

2h-landing

Landing page

Clear proposition value

Clean design

Call-to-Action

CRM first milestone

Landing page tools

lawnchrock

strikingly

 SQUARESPACE

 unbounce

Let's build from scratch

Coding language

HTML



content
+ structure

CSS



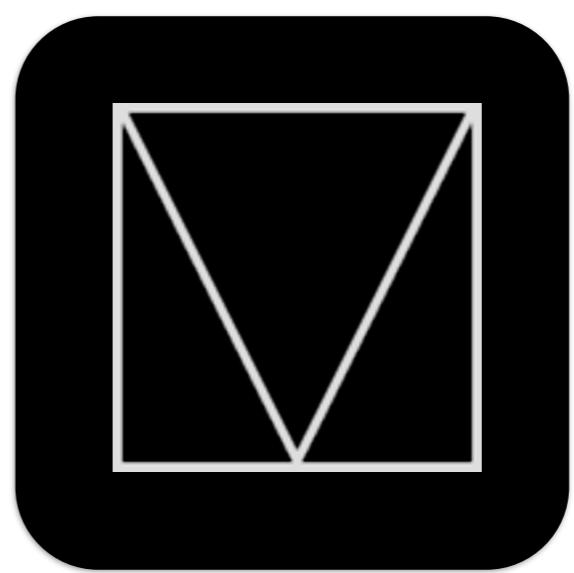
style

JS



dynamism
+ usability

CSS libraries



Workshop outline

Theoretical intros

Basic concepts to understand

Live-code demos

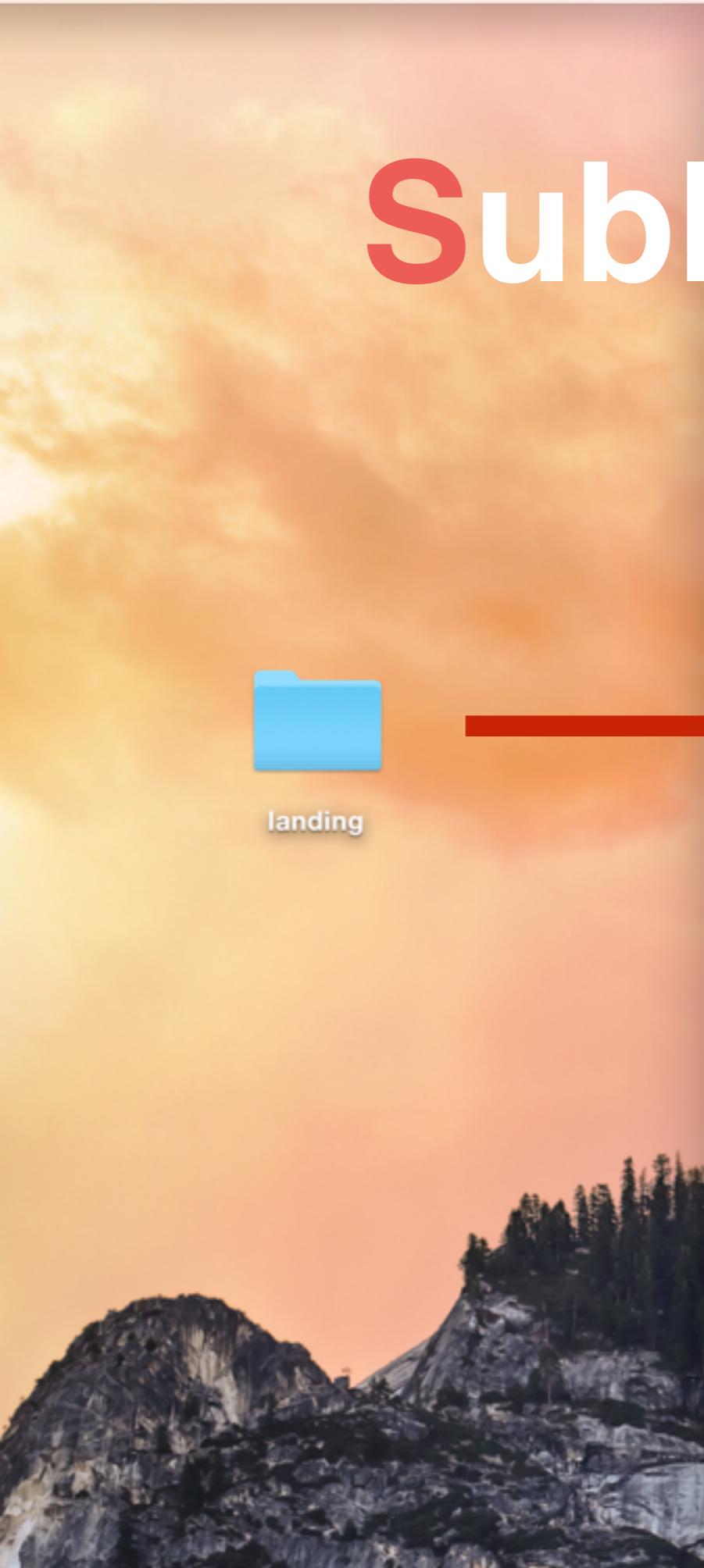
We code, you don't

Your turn

Copy / paste our snippets & have fun

Setup

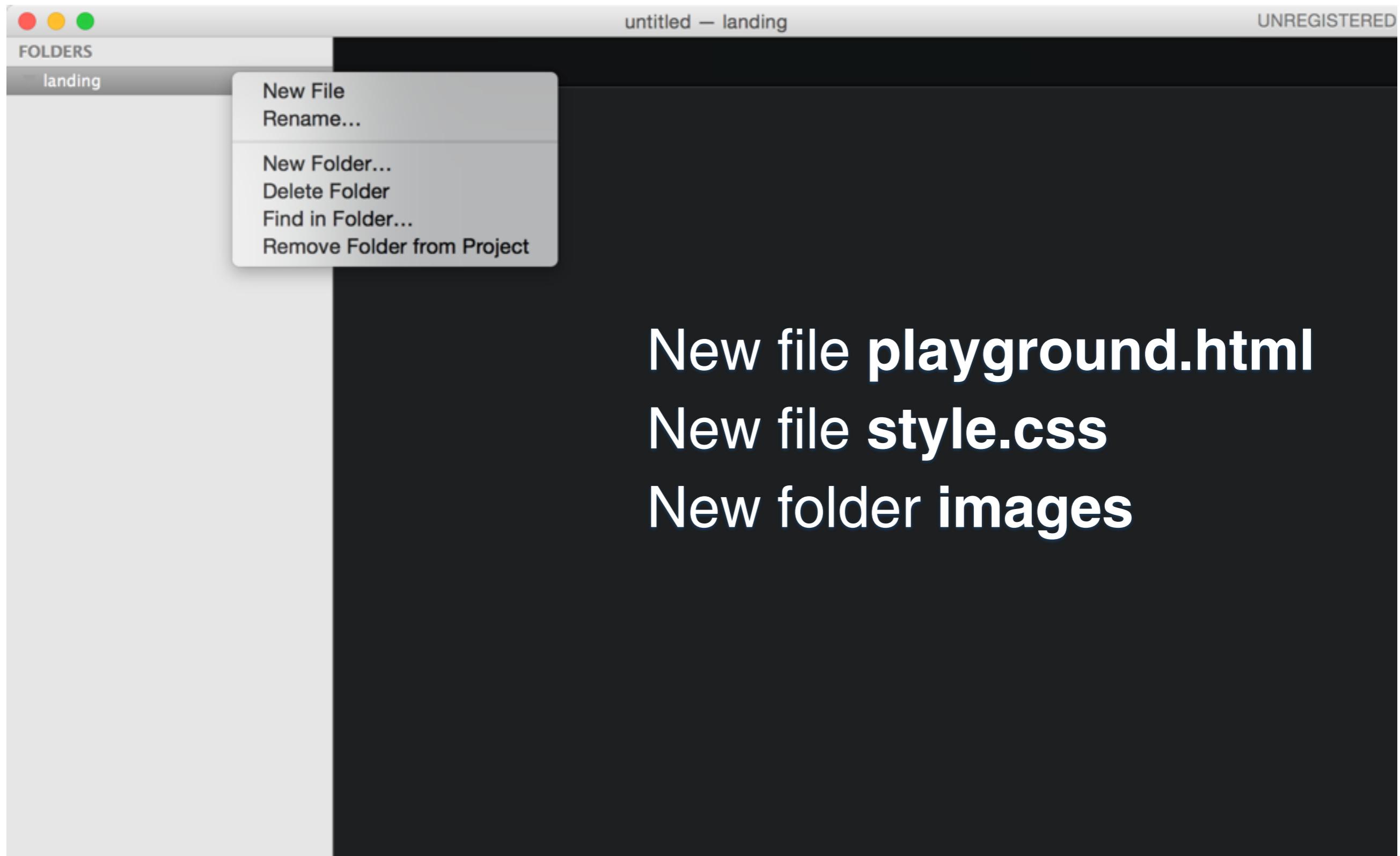




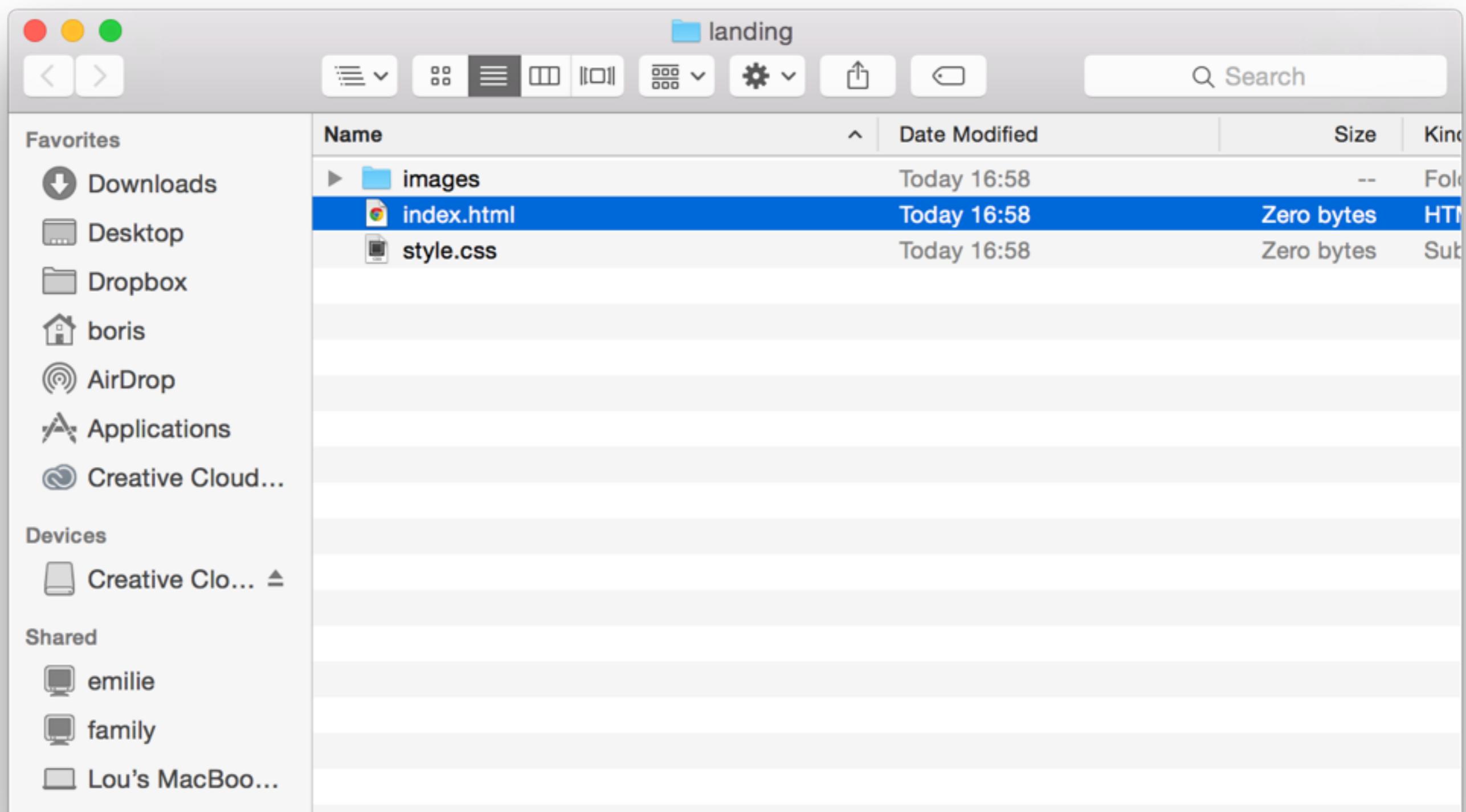
Sublime kick-off

Create a folder
Sublime Text > New file
Drag & drop folder

Create files/folders



Open HTLM file with browser



Front-end languages

HTML



CSS



JS



Structure

HTML



Structure your content

Design

css



Design your content

Animation



Animate your content

HTML

Without structure, no design

Different contents

some text content..

some other content..

some third content..

Tag them

some text content..

h1

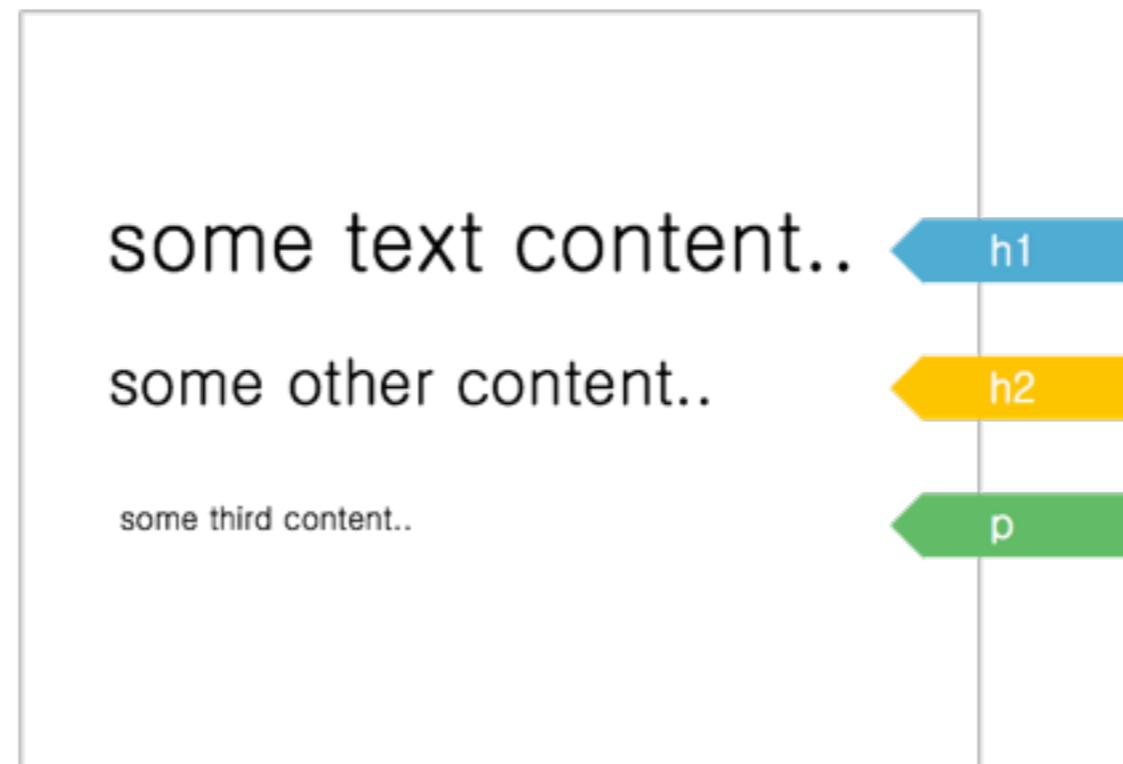
some other content..

h2

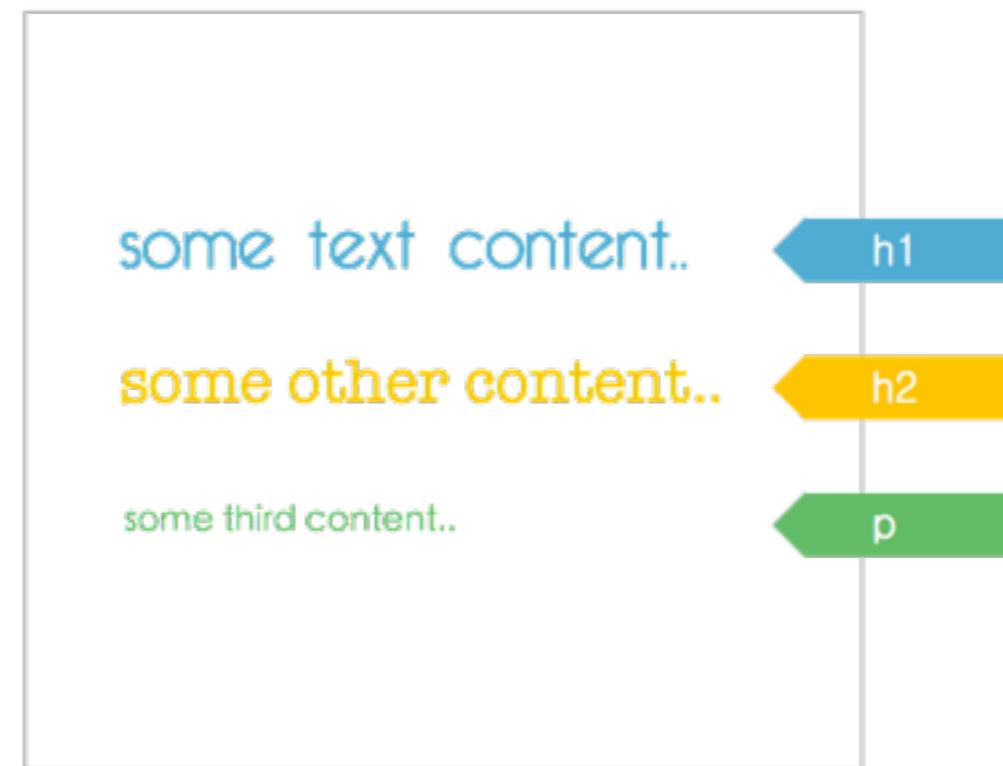
some third content..

p

Browser apply defaults



Over-ride with CSS



Skeleton

<!DOCTYPE html>

<!-- end of file -->

Skeleton

```
<!DOCTYPE html>
```

```
<html>
```

```
<!-- html code -->
```

```
</html>
```

```
<!-- end of file -->
```

Head & body

```
<!DOCTYPE html>
<html>
  <head>
    <!-- Intelligence (meta-data) -->
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

Title & utf-8

```
<!DOCTYPE html>
<html>
  <head>
    <title>Landing</title>
    <meta charset="utf-8">
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

Head & google

```
<head>  
    <title>Le Wagon - Apprendre..</title>  
    <meta name="description" content="Le Wagon est la...">  
</head>
```

[Le Wagon - Apprendre à coder - Bootcamp en Ruby on ...](#)

www.lewagon.org/ ▾

Le Wagon est la meilleure formation au développement web en France. Allez voir par vous-même les projets codés par nos anciens élèves !

Vous avez consulté cette page de nombreuses fois. Date de la dernière visite : 12/10/14

Head & Facebook

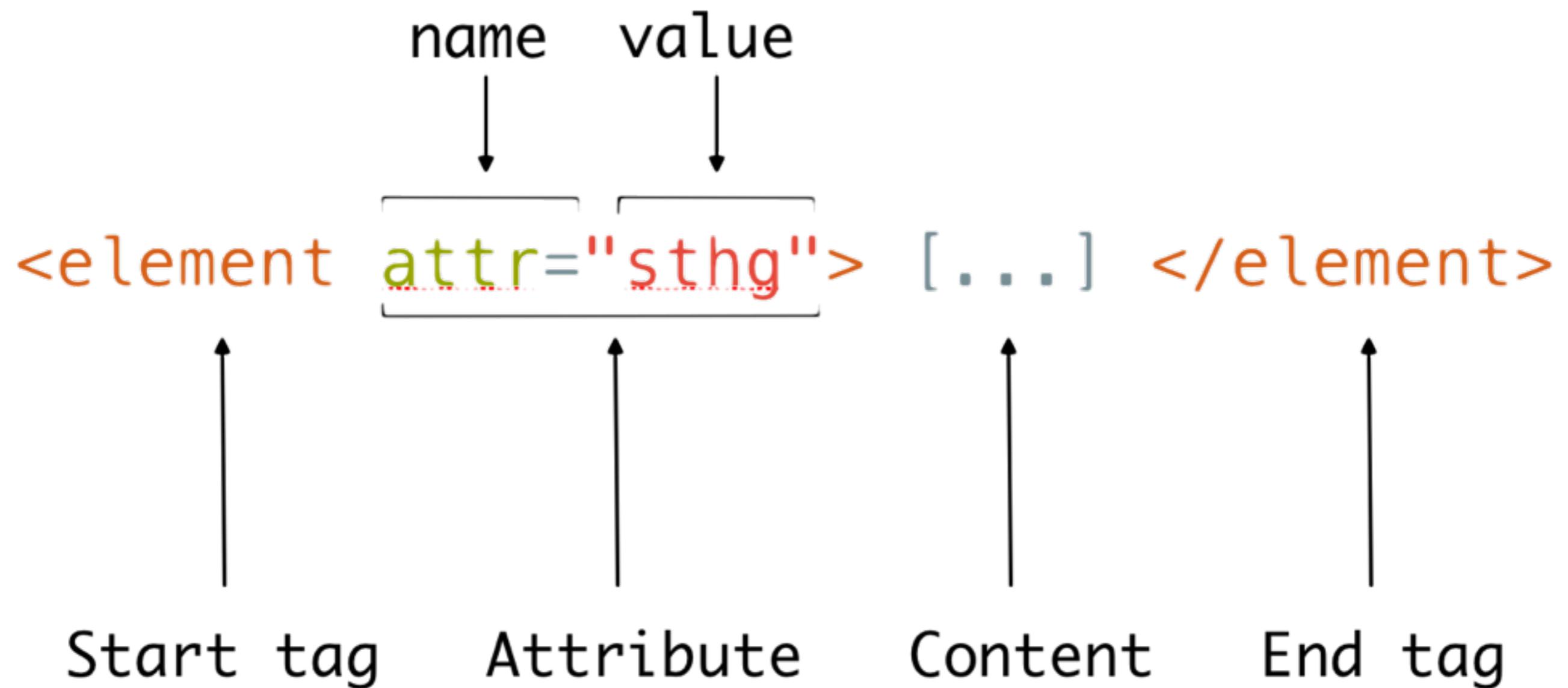
<head>

```
<meta property="og:title" content="le Wagon - The..">
<meta property="og:image" content="facebook-card.jpg">
<meta property="og:description" content="Le Wagon is the...">
```

<head>



Core syntax



Syntax example

```
<a href="http://lewagon.org" target="_blank">  
  Le Wagon  
</a>
```



Le Wagon

What is the **tag name**?

What is the element **content**?

What are the 2 **attributes** (name and value)?

HTML - titles

```
<h1>[...]</h1>
<h2>[...]</h2>
<h3>[...]</h3>
<h4>[...]</h4>
<h5>[...]</h5>
<h6>[...]</h6>
```

HTML - paragraph

<p>

 Lorem ipsum dolor sit amet, consectetur
 adipisicing elit. Veritatis laboriosam
 autem at ab omnis iure quis

</p>

HTML - emphasize

<p>

You can emphasise <**em**>some words</**em**>, and even <**strong**>more if needed</**strong**>

</p>

HTML - list

```
<h2>Shopping list</h2>
```

```
<ul>
```

```
    <li>Milk</li>
```

```
    <li> Butter </li>
```

```
</ul>
```

```
<h2>World Cup 2014</h2>
```

```
<ol>
```

```
    <li>Germany</li>
```

```
    <li>Argentina</li>
```

```
</ol>
```

HTML - image

```

```

Your turn - head

```
<title>My playground App</title>
<meta charset="utf-8">
```

Your turn - body

```
<h1>My playground app</h1>
```

```
<p>A toy app to practice</p>
```

```
<h2>Quick</h2>
```

```
<p>A quick app, <strong>very quick</strong> app</p>
```

```

```

```
<h2>Simple</h2>
```

```
<p>A simple app, <strong>very simple</strong> app</p>
```

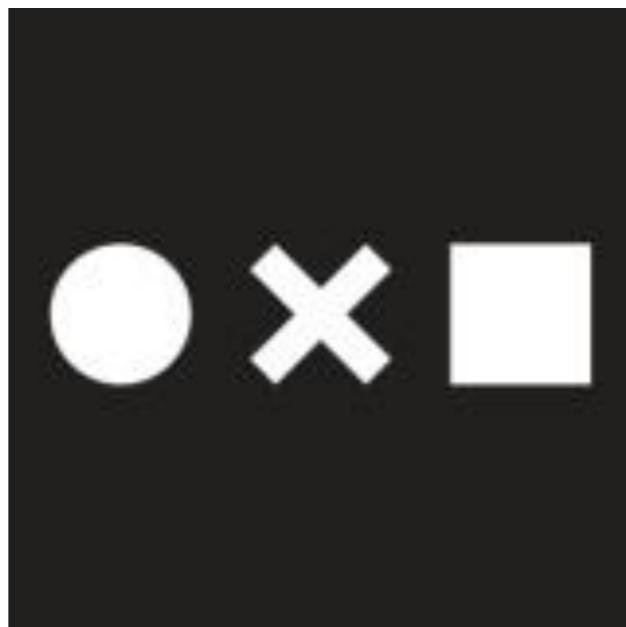
```

```

```
<p>A playground footer</p>
```

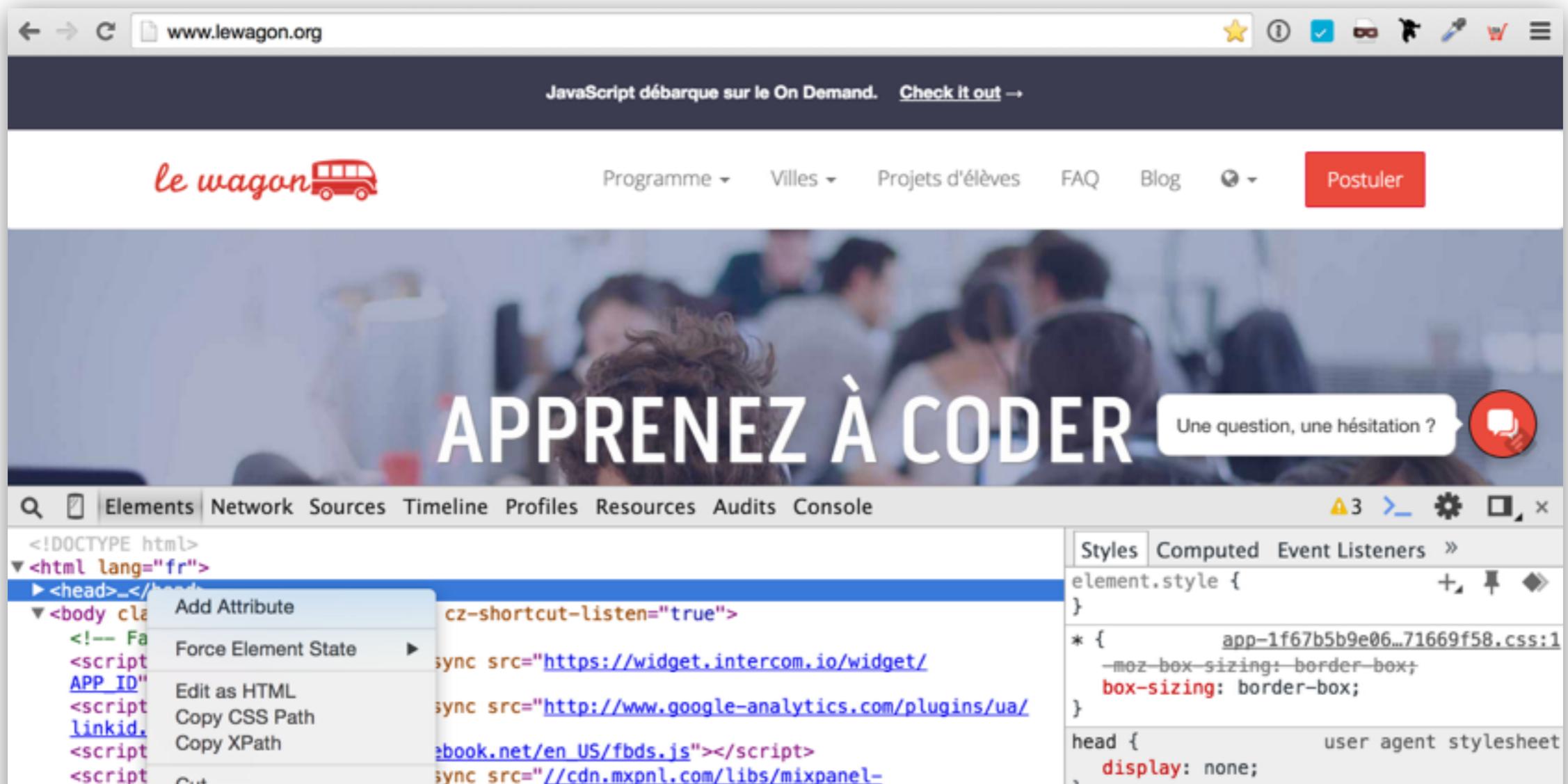
Your turn - PNG

Find PNG on [TheNounProject](https://thenounproject.com)



CSS

Web without CSS ?
Let's find a page and cut its head!



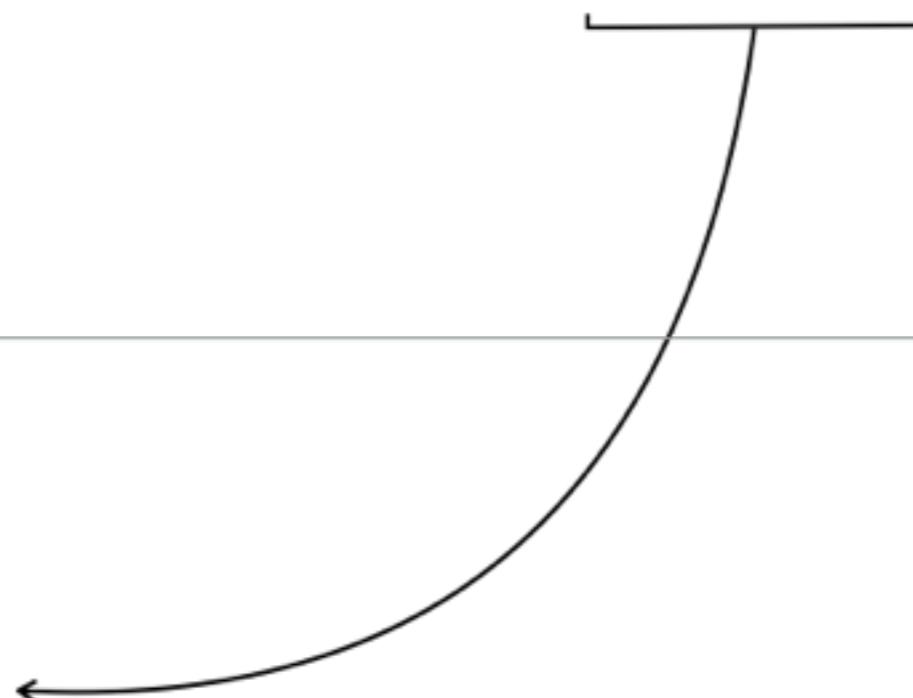
Linking stylesheets

index.html

```
1 <head>
2   <link rel="stylesheet" href="style.css">
3 </head>
4 <body>
5   <h1>Hello</h1>
6 </body>
```

style.css

```
1 h1 {
2   color: red;
3 }
```



CSS syntax

```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```

selection of one or more elements of the page..

..on which we define style rules

CSS vocabulary

```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```

↓

CSS selector

← **style rules**

↑

style properties

Use the good **keywords** on Google

CSS example



we select
all **<h2>** of the page

```
1 h2 {  
2   color: red;  
3   font-size: 20px;  
4   font-family: arial;  
5 }
```

Colors

```
h2 {  
    color: orange;  
    color: #FF530D;  
    color: rgb(255, 83, 13);  
    color: rgba(255, 83, 13, 1.0);  
}
```



RGB tips



Text vs. Background

```
1 body {  
2   color: orange;  
3   background-color: yellow;  
4 }
```

text color

background color

Background images

```
1 body {  
2   color: orange;  
3   background-image: url("background.jpg");  
4 }
```

background-image



Font family

A

serif

font-family

font-size

line-height

font-weight

letter-spacing

color

text-decoration

text-align

font-style

text-transform

Font family

A

sans-serif

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

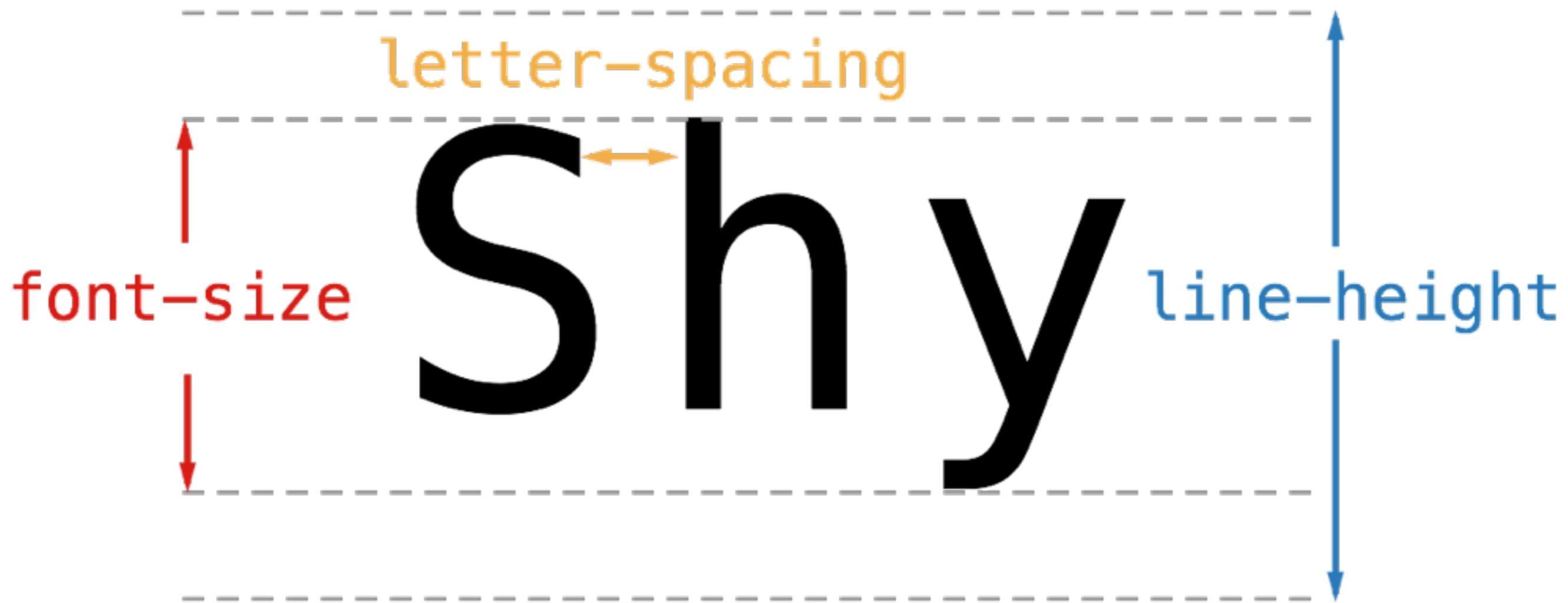
Font family

a b

monospace

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font size & spacing



Font color

ab

color: green;

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font decoration

ab

text-decoration: underline;

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font alignment

this is a
paragraph
centered with **text-align**

text-align: center;

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font weight

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

Helvetica Neue 75 Bold

Helvetica Neue 85 Heavy

Helvetica Neue 95 Black

Your turn - head

```
<link href="style.css" rel="stylesheet">
```

Your turn - CSS

```
body{  
    margin: 0px;  
    color: green;  
    background: rgb(245,245,245);  
}  
  
h1 {  
    font-family: courier;  
    color: rgb(212,57,43);  
}  
  
p {  
    font-size: 30px;  
    line-height: 20px;  
}
```

Fix it!

Your turn - todos

Change texts color to **black**

Change paragraphs size to **16px**

Use coolors for `<h1>` color

Include Open-Sans google font for body

Use Montserrat for `<h1>`

Play with Fontface Ninja

Div & Box model

Real-life...

The screenshot shows the Airbnb website interface. At the top left is the Airbnb logo and a search bar with "Paris". To the right are user profile icons for "Boris" and "AIDE", and a yellow button for "PUBLIEZ VOTRE ANNONCE".

Map: A map of the Paris region with numerous pink location pins. Labels include: Achères, Poissy, Nanterre, Le Chesnay, Versailles, Clamart, Robins, Antony, Massy, Palaiseau, Gif-sur-Yvette, Les Ulis, Limours, Forges-les-Bains, Argenteuil, Asnières-sur-Seine, Ivry-sur-Seine, La Villette, Bobigny, Saint-Denis, Garges-lès-Gonesse, Aulnay-sous-Bois, Chelles, Noisy-le-Grand, Pontault-Combault, Creteil, Orly, Athis-Mons, Savigny-sur-Orge, Viry-Châtillon, Forêt de Sénart, Saint-Michel-sur-Orge, Évry, Moissy-Cramayel, and Corbeil-Essonnes.

Listing 1: **Chambre d'étudiant, vue tour eiffel** (Student room, view of the Eiffel Tower). Logement entier (Entire place) in Tour Eiffel - Champ de Mars, Paris. Price: 36€ Par nuit. Description: "Logement entier à Paris, vue sur la tour Eiffel et le Champ de Mars. Idéal pour les étudiants ou ceux qui cherchent un logement pas cher mais avec tout le confort nécessaire." (Entire place in Paris, view of the Eiffel Tower and the Champ de Mars. Ideal for students or those looking for a cheap place but with all the necessary comfort.)

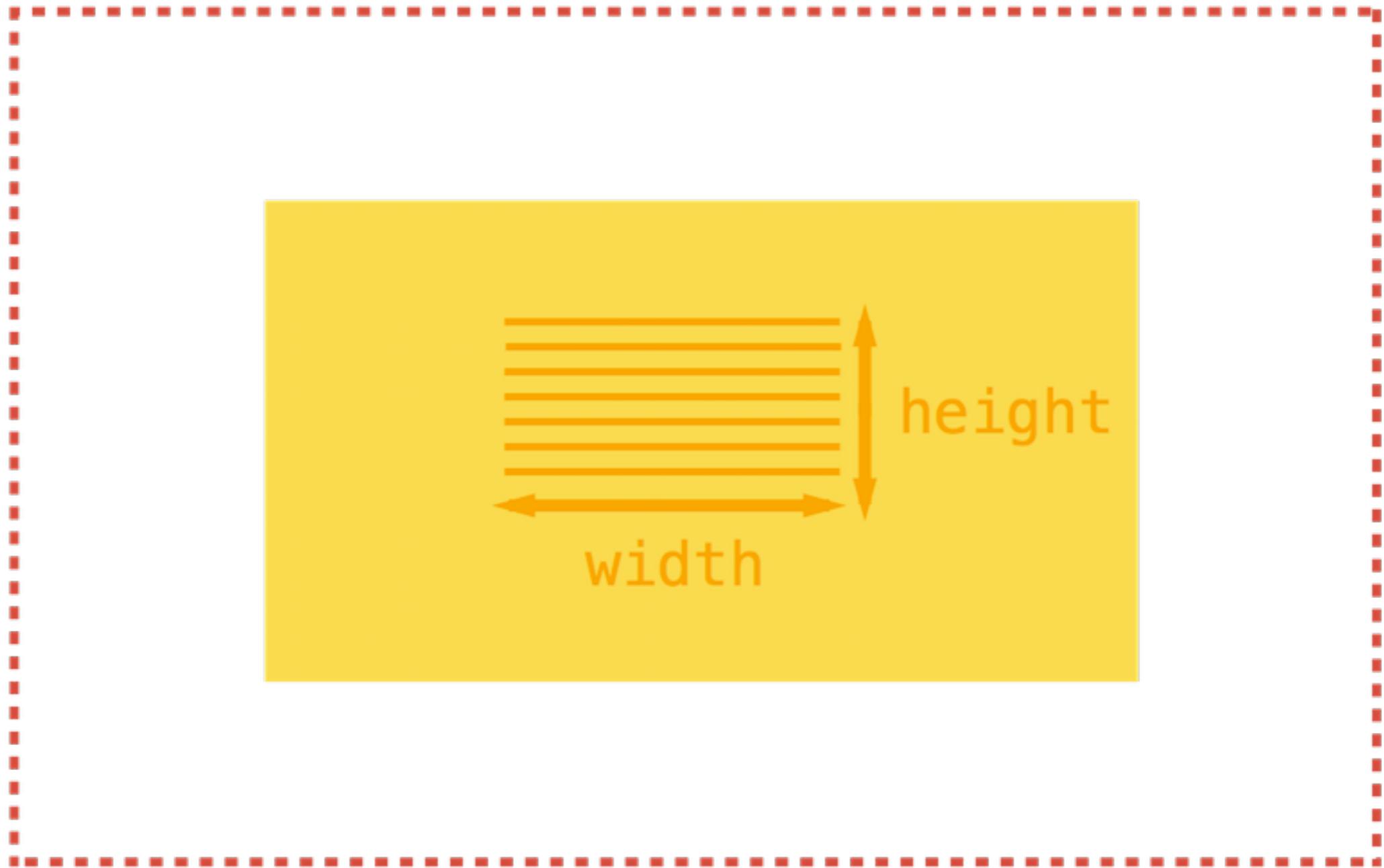
Listing 2: **Very COOL flat // Heart of Paris.** Logement entier (Entire place) in Invalides - Ecole Militaire, Paris. Price: 160€ Par nuit. Description: "Very COOL flat // Heart of Paris. Located in the heart of Paris, in the Invalides area, near the Eiffel Tower and the Louvre. The flat is fully equipped with everything you need for a comfortable stay. It has a modern design and is perfect for a couple or a small group of friends." (Very COOL flat // Heart of Paris. Located in the heart of Paris, in the Invalides area, near the Eiffel Tower and the Louvre. The flat is fully equipped with everything you need for a comfortable stay. It has a modern design and is perfect for a couple or a small group of friends.)

Div & Box model

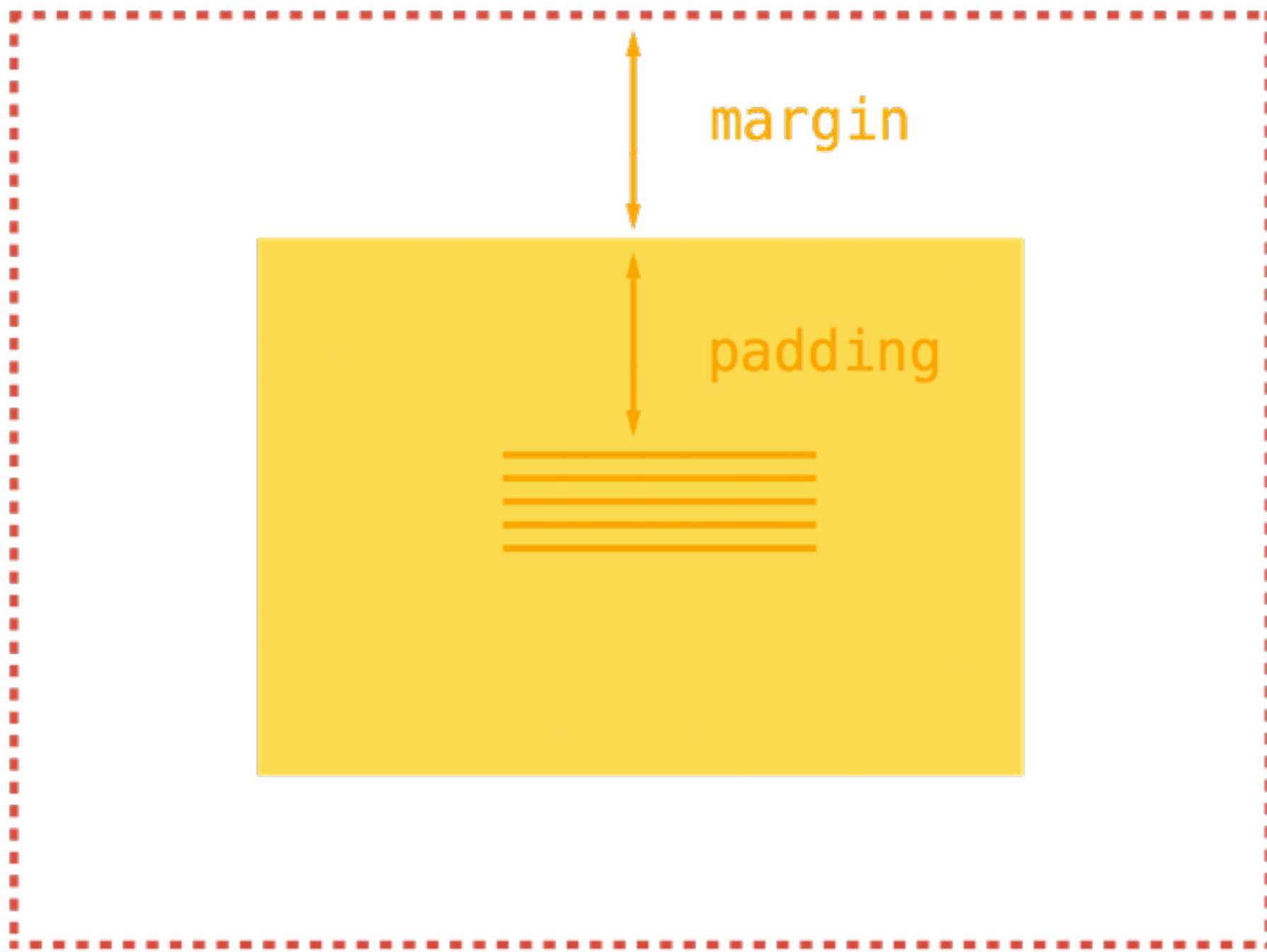
...is made of div

The image displays two screenshots of the Airbnb website. The left screenshot shows a map of the Paris region with numerous listing pins. The right screenshot shows a grid of three Airbnb listing cards. Each card includes a thumbnail image, the listing title, a brief description, the price per night, and a small profile picture. The entire content area of both screenshots is enclosed in a prominent red border, demonstrating the visual representation of the Box Model in web design.

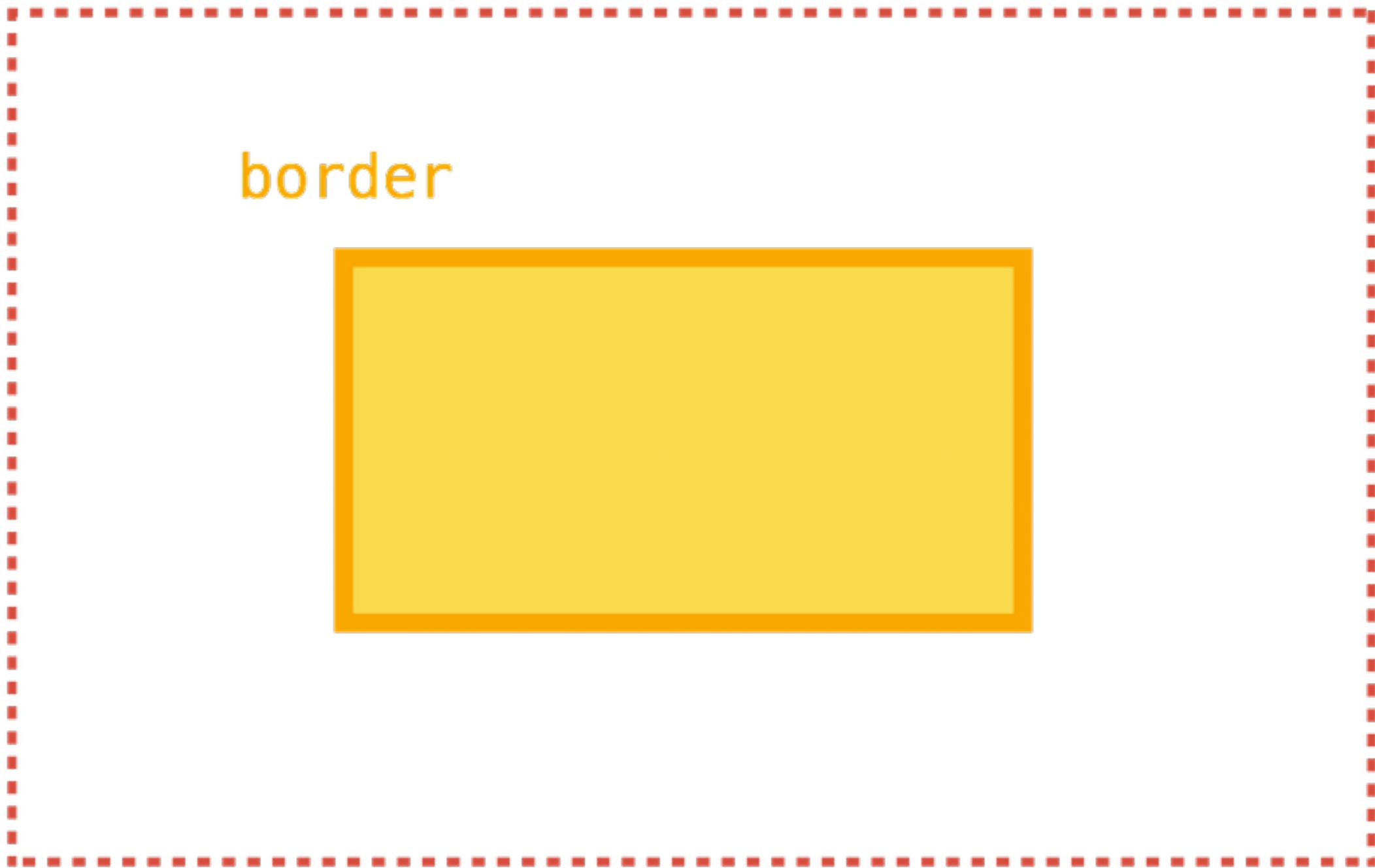
Box model - content



Box model - margins



Box model - border



Box model - border

```
h2 {  
    border: 1px solid green;  
    border: 2px dashed #FF530D;  
}
```

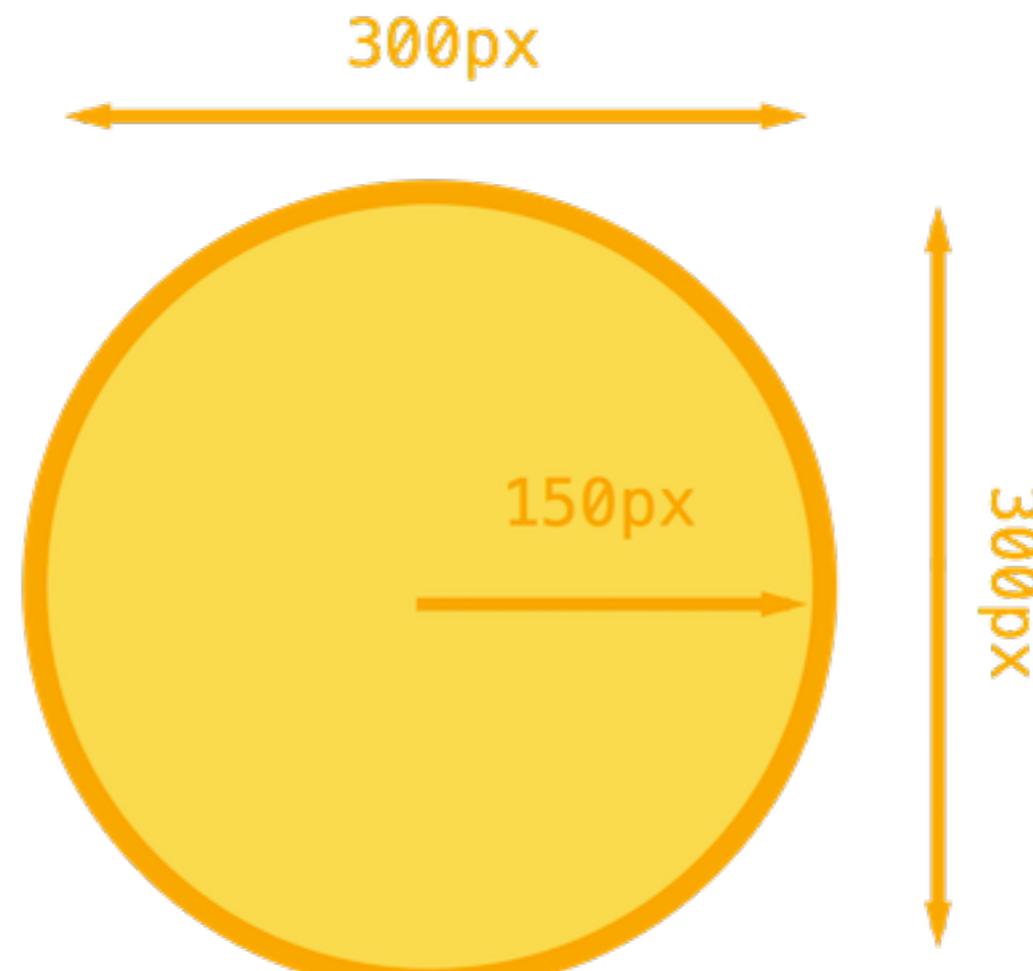


Box model - radius



`border-radius: 5px;`

Box model - radius



```
width: 300px;  
height: 300px;  
border-radius: 150px;
```

Box model - shadow



box-shadow: 2px 2px 3px blue;

Your turn - body

```
<div>
  <h1>My playground app</h1>
  <p>A toy app to practice</p>
</div>

<div>
  <h2>Quick</h2>
  <p>A quick app, <strong>very quick</strong> app</p>
  
</div>

<div>
  <h2>Simple</h2>
  <p>A simple app, <strong>very simple</strong> app</p>
  
</div>

<div>
  <p>A playground footer</p>
</div>
```

id & class

how do you resize the logo only?

HTML

```
1 
2
3 <ul>
4   <li></li>
5   <li></li>
6   <li></li>
7   <li></li>
8 </ul>
```

CSS

```
1 img {
2   width: 40px;
3 }
```



how do you resize the logo only?

HTML

```
1 
2
3 <ul>
4   <li></li>
5   <li></li>
6   <li></li>
7   <li></li>
8 </ul>
```

CSS

```
1 #logo {
2   width: 40px;
3 }
```



how do you style staff pictures only?

```
1 
2
3 <ul>
HTML 4   <li></li>
5   <li></li>
6   <li></li>
7   <li></li>
8 </ul>
```

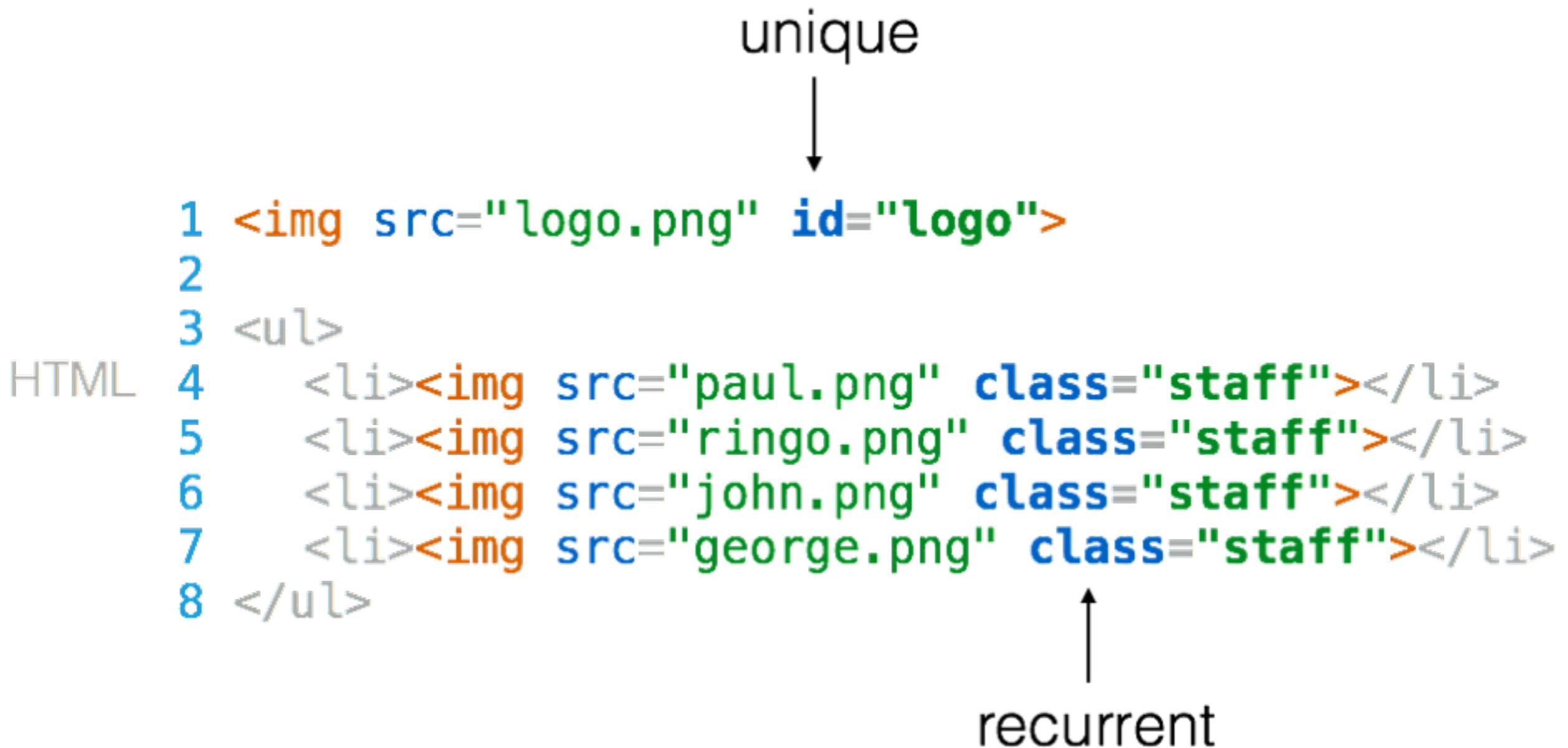
how do you style staff pictures only?

```
1   
2  
3 <ul>  
HTML 4   <li></li>  
5   <li></li>  
6   <li></li>  
7   <li></li>  
8 </ul>
```

```
CSS 1 .staff {  
2   border-radius: 50%;  
3 }
```



id or class?



Combine

HTML 1



CSS

```
1 .staff {  
2   border-radius: 50%;  
3 }
```



Combine

HTML 1



CSS

```
1 .staff {  
2   border-radius: 50%;  
3 }  
4  
5 .shadow {  
6   box-shadow: 5px 5px 3px black;  
7 }
```

Combine

HTML 1

```
1 .staff {  
2   border-radius: 10px;  
3 }  
4
```



CSS

```
5 .shadow {  
6   box-shadow: 5px 5px 3px black;  
7 }  
8  
9 #lead {  
10  border: 5px solid red;  
11 }
```



Your turn - body

```
<div id="header">
  <h1>My playground app</h1>
  <p>A toy app to practice</p>
</div>

<div class="feature">
  <h2>Quick</h2>
  <p>A quick app, <strong>very quick</strong> app</p>
  
</div>

<div class="feature">
  <h2>Simple</h2>
  <p>A simple app, <strong>very simple</strong> app</p>
  
</div>

<div id="footer">
  <p>A playground footer</p>
</div>
```

Your turn - CSS

```
#header {  
    text-align: center;  
    background-image: url("http://lorempixel.com/1300/600/");  
    background-size: cover;  
    padding: 150px;  
    color: white;  
    text-shadow: 1px 1px 3px black;  
}  
  
.feature {  
    padding: 50px;  
    font-weight: 300px;  
}
```



Fontawesome

You **don't want** .png or .jpg files
You **want** a font of icons

Your turn - head

```
<link href="http://maxcdn.bootstrapcdn.com/font-
awesome/4.2.0/css/font-awesome.min.css"
      rel="stylesheet">
```

Your turn

Add social links to your footer

```
<ul>
  <li><a href="#"><i class="fa fa-twitter"></i></a></li>
  <li><a href="#"><i class="fa fa-facebook"></i></a></li>
  <li><a href="#"><i class="fa fa-instagram"></i></a></li>
  <li><a href="#"><i class="fa fa-github"></i></a></li>
</ul>
```

```
#footer a {
  color: lightgrey;
}
```

```
#footer a:hover {
  color: white;
}
```

Set up

Create a new **index.html** file

Copy/paste our **boilerplate**

<https://github.com/lewagon/bootstrap-boilerplate>

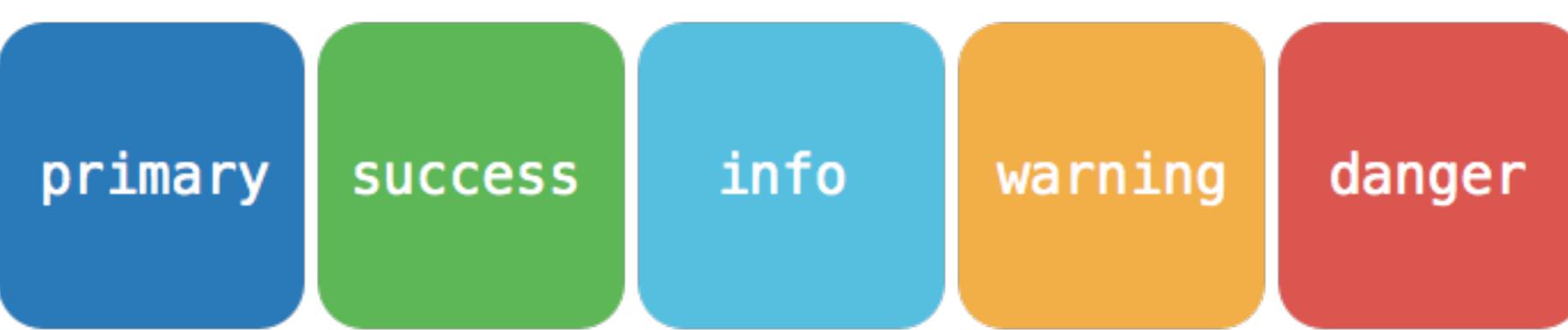
Add the link to your style.css **after the link to Bootstrap**

Copy/paste your title and google fonts links

Copy/paste your <body> in your new page



Semantic scheme



Text classes



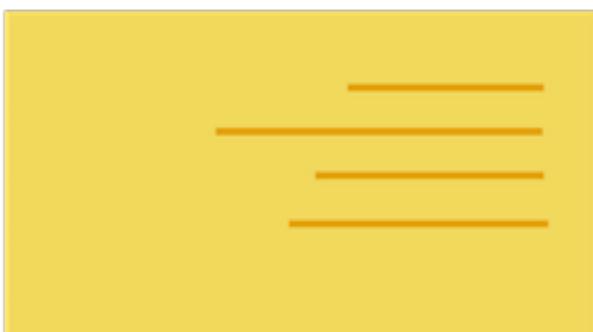
```
<div class='text-justify'></div>
```



```
<div class='text-left'></div>
```



```
<div class='text-center'></div>
```



```
<div class='text-right'></div>
```

Button classes

Go

```
<a class='btn btn-primary' href='#'>Go</a>
```

Go

```
<a class='btn btn-warning' href='#'>Go</a>
```

Go

```
<a class='btn btn-danger' href='#'>Go</a>
```

Go

```
<a class='btn btn-info' href='#'>Go</a>
```

Go

```
<a class='btn btn-success' href='#'>Go</a>
```

List classes

```
<ul class='list-inline'>
  <li>
    <a href='http://twitter.com/lewagonparis'>
      <i class='fa fa-twitter'></i>
    </a>
  </li>
  <li>
    <a href='http://facebook.com/lewagonformation'>
      <i class='fa fa-facebook'></i>
    </a>
  </li>
  <!-- etc.. -->
</ul>
```



Image classes

140x140

```
<img class='img-rounded' src='ex.png'>
```

140x140

```
<img class='img-circle' src='ex.png'>
```

140x140

```
<img class='img-thumbnail' src='ex.png'>
```

Your turn

"text-center" on your paragraphs (<p>)

"list-inline" on your social list ()

"btn btn-primary" for your subscribe button

Grid system



Responsive



Mobile first

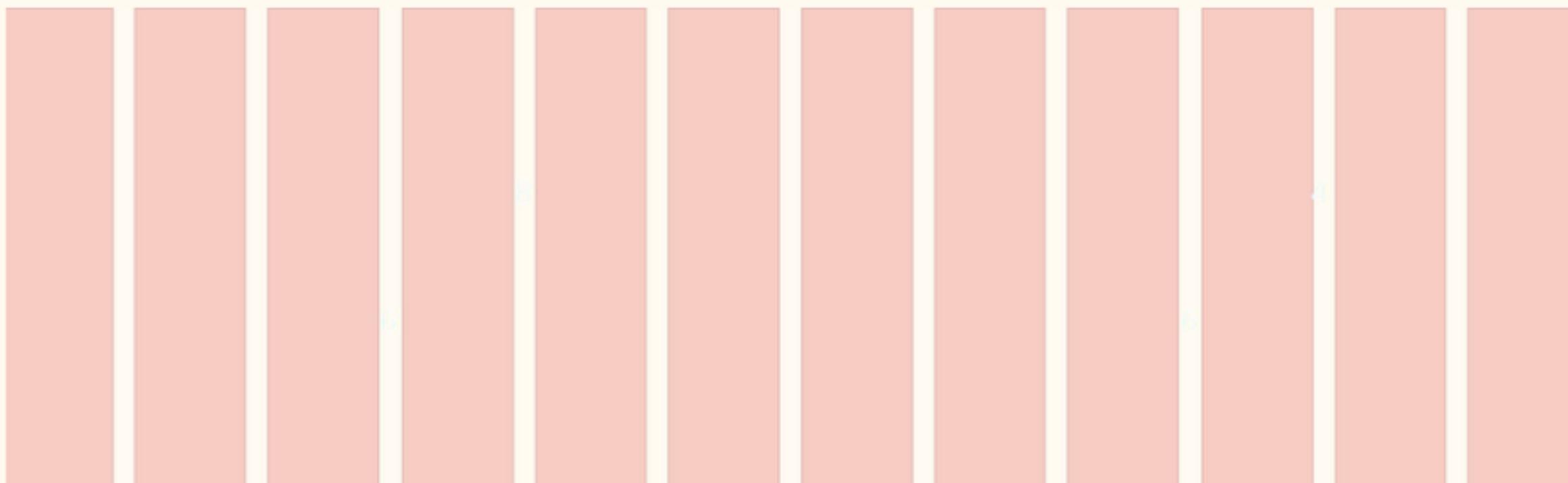


How does it work?

Container

always start with a **container**

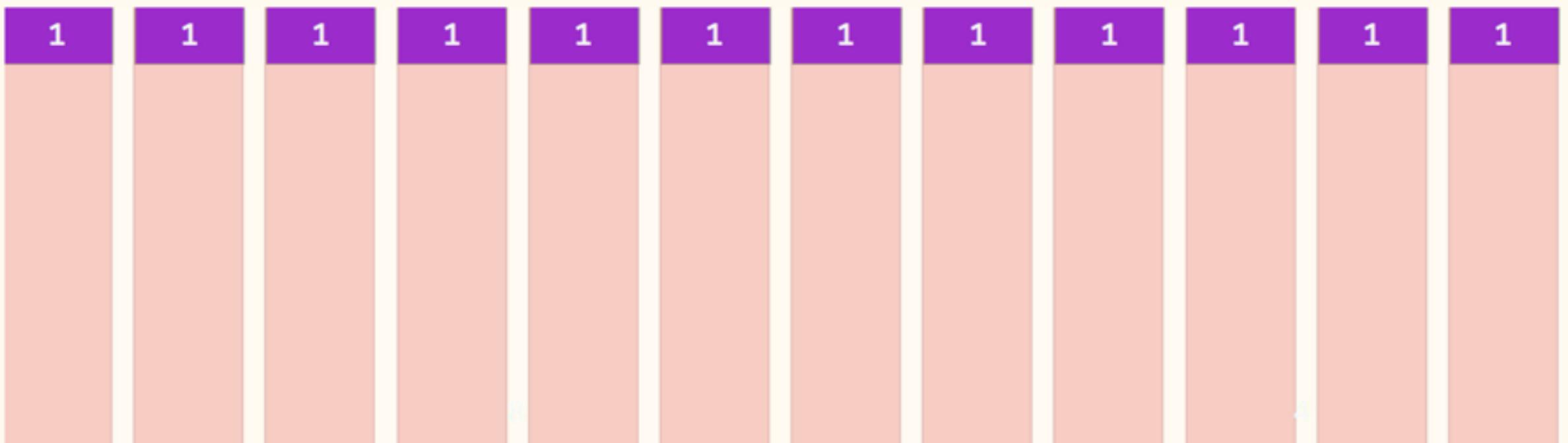
```
<div class="container">  
    <!--Define a container-->  
</div>
```



Rows

then insert **rows**

```
<div class="container">  
  
  <div class="row">  
    <!-- First row -->  
  </div>  
  
</div>
```



Rows

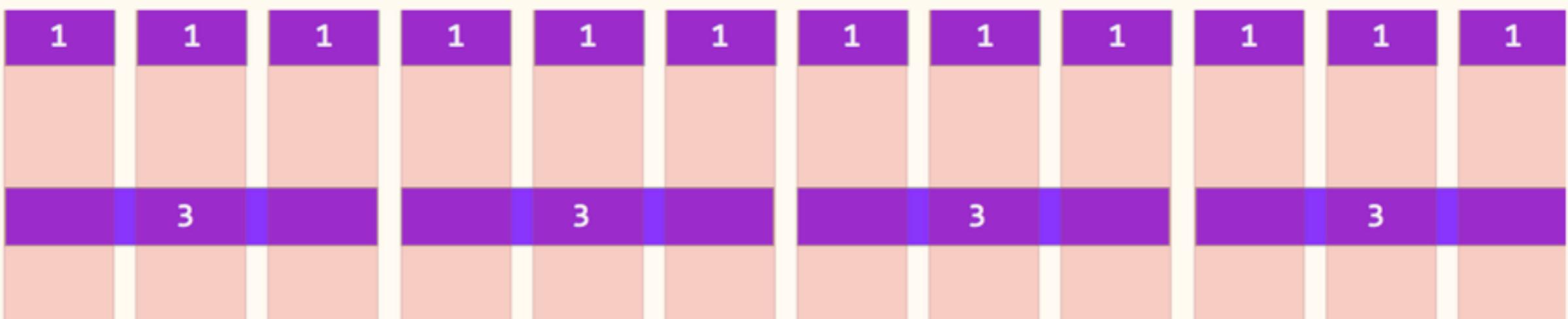
then insert rows

```
<div class="container">

  <div class="row">
    <!-- First row -->
  </div>

  <div class="row">
    <!-- Second row -->
  </div>

</div>
```



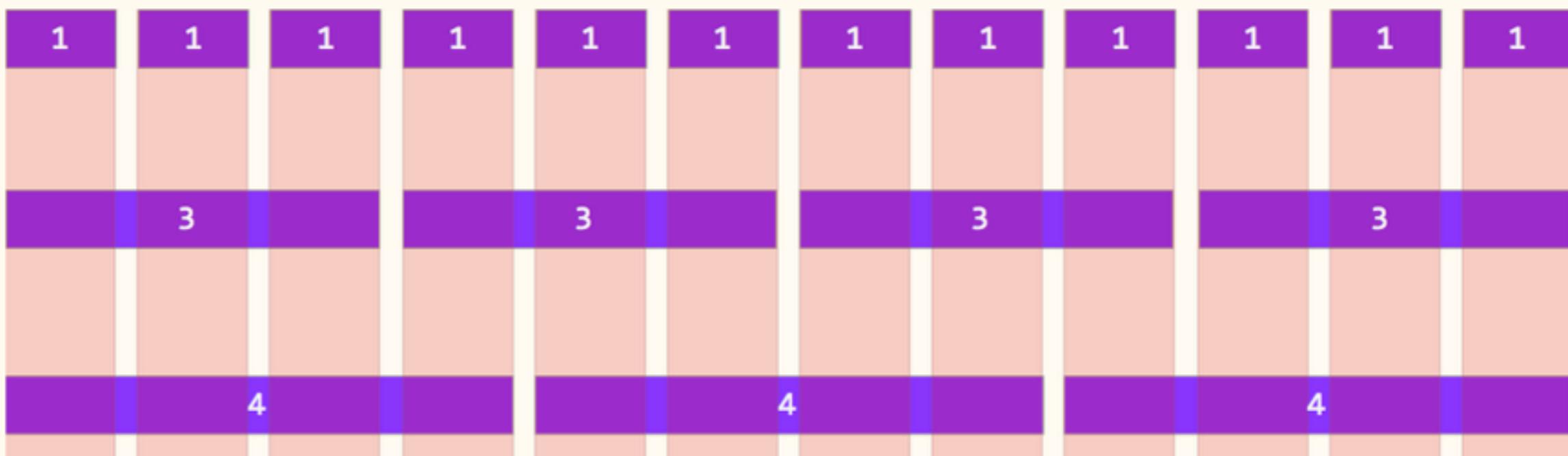
Rows

```
<div class="container">

  <div class="row">
    <!-- First row -->
  </div>

  <div class="row">
    <!-- Second row -->
  </div>

  <div class="row">
    <!-- Third row -->
  </div>
```



How do we fill rows?

Cols

the elementary block

```
<div class="col-xs-6">  
</div>
```

- **col**: because it fits a number of columns
- **xs**: screen width
- **6**: number of columns taken by the block (**max 12**)

Media

xs: Extra small devices (Phones < 768px)

sm: Small devices (Tablets > 768px)

md: Medium devices (> 992px)

lg: Large devices (Desktops > 1200px)

Example - 2 cols



Example - 2 cols

.col-xs-6 will apply on larger screens

```
<div class="container">
  <div class="row">

    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </div>
</div>
```

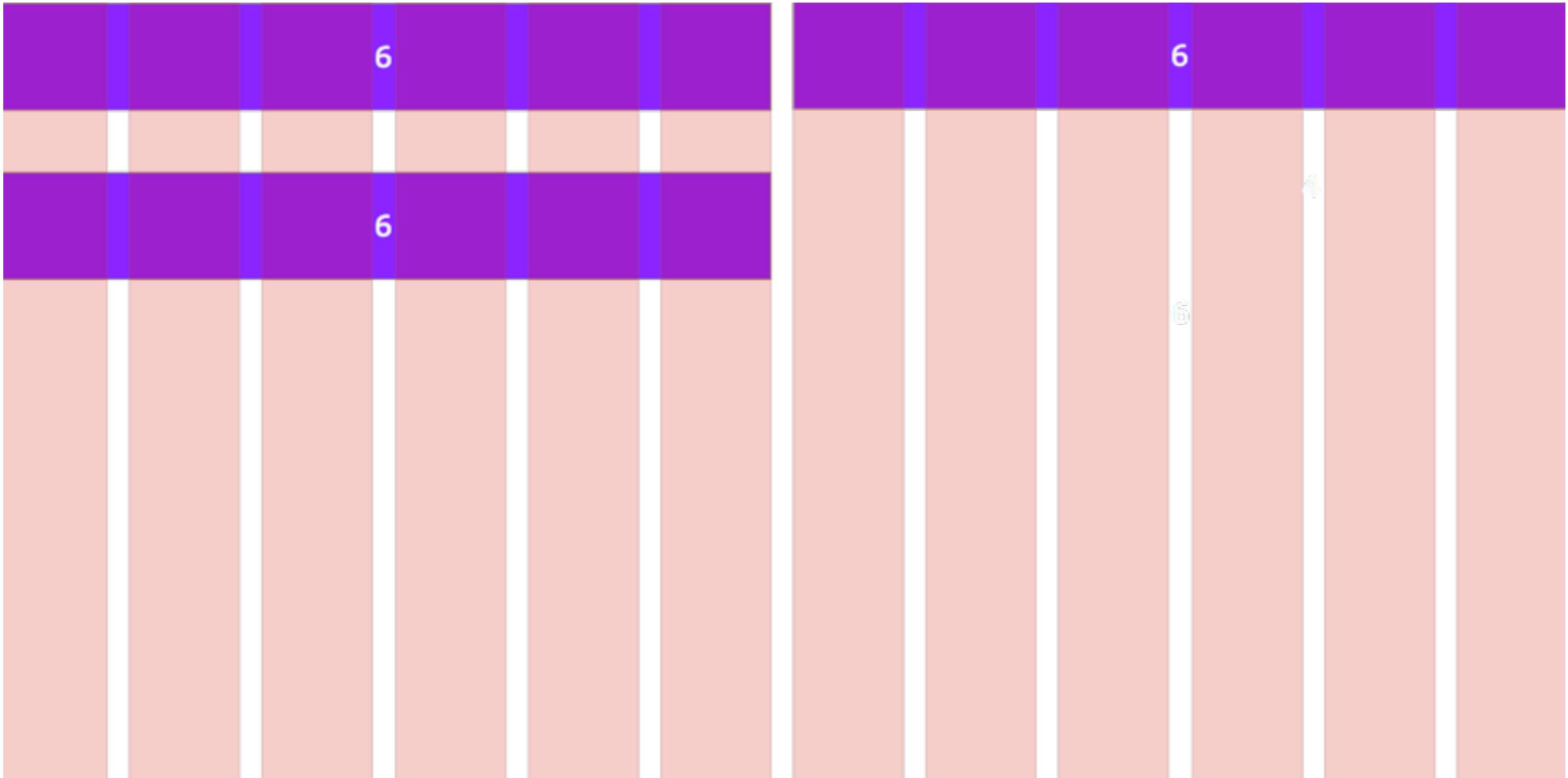
What happens?

```
<div class="container">
  <div class="row">

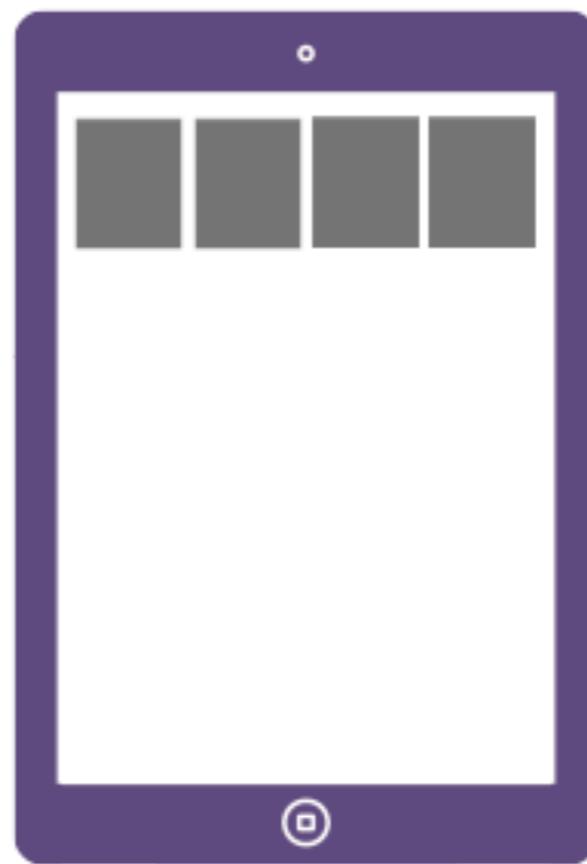
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </div>
</div>
```

Return on new line



Responsive example



Responsive example

```
<div class="container">
  <div class="row">
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
  </div>
</div>
```

Your turn

Start with **raw initial grid**

```
<div class="container">
  <div class="row">
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
  </div>
</div>
```

Insert **each feature** in a col

```
<div class="col-xs-6 col-sm-3">
  <div class="feature">
    ...
  </div>
</div>
```

APIs

(for beginners)

Application
Programming
Interface

an Interface
used by Programs to interact
with an Application



Application

A close-up photograph of a typewriter keyboard. The keys visible are the numeric keypad (0-9) and the space bar. The keys are dark grey or black with light-colored lettering. The space bar has a small circular hole near its center. The background is dark.

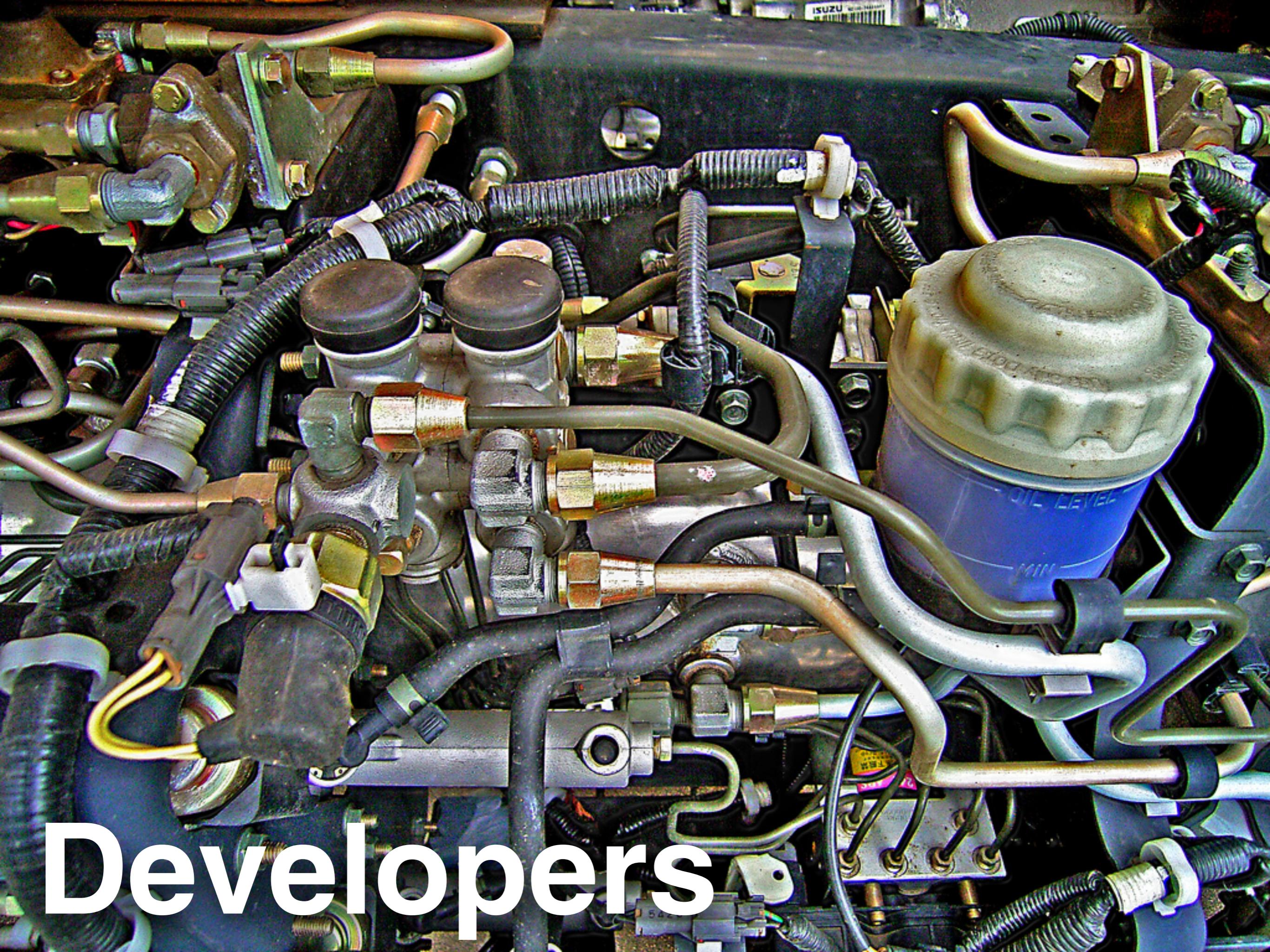
(User) Interface

Program



No (direct)
human usage
of APIs





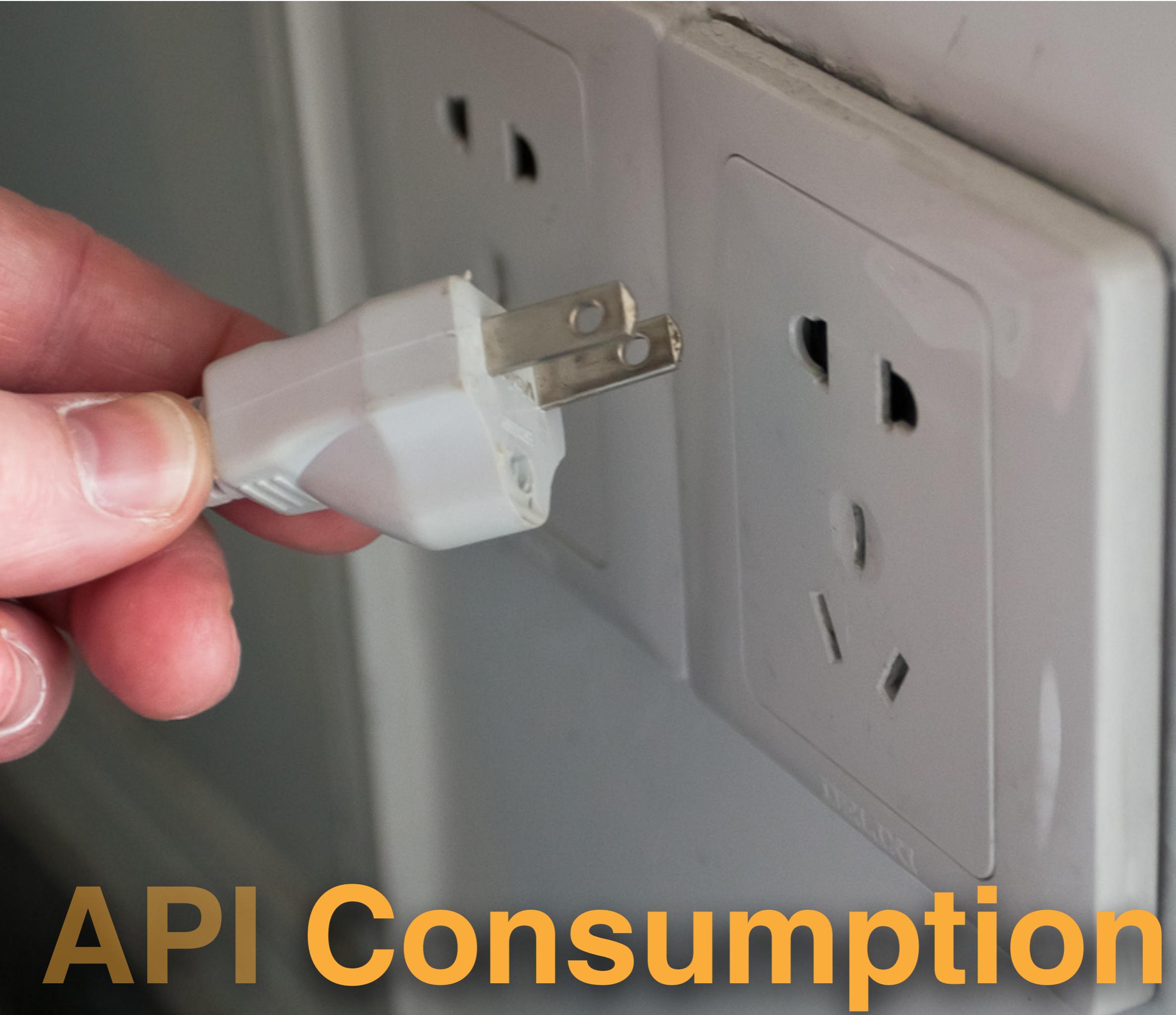
Developers

**APIs expose
something useful**



API

**Developers
write Programs
which consumes APIs**



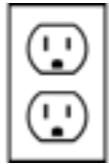
API Consumption

Web APIs



www.programmableweb.com/apis/directory

Google Maps JS API



developers.google.com

Connexion

Google Developers

Google Maps JavaScript API v3

Get Started Documentation Reference Showcase Support Blog GDG Live

Google Maps Javascript API v3

Get Started →

Demos: Base Maps Satellite Street View Places Routing Data Visualization

Base Maps

For the last decade, we've obsessed over building great maps—maps that are comprehensive, accurate, and easy to use.

AirBnB



airbnb Browse Sign Up Log In Help List Your Space

Filters

1000+ Rentals · Paris

€ 49

Cosy central one bedroom apart...
Entire home/apt · 9 reviews · XI Arrondissement, P...

€ 100

Modern Quiet Flat Champs Elysees
Entire home/apt · 73 reviews · VIII Arrondissement...

€ 88

Paris à la Folie, 2R, top location
Entire home/apt · 7 reviews · XI Arrondissement, P...

€ 280

Amazing View on the Eiffel Tower
Entire home/apt · 6 reviews · VII Arrondissement, ...

Map of Paris showing the locations of the listed rentals. Red pins mark the approximate locations of each apartment across the city's arrondissements.

Language and Currency

Twitter API



dev.twitter.com

Search Sign in

The Search API

The Twitter Search API is part of Twitter's v1.1 REST API. It allows queries against the indices of recent or popular Tweets and behaves similarly to, but not exactly like the Search feature available in Twitter mobile or web clients, such as [Twitter.com search](#).

Before getting involved, it's important to know that the Search API is focused on relevance and not completeness. This means that some Tweets and users may be missing from search results. If you want to match for completeness you should consider using a [Streaming API](#) instead.

A detailed reference on this API endpoint can be found at [GET search/tweets](#).

How to build a query

The best way to build a query and test if it's valid and will return matched Tweets is to first try it at [twitter.com/search](#). As you get a satisfactory result set, the URL loaded in the browser will contain the proper query syntax that can be reused in the API endpoint. Here's an example:

1. We want to search for tweets referencing @twitterapi account. First, we run the

TweetBeam



tweetbeam.com

Tag your tweets with #lewagon.org

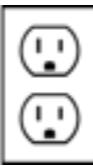
Free version: for evaluation only »

@L_Demontiers

Dites les amis, avez-vous participé aux formations de <http://t.co/7XpluwEDFm>? Un avis sur cet organisme de formation?

Use TweetBeam for your event

Youtube API



A screenshot of a web browser window showing the Google Developers YouTube API page. The URL in the address bar is `developers.google.com`. The page features the Google Developers logo and navigation links for Products > YouTube. A sidebar on the left lists various API resources: Getting Started, Code Samples, YouTube Data API, YouTube Analytics API, YouTube Live Streaming API, YouTube Player Tools, YouTube Subscribe Button, YouTube Upload Widget, Get Help, Stay Informed, Terms of Service, and More. The main content area has a large banner titled "YouTube for Developers" with a subtext about building businesses or enhancing apps with video. Below the banner is a "Featured video" section showing a thumbnail for "Google I/O 2013 - Broadcast Your..." and a "YouTube API Resources" section listing content APIs and player APIs.

Products > YouTube

YouTube 8+1 2.7k

Help developers solve problems [LEARN MORE](#)

Getting Started

Code Samples

YouTube Data API

YouTube Analytics API

YouTube Live Streaming API

YouTube Player Tools

YouTube Subscribe Button

YouTube Upload Widget

Get Help

Stay Informed

Terms of Service

More

YouTube for Developers

Whether you're building a business on YouTube or want to enhance your app with video, a rich set of YouTube APIs can bring your products to life

Featured video

PLAYLIST | 1 / 12 Google I/O 2013 - Broadcast Your...

Stream

YouTube API Resources

- Check out our content APIs:
 - YouTube Data API
 - YouTube Analytics API
 - YouTube Livestreaming API
- Learn about our player APIs and use the [player demo](#) to customize the playback experience.
 - Android

TrackGuru



LATEST TOP TRACKS

Skylevel - Picture Tomorrow (Skylevel Edit)
Mon réveille

Magnetrixx - Quagga
Trance progressive

Robert Hood - Dancer (Robert Hood's unreleased remix)
Classic Re-Plant . Hood by Hood.

Horizontal Ground - 5.1
1.n.4. (aka AnD) - Untitled A on Hori...

Syclops - Jump Bugs
Crazy

YESTERDAY DECEMBER 15TH

Phase - Behind The Sun
TOKEN

Moomin - Time Circle
A1

TALISMANN - ZULA
TECHNO

Drax - Amphetamine (1994)
OTHER

trackguru.co

Moomin - Time Circle

7:11 / 7:36

▶ 🔍 YouTube

5 Moomin - Time Circle posted 1 day ago by Mardar

[Tweet](#)

SPREAD THE TRACK

5 UPVOTES

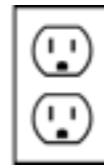
0 COMMENTS

what do you think about ?

[Post comment](#)

Feedback !

Twilio API



twilio.com

SIGN UP LOG IN

PRODUCTS ▾ PRICING ▾ SOLUTIONS ▾ API & DOCS ▾ HELP

ROOMS

airbnb Welcome to Airbnb.

RIDES

U B E R Your car is arriving now.

RESERVATIONS

OpenTable Your table is booked.

Powering Modern Communications

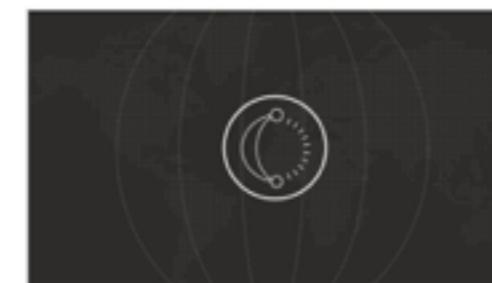
Build the next generation of Voice and SMS applications.

SEE HOW IT WORKS

GET STARTED



Elastic SIP Trunking



Network Telemetry Service

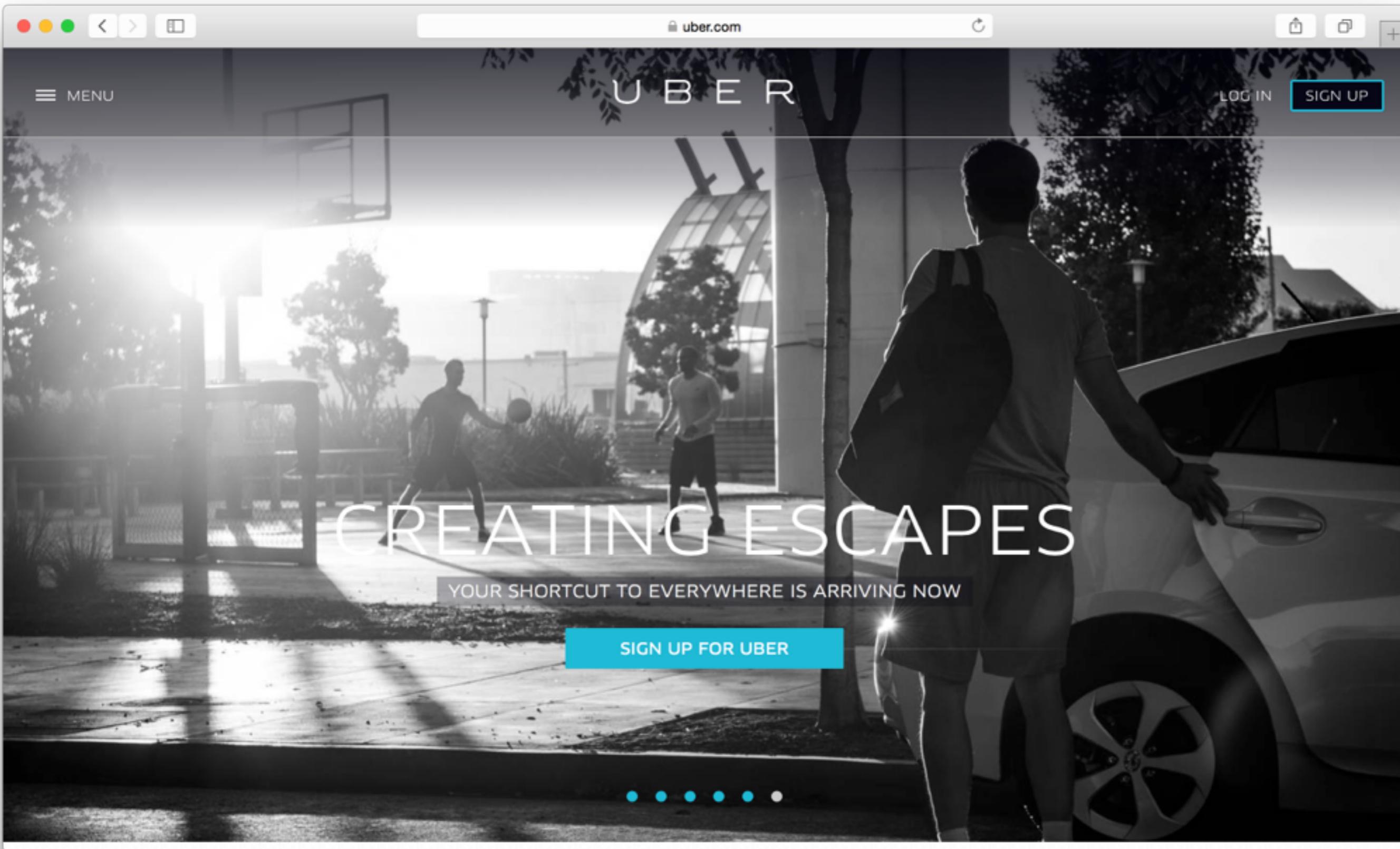


Now Available in Germany



Work at Twilio

UBER



A screenshot of the Uber website homepage. The background is a black and white photograph of a man walking away from the camera towards a car, with another person playing basketball in the background. The Uber logo is at the top center, and the word "MENU" is in the top left corner. In the top right corner are "LOG IN" and "SIGN UP" buttons. The main text "CREATING ESCAPES" is prominently displayed in the center, with the subtitle "YOUR SHORTCUT TO EVERYWHERE IS ARRIVING NOW" below it. A blue "SIGN UP FOR UBER" button is located at the bottom center. At the very bottom, there is a row of five small blue dots.

uber.com

MENU

LOG IN SIGN UP

CREATING ESCAPES

YOUR SHORTCUT TO EVERYWHERE IS ARRIVING NOW

SIGN UP FOR UBER

.....

As a developer,



I need GPS coordinates
of venues to show next
gigs in town on a map

**LYLO content manager
don't know
GPS coordinates of venues**

**LYLO content manager
won't manually enter
GPS coordinates of venues**

**LYLO content manager
will enter venue addresses**

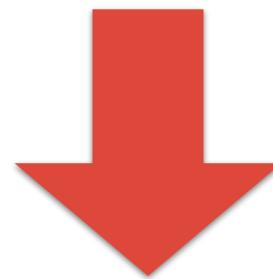
There's an API for that

Google Geocoding API

developers.google.com/maps/documentation/geocoding/

25, rue du petit Musc

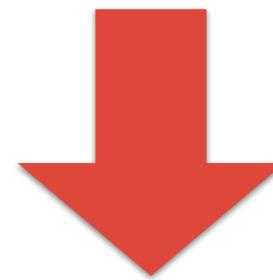
25, rue du petit Musc



```
{  
  location : {  
    "lat": 48.8529369,  
    "lng": 2.364178  
  }  
}
```

How does it work?

[https://maps.googleapis.com/maps/api/geocode/json?address=25 rue du petit musc](https://maps.googleapis.com/maps/api/geocode/json?address=25%20rue%20du%20petit%20musc)



```
{  
  "results": [  
    {  
      "formatted_address": "25 Rue du Petit Musc, 75004 Paris, France",  
      "geometry": {  
        "location": {  
          "lat": 48.8529369,  
          "lng": 2.364178  
        }  
      }  
    },  
    {  
      "formatted_address": "25 Rue du Petit Musc, 78660 Prunay-en-Yvelines, France",  
      "geometry": {  
        "location": {  
          "lat": 48.52695139999999,  
          "lng": 1.7964071  
        }  
      }  
    },  
    {"partial_match": true,  
    }  
  ]  
}
```

API call is an HTTP request

When do we call the API?

Lylo - Add a venue



<http://www.lylo.com/venues/new>



Add a venue

Name

Address

[Create this venue](#)





<http://www.lylo.com/venues/25>



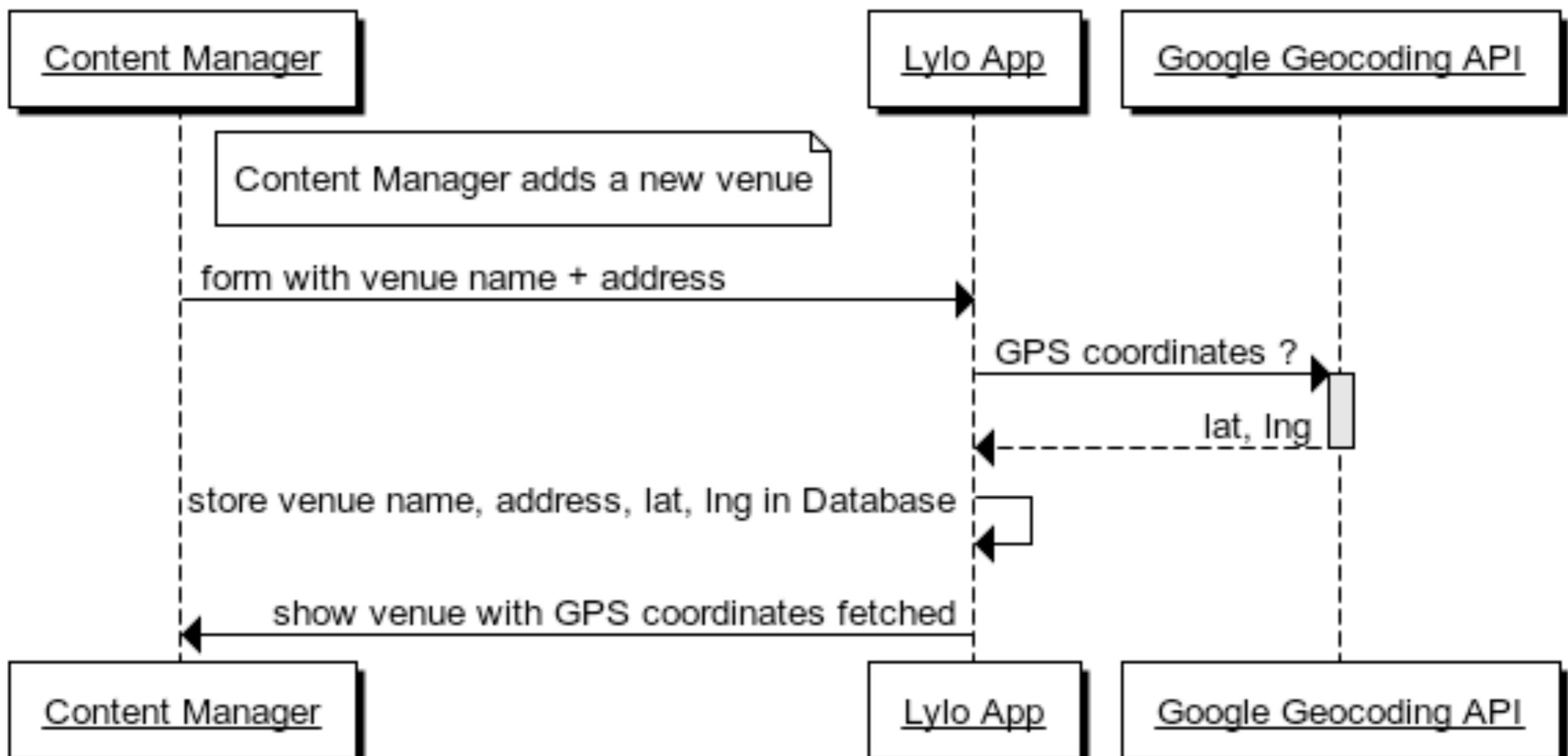
Venue - Batofar

11 Quai François Mauriac, 75013 Paris, France

Latitude: 48.8327009, Longitude: 2.3788474



Geocoding Sequence



Lylo Server
did the API call

Lylo Server
did the API call
not you,
neither your browser

API are consumed by

programs

(not humans)

**Are we
done?**



Raw GPS coordinates



Developer should
now

integrate the
Google Maps JS API

**Let's look at some
code**



I want the app to
send **text messages**
if a gig is cancelled



**Step 1 - Sign up to
Twilio**



Step 2 - Fetch credentials

Step 3 - Write some ruby

```
require 'twilio-ruby'

account_sid = 'AC_____'
auth_token = '_____'

client = Twilio::REST::Client.new(account_sid, auth_token)

client.messages.create(
  from: '+336123456789',
  to: '+337000000000',
  body: 'Hi buddy, you should attend Le Wagon!'
)
```

Step 4 - Run code

**Your program sent a
text!**

WEBHOOK

S⁻¹

(API)



Every 10 seconds,
call the API to fetch list
of
Meetup attendees

Hollywood Principle

Don't call us, we'll call
you

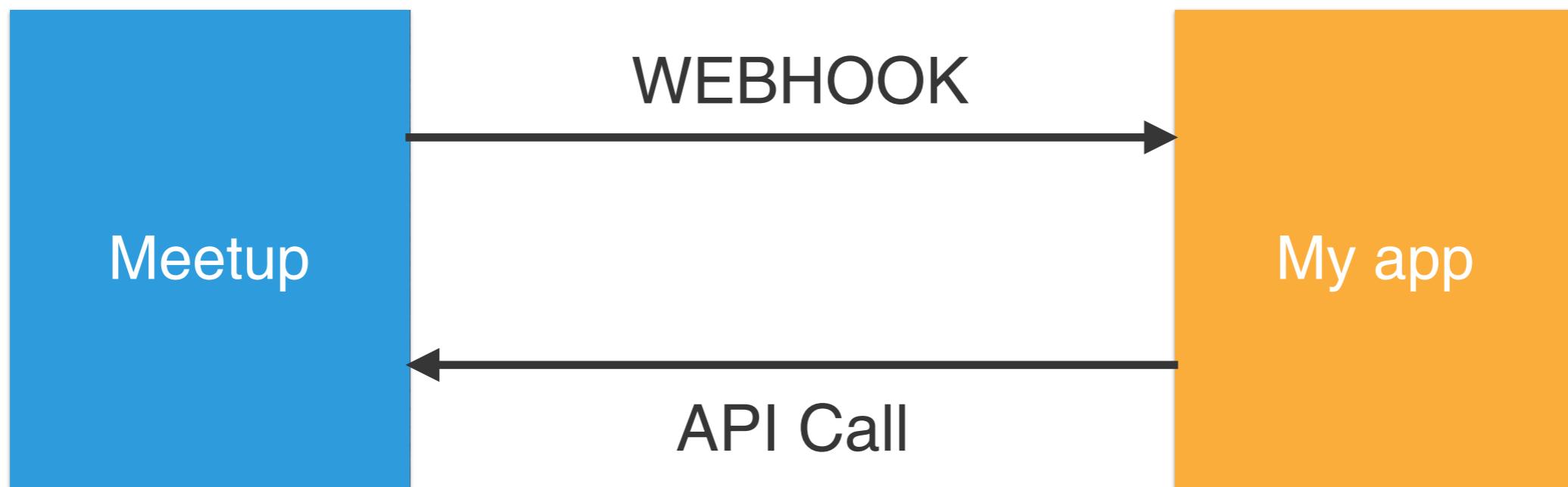
Webhook

Meetup, please
call my server
as soon as
a new member has RSVP'd

myapp.com/member_rsvpd

For incoming requests

Webhook vs API call



META

**Let's take an
example,**

Lead Management

**Wufoo form to capture
leads**

Trello for my sales team

WEBHOOK

Service A **pushes** data
as soon as available

API

Service B **exposes** methods
to read, create or update data

WEBHOOK

**Wufoo pushes form entries
as soon as captured**

API

**Trello exposes methods
to create new cards**

Introducing **Zapier**

zapier.com

Explore How It Works Login Signup

Zapbook > Zaps > Integrate Wufoo and Trello

Create Trello Card from Wufoo Entry

Create Trello Card from Wufoo Entry
Automatically create Trello cards from Wufoo entries.

[Start Using This!](#)



Wufoo is an easy way to create and manage HTML forms.



Trello is team collaboration tool that lets you organize anything and everything to keep your projects on task.

What Is Zapier?
Zapier sets you free by making it easy to connect apps like Wufoo and Trello so your data can be where you want it, when you want it.

Unlock the Hidden Power of Your Apps

- ✓ Easy 5-minute setup
- ✓ No credit card required
- ✓ Lots of customization options

[Get help](#)



Zapier

Demo

Go further

ondemand.lewagon.org/nantes

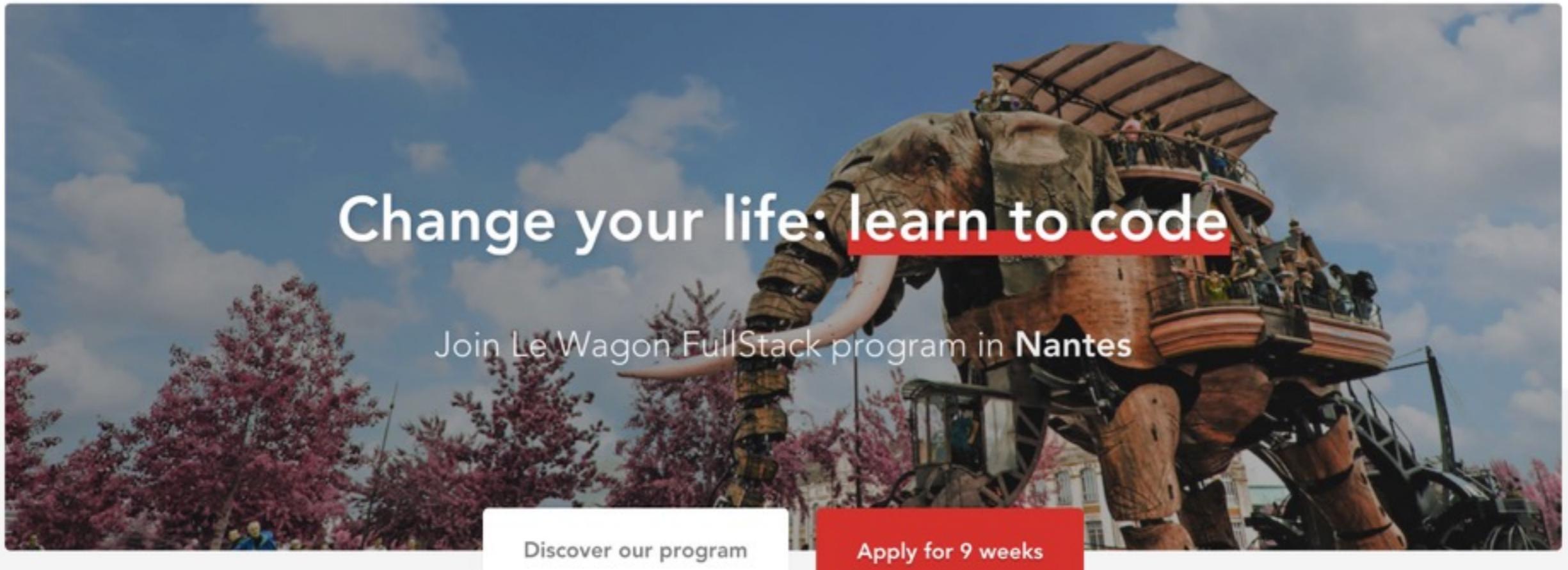
Go beyond

lewagon.com/nantes

#1 batch : 30 mai au 29 juillet

#2 batch : 17 octobre au 16 décembre

#3 batch : 16 janvier au 17 mars



Thank you!