

Introduction to Mobify

Definition:

Mobify is cloud based software that offers both adaptive & responsive design to create a device accessible website, which can be accessed under the same URL.

The Same URL means your website URL is not going to change. It will be same for both desktop & device use. Previously sites were using the "m." prefix for addressing to the device accessible websites.

Mobify is faster than the desktop site responsive design, because for responsive design the complete html DOM gets downloaded from the server& the html is adjusted according to the device format based on the resolution using CSS.

Mobify stops the downloading the resources as soon as it gets the request from device & download the MobifyDOM for the page & then requests for the resources like images, scripts of main website.

Description:

Mobify is an expedient method for creating a mobile website quickly.

- As Mobify is like a wrapper over the desktop site, so it can be developed very quickly.
- Mobify reuses modules from your existing desktop design and transform them into a mobile friendly design as a separate website.
- This allows the replication of desktop features quickly in mobile format.
- We need not to undergo more changes to the desktop site for mobile format feature replication.

Stick to one URL or Single Domain/URL

- Even though it is a separate site, it will still utilize your main URL without any redirects.
- This lets you avoid serving duplicate content from multiple domains, which is a best practice for Search Engine Optimization.

Low Risk

- No need to redevelop features or make major modifications to your existing website to support mobile.
- We will create the mobile pages separately through Mobify.

- Your existing site can remain as it is without any code or back end or database modifications.

Minimal Development Time

- As we are not going to make major changes in desktop site for mobile format feature replication, mobify site can be created in very short time.

Restriction In Mobify

- -Dependability on desktop site.
- As mobify site needs desktop site to capture the HTML DOM to render it to device. So if there is no desktop site, we will need to develop it.
- Mobify cannot handle the dynamic html or Ajax calls.
- Mobify chooses the device format content from HTML Dom.

On complete rendering of DOM on device, Mobify cannot capture the dynamic data as complete DOM does not get downloaded on dynamic Ajax call.

Above details covers the following question related to Mobify Technology.

1. What is Mobify?
2. Why Mobify needed?
3. Advantages of Mobify?
4. Advantage of Mobify over responsive design?
5. Restriction in Mobify?
6. Disadvantages of Mobify?

Installation of Mobify for Local Development

1. Install Node.js (URL: <https://nodejs.org/en/download/>).
2. Download the Mobify Client (URL: <https://github.com/mobify/mobify-client>):
Run the following command in command prompt.
 - a. For Windows: `npm -g install mobify-client`.
 - b. For Linux: `sudo npm -g install mobify-client`.

3. Create a project scaffold and start the Mobify.js development server:
 - a. Open command prompt.
 - b. Type 'Mobifyinitmyproject' ('myproject' will be project name)
 - c. Type 'cd Myproject'(go to project path, the project folder which contain the json file)
 - d. Type 'Mobify preview'
 - e. Visit the website (<https://preview.mobify.com/>) for local development testing.
 - f. Enter the hosted site path in **Site URL textbox e.g. www.allhelpservices.com.**
 - g. Enter **http://localhost:8080/**in **Bundle Location Textbox.**

Mobify Preview

Preview work in progress without changing your Mobify Tag. [Learn more.](#)

Preview

Clear Preview Cookies

Site URL
www.allhelpservices.com

Bundle Location
http://localhost:8080/

Limit Preview To A Given Domain

View Preview On: This Tab All Tabs

Generate Preview Link

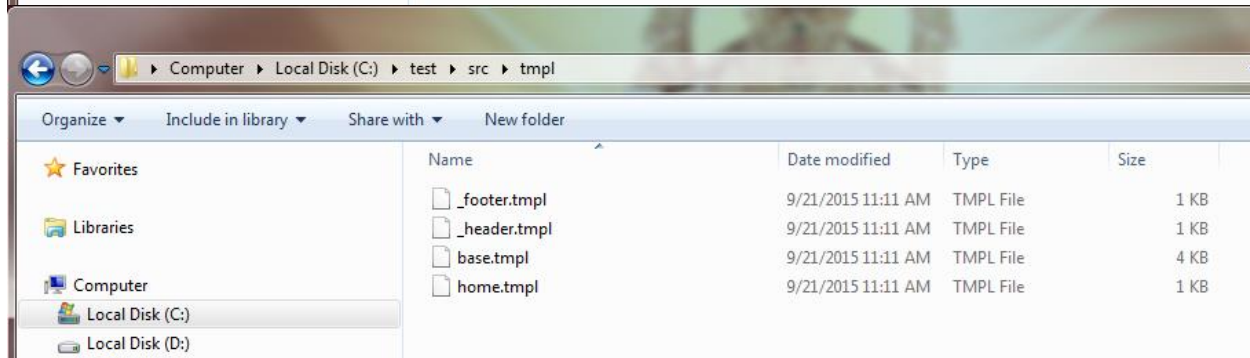
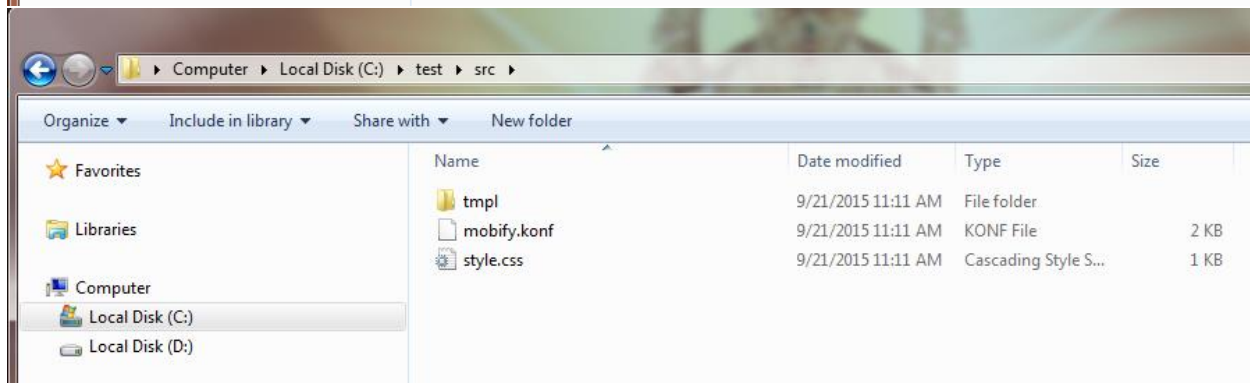
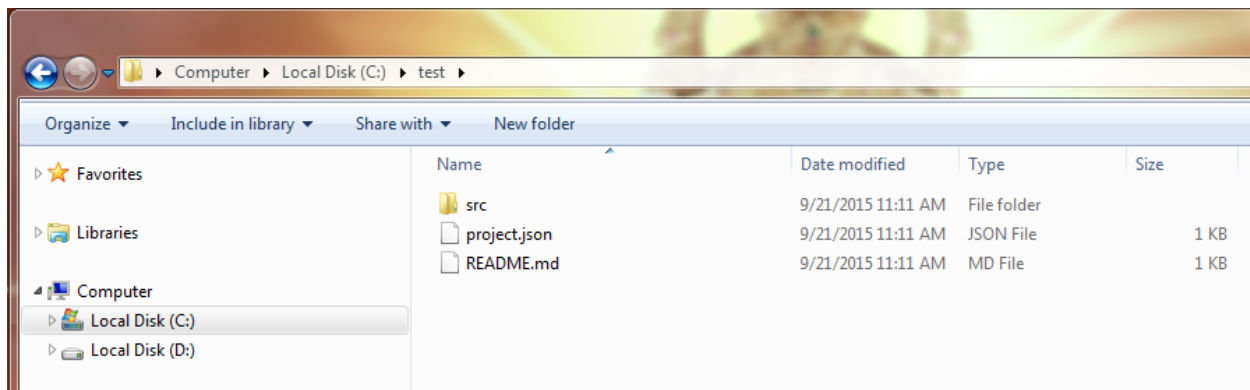
Mobify Folder Structure:

When we run the command “mobifyinit test” in command prompt, the folder structure gets created at the specified path.

In “**mobifyinit test**” command, ‘test’ is the name of mobify project & folder named test will be created.

The folder contains the files (**project.json&README.md**) & folder (**src**).

- ‘**project.json**’ filework as solution file for our project.
- ‘**README.md**’ file contains the information related to project structure.
- ‘**src**’ folder contains the ‘**tmpl**’ folder & ‘**mobify.konf& style.css**’ files.
- ‘**tmpl**’ folder works as a view for our device accessible site.
- ‘**mobify.konf**’file works as a heart for the application.
- ‘**style.css**’ file contains the css for the site.



For previewing the mobify application, follow below steps

Step 1: Open the command prompt.

Step 2: Travel to the project path (e.g. travel the folder upto project.json file containing folder)

Step 3: Enter 'mobify preview' command.

```
Windows Command Processor - mobify preview
Microsoft Windows [Version 6.1.7601]
Copyright (c) 2009 Microsoft Corporation. All rights reserved.

C:\Windows\System32>cd /

C:\>Mobify preview
Could not find your project. Make sure you are inside your project folder.
Visit https://cloud.mobify.com/docs/ for more information.
Error: (100) Project file, 'project.json' could not be found.

C:\>cd test

C:\test>mobify preview
Running Preview at address 0.0.0.0 and port 8080/8443
Press <CTRL-C> to terminate.
```

Step 4: Visit the website preview.mobify.com. For demo purpose I have used test site name as

Mobify Preview

Preview work in progress without changing your Mobify Tag. [Learn more.](#)

[Preview](#)

[Clear Preview Cookies](#)

Site URL
testsitename

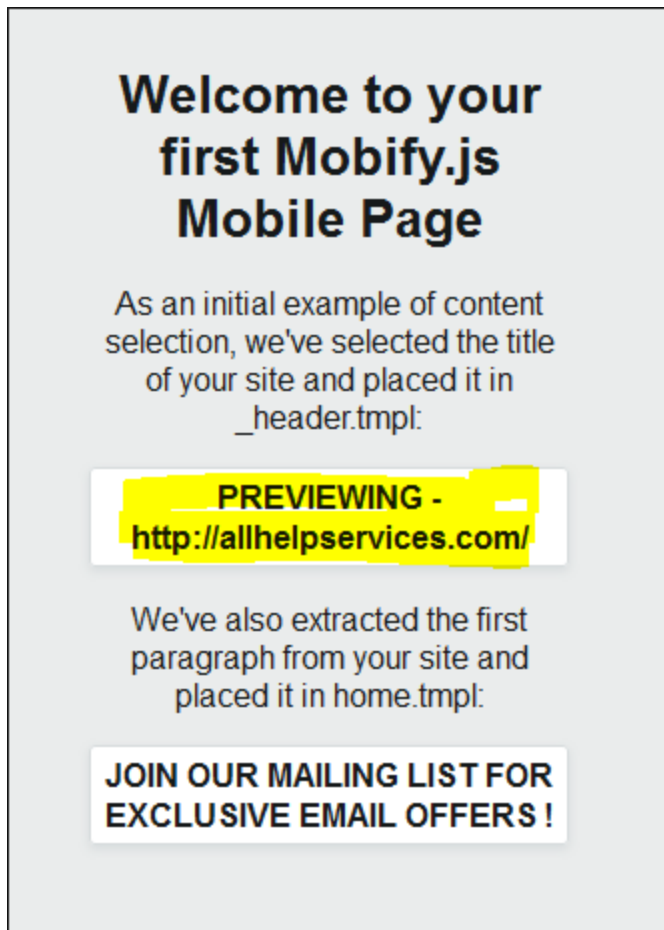
Bundle Location
http://localhost:8080/

Limit Preview To A Given Domain

View Preview On: This Tab All Tabs

[Generate Preview Link](#)

Step 5: Click on preview button. Below is the demo page for mobify.



Mobify Page Creation & Mobify Deployment on Cloud.

In this chapter, we will be having a code walkthrough of Mobify.

For making the desktop site mobified, we need to purchase the Mobify platform subscription then you will get mobify.js tag, need to add the Mobify.js tag in the head tag immediately after opening `<head>` tag on the website.

When any request for your website will be there the Mobify.js tag from head will check for the request agent & if it is device then will forward the request to the Mobify server. On Mobify server handles the request & converts the HTML Dom into the device adaptable/responsive UI design.

The mobify.konf file is a JS file, which is responsible for selecting the elements from the html dom. The Mobify application captures the HTML Dom objects & mobify.konf file selects the elements from it.

Mobify.konf file by default contains header, content, script, outputhtml sections inside <konf> tag.

'**OUTPUTHTML**' section returns the modified DOM to the browser. It is recommended not to change anything from this section unless you know what you are doing.

'**StyleSheet**' section code is removing all the stylesheets related to HTML Dom. For Mobify application we can write style sheet in style.css file. This section can be removed. Likewise '**Script & header**' section also can be removed or updated.

```
'stylesheet': function() {  
    return $('link[rel="stylesheet"]').remove();  
},
```

For creating new page in Mobify create a copy of any tmpl template e.g. home.tmpl & rename it e.g. mypage.tmpl. In '**Content**' section inside '**return context.choose**' create the selector which should be unique. Code will look like below for **mypage** template.

```
'content': function(context) {  
    return context.choose(  
        {  
            'templateName': 'home', '!firstp': function() { return $('p').first().text() || "Could not find the first paragraph text in your page";  
        }  
    }  
    ),  
    {  
        'templateName': 'mypage'  
        , '!onenumber': function() {  
            return $('selector_for_phone_number');  
        }  
    }  
    )  
},
```

context.choose accepts multiple number of objects as an argument & executes the first one that matches.

Tmpl page will look like below

```
mypage.tmpl x
1  {>base/}
2
3  {<content}
4    <h2>We've also extracted the first paragraph from your site and placed it in home.tmpl:</h2>
5    <p class="extract">
6      {content.phonenumber'}
7    </p>
8  {/content}
9
```

We can write the JavaScript code on the tmpl page to handle client side request.

The sections can be used for multiple pages like header, you can create footer section at global level.

For publishing & deploying the Mobify application, please go through following points

- Log In To Mobify Cloud (URL: <https://cloud.mobify.com>)
- Click on the Projects Dropdown & select "MyProject" as a project.
- Copy the command from site "mobify push --message "Bundle Message" to the command prompt. Enter Username & API Key.

Note*: Stop the local mobify command from command prompt for publishing build.

- Visit the Url <https://preview.mobify.com/> , enter the Site URL & Bundle Location ([//cdn.mobify.com/sites/myproject/bundles/01/](https://cdn.mobify.com/sites/myproject/bundles/01/)) & preview.

The response will be from the Mobify server where code is hosted.

For Mobify documentation & references please visit below link.

- For documents related to mobify please visit link : <http://www.mobify.com/mobifyjs/docs/>
- For mobify working & references: <http://www.mobify.com>

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