help

LOG OUT

Hello, Jamund

Send Request More

PayPal balance

\$0.00

Available

[Transfer Money](#)

Send again

Jeremiah Harding pitalori... Search

Bank and cards

Inspector Debugger Style Editor Console Memory Network Storage Accessibility Performance

Filter URLs All HTML CSS JS XHR Fonts Images Media WS Other Persist Logs Disable cache No throttling HAR

Status	Method	Domain	File	Cause	Type	Transferred	Size	0 ms	2.56 s	5.12 s	7.68 s
200	GET	www.paypalobjects.com	node-chat.js	script	js	122.20 KB	432.59 KB			59 ms	
200	GET	www.paypalobjects.com	bundle.js	script	js	57.66 KB	193.54 KB		73 ms		
200	GET	www.paypal.com	/myaccount/summary/	document	html	48.54 KB	142.17 KB	1771 ms			
301	GET	www.paypal.com	summary	document	html	47.07 KB	142.17 KB	211 ms			
200	GET	www.paypalobjects.com	main.css	stylesheet	css	19.50 KB	125.24 KB		20 ms		
200	GET	www.paypalobjects.com	carousel.js	script	js	39.46 KB	124.12 KB		80 ms		
200	GET	www.paypalobjects.com	bootstrap.js	script	js	19.18 KB	66.53 KB		37 ms		
200	GET	www.paypalobjects.com	bank-icons_sprite.png	img	png	56.51 KB	56.16 KB		39 ms		
200	GET	www.paypalobjects.com	oo engine-v5.9.10.min.js	script	js	12.96 KB	46.35 KB		28 ms		

62 requests 1.87 MB / 892.52 KB transferred Finish: 6.53 s DOMContentLoaded: 2.43 s load: 5.91 s

PayPal: Activity

PayPal, Inc. (US) | https://www.paypal.com/myaccount/transactions/?free_text_search=&cl

Summary **Activity** Send & Request Wallet Offers Help

LOG OUT

Start 12/05/18 End 03/05/19 Search activities Filters Statements

Completed

MAR 02	超越志远 (北京) 科技发展有限公司 Payment	- \$124.16 Clothing
MAR 01	Lyft Automatic Payment	- \$42.49 Transportation
FEB 28	Lyft Automatic Payment	- \$8.30 Transportation

Inspector Debugger Style Editor Console Memory Network Storage Accessibility Performance

Filter URLs All HTML CSS JS XHR Fonts Images Media WS Other Persist Logs Disable cache No throttling HAR

Status	Method	Domain	File	Cause	Type	Transferred	Size	0 ms	1.28 s	2.56 s	3.84 s	5.12 s
200	GET	www.paypalobjects.com	dust-templates.js	script	js	101.93 KB	844.44 KB			71 ms		
200	GET	www.paypalobjects.com	app.js	script	js	183.06 KB	606.47 KB			136 ms		
200	GET	www.paypalobjects.com	node-chat.js	script	js	122.20 KB	432.59 KB				61 ms	
200	GET	www.paypalobjects.com	app-service-nav.ltr.css	stylesheet	css	41.25 KB	256.05 KB			27 ms		
200	GET	www.paypal.com	/myaccount/transactions/	document	html	28.08 KB	209.83 KB			2204 ms		
200	GET	www.paypalobjects.com	activity.ltr.css	stylesheet	css	23.41 KB	130.02 KB			36 ms		
200	GET	www.paypalobjects.com	bootstrap.js	script	js	19.18 KB	66.53 KB			53 ms		
200	GET	www.paypalobjects.com	PayPalSansBig-Medium.woff2	font	font-woff2	39.38 KB	38.99 KB				22 ms	
200	GET	www.paypalobjects.com	PayPalSansBig-Medium.woff2	font	font-woff2	39.42 KB	38.99 KB				75 ms	

70 requests | 3.12 MB / 1.04 MB transferred | Finish: 5.13 s | DOMContentLoaded: 2.59 s | load: 4.38 s

Paypal: Send Money x +

PayPal, Inc. (US) | https://www.paypal.com/myaccount/transfer/homepage

Summary Activity **Send & Request** Wallet Offers Help

LOG OUT

Send Request Contacts More

Send money to

Name, email, or mobile

Next

How it works ?

Send to friends abroad
The faster way to get money to friends and family across the globe.

Send an invoice
Customize, track, and send invoices.

Send a digital gift card
Choose and personalize it with a message. The easiest way to make

Inspector Debugger Style Editor Console Memory Network Storage Accessibility Performance

Filter URLs

Status	Method	Domain	File	Cause	Type	Transferred	Size	0 ms	2.56 s	5.12 s
200	GET	www.paypalobjects.com	vendors.chunk.js	script	js	314.08 KB	1.32 MB	186 ms		
200	GET	www.paypal.com	homepage	document	html	131.24 KB	645.70 KB	1573 ms		
200	GET	www.paypalobjects.com	node-chat.js	script	js	122.20 KB	432.59 KB	139 ms		
200	GET	www.paypalobjects.com	shared.chunk.js	script	js	70.13 KB	377 KB	89 ms		
200	GET	www.paypalobjects.com	transfer.ltr.css	stylesheet	css	49.42 KB	355.01 KB	51 ms		
200	GET	www.paypalobjects.com	app-service-nav.ltr.css	stylesheet	css	43.73 KB	274.02 KB	30 ms		
200	GET	www.paypalobjects.com	tealeaf-p2p_domcap.min.js	script	js	47.19 KB	213.74 KB	72 ms		
200	GET	www.paypalobjects.com	default~contact-list~guest~pay-reque...	script	js	14.08 KB	92.89 KB	19 ms		
200	GET	www.paypalobjects.com	transfer.chunk.js	script	js	11.37 KB	75.08 KB	15 ms		

89 requests 4.81 MB / 1.39 MB transferred Finish: 5.79 s DOMContentLoaded: 2.22 s load: 5.18 s

PayPal: Wallet

PayPal, Inc. (US) | https://www.paypal.com/myaccount/money/

Summary Activity Send & Request **Wallet** Offers Help

LOG OUT

Link a debit or credit card >
Keep your card info secure when shopping

Link a bank account >
Use it to send money to friends in the U.S. for free

PAYMENT METHODS

PayPal balance
\$0.00 Available

Transfer Money

Inspector Debugger Style Editor Console Memory Network Storage Accessibility Performance

Filter URLs

Status	Method	Domain	File	Cause	Type	Transferred	Size	0 ms	20.48 s	40.96 s	1.02 min	1.37
200	GET	www.paypalobjects.com	appBundle.js	script	js	204.41 KB	838.65 KB	224 ms				
200	GET	www.paypalobjects.com	vendor.js	script	js	217.79 KB	725.09 KB	137 ms				
200	GET	www.paypalobjects.com	node-chat.js	script	js	122.20 KB	432.59 KB	62 ms				
200	GET	www.paypal.com	/myaccount/money/	document	html	57.24 KB	239.04 KB	2328 ms				
302	GET	www.paypal.com	wallet	document	html	57.12 KB	239.04 KB	947 ms				
200	GET	www.paypalobjects.com	main.ltr.css	stylesheet	css	40.68 KB	233.74 KB	31 ms				
200	GET	www.paypalobjects.com	bank-icons_2x.png	img	png	174.63 KB	174.24 KB	133 ms				
200	GET	www.paypalobjects.com	patleaf.js	script	js	39.98 KB	120 KB	41 ms				
200	GET	www.paypalobjects.com	bootstrap.js	script	js	19.18 KB	66.53 KB	31 ms				

66 requests 3.62 MB / 1.42 MB transferred Finish: 1.15 min DOMContentLoaded: 4.24 s load: 8.83 s

PayPal: Wallet

PayPal, Inc. (US) | https://www.paypal.com/myaccount/money/

Summary Activity Send & Request **Wallet** Offers Help

LOG OUT

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Keep your card info secure when shopping

[Link a bank account >](#)
Use it to send money to friends in the U.S. for free

PayPal balance
\$0.00 Available

[Transfer Money](#)

PAYMENT METHODS

PayPal balance \$0.00 Available

Inspector Debugger Style Editor Console Memory **Network** Storage Accessibility Performance

Filter URLs | All HTML CSS JS XHR Fonts Images Media WS Other | Persist Logs Disable cache No throttling HAR

Status	Method	Domain	File	Cause	Type	Transferred	Size	0 ms	20.48 s	40.96 s	1.02 min	1.37
200	GET	www.paypalobjects.com	appBundle.js	script	js	204.41 KB	838.65 KB	224 ms				
200	GET	www.paypalobjects.com	vendor.js	script	js	217.79 KB	725.09 KB	137 ms				
200	GET	www.paypalobjects.com	node-chat.js	script	js	122.20 KB	432.59 KB	62 ms				
200	GET	www.paypal.com	/myaccount/money/	document	html	57.24 KB	239.04 KB	2328 ms				
302	GET	www.paypal.com	wallet	document	html	57.12 KB	239.04 KB	947 ms				
200	GET	www.paypalobjects.com	main.ltr.css	stylesheet	css	40.68 KB	233.74 KB	31 ms				
200	GET	www.paypalobjects.com	bank-icons_2x.png	img	png	174.63 KB	174.24 KB	133 ms				
200	GET	www.paypalobjects.com	patleaf.js	script	js	39.98 KB	120 KB	41 ms				
200	GET	www.paypalobjects.com	bootstrap.js	script	js	19.18 KB	66.53 KB	31 ms				

66 requests 3.62 MB / 1.42 MB transferred Finish: 1.15 min **DOMContentLoaded: 4.24 s** **load: 8.83 s**

Paypal: Send Money

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Summary Activity Send & Request Wallet Offers Help

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Send money to

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Inspector Debugger Style Editor Console Memory **Network** Storage Accessibility Performance

Filter URLs

Status	Method	Domain	File	Cause	Type	Transferred	Size	0 ms	2.56 s	5.12 s
200	GET	www.paypalobjects.com	vendors.chunk.js	script	js	314.08 KB	1.32 MB	186 ms		
200	GET	www.paypal.com	homepage	document	html	104.21 KB	845.79 KB	1573 ms		
200	GET	www.paypalobjects.com	node-chat.js	script	js	122.20 KB	432.59 KB	139 ms		
200	GET	www.paypalobjects.com	shared.chunk.js	script	js	70.13 KB	377 KB	89 ms		
200	GET	www.paypalobjects.com	transfer.ltr.css	stylesheet	css	49.42 KB	355.01 KB	51 ms		
200	GET	www.paypalobjects.com	app-service-nav.ltr.css	stylesheet	css	43.73 KB	274.02 KB	30 ms		
200	GET	www.paypalobjects.com	tealeaf-p2p_domcap.min.js	script	js	47.19 KB	213.74 KB	72 ms		
200	GET	www.paypalobjects.com	default~contact-list~guest~pay-reque...	script	js	14.08 KB	92.89 KB	19 ms		
200	GET	www.paypalobjects.com	transfer.chunk.js	script	js	11.37 KB	75.08 KB	15 ms		

89 requests 4.81 MB / 1.39 MB transferred Finish: 5.79 s DOMContentLoaded: 2.22 s load: 5.18 s

PayPal: Activity

PayPal, Inc. (US) | https://www.paypal.com/myaccount/transactions/?free_text_search=&cl

Summary Activity Send & Request Wallet Offers Help

LOG OUT

Start 12/05/18 End 03/05/19 Search activities Filters Statements

Completed

MAR 02	超越志远 (北京) 科技发展有限公司 Payment	- \$124.16 Clothing
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Filter URLs All HTML CSS JS XHR Fonts Images Media WS Other Persist Logs Disable cache No throttling HAR

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200	GET	www.paypalobjects.com	dust-templates.js	script	js	101.93 KB	844.44 KB			71 ms		
200	GET	www.paypalobjects.com	app.js	script	js	183.06 KB	606.47 KB			136 ms		
200	GET	www.paypalobjects.com	node-chat.js	script	js	122.20 KB	432.59 KB			61 ms		
200	GET	www.paypalobjects.com	app-service-nav.ltr.css	stylesheet	css	41.25 KB	256.05 KB			27 ms		
200	GET	www.paypal.com	/myaccount/transactions/	document	html	28.08 KB	209.83 KB			2204 ms		
200	GET	www.paypalobjects.com	activity.ltr.css	stylesheet	css	23.41 KB	130.02 KB			36 ms		
200	GET	www.paypalobjects.com	bootstrap.js	script	js	19.18 KB	66.53 KB			53 ms		
200	GET	www.paypalobjects.com	PayPalSansBig-Medium.woff2	font	font-woff2	39.38 KB	38.99 KB			22 ms		
200	GET	www.paypalobjects.com	PayPalSansBig-Medium.woff2	font	font-woff2	39.42 KB	38.99 KB			75 ms		

70 requests | 3.12 MB / 1.04 MB transferred | Finish: 5.13 s | DOMContentLoaded: 2.59 s | load: 4.38 s

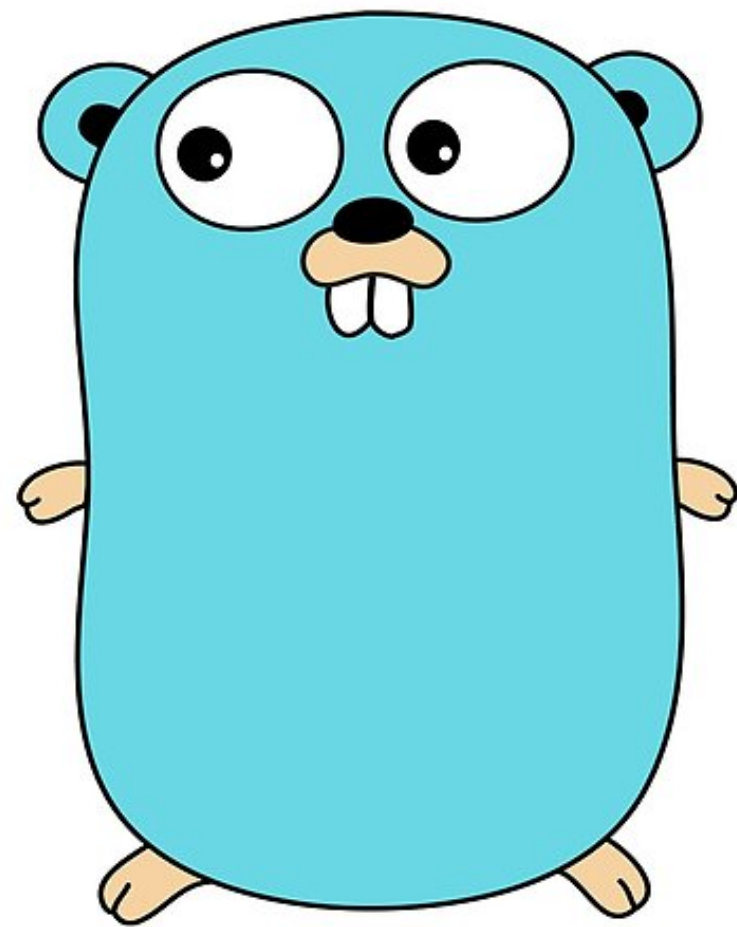


**WHAT IF DOING THE RIGHT
THING IS TOO HARD?**

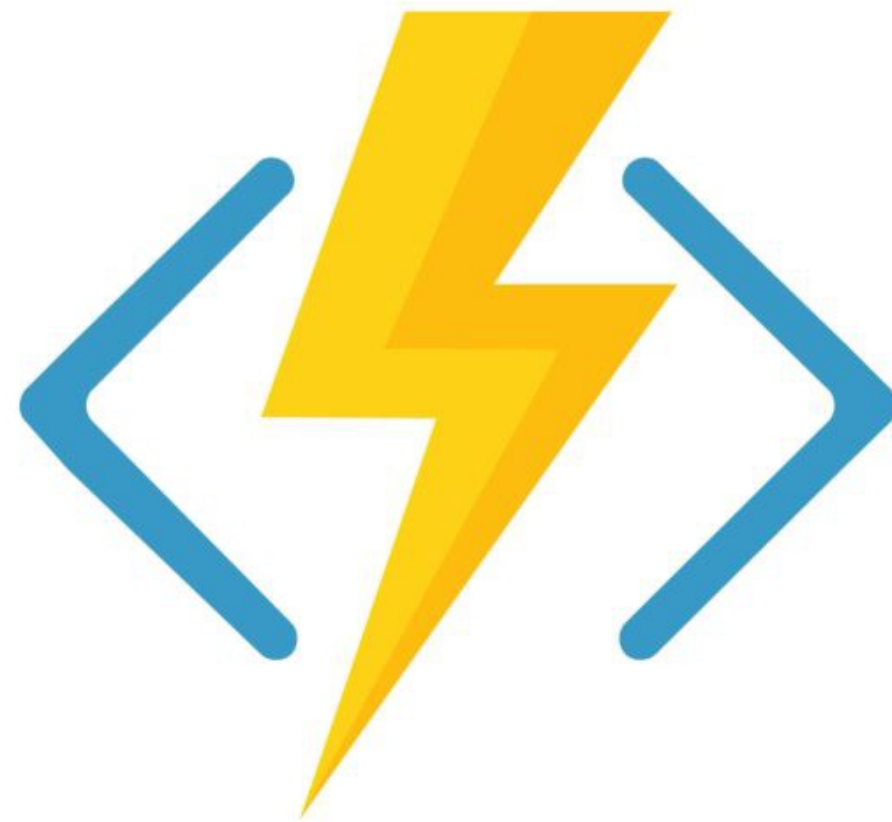


**WE NEED TO RE-THINK
THE ARCHITECTURE**

TECHNOLOGY ENVY



GOLANG



CLOUD FUNCTIONS



MACHINE LEARNING

Backend
Services

Java

Java

Java

C++



Application
Servers

JSX

Node.js

REST API



UI

HTML



CSS

React

CDN

♥ Gabriel Ricard liked



Nicholas C. Zakas  @slicknet · 25 May 2018



Part of why I love AWS Lambda is the enforced **isolation** between functions. Every framework I've written in the past ten years has tried to do that. My old JS architecture talk was all about that and ESLint rules are completely isolated from each other. **Isolation** FTW!



1



4



55



Backend
Services

Java

Java

Java

C++



Application
Servers

JSX

Node.js

REST API



UI

HTML



CSS

React

CDN

Backend Services

Java

Java

Java

C++



Application Servers

~~Java~~

Node.js

REST API



UI

HTML



CSS

React

CDN

Backend
Services

Java

Java

Java

C++



Application
Servers

~~Java~~

Node.js

~~REST API~~



UI

HTML

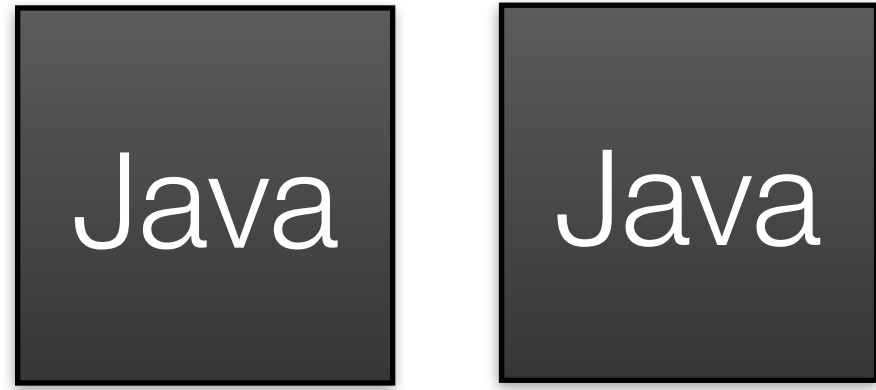


CSS

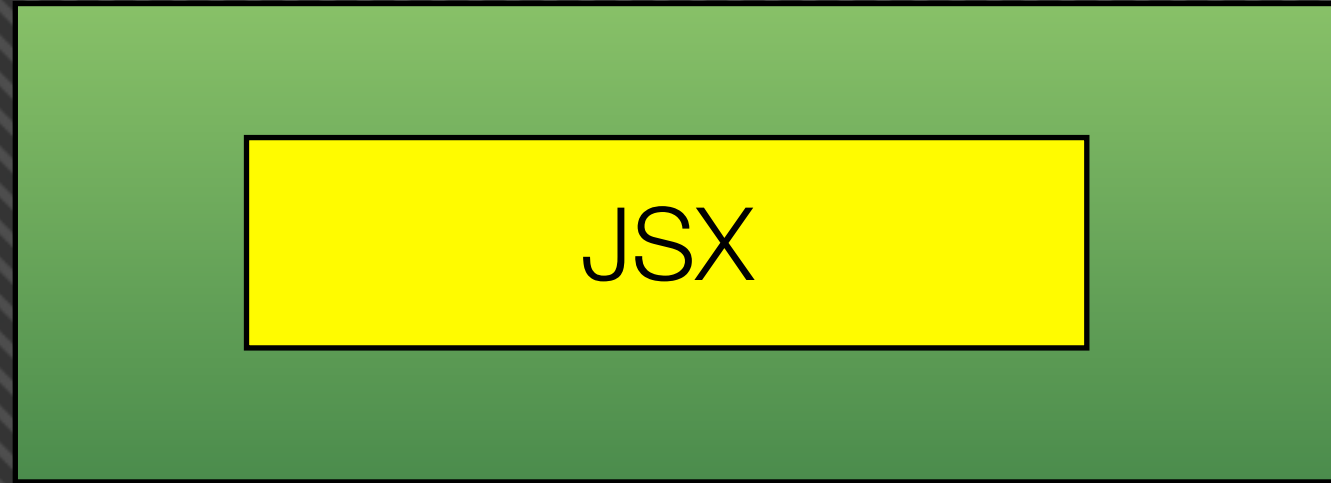
React

CDN

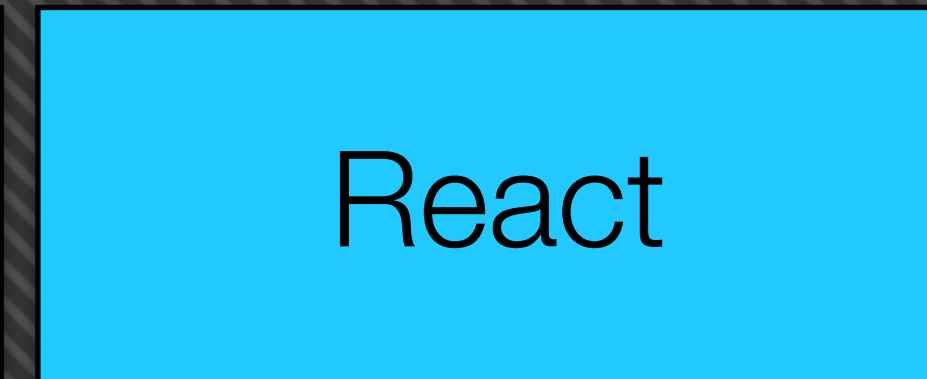
Backend Services



Application Servers

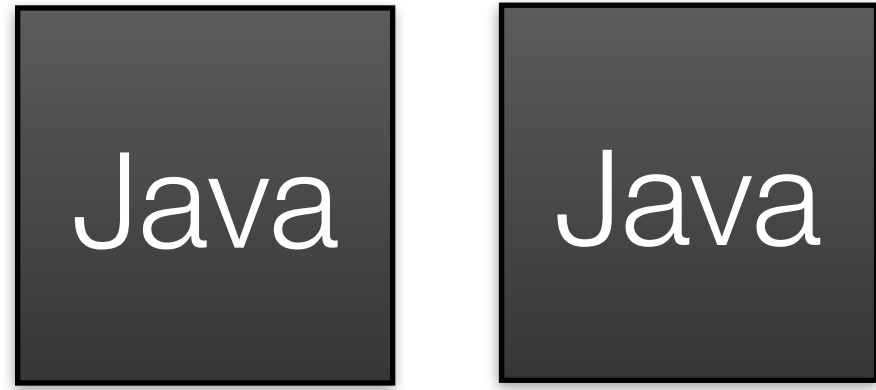


UI

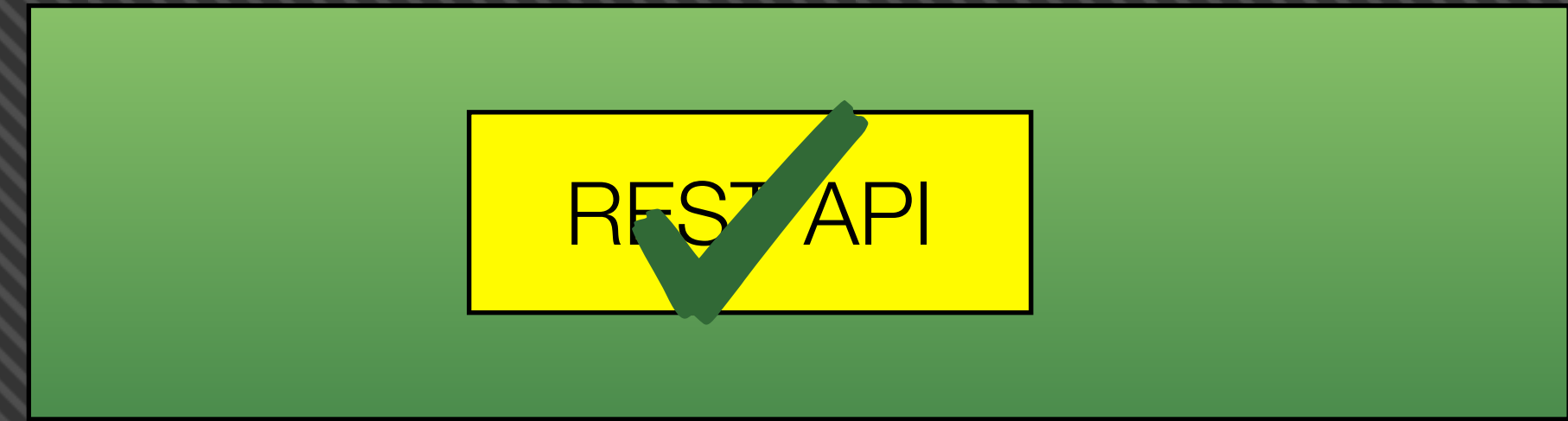
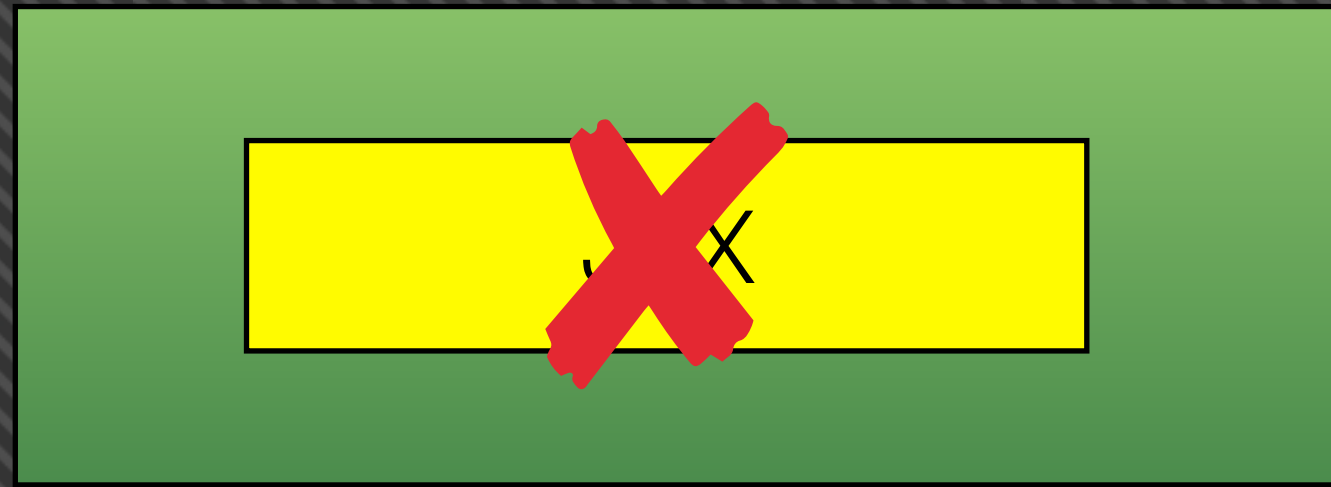


CDN

Backend Services



Application Servers



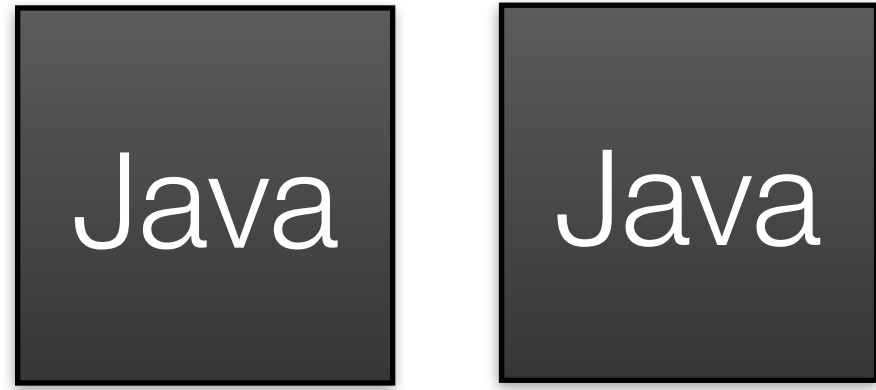
UI



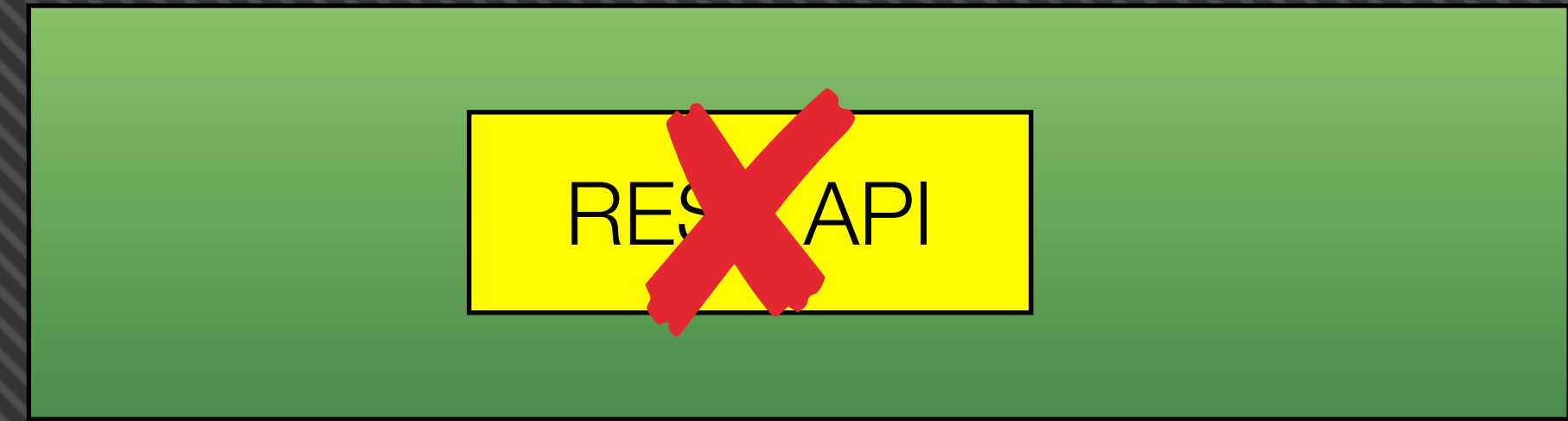
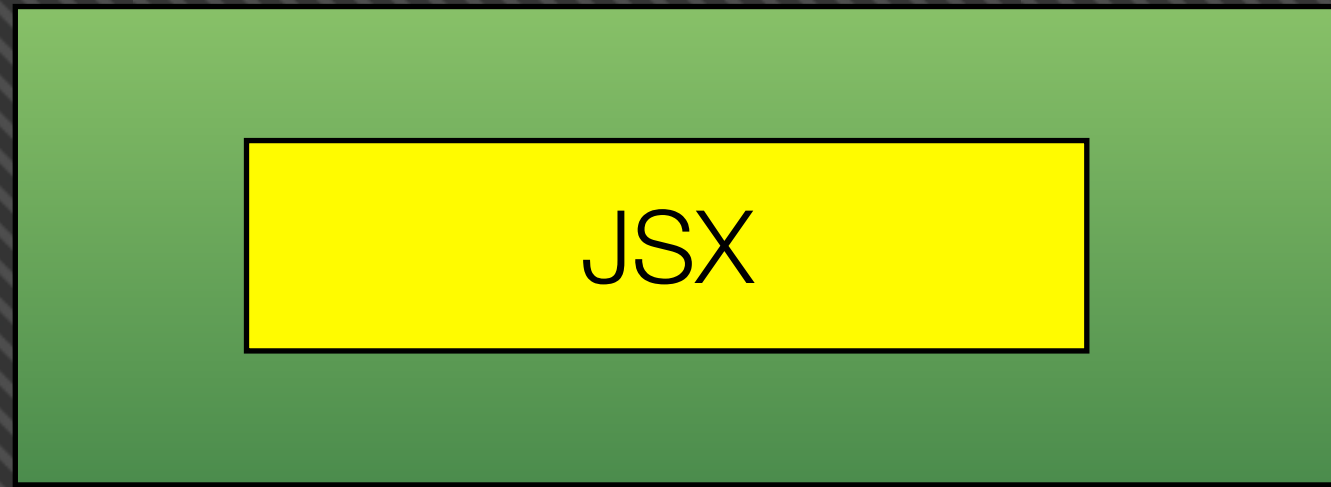
CDN



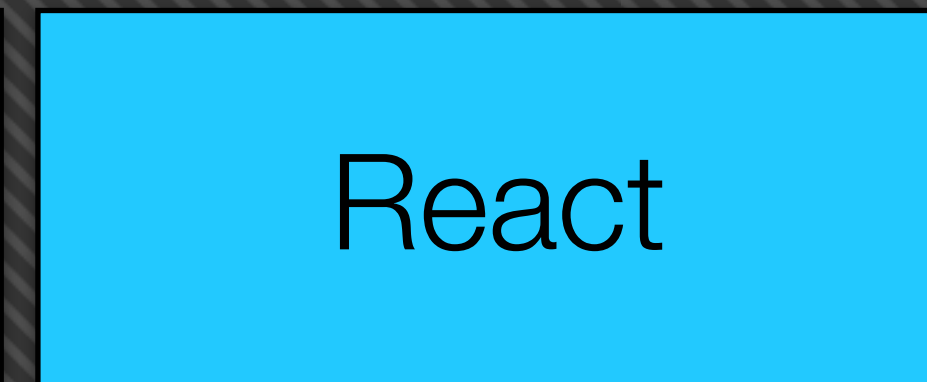
Backend Services



Application Servers



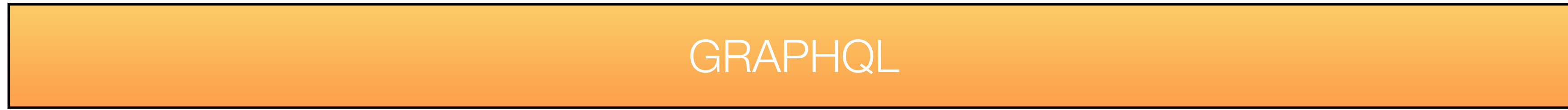
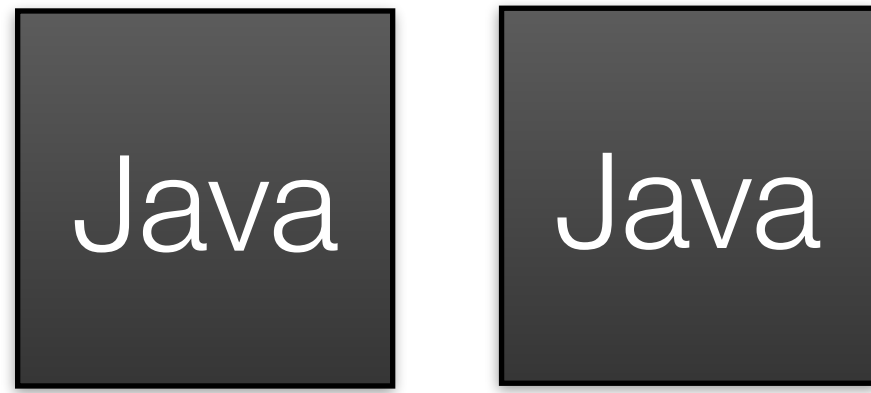
UI



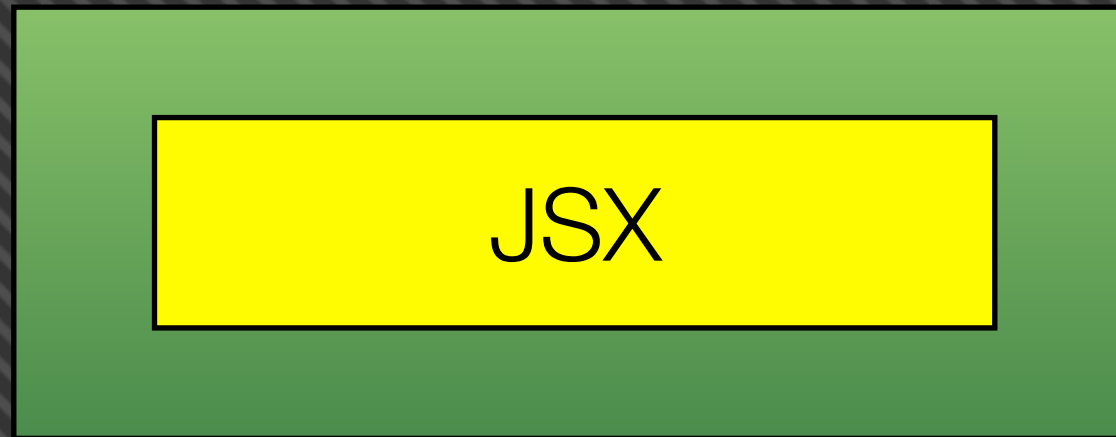
CDN



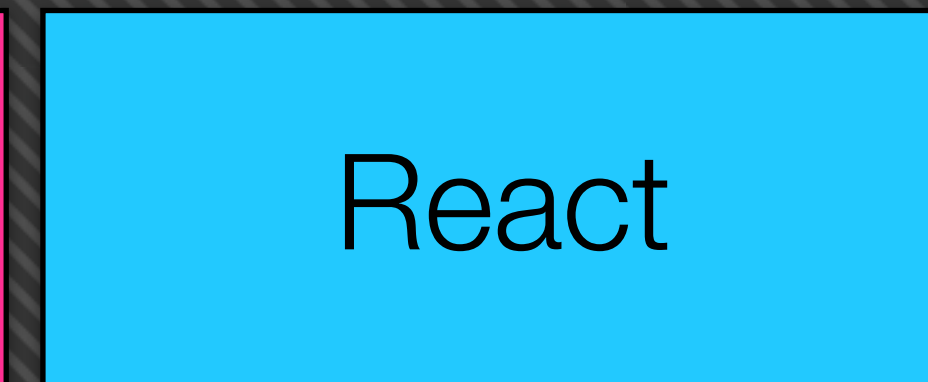
Backend Services



Application Servers

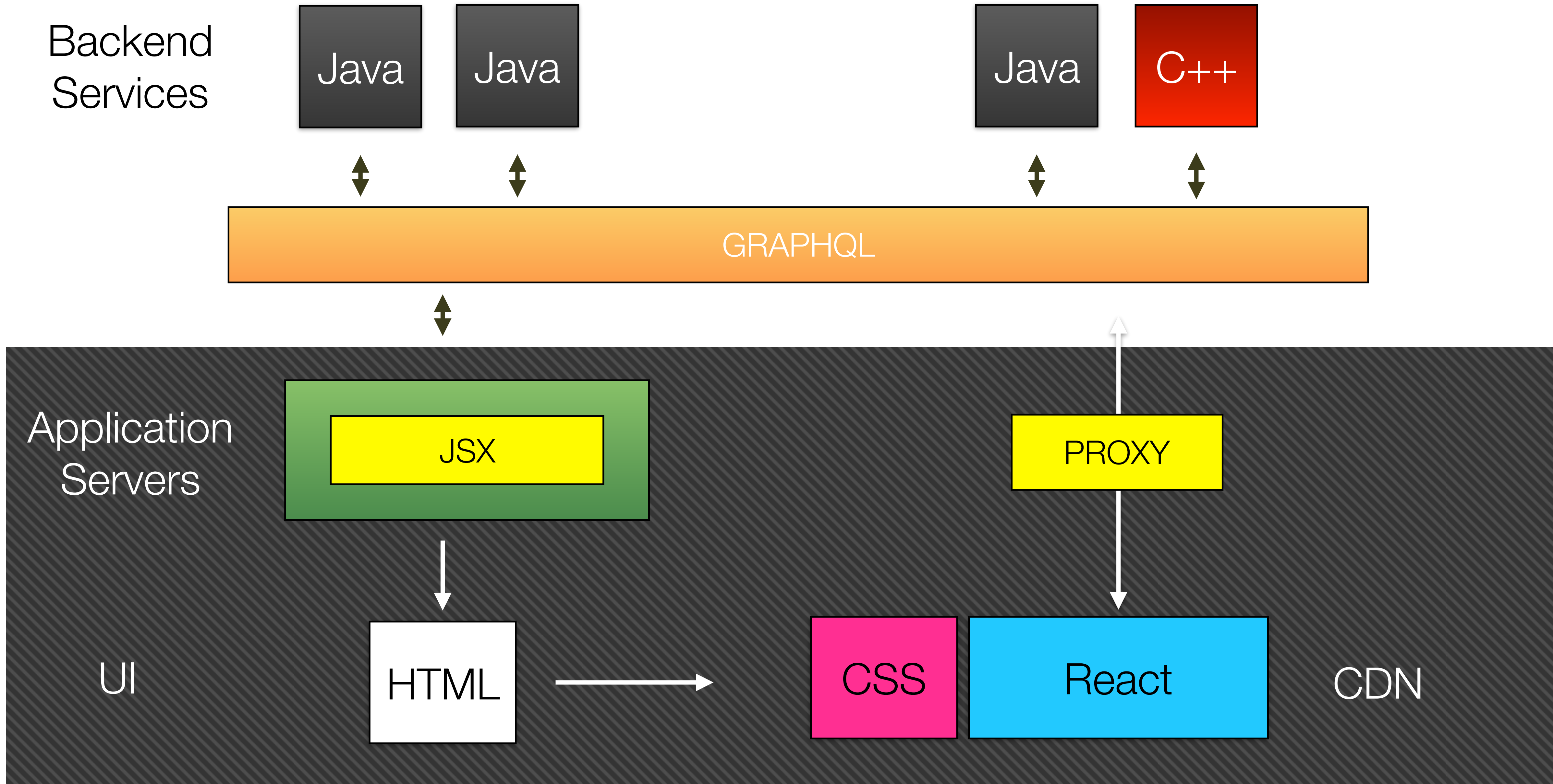


UI



CDN





Backend
Services

Java

Java

Java

C++

Frontend
Services

SHARED GRAPHQL

CDN

CSS

HTML

React

**HELLO JAMSTACK,
MY OLD FRIEND**



JAMSTACK

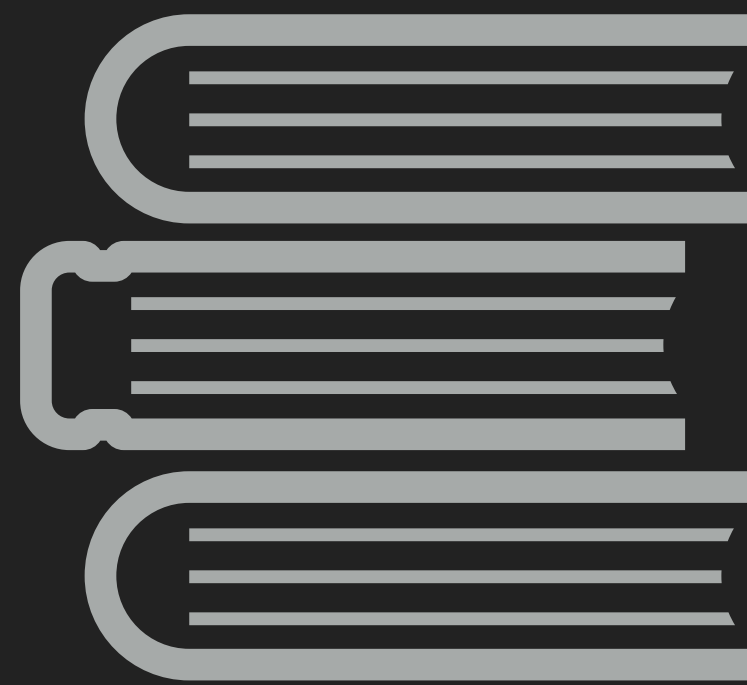
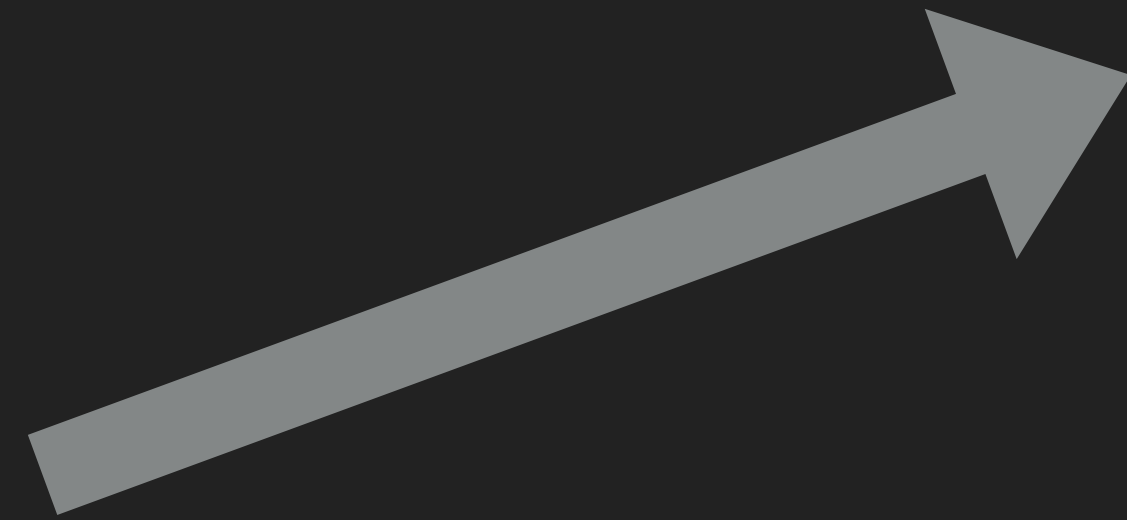
[Best Practices](#) [Examples](#) [Resources](#)

JAMstack: noun \ 'jam-stak' \

Modern web development architecture based on client-side JavaScript, reusable APIs, and prebuilt Markup.

JAMSTACK

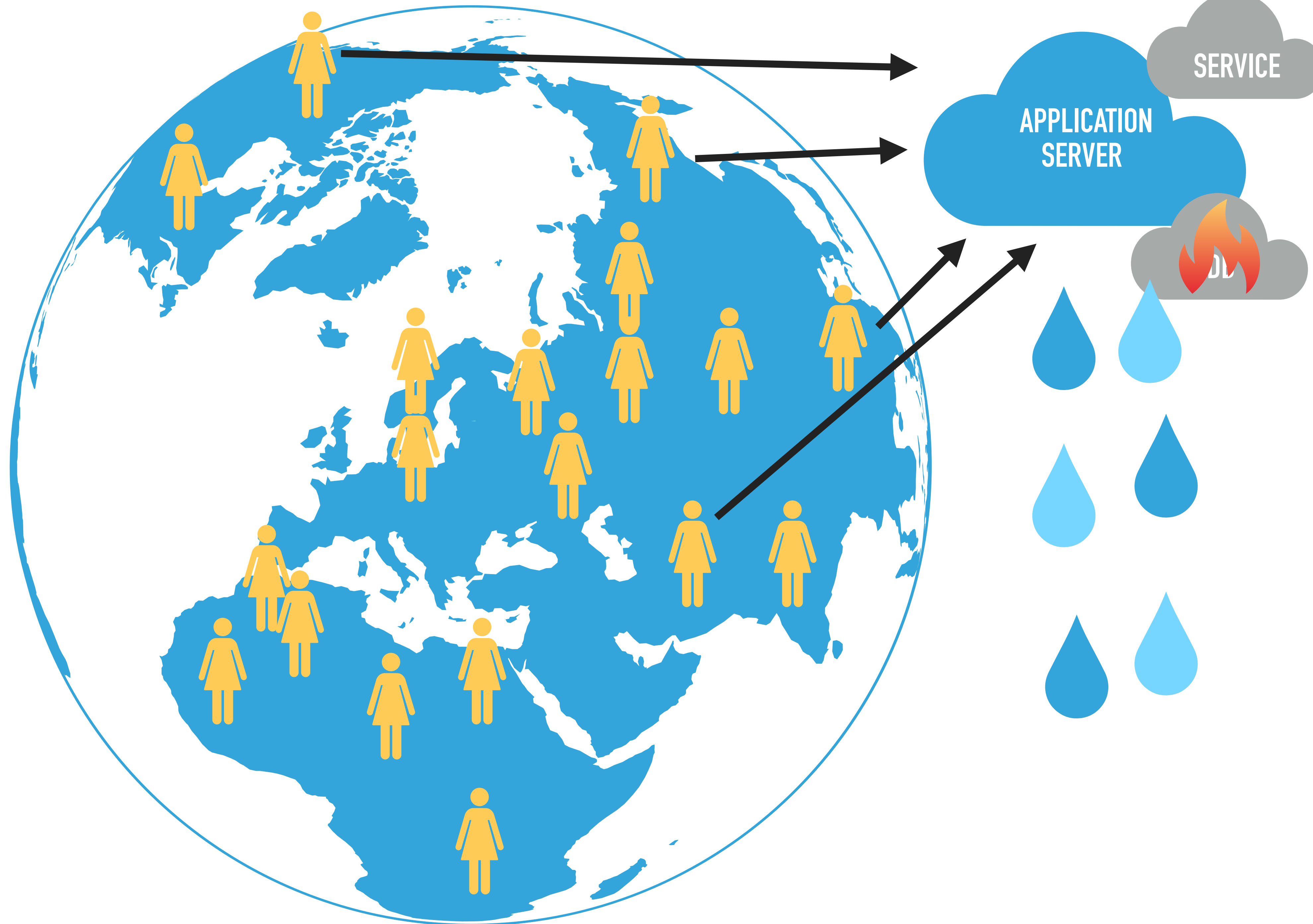
APIs



MARKUP

JAVASCRIPT

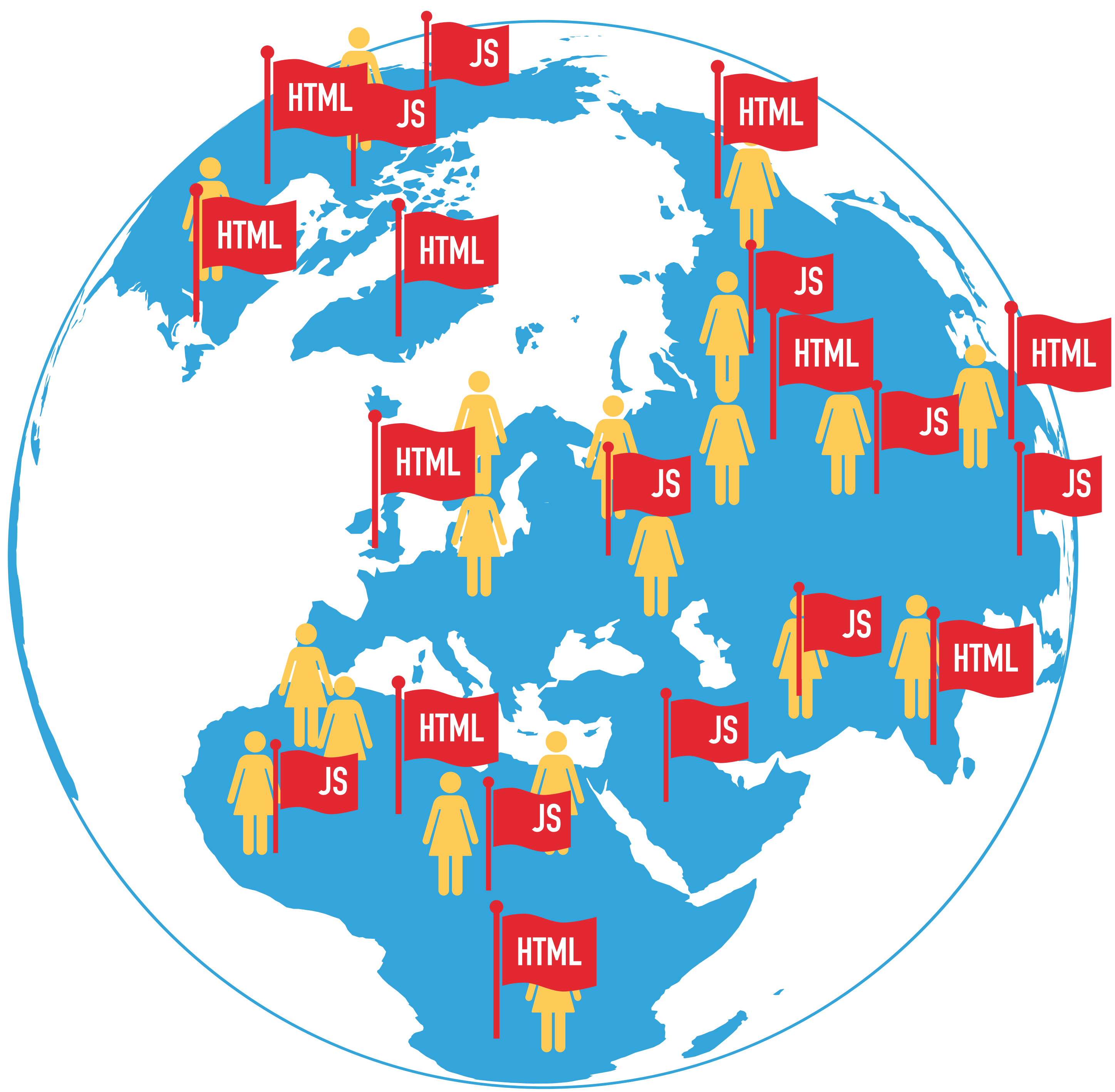




JAMSTACK



JAMSTACK



KEEP CONTENT CLOSER TO THE CUSTOMER



CLOUD



GEOGRAPHICAL NEAR (CDN)



THEIR DEVICE

FEW MOVING PARTS



NO DATABASE



NO APP SERVER

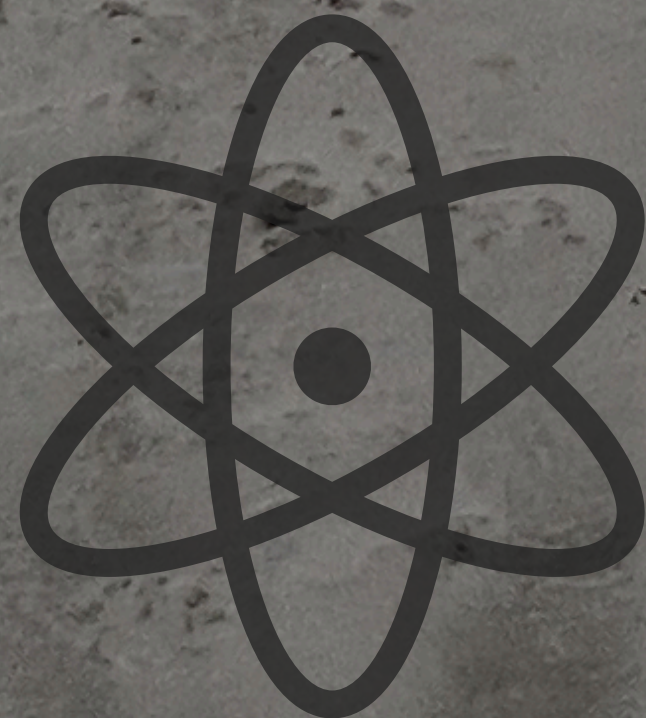


NO PROGRAMMING
LANGUAGE

GREAT TOOLING & DX



DEPLOY IN SECONDS

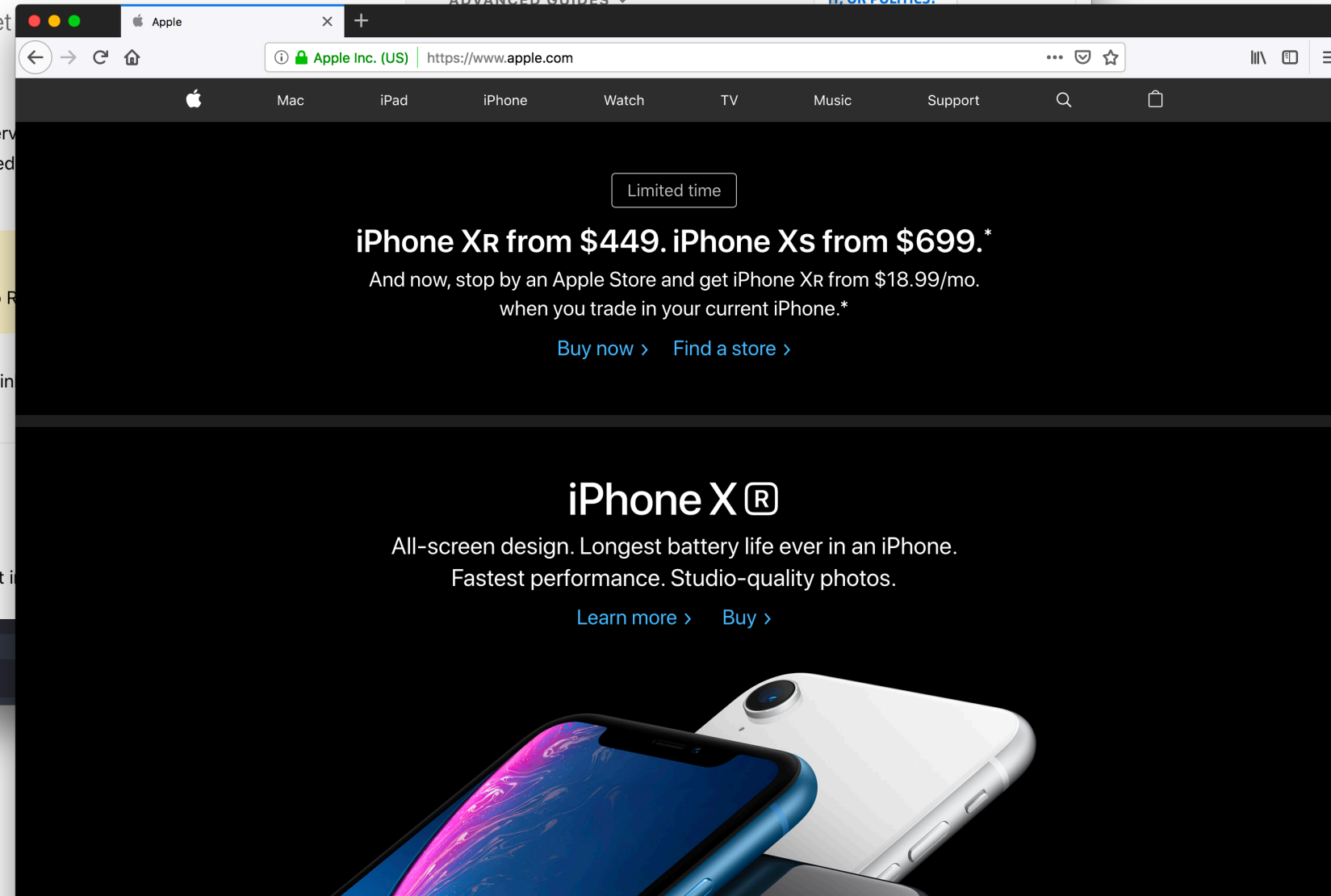
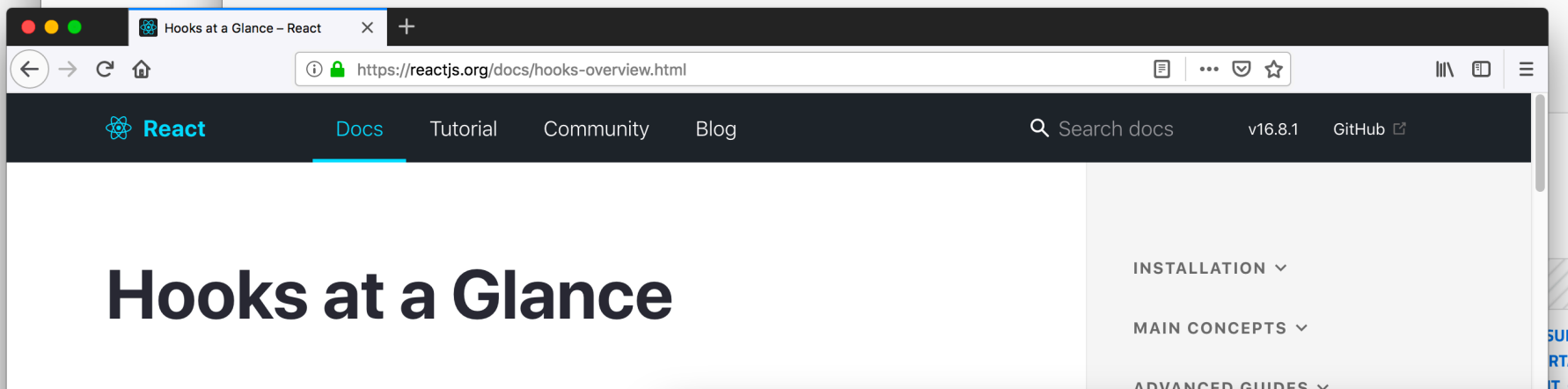
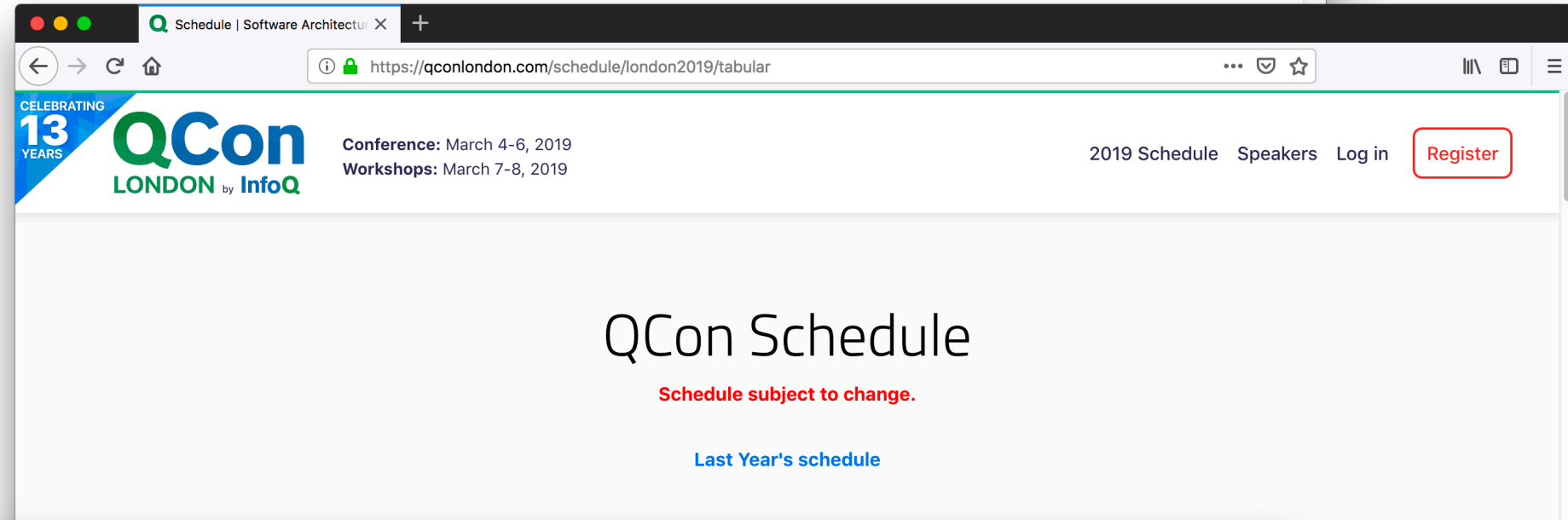
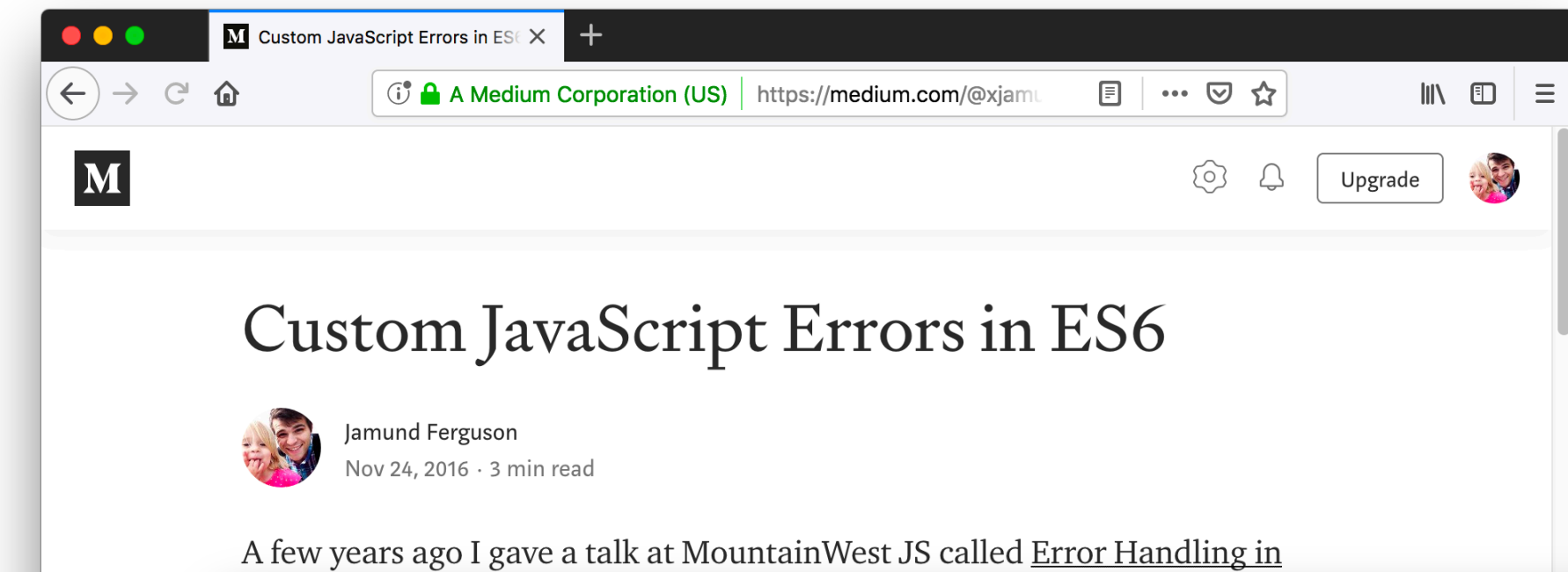


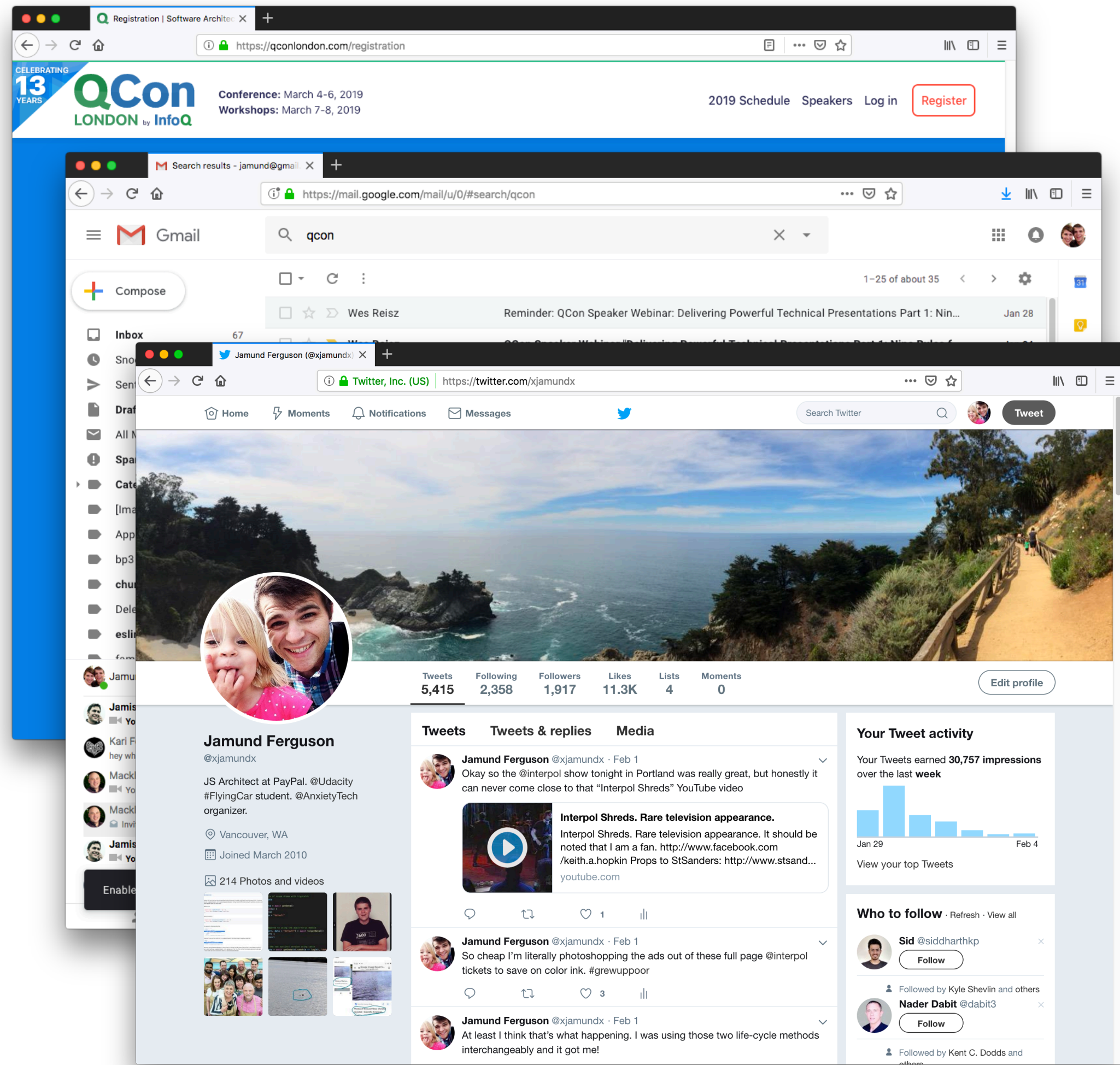
REACT & GATSBY



SINGLE STACK

JAMSTACK IS GREAT FOR STATIC SITES





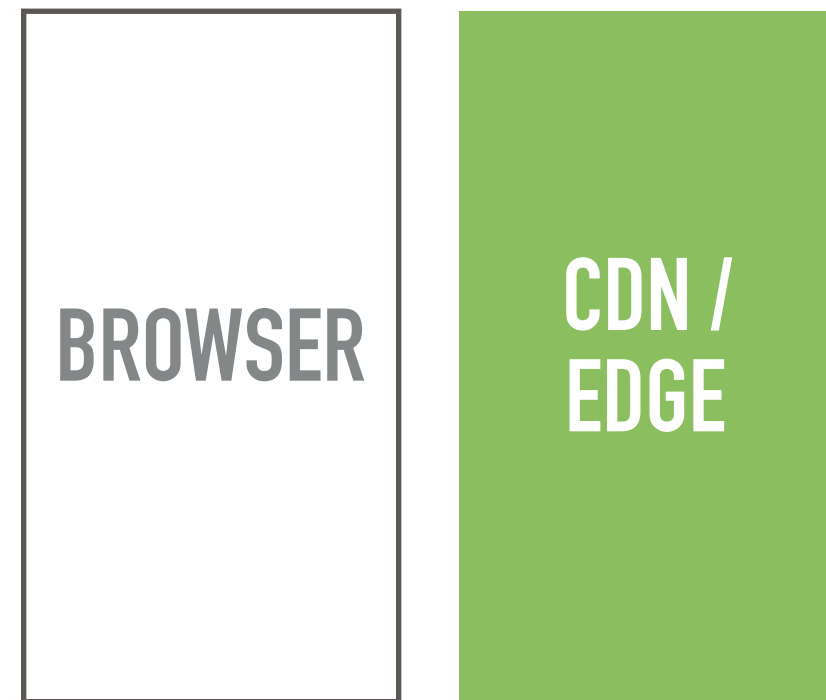
YOU CAN ALSO
MAKE FULLY
INTERACTIVE
WEB APPS

STATIC APPS ARE FULLY INTERACTIVE WEB APPS, POWERED BY STATIC ASSETS*

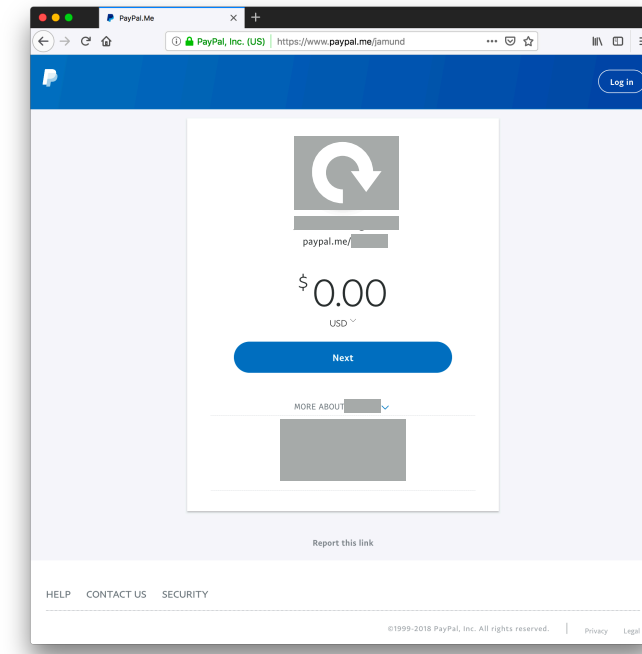
** and some APIs too*



LOAD THE STATIC PART <300MS

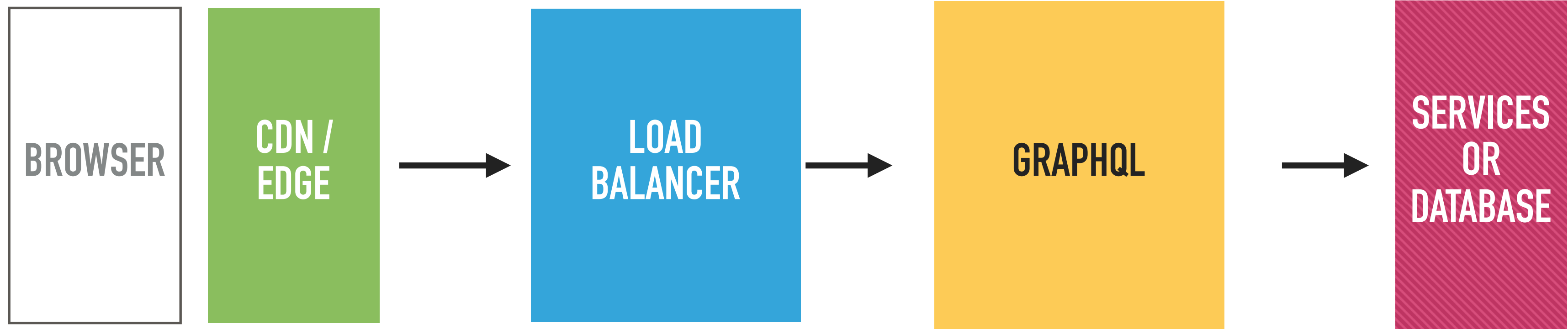


300ms



TTFB IS SUPER FAST. MOST OF PAGE READY TO GO RIGHT AWAY!

LOAD THE DYNAMIC BITS ~1000MS



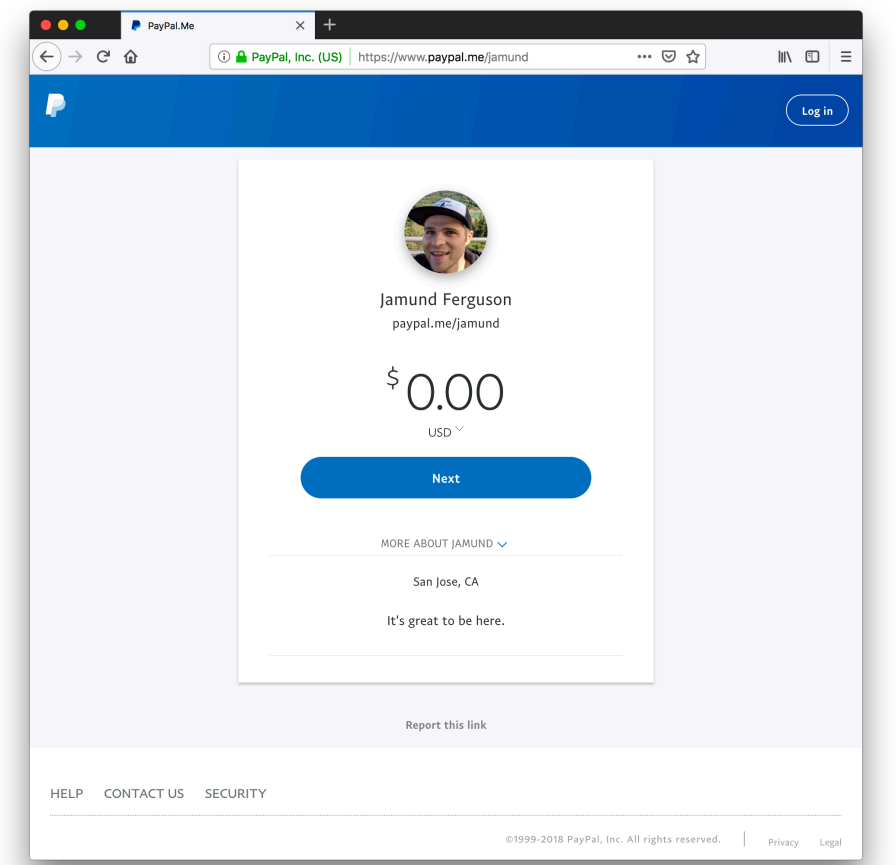
300ms

30ms

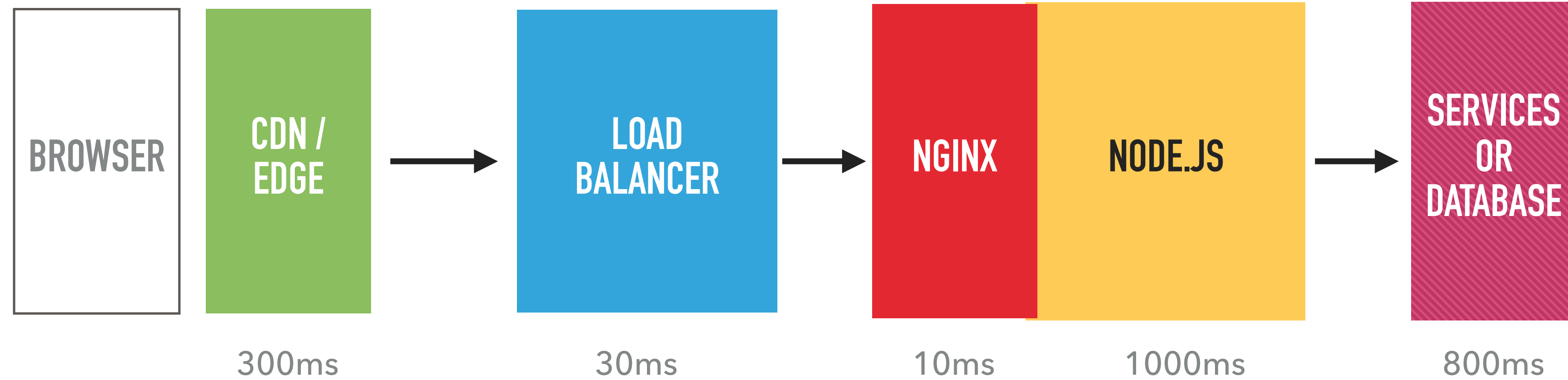
500ms

400ms

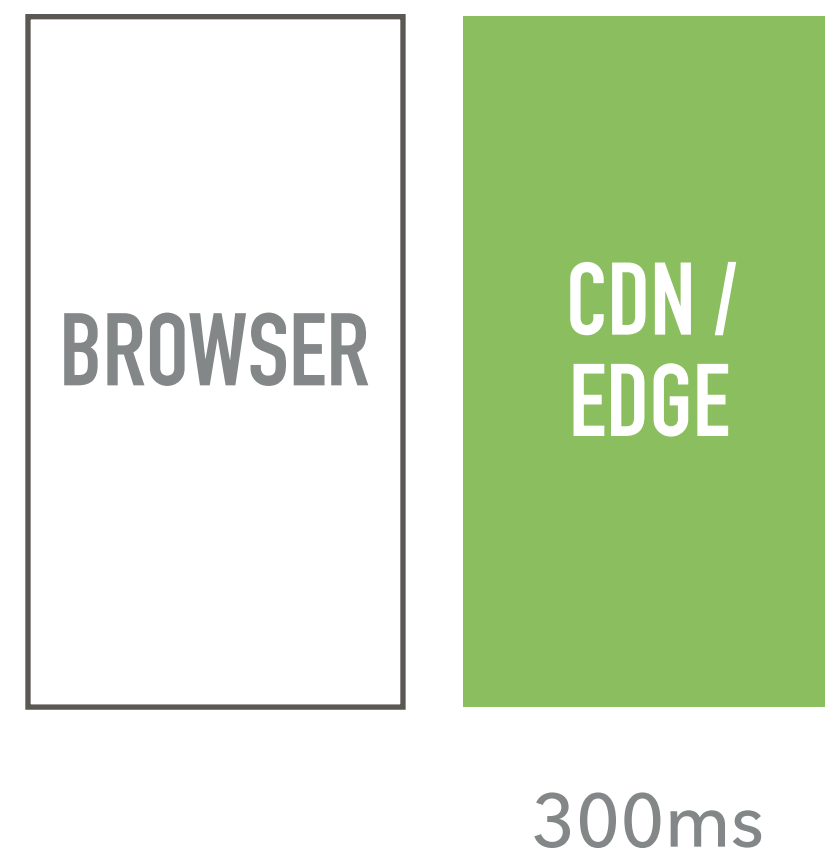
WAITING TIME IS LOWER THAN SSR BECAUSE I'M ONLY DOING API PROCESSING



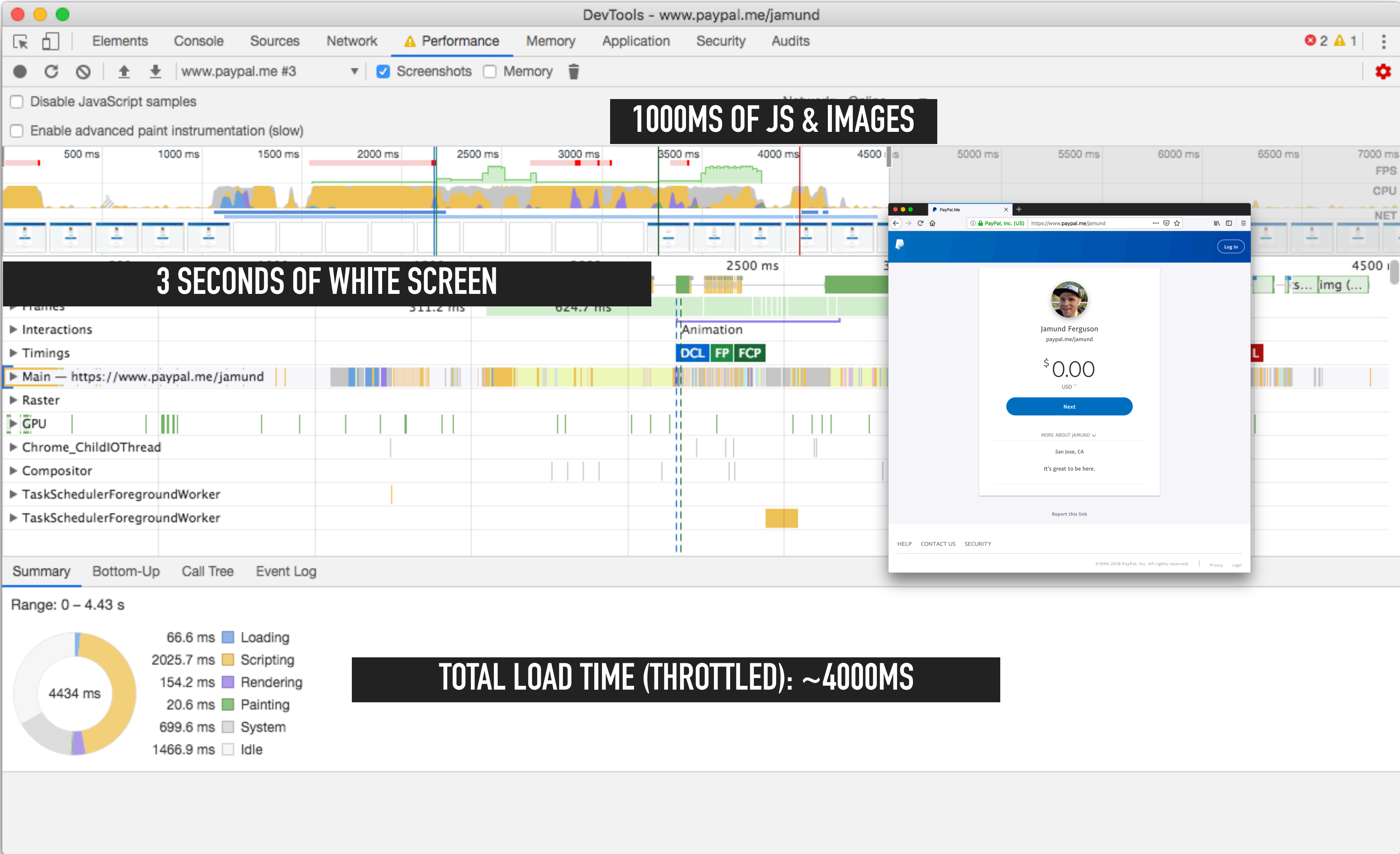
SERVER-SIDE RENDERED JAVASCRIPT 2140MS



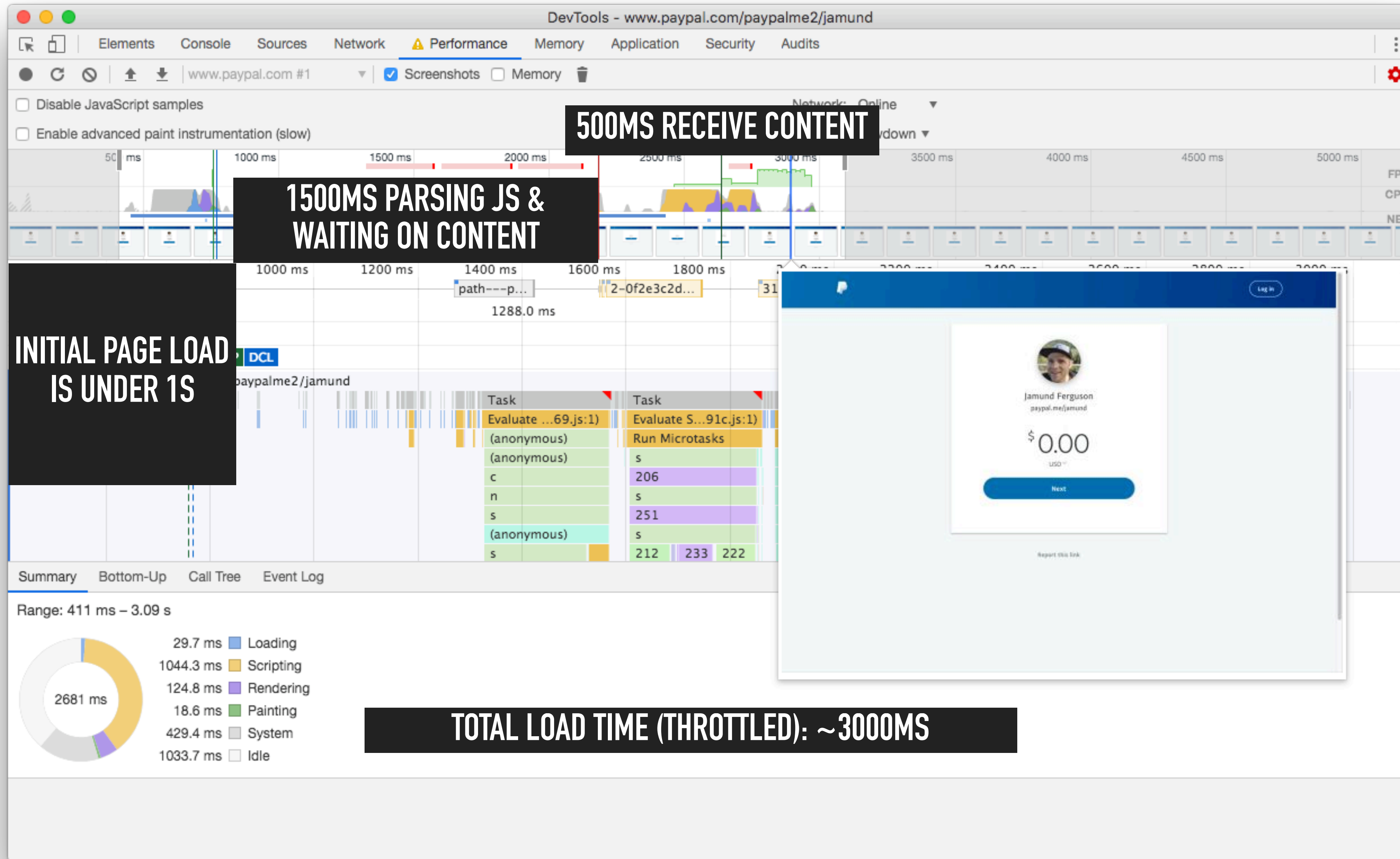
PRE-RENDERED HTML AT THE CDN 300MS



PPME: PARTIALLY SERVER-RENDERED VERSION

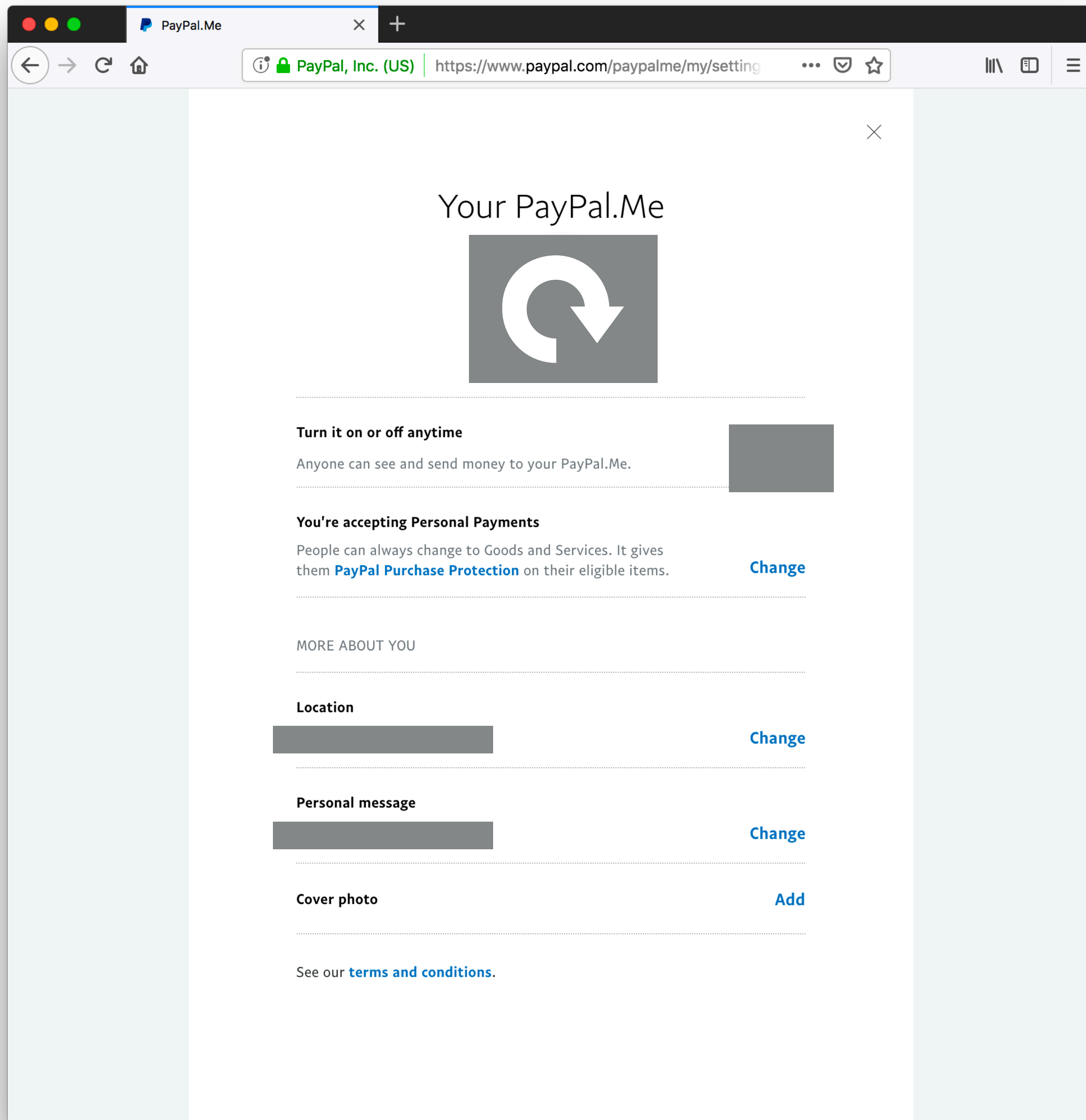


PPME: STATIC APP VERSION



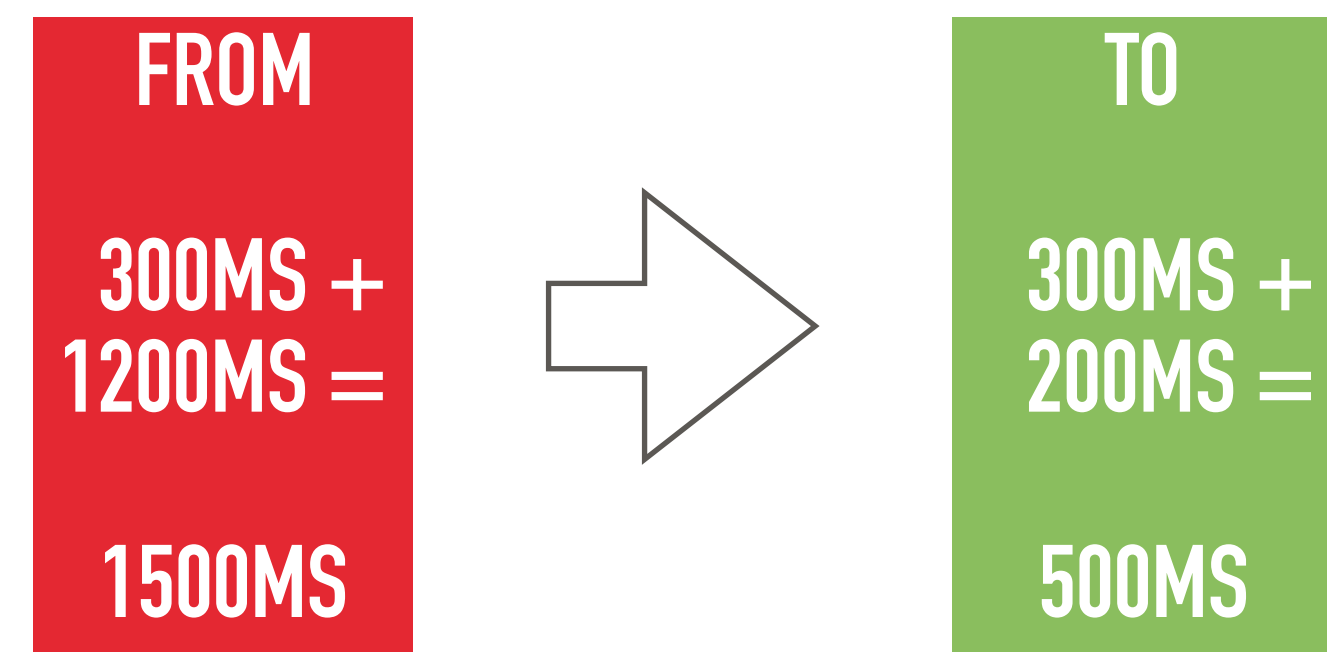
WHEN BUILDING STATIC APPS

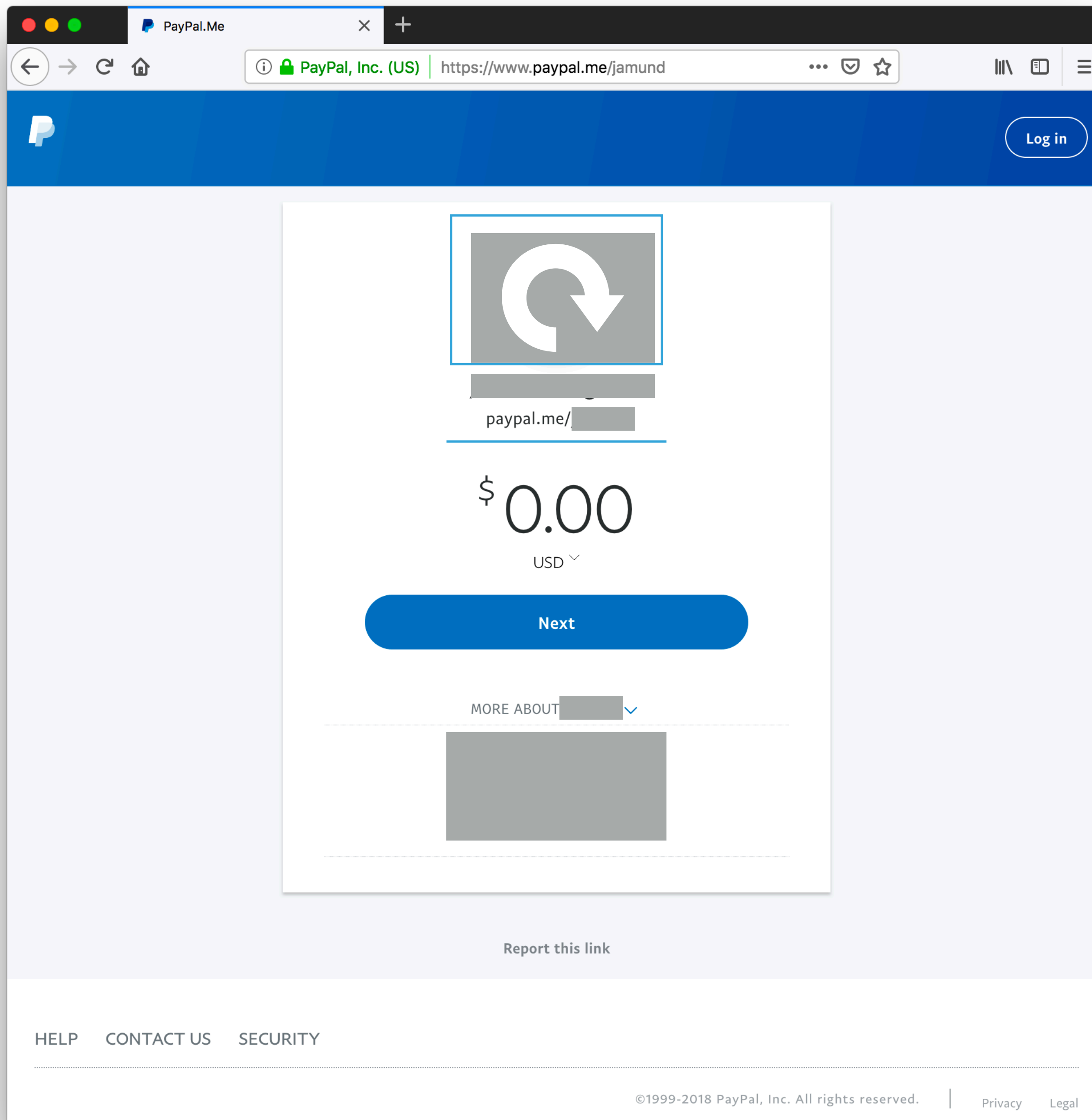
- ▶ Think files not routes
- ▶ Pre-render as much as possible (how frequently?)
- ▶ Load additional content with APIs
- ▶ Cache / optimize aggressively



PayPal.me Settings Page

- 1 /PAYPALME/SETTINGS → SETTINGS.HTML
- 2 How much of this page can be static?
- 3 Load it up with an API
- 4 - Optimize using **SessionStorage** by pre-loading the users basic settings at log-in





My PayPal.me Profile

1

PAYPAL.ME/JAMUND → JAMUND.HTML

PAYPAL.ME/* → PROFILE.HTML

2

How much we we pre-render?

3

Make an API call for more data

4

Optimizations:

- Cache user info / API request
- We can also load things like the URL directly from memory
- ``

**EVEN IN WORST CASE
SCENARIOS, WHERE MOST
OF THE PAGE IS DYNAMIC,
STATIC APPS ARE FAST**





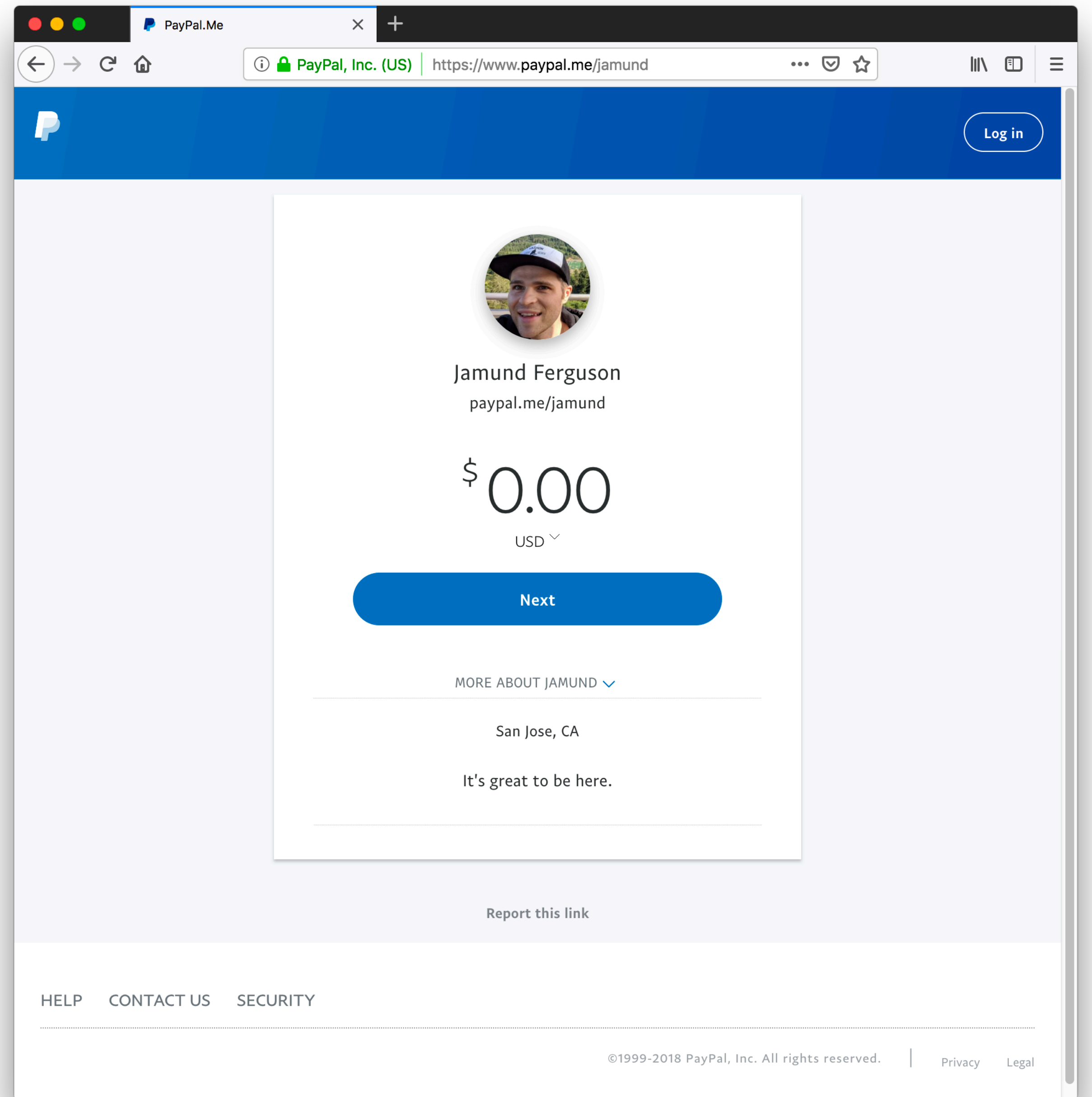
**BRINGING IT TO THE
ENTERPRISE**

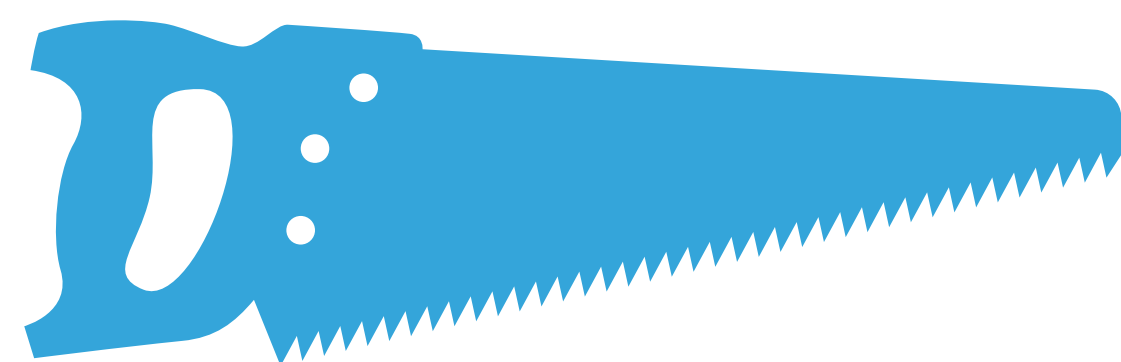
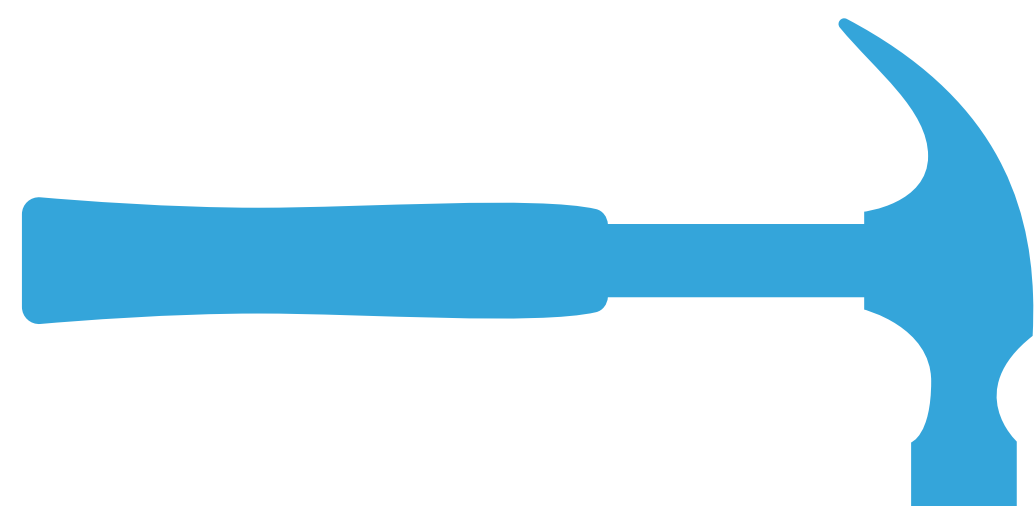
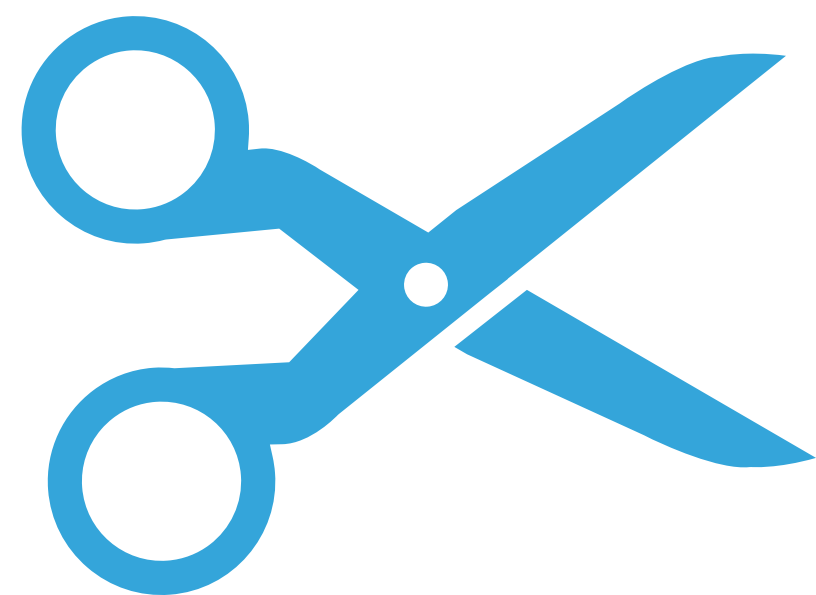
ADOPTION **AND** BUY-IN



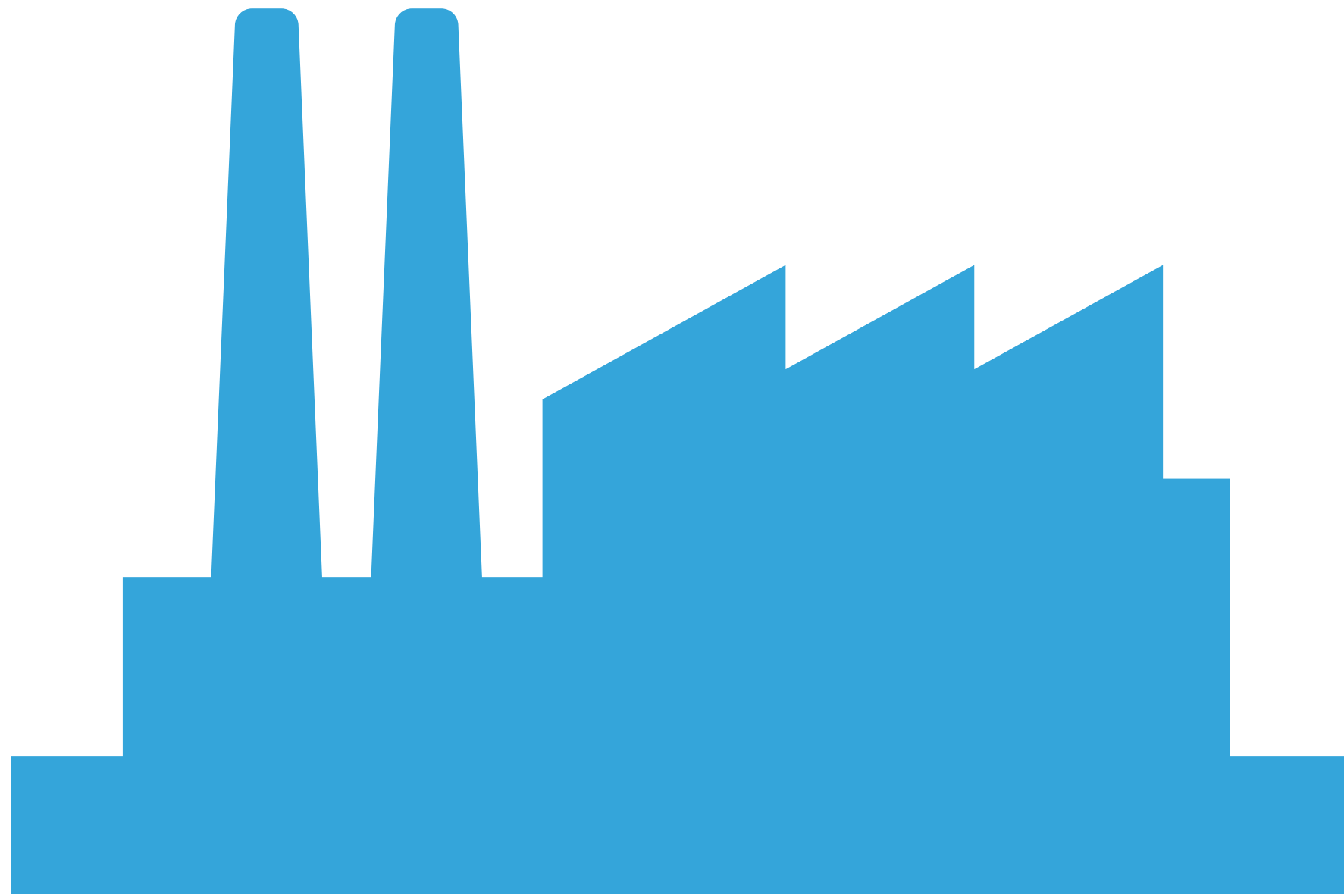
Hold Workshops / Build Hype

WE DECIDED
TO BUILD A
PROTOTYPE
VERSION OF
PAYPAL.ME

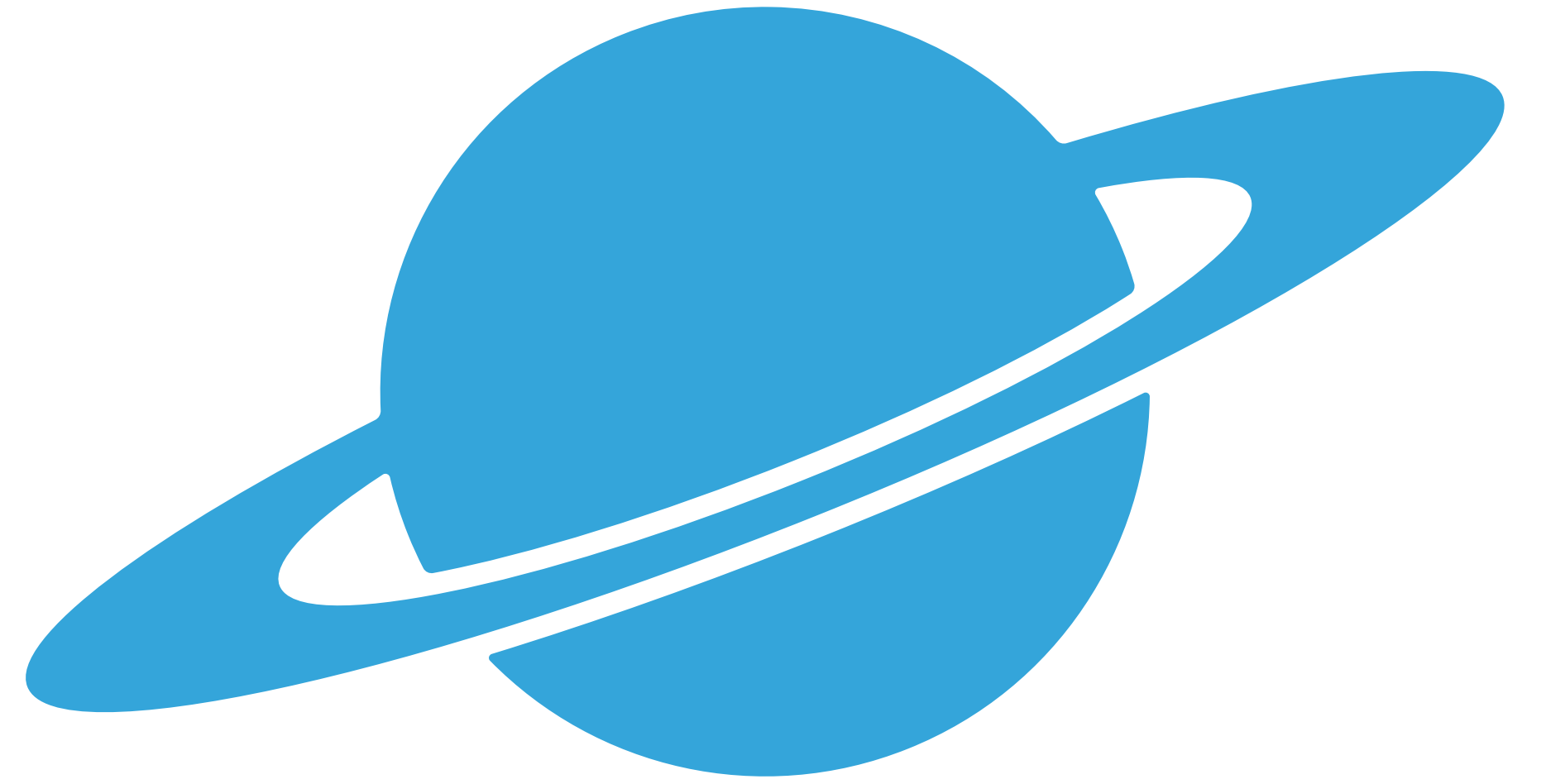




**BUILD OUT
TOOLING SO
THAT ANY TEAM
COULD MAKE A
STATIC APP**



**A TOOL TO
GENERATE OUR
STATIC ASSETS**



**A PLACE TO
HOST THEM**



Gatsby

[DOCS](#)

[TUTORIAL](#)

[PLUGINS](#)

[FEATURES](#)

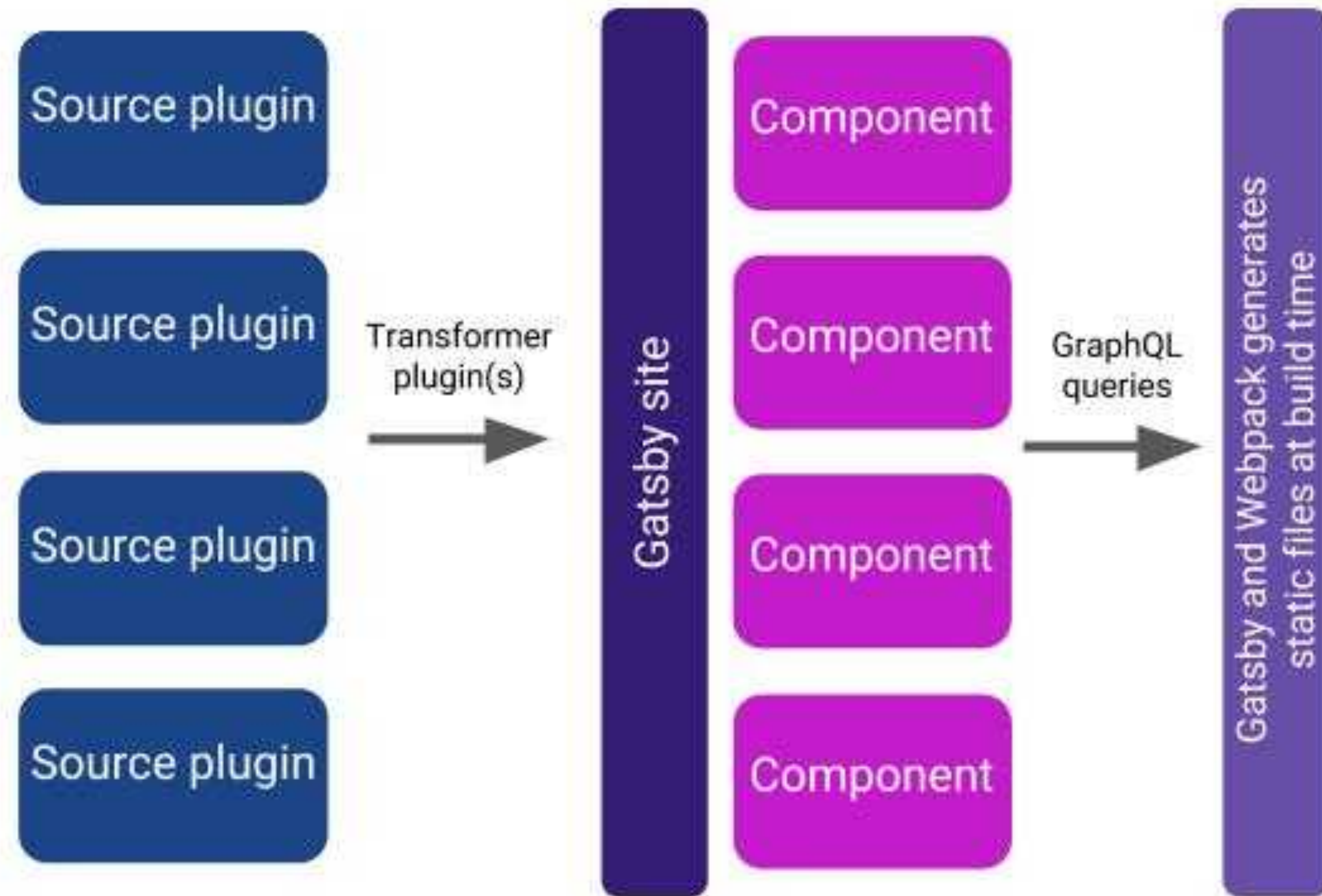
[BLOG](#)

[SHOWCASE](#)

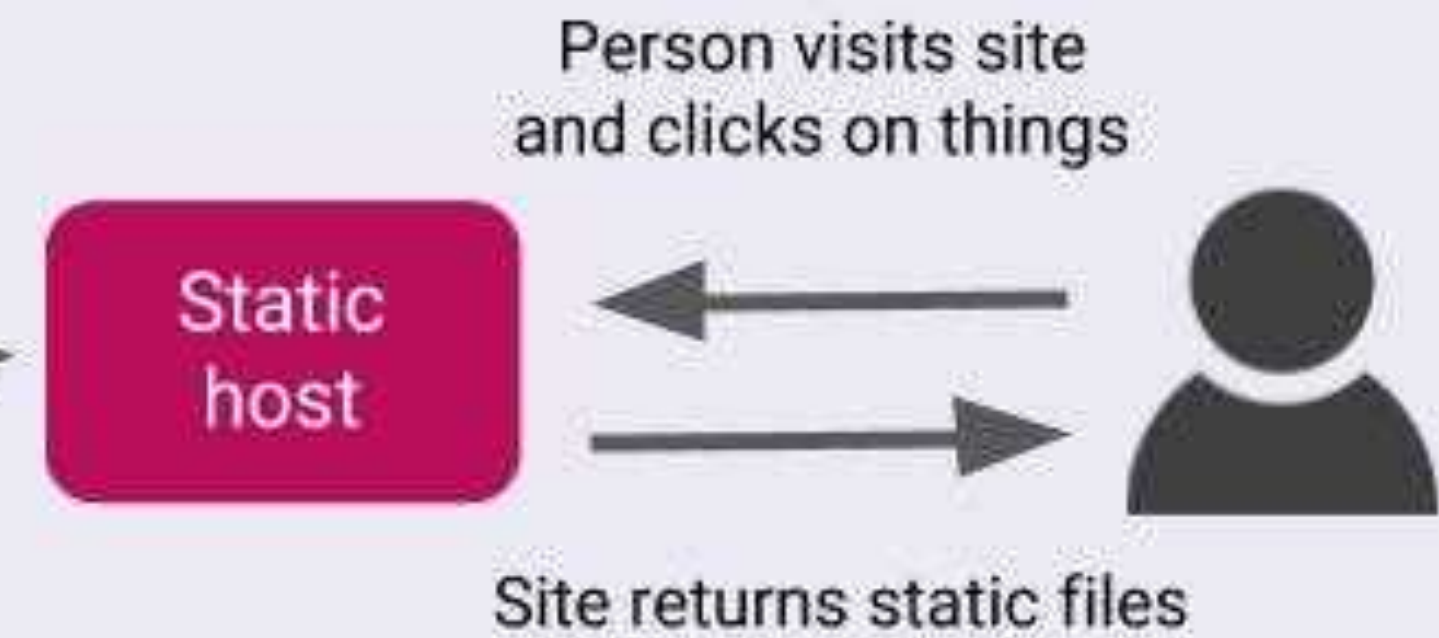
Build blazing fast apps and websites with React

[Get Started →](#)

What Gatsby code does at build time



What Gatsby code does at runtime




```
> gatsby new qcon2019
```

```
info Creating new site from git: https://github.com/gatsbyjs/gatsby-starter-default.g
```

```
Cloning into 'qcon2019'...
```

```
remote: Enumerating objects: 5, done.
```

```
remote: Counting objects: 100% (5/5), done.
```

```
remote: Compressing objects: 100% (5/5), done.
```

```
remote: Total 1077 (delta 0), reused 2 (delta 0), pack-reused 1072
```

```
Receiving objects: 100% (1077/1077), 1.93 MiB | 1.72 MiB/s, done.
```

```
Resolving deltas: 100% (610/610), done.
```

```
success Created starter directory layout
```

```
info Installing packages...
```

```
✓ cwebp pre-build test passed successfully
```

```
✓ mozjpeg pre-build test passed successfully
```

```
✓ pngquant pre-build test passed successfully
```

```
added 1884 packages from 1136 contributors in 53.286s
```



```
> gatsby develop
```

```
success open and validate gatsby-configs — 0.006 s
```

```
success load plugins — 0.144 s
```

```
success onPreInit — 0.797 s
```

```
success delete html and css files from previous builds — 0.004 s
```

```
success initialize cache — 0.006 s
```

```
success copy gatsby files — 0.074 s
```

```
success onPreBootstrap — 0.005 s
```

```
success source and transform nodes — 0.047 s
```

```
success building schema — 0.262 s
```

```
success update schema — 0.100 s
```

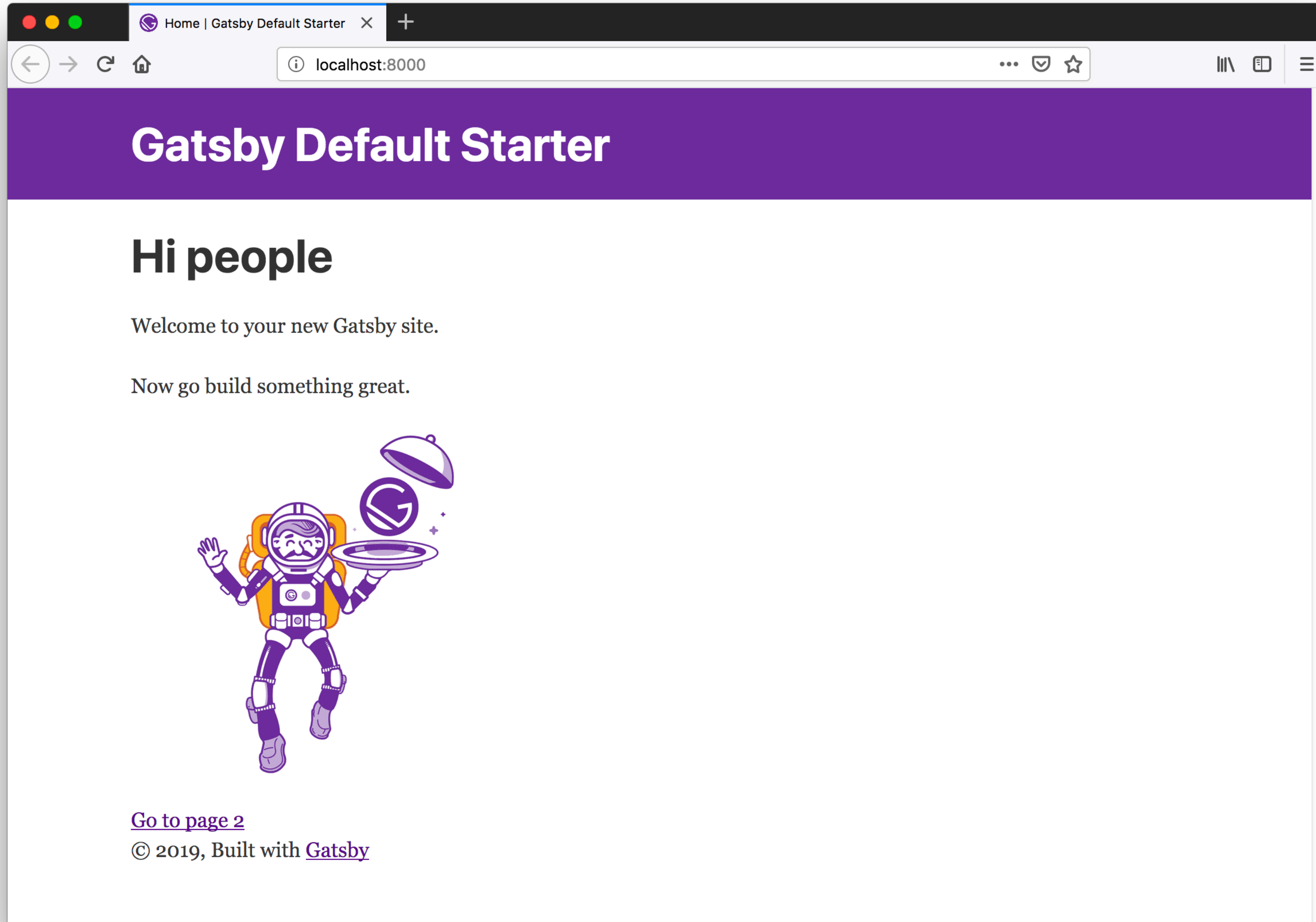
```
Generating image thumbnails [=====] 6/6 0.2 secs 100%
```

```
info bootstrap finished - 7.107 s
```

```
DONE Compiled successfully in 3592ms
```

```
You can now view qcon2019 in the browser.
```

```
http://localhost:8000/
```

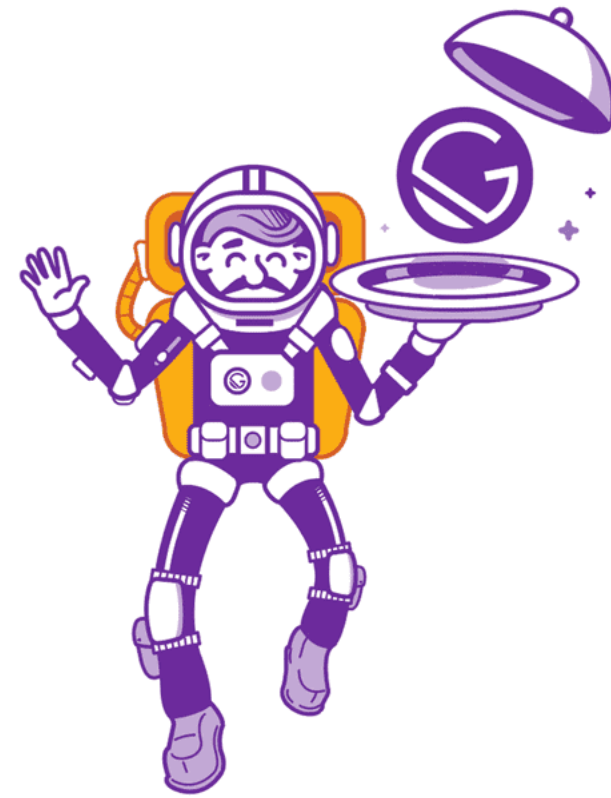



Gatsby Default Starter

Hi people

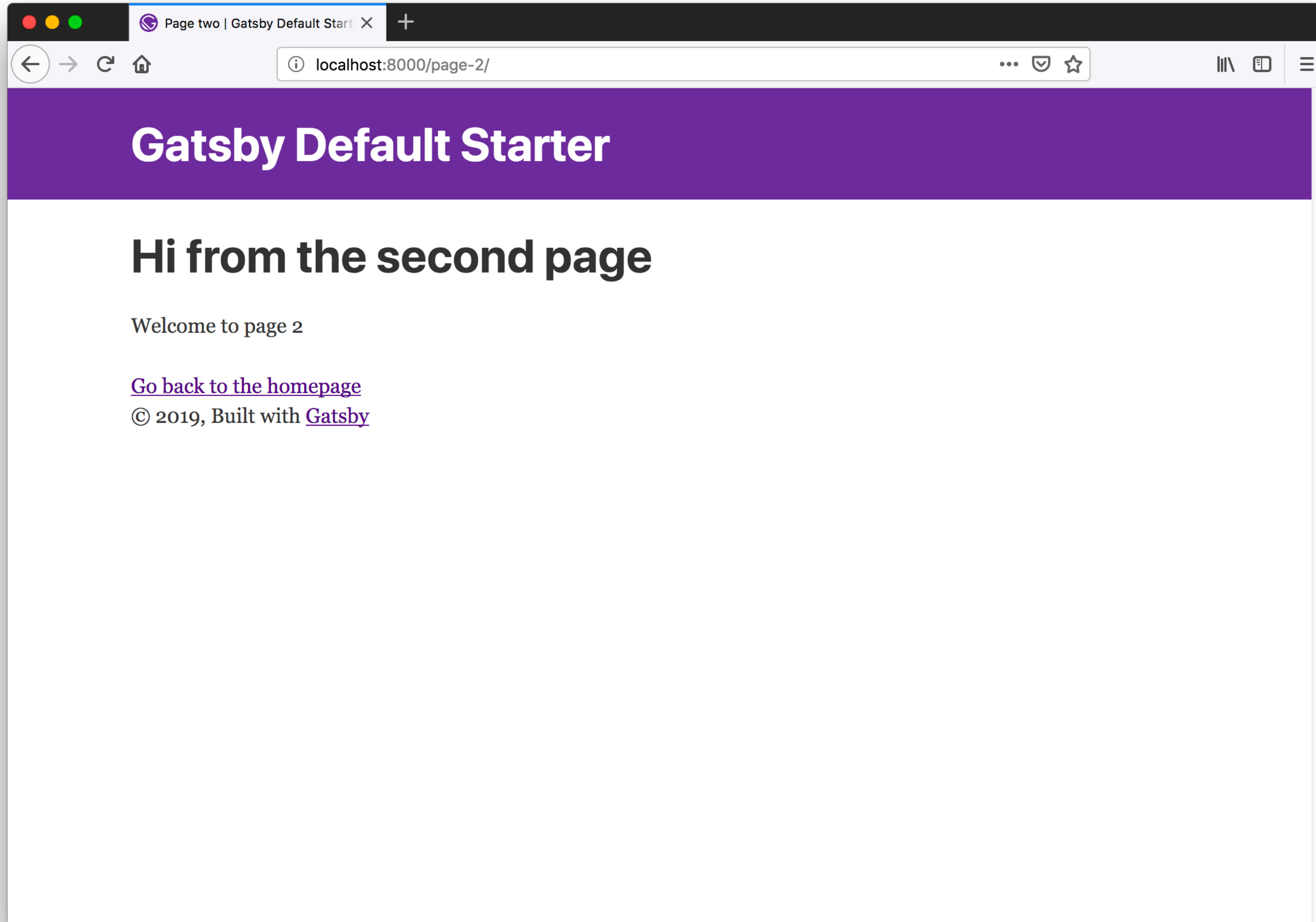
Welcome to your new Gatsby site.

Now go build something great.



[Go to page 2](#)

© 2019, Built with [Gatsby](#)



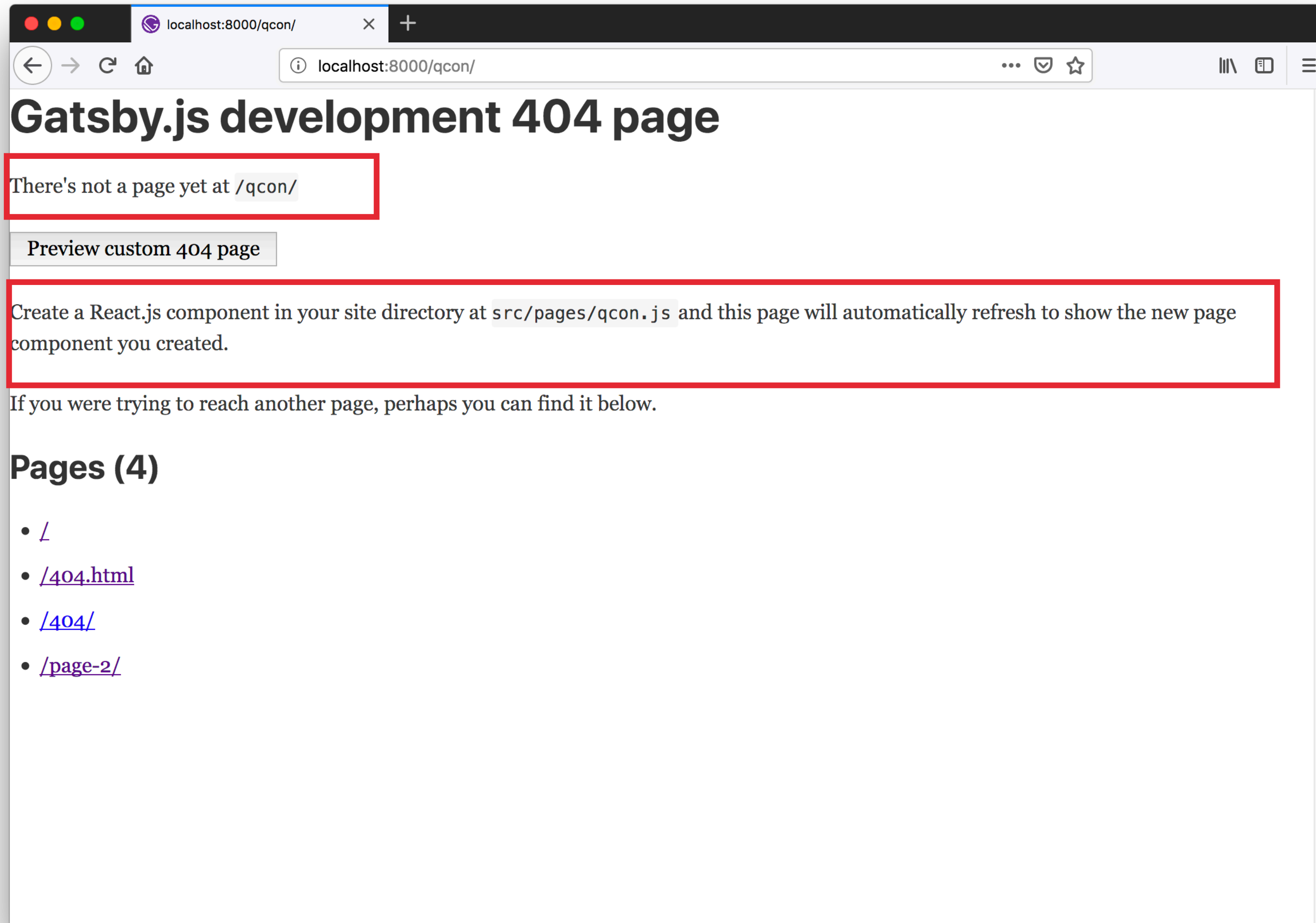
Gatsby Default Starter

Hi from the second page

Welcome to page 2

[Go back to the homepage](#)

© 2019, Built with [Gatsby](#)



Gatsby.js development 404 page

There's not a page yet at `/qcon/`

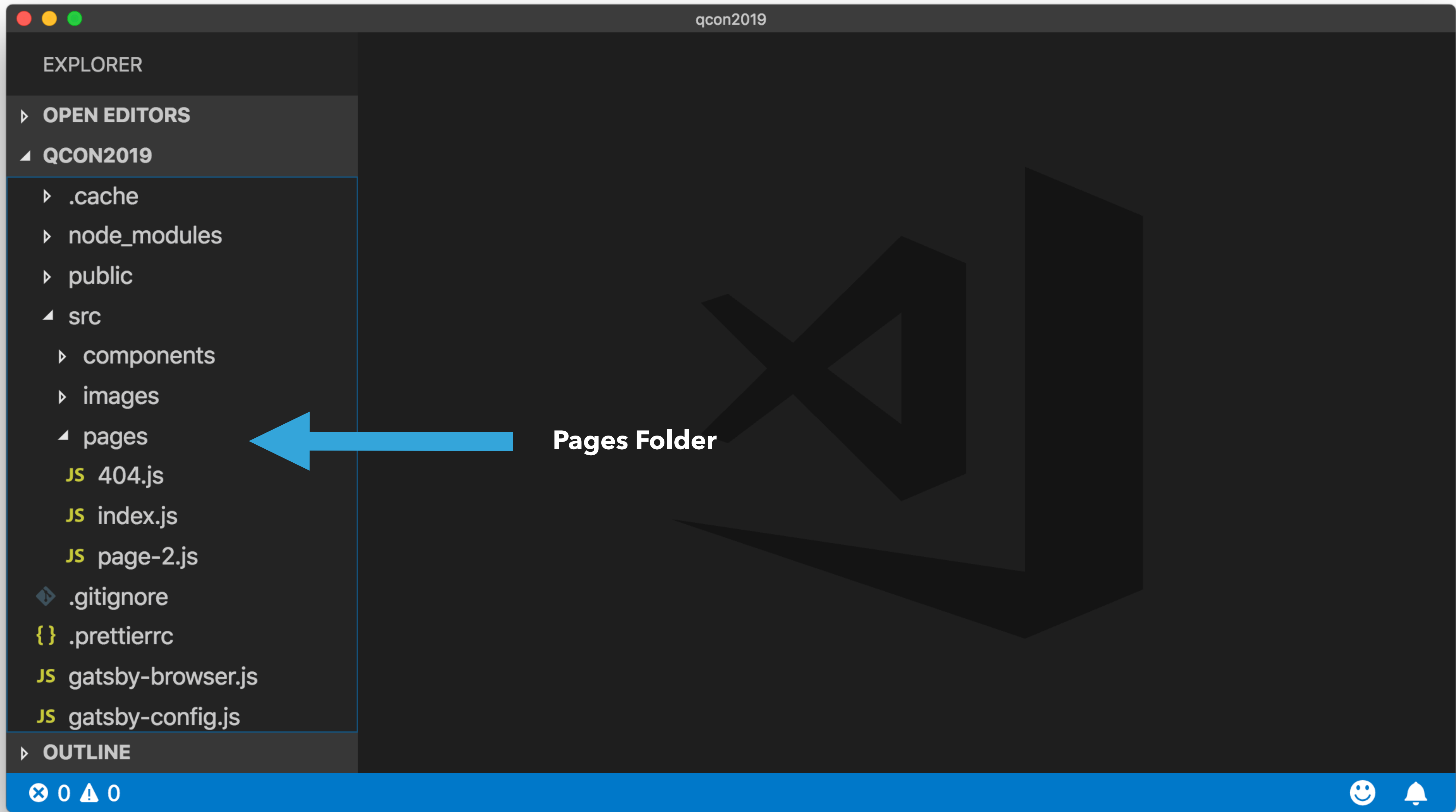
Preview custom 404 page

Create a React.js component in your site directory at `src/pages/qcon.js` and this page will automatically refresh to show the new page component you created.

If you were trying to reach another page, perhaps you can find it below.

Pages (4)

- [/](#)
- </404.html>
- </404/>
- </page-2/>



qcon2019

EXPLORER

▶ OPEN EDITORS

▲ QCON2019

- ▶ .cache
- ▶ node_modules
- ▶ public
- ▲ src
 - ▶ components
 - ▶ images
 - ▲ pages
 - JS 404.js
 - JS index.js
 - JS page-2.js
- ◆ .gitignore
- { } .prettierrc
- JS gatsby-browser.js
- JS gatsby-config.js



Pages Folder

0 0



qcon.js — qcon2019

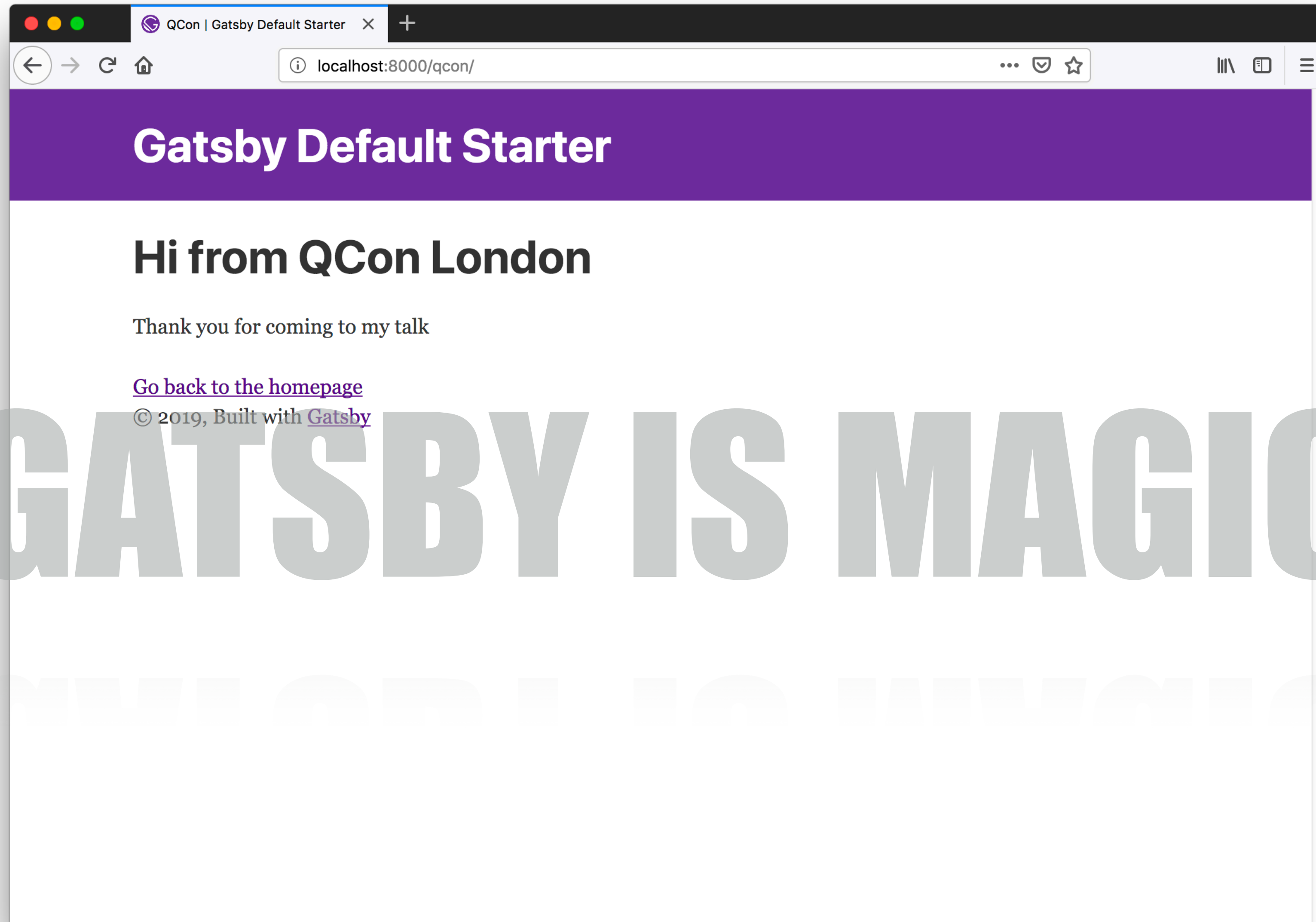
EXPLORER

- ▶ OPEN EDITORS
- ◀ QCON2019
 - ▶ .cache
 - ▶ node_modules
 - ▶ public
 - ◀ src
 - ▶ components
 - ▶ images
 - ◀ pages
 - JS 404.js
 - JS index.js
 - JS page-2.js
 - JS qcon.js**
 - 🔍 .gitignore
 - { } .prettierrc
 - JS gatsby-browser.js
- ▶ OUTLINE

JS qcon.js

```
1  import React from 'react'
2  import { Link } from 'gatsby'
3
4  import Layout from '../components/layout'
5  import SEO from '../components/seo'
6
7  const ConferencePage = () => (
8    <Layout>
9      <SEO title="QCon" />
10     <h1>Hi from QCon London</h1>
11     <p>Thank you for coming to my talk</p>
12     <Link to="/">Go back to the homepage</Link>
13   </Layout>
14 )
15
16 export default ConferencePage
17
```

Ln 14, Col 2 Spaces: 2 UTF-8 LF JavaScript Prettier



**{ PORTING AN EXISTING
REACT SITE TO GATSBY
ISN'T VERY HARD }**

PayPal.Me

PayPal, Inc. (US) | https://www.paypal.me

PayPal About PayPal.Me Terms My PayPal.Me

Help others know it's you they're paying.

Create your link, share it, and start receiving money. Split a bill with friends or accept payments from customers. Anyone can use it.

Create Your PayPal.Me Link

The image displays three mobile phone screens showing the PayPal.Me app interface. Each screen shows the time 9:41, signal strength, Wi-Fi, and battery icons at the top. The address bar shows 'PayPal, Inc.' and a refresh icon. The main content area features a 'Log in' button and a circular profile picture placeholder. The background of each screen is different: the first shows a woman's face against a green bokeh background, the second shows a man's face against a mountain landscape, and the third shows a delivery person handing a box to a customer against a white background with a delivery truck icon at the bottom.


```
> gatsby build
```

```
success open and validate gatsby-configs — 0.063 s
```

```
success load plugins — 0.130 s
```

```
success onPreInit — 0.741 s
```

```
success onPreBootstrap — 0.004 s
```

```
success source and transform nodes — 0.035 s
```

```
success building schema — 0.211 s
```

```
success createPages — 0.000 s
```

```
success update schema — 0.096 s
```

```
success extract queries from components — 0.096 s
```

```
success run graphql queries — 0.046 s — 8/8 177.64 queries/second
```

```
success write out page data — 0.003 s
```

```
success write out redirect data — 0.001 s
```

```
success onPostBootstrap — 0.284 s
```

```
info bootstrap finished - 4.976 s
```

```
success Building production JavaScript and CSS bundles — 8.634 s
```

```
success Building static HTML for pages — 0.604 s — 5/5 22.57 pages/second
```

```
info Done building in 14.22 sec
```



```
> ls public
```

```
index.html
```

```
404.html
```

```
0-9bd0c85834a3a93b1f79.js
```

```
app-04084b8a557f707b6868.js
```

```
pages-manifest-e4b2639aaf09a35adca0.js
```

```
component---src-pages-404-js-d2285ef859a157145c5f.js
```

```
component---src-pages-index-js-fb8583164602255204fc.js
```

```
component---src-pages-page-2-js-32e895d1268581b61c23.js
```

```
component---src-pages-qcon-js-7f23b1bc9d18fc3f2d1e.js
```

```
component---src-pages-404-js.fc0360e935268c0b4b8c.css
```

```
component---src-pages-index-js.fc0360e935268c0b4b8c.css
```

```
component---src-pages-page-2-js.fc0360e935268c0b4b8c.css
```

```
component---src-pages-qcon-js.fc0360e935268c0b4b8c.css
```


```
chunk-map.json
```

```
manifest.webmanifest
```

```
page-2/
```

```
icons/
```

```
404/
```


Netlify: All-in-one platform for  netlify

Features Pricing Docs

Build, deploy, and manage modern web projects

An all-in-one workflow that combines global deployment, continuous integration, and automatic HTTPS. And it's all starting from the beginning.

[Get started for free](#)

Deploy your site in seconds*

Firestore Hosting | Firebase

https://firebase.google.com/docs/hosting/

Products Use Cases Pricing Docs Support

Documentation

OVERVIEW GUIDES REFERENCE SAMPLES LIBRARIES SEND FEEDBACK

Hosting

Guides

- Set up and manage a project
- Analytics
- DEVELOP
- Authentication
- Realtime Database
- Cloud Firestore
- Storage
- Hosting
 - Introduction
 - What can I do with Firebase Hosting?
 - Get started
 - Deploy your site
 - Share project resources across multiple sites
 - Connect a custom domain
 - Serve dynamic content

Contents

- Key capabilities
- How does it work?
- Implementation path
- Next steps

https://zeit.co/now

ABOUT BLOG NOW NETWORK DOMAINS DOCS PRICING ...

CHAT 418 LOGIN JOIN FREE

Intro Features [GitHub](#)

Now — Global Serverless Deployments

Now makes serverless application deployment easy. Don't spend time configuring the cloud. **Just push your code.**

[LEARN MORE](#) [START WITH GITHUB](#)

- Deploy in seconds**
Now builds and deploys with maximum parallelization
- Monorepo ready**
Your frontend, your assets and your APIs in one place
- Built-in CDN**
A global CDN in front of all static and dynamic responses
- No code changes**
Our build process makes your apps serverless with no extra effort

```
~/my-app $ ls
```




**LET'S BUILD THE JAMSTACK DX
INSIDE OUR OWN PRIVATE CLOUD**

README.md

Superstatic

npm v6.0.4 downloads 400k/r

Superstatic is an enhanced static web server that v applications, clean URLs, caching, and many other

Documentation

- Installation
- Usage
- Configuration
- API
 - Middleware
 - Server
- Providers
 - Authoring Providers
- Run Tests
- Changelog
- Contributing

Installation

Superstatic should be installed globally using npm:

For use via CLI

```
$ npm install -g superstatic
```

For use via API

README.md

serve-handler

circleci passing codecov 100% install size 414 kB join the community on spectrum

This package represents the core of [serve](#) and static deployments running on [Now](#). It can be plugged into any HTTP server and is responsible for routing requests and handling responses.

In order to customize the default behaviour, you can also pass custom routing rules, provide your own methods for interacting with the file system and much more.

Usage

Get started by installing the package using [yarn](#):

```
yarn add serve-handler
```

You can also use [npm](#) instead, if you'd like:

```
npm install serve-handler
```

Next, add it to your HTTP server. Here's an example using [micro](#):

```
const handler = require('serve-handler');  
  
module.exports = async (request, response) => {  
  await handler(request, response);  
};
```

That's it! 🎉


```
{
  "hosting": {
    "redirects": [{
      "source": "/beta",
      "destination": "/",
      "type": 301
    }],
    "rewrites": [{
      "source": "/profiles/*",
      "destination": "/profiles.html"
    }],
    "headers": [{
      "source": "**/*.js",
      "headers": [{
        "key": "Access-Control-Allow-Origin",
        "value": "*"
      }]
    }]
  }
}
```

REDIRECTS FOR OUTDATED URLs

REWRITES FOR WILDCARD URLs

EASILY APPLY CORS HEADERS

Backend
Services



Frontend
Services



CDN



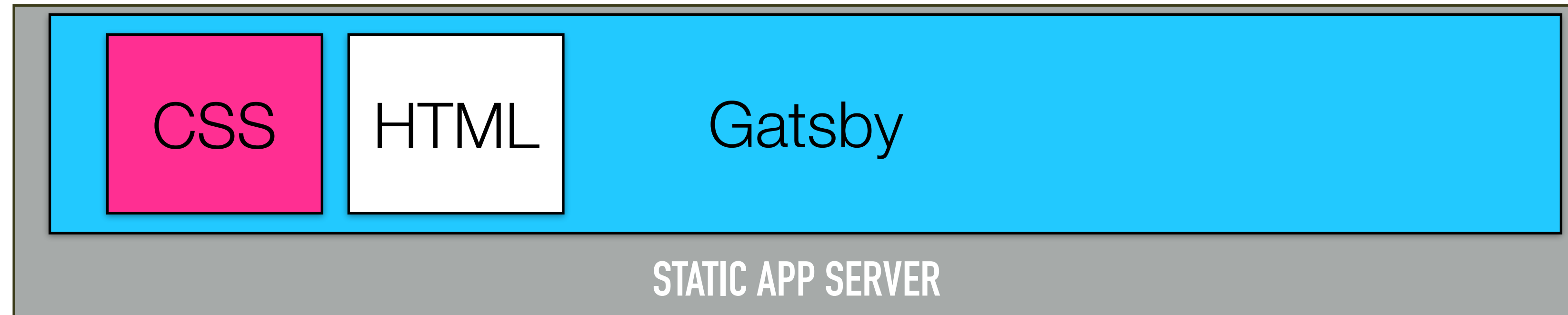
Backend Services



Frontend Services



Application Servers



EACH APP SERVER CONTAINS ITS OWN ASSETS



PRODUCTION


STAGING

STATIC APPS ADOPTION PLAN

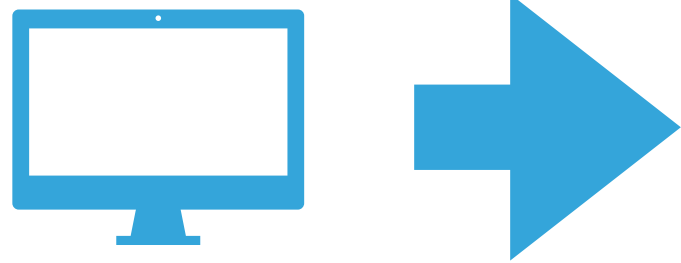
PHASE 1: STATIC APP SUPPORT

- ▶ Add static app capabilities to our current build & deploy pipeline
- ▶ Allow app devs to *mostly* focus on UI server piece
- ▶ "1-minute deploy" to staging

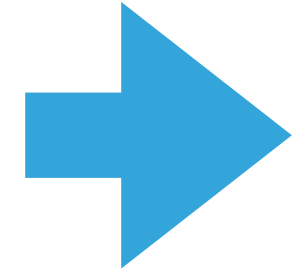
PHASE 2: STATIC APPS AS A SERVICE

- ▶ Developer can *completely* ignore app server
- ▶ "1-minute deploy" to production
- ▶ Infra team on the hook now if anything stops working

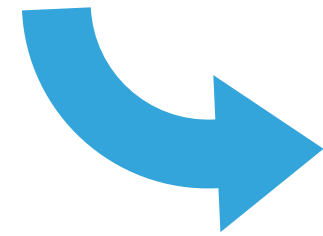
/paypalme
/summary
/home



**STATIC
APP
SERVICE**



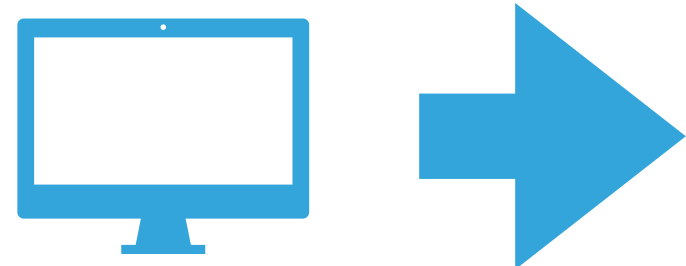
APP MAPPINGS



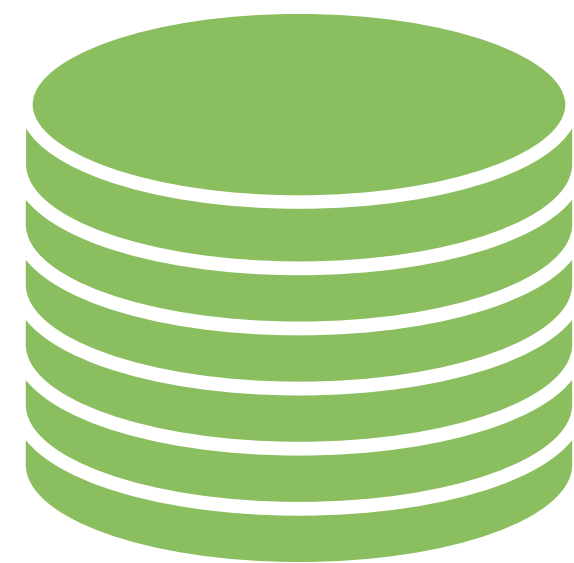
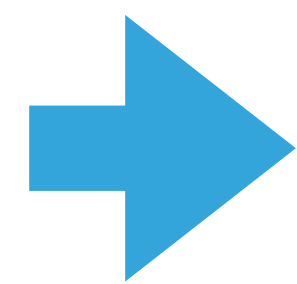
CLOUD STORAGE

**ALL TEAMS SHARE A
SINGLE SERVICE TO
SERVE THEIR APPS**

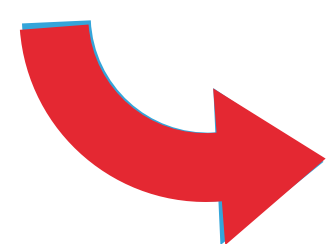
/paypalme
/summary
/home



**STATIC
APP
SERVICE**

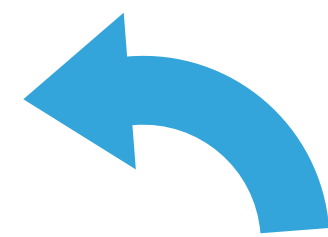


APP MAPPINGS

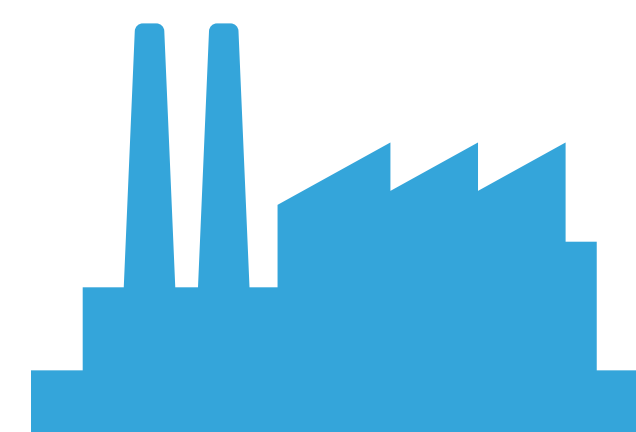


ROLLBACK

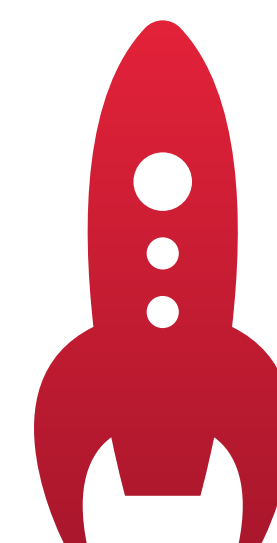
3. Update Mappings



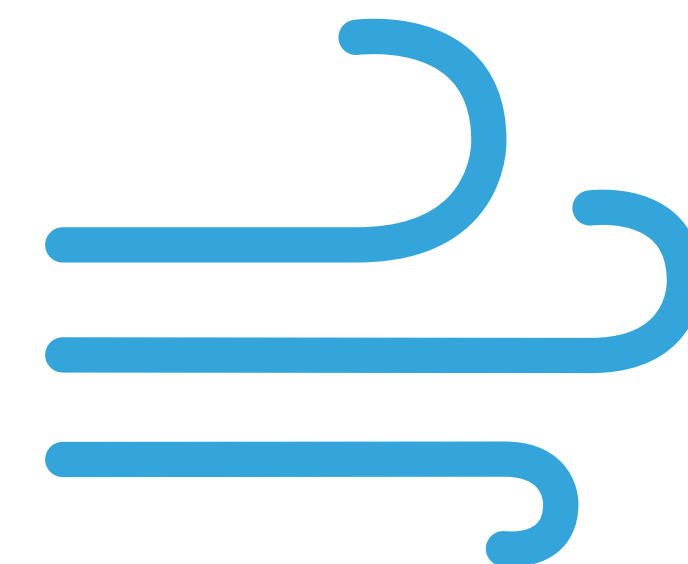
CLOUD STORAGE



1. Generates Files



2. Push them to Cloud





RETRACING OUR STEPS

**WHEN DOING THE RIGHT
THING IS POSSIBLE, BUT
NOT EASY, CONSIDER
CHANGING YOUR
ARCHITECTURE**

**JAMSTACK PROVIDES A
STABLE & PERFORMANT
ARCHITECTURE BY
DEFAULT**

**INSTEAD OF SIMPLE
STATIC SITES WE ARE
CHOOSING TO TO BUILD
FULLY INTERACTIVE
STATIC APPS**

**THESE APPS ARE VERY
STABLE AND VERY FAST
AND THE DEVELOPER
EXPERIENCE IS AWESOME**

**EVEN AFTER HAVING TO
BUILD A LOT OF OUR OWN
INFRASTRUCTURE WE
THINK ITS GOING TO BE
WORTH THE INVESTMENT**

**OUR DEVELOPERS ARE
GOING TO LOVE IT
AND WE THINK
YOU WILL TOO**

**JAMSTACK
IS GOING TO
BE HUGE**



THANK YOU