

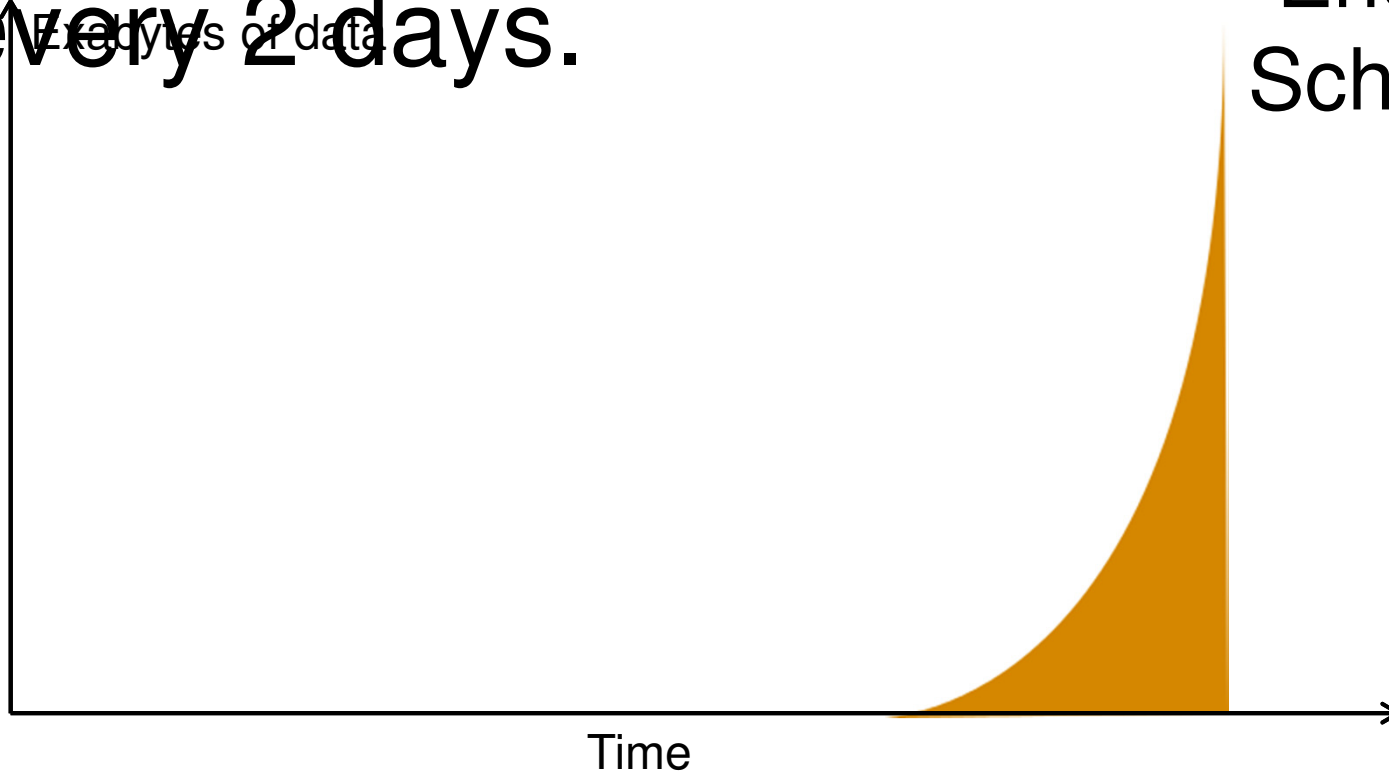


90%

of all the data in the world has been  
generated over the last two years.

There were 5 exabytes of information created between the dawn of civilization through 2003, but that much information is now created every 2 days.

-Eric  
Schmidt



139,726

new websites are created every da

2 million

blog posts are created every day

# CONTENT MANAGEMENT SYSTEMS IN RUBY

Winston Kotzan – Indy.rb  
02.12.2014

BBC VIDEO

JAMES NESBITT

# JEKILL



DVD

AS SEEN ON BBC AMERICA

2 DIS SET



OVERVIEW

DOCUMENTATION

NEWS

VIEW ON GITHUB

# Transform your plain text into static websites and blogs.

## Simple

No more databases, comment moderation, or pesky updates to install—just *your content*.

[How Jekyll works →](#)

## Static

[Markdown](#) (or [Textile](#)), [Liquid](#), HTML & CSS go in. Static sites come out ready for deployment.

[Jekyll template guide →](#)

## Blog-aware

Permalinks, categories, pages, posts, and custom layouts are all first-class citizens here.

[Migrate your blog →](#)

Get up and running *in seconds*.

### Quick-start Instructions

```
~ $ gem install jekyll
~ $ jekyll new my-awesome-site
~ $ cd my-awesome-site
~/my-awesome-site $ jekyll serve
# => Now browse to http://localhost:4000
```



## Free hosting with GitHub Pages

Sick of dealing with hosting companies? [GitHub Pages](#) are powered by Jekyll, so you



Tom Preston-Werner

CEO of Github



Nick Quaranto

Creator of RubyGems.org



# Advantages of Static HTML

---

- ❑ Simple hosting requirements
- ❑ Load speed
- ❑ Low overhead



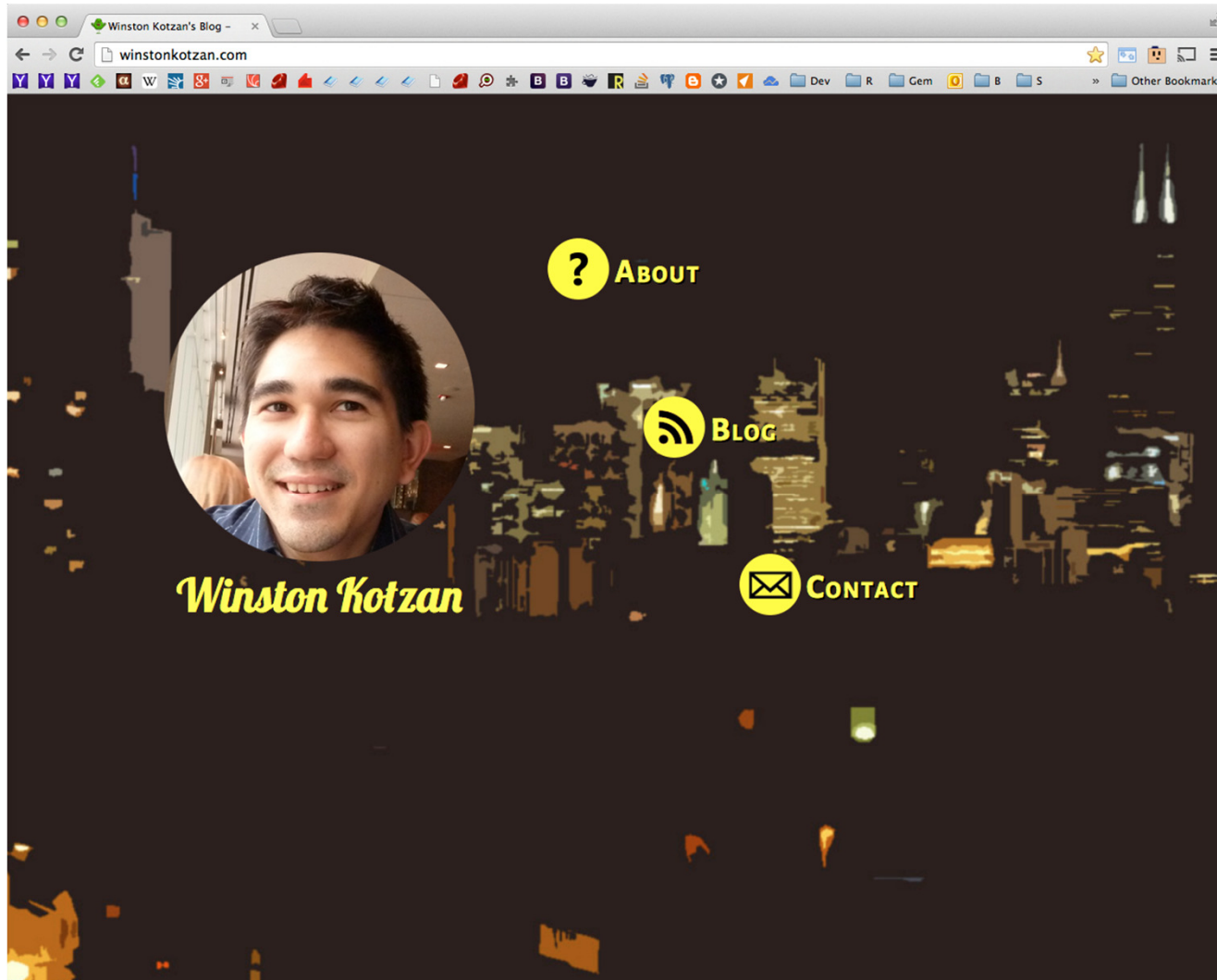
Templates



Assets



Written Content



HTML static website output in /\_site  
subdirectory

# Templating System

---

- Liquid
- Markdown (or Textile as alternative)

```
{{ site.url
```

}  
Inserts a configuration variable into your HTML page

```
http://wakproductions.github.io
```

```
{% include hello_world.html %}
```

Use this style bracket to call executable methods

```
<h1>hello world</h1>
```

```
{% if site.titlecase %}  
    {{ page.title | titlecase }}  
{% else %}  
    {{ page.title }}  
{% endif %}
```

Example of a control structure in Liquid

# Markdown

---

- ❑ Contained in .markdown or .md files
- ❑ Mixes plain text with HTML
- ❑ Used for writing content
- ❑ Put content files in the /\_posts folder



## Lightweight Markup Languages

=====

According to **Wikipedia**:

> A [lightweight markup language](http://is.gd/gns) is a markup language with a simple syntax, designed to be easy for a human to enter with a simple text editor, and easy to read in its raw form.

Some examples are:

- \* Markdown
- \* Textile
- \* BBCode
- \* Wikipedia

Markup should also extend to `_code_`:

```
10 PRINT "I ROCK AT BASIC!"
20 GOTO 10
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```

This is a heading

=====

```
<h1>This is a heading</h1>
```

This is [a hyperlink] (<http://www.example.com>)

This is `<a href=http://www.example.com/>  
a hyperlink</a>`

site	Merge pull request #1883 from pathawks/master	a day ago
test	Fixed the tests... I guess Hash literals aren't ok.	4 days ago
.gitignore	Remove duplicate	5 months ago
.travis.yml	Test under Ruby 2.1.0	5 days ago
CONTRIBUTING.markdown	mojombo/jekyll ~> jekyll/jekyll	a month ago
Gemfile	Add in test plugin for inclusion.	3 months ago
History.markdown	Update history to reflect merge of #1883 [ci skip]	a day ago
LICENSE	Remove the team	9 days ago
README.markdown	mojombo/jekyll ~> jekyll/jekyll	a month ago
Rakefile	Revert "Add license page"	10 days ago
cucumber.yml	Change default format to pretty and create travis profile	10 months ago
jekyll.gemspec	Loosen dependency on Shoulda	5 days ago

<https://github.com>

You can clone with [HTTPS](#), [SSH](#), or [Subversion](#).

[Clone in Desktop](#)

[Download ZIP](#)

## README.markdown

# Jekyll

gem version 1.4.2

build passing

code climate 3.4

dependencies out-of-date

coverage 86%

By Tom Preston-Werner, Nick Quaranto, and many awesome contributors!

Jekyll is a simple, blog aware, static site generator. It takes a template directory (representing the raw form of a website), runs it through Textile or Markdown and Liquid converters, and spits out a complete, static website suitable for serving with Apache or your favorite web server. This is also the engine behind [GitHub Pages](#), which you can use to host your project's page or blog right here from GitHub.

## Getting Started

- [Install](#) the gem

- [Read up about its Usage and Configuration](#)

GitHub, Inc. [US] https://github.com/jekyll/jekyll

id to see history

site Merge pull request #1883 from pathawks/master a day ago

test Fixed the tests... I guess Hash literals aren't ok. 4 days ago

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.travis.yml

CONTRIBUTING.md

Gemfile

History.markdown

LICENSE Remove the team 9 days ago

README.markdown mojombo/jekyll ~> jekyll/jekyll a month ago

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# Markdown Processors

---

- ❑ `rdiscout`

- ❑ `RedCarpet`

- ❑ `Kramdown`

# Front Matter

---

---

layout: post

title: "My first blog post"

date: 2014-01-04 13:21:34 -0500

comments: true

categories: coffee

---

**Start with a scaffold!**





Octopress

# OCTOPRESS

A blogging framework for hackers.



[Blog](#) | [Documentation](#) | [Help](#) | [Source](#)



JUL 23RD, 2011 • [Permalink](#)

## Octopress 2.0 Surfaces

Octopress is a framework designed by [Brandon Mathis](#) for [Jekyll](#), the blog aware static site generator powering [Github Pages](#). To start blogging with Jekyll, you have to write your own HTML templates, CSS, Javascripts and set up your configuration. But with Octopress All of that is already taken care of. Simply [clone or fork Octopress](#), install dependencies and the theme, and you're set.

### What's new in 2.0?

Short answer: Everything. Octopress is now based on [mojombo/jekyll](#) has been completely rewritten from the ground up with a mountain of goodies.

Octopress comes with:

### Latest Tweets



Status updating...

[Follow @octopress](#)

# Octopress Features

---

- ❑ 3<sup>rd</sup> Party Themes
- ❑ SASS Support
- ❑ rake tasks for deployment
- ❑ Codeblock / syntax highlighting
- ❑ Blogging Essentials
  - ❑ RSS feed
  - ❑ Social Media buttons
  - ❑ Google Analytics
  - ❑ Disqus



# Disqus

Posted by Winston Kotzan • Jan 4th, 2014



Share

You like this.

## Comments

1 comment



Join the discussion...

Best

Community

My Disqus

Share

Winston Kotzan



Winston Kotzan Mod • 10 hours ago

Winston's blog is back and better than ever!

^ | v • Edit • Reply • Share

Subscribe

Add Disqus to your site

DISQUS

# Octopress Codeblock Example

This is a code block

ruby 'hello.rb'

```
1  def hello
2    puts "Welcome to Octopress!"
3  end
```

# FREE Hosting on Github!

---

1. Create a repository:  
*yourusername.github.io*
2. Push your Jekyll site
3. Will appear under the URL:  
*http://yourusername.github.io*

# Github Projects Can Have Sites Too!

---

- Put website content in “gh-pages” branch

*http://yourusername.github.io/project\_name*

# Octopress makes it easy!

```
$ rake setup_github_pages  
$ rake deploy
```



# Alternatives to Jekyll/Octopress



Nanoc



Middleman



Refinery  
(Rails)

[Switch to your website](#)

refinery

Company Name [Log out](#)

Dashboard

Pages

Images

Inquiries

Files

Users

Settings

Title


About Refinery

Body

Side Body

h1 h2 h3 P B I

With just a few clicks you can insert images, [make links](#) to other pages and documents. Oh and here's a photo of a model plane I made:



Advanced Options

☐ Save as Draft

Save

Save & continue editing

Cancel

Delete

See Railscast #332

end\_

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