The primary advantages of using Jade/Pug over traditional HTML

Using Jade, which was renamed to Pug in 2016 has some very obvious advantages over using traditional HTML :

1. Compactness

Less Boilerplate Codes: The use of indent and elimination of need for closing tags results in less boilerplate codes.

Readability syntax: Pug syntax has much more readability and is easier to write especially when dealing with structures.

2. Dynamic Templating

Variables and Logic: Pug allows utilization of server-side JavaScript variables and logic in writing templates directly into the templates to make content more dynamic

Mixins: Mixins are reusable pieces of code/mixins, thus preventing repeat type instances of the same code

3. More Clean Structure

indentation-based structure

improves readability as well as keeps the content within order through a hierarchy of a document.

Let it support natural nesting like HTML tags

4. Integration with Node.js

Seams easily integrate with Node.js and Express

Middleware Support: It can easily be used to draw dynamic views in applications of express.

5. Extensibility

Custom Filters: For example, Pug supports custom filters that may pre-process data just before rendering. This, therefore opens room for more leeway in terms of how the content is represented.

Plugins: There are actually lots of plugins in the Pug ecosystem to complement its functionality

Conclusion

Generally, Pug promotes so much faster productivity and easier maintainability as compared to doing the same using web development. Its concise syntax, dynamic capabilities, and improvement in integration with JavaScript frameworks make Pug look like a perfect tool for web development. If you would like more information or examples, do not hesitate to let me know!