

Twitter Thread by Sarah Drasner



Sarah Drasner

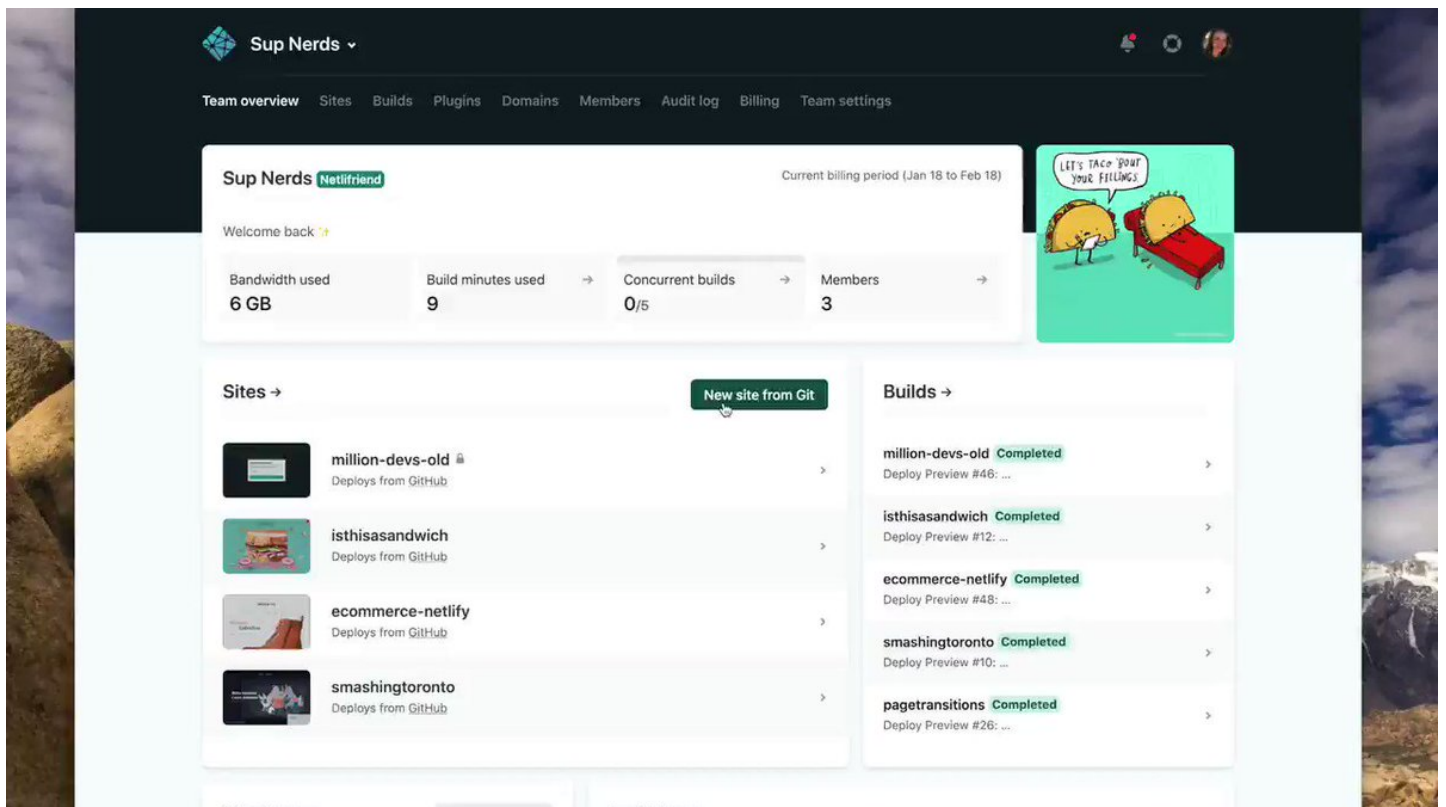
[@sarah_edo](#)



■ It's probably common knowledge that Netlify makes deployment incredibly simple- you can connect a repo, pick a build command and ■

or just drop a folder in and you're done!

...but here are some other things you might not know about our deploys that are very special ■



Netlify has a concept of "atomic" deploys- which means a few things:

- You can preview a deploy when you've or someone else has just put in a PR
- You can roll back to ANY previous state, with one click, in milliseconds

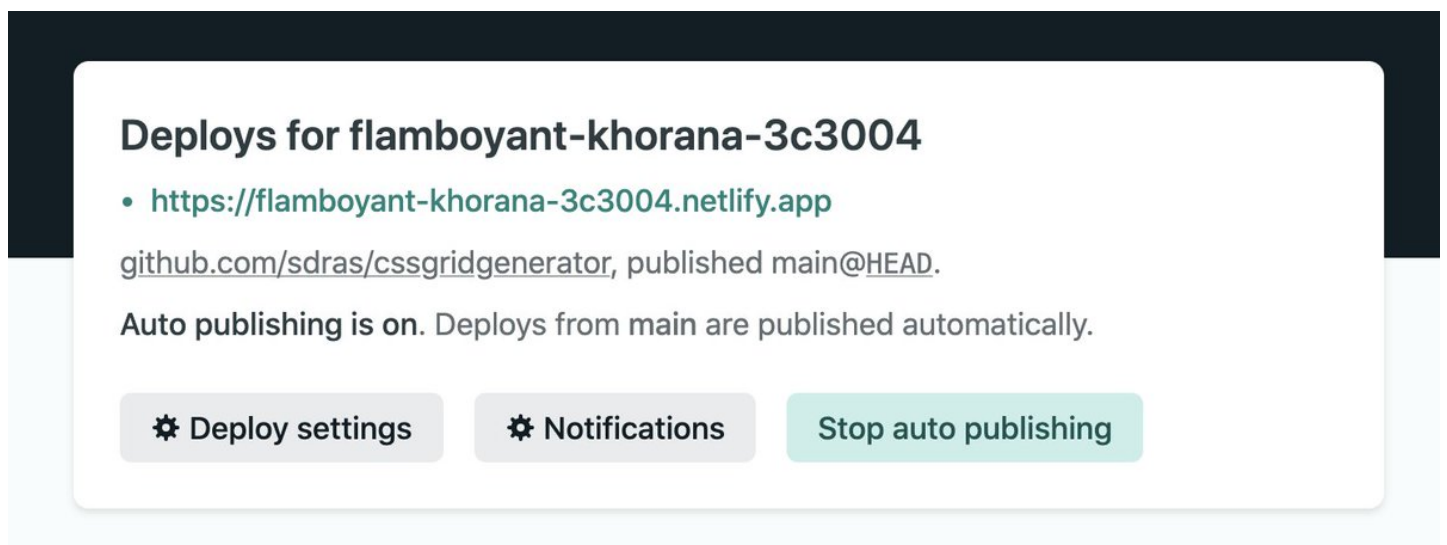
- You always know what state your cache is in!

Netlify allows you to cancel a deploy- did you just put in a change, merge it and then realize you've made a terrible mistake? I've never done that. ■ er...

No worries. You can cancel that deploy with the click of a button.

You can lock a deploy. Let's say you get everything ready for a big release, code review and tests are complete, it's all ready.

You can lock a deploy in a state to get ready for a major release, so that you know exactly what you're releasing and sleep well the night before. ■

A screenshot of a Netlify deployment interface. At the top, it says "Deploys for flamboyant-khorana-3c3004". Below that is a bullet point with the URL "https://flamboyant-khorana-3c3004.netlify.app". Underneath is a link to "github.com/sdras/cssgridgenerator, published main@HEAD.". A status message says "Auto publishing is on. Deploys from main are published automatically." At the bottom, there are three buttons: "Deploy settings" (with a gear icon), "Notifications" (with a gear icon), and "Stop auto publishing" (in a teal box).

You can even get notifications about locked deploys via email, outgoing webhook, or Slack. Netlify can notify you when a deploy is either locked or unlocked.

You can skip deploys! Let's say you have a bunch of dependabot changes and you want to merge them without redeploying the site multiple times.

You can add [skip ci] or [skip netlify] to the most recent commit message, and it will apply to all other commits in the push.

You can download a deploy!

Let's say you were curious about what your site looked like 4 years ago. Aside from the fact that you can actually just redeploy that version of the site since it's atomic, you can also download that version in time, and revisit your older approach!

Deploy successful

Production: master@HEAD. Jan 29 at 12:11 AM ⬇

[Functions](#)

[Preview deploy ↗](#)

⚙ Deploy settings

Publish deploy

Retry deploy ▼

■■The last one is my fave- you can use different branch deploys for split testing! ■■

You don't have to incur heavy JS costs of A/B testing frameworks. You can send traffic to different versions of your site, and add google analytics to the different branches too :)

Split Testing Beta

Test alternate designs or gradually roll out features by serving multiple branch deploys and distributing them across users.

[Learn more about Split Testing in the docs ↗](#)

Create your first split test

Branch	<input type="text" value="main"/>	<div><div></div></div>	Split	<input type="text" value="50"/>	%	
Branch	<input type="text" value="showcode"/>	<div><div></div></div>	Split	<input type="text" value="50"/>	%	

Add another branch

Start test

That's it! I hope this has been helpful. For more information you can visit our docs:

- <https://t.co/5chwqghhps2>
- <https://t.co/MWa9HNNDmd>