

One downside to commit IDs is that they aren't very readable or memorable. An alternative is to create a Git tag:

```
$ git tag -a "v0.0.4" -m "Update Hello, World text"
$ git push --follow-tags
```

A tag is a pointer to a specific Git commit but with a friendlier name. You can use this Git tag on your Docker images:

```
$ git_tag=$(git describe --tags)
$ docker build -t brikis98/ruby-web-server:$git_tag .
```

Thus, when you're debugging, check out the code at a specific tag:

```
$ git checkout v0.0.4
Note: checking out 'v0.0.4'.
(...)
HEAD is now at 92e3c63 Updated Hello, World text
```

Deploy

Now that you have a versioned artifact, it's time to deploy it. There are many different ways to deploy application code, depending on the type of application, how you package it, how you want to run it, your architecture, what tools you're using, and so on. Here are a few of the key considerations:

- Deployment tooling
- Deployment strategies
- Deployment server
- Promotion across environments

Deployment tooling

There are many different tools that you can use to deploy your application, depending on how you package it and how you want to run it. Here are a