



The Drop & The Word: Structured Content in Drupal and WordPress

New England Regional Developers Summit
9/13/2014





HOME

ABOUT US

OUR WORK



GIVING BACK

BLOG

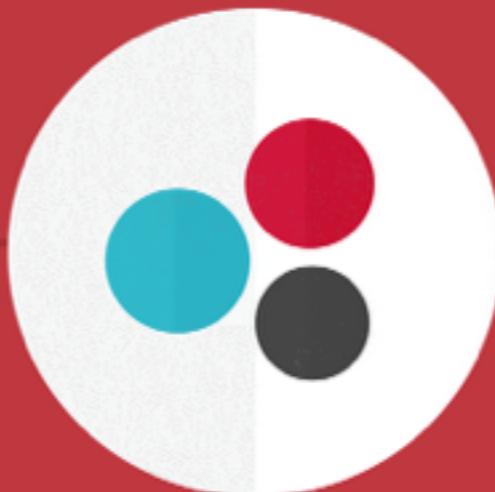
CONTACT

We make content management easy. Maybe even fun.

We make content management simple with our premiere web design & development consulting services, by [contributing](#) to open platforms like WordPress, and by providing [tools](#) and [products](#) that make web publishing a cinch.

At 10up, we don't just "make" things – we engineer them. We're a group of people built to solve problems; made to create; wired to delight. From beautiful pixels to beautiful code, we constantly improve the things around us, applying our passions to our clients' projects and goals. Sometimes instead of resting, always instead of just getting it done.

[HIRE US](#)



Strategy

Should I build an app or a responsive website? Am I maximizing my ad revenue? Why don't my visitors click "sign up"? How many 10uppers does it take to screw in a website? We don't just build: we figure out the plan.

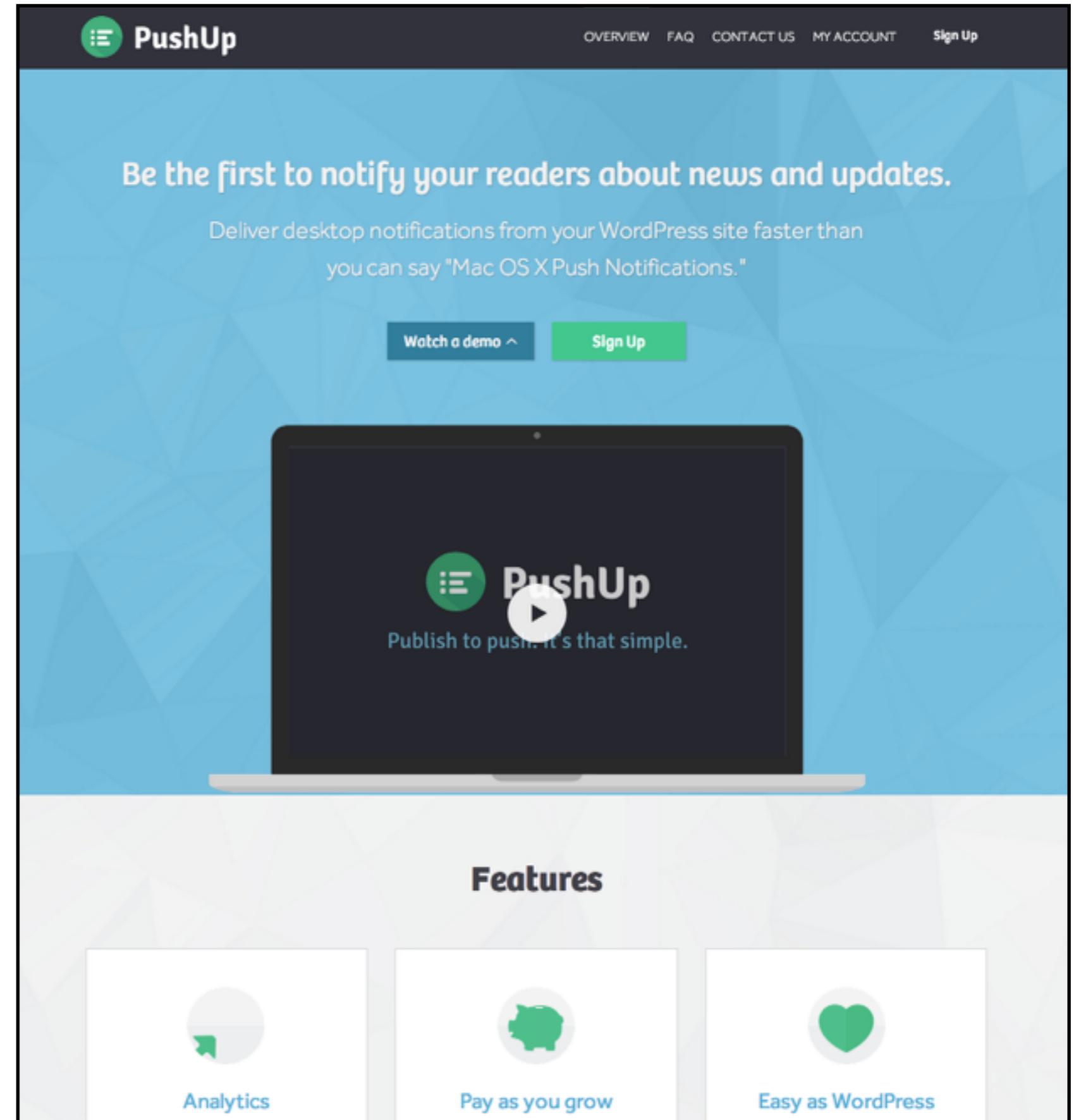
Design

Inspiring design brings the functional and the beautiful; a delightful blend of art and engineering. We focus on the audience whimsy and relationship between brand and consumer, delivering design that works.

Engineering

Please. Look under the hood. Our team of sought after international speakers provides expert code review for enterprise platforms like WordPress.com VIP. Because the best website you have is the one that's up.

Send MacOS X
desktop push
notifications from
your WordPress
(or Drupal!) site.



The screenshot shows the PushUp website homepage. At the top, there's a navigation bar with the PushUp logo, Overview, FAQ, Contact Us, My Account, and Sign Up links. Below the navigation, a main headline reads "Be the first to notify your readers about news and updates." followed by a subtext: "Deliver desktop notifications from your WordPress site faster than you can say 'Mac OS X Push Notifications.'". Two buttons are present: "Watch a demo ^" (in blue) and "Sign Up" (in green). The central visual is a laptop screen displaying the PushUp logo and the tagline "Publish to push. it's that simple." Below this, a section titled "Features" is shown with three items: "Analytics" (represented by a green speech bubble icon), "Pay as you grow" (represented by a green piggy bank icon), and "Easy as WordPress" (represented by a green heart icon).

PushUp

OVERVIEW FAQ CONTACT US MY ACCOUNT Sign Up

Be the first to notify your readers about news and updates.

Deliver desktop notifications from your WordPress site faster than you can say "Mac OS X Push Notifications."

Watch a demo ^ Sign Up

PushUp

Publish to push. it's that simple.

Features

Analytics Pay as you grow Easy as WordPress

<https://www.flickr.com/photos/eschipul/6224599604/>



Who am I?



Drupal

User since 2008

<http://drupal.org/u/jeckman>

Speaker at:

- DrupalCamp Montreal 2011
- Western Mass DrupalCamp 2012
- Keynote DrupalCampCT 2012
- Design 4 Drupal Boston 2013

<http://drupal.org/project/pushup>



CMS

User since 1998

In addition to Drupal & WordPress:

- Sitecore
- Ektron
- Interwoven TeamSite
- etc

Speaking:

- CMS Expo 2012, 2013
- Confab Higher Ed 2013, 2014
- New England GiveCamp 2012
- Gilbane Boston 2008, 2010, 2011

<http://johneckman.com/>
<http://openparenthesis.org/>

CEO at 10up - <http://10up.com/>

WordPress

User since 2006

<http://profiles.wordpress.org/johneckman/>

Organizer WordCamp Boston 2010-2014

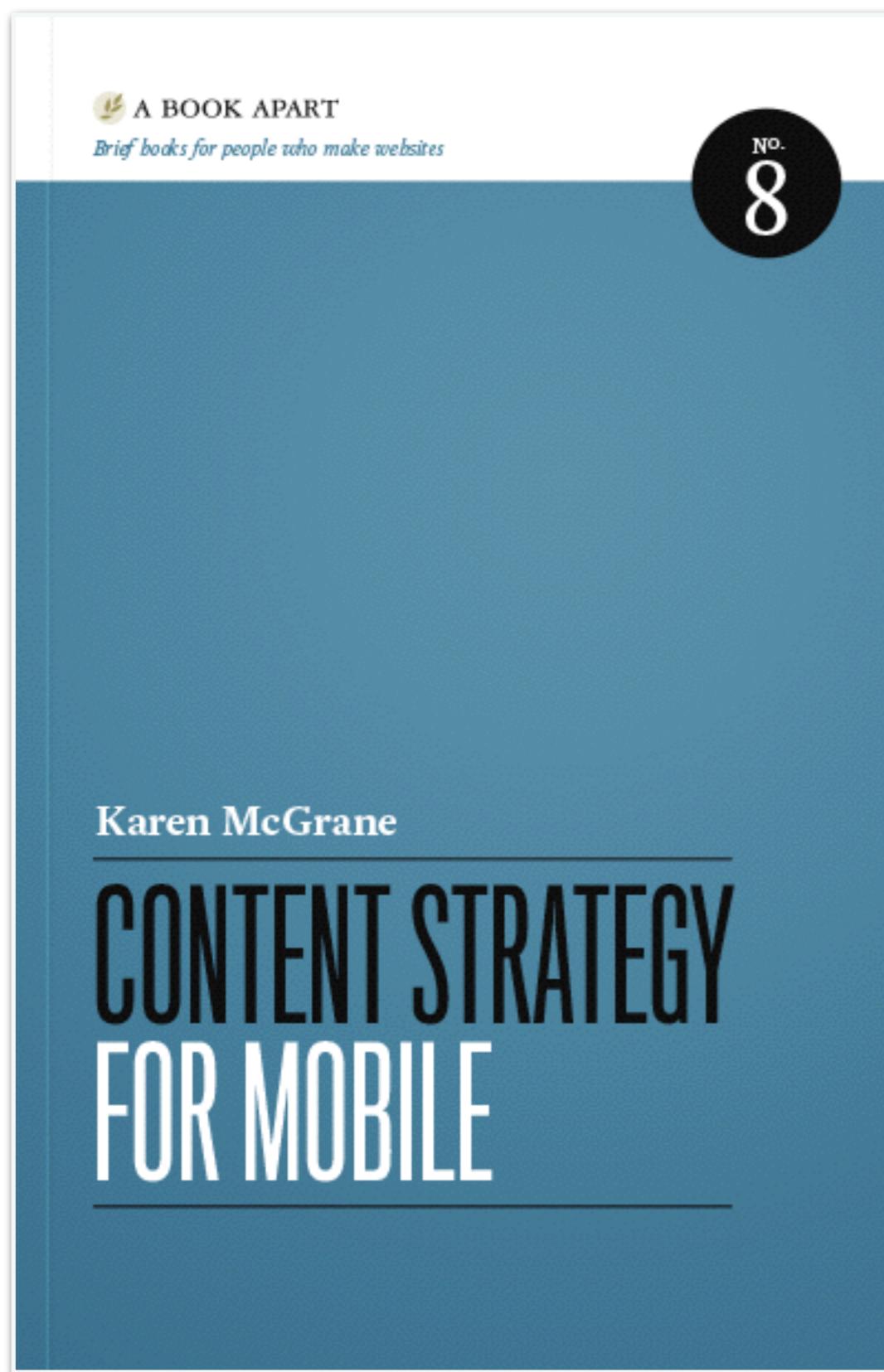
Speaker at:

- WordCamp NYC 2009, 2014
- WordCamp Boston 2011, 2012
- WordCamp Maine 2014
- WordCamp SF 2014 (upcoming)

Plugins:

- WPBook, WPBook Lite
- Hello Dalai

What do we mean by
structured content /
custom content?



*“We don’t need more content –
we need content that does
more.”*

– Sara Wachter Boettcher



Structured Content: COPE

Create Story (Story was Published on Oct 2, 2009 1:32 PM) [Help](#)

Main Fields *

Unique ID: [113406207](#)
Author: [Bridget Bentz](#) at 2009-10-01
Last Editor: [Alyson Hurt](#) at 2009-10-02

? Title (required)
Pooh Faithful Return To The Hundred Acre Wood

? Subtitle

? Teaser (required)
(Tags: ,)
In the first authorized sequel to A.A. Milne's classic tales of Winnie the Pooh, author David Benedictus treads gently on the sacred woods of the original.

? Mini Teaser
(Tags: ,)
A new sequel to the A.A. Milne classic treads gently on the sacred woods of the original.

? Display Date (required)
October 2 2009 15 : 56

? Updated Date
October 2 2009 15 : 56

? Page Type:
Generic Story

? Enable/Disable Comments:
Default

? Story Status:
Independent Story

? Organization:
NPR

? Type Organization Name to search

? Priority Keywords
(separated by commas)

<http://www.slideshare.net/zachbrand/npr-api-create-once-publish-everywhere>



How does  do it?



“All content on a Drupal website is stored and treated as ‘nodes.’ A node is any posting, such as a page, poll, article, forum topic, or a blog entry. . . . Treating all content as nodes allows the flexibility of creating new types of content. It also allows you to painlessly apply new features or changes to all content.”

– <https://www.drupal.org/documentation/modules/node>



Custom Content in Drupal

- The Content Construction Kit (CCK) became the Fields API
- Enables “Site Builders” or admin users to create custom content types, assign fields to them, create complex views.
- Enables module developers to create complex content types and field types for use by other modules, users
- Results in complex web of configuration - sometimes exported as “features”



Dashboard Content Structure Appearance People Modules Configuration Reports Help Hello jeckman Log out ▾

Add content Find content Edit shortcuts

Home » Administration » Structure

Content types +

+ Add content type

NAME	OPERATIONS
Article (Machine name: article) Use <i>articles</i> for time-sensitive content like news, press releases or blog posts.	edit manage fields manage display delete
Basic page (Machine name: page) Use <i>basic pages</i> for your static content, such as an 'About us' page.	edit manage fields manage display delete

The screenshot shows the 'Content types' configuration page in the Drupal 8 administration interface. The top navigation bar includes links for Dashboard, Content, Structure (which is selected), Appearance, People, Modules, Configuration, Reports, and Help. The user is identified as 'Hello Jeckman' with a log out option. A red circular icon with a white arrow is positioned at the top center.

The main content area displays the 'Content types' configuration page. It includes a breadcrumb trail: Home > Administration > Structure > Content types. The title 'Content types' is followed by a help icon. A note states: 'Individual content types can have different fields, behaviors, and permissions assigned to them.'

The 'Name *' field is highlighted with a red border. A placeholder text box contains the word 'Content'. A descriptive note below the field says: 'The human-readable name of this content type. This text will be displayed as part of the list on the Add new content page. It is recommended that this name begin with a capital letter and contain only letters, numbers, and spaces. This name must be unique.'

The 'Description' field is a large text area with a placeholder text box containing the word 'Content'.

A sidebar on the left lists various settings sections:

- Submission form settings**
 - Title
- Publishing options**
 - Published, Promoted to front page
- Display settings**
 - Display author and date information.
- Comment settings**
 - Open, Threading, 50 comments per page
- Menu settings**
- Scheduler**

The 'Title field label *' field is also highlighted with a red border. A placeholder text box contains the word 'Title'. Below it, the 'Preview before submitting' section has three radio button options: 'Disabled' (unchecked), 'Optional' (checked), and 'Required' (unchecked).

The 'Explanation or submission guidelines' field is a large text area with a placeholder text box containing the word 'Content'.

At the bottom of the page are two buttons: 'Save content type' and 'Save and add fields'.



Dashboard Content Structure Appearance People Modules Configuration Reports Help Hello jeckman Log out Edit shortcuts

Add content Find content Home » Administration » Structure » Content types » Custom Custom + EDIT MANAGE FIELDS MANAGE DISPLAY COMMENT FIELDS COMMENT DISPLAY

The content type *Custom* has been added.

Show row weights

LABEL	MACHINE NAME	FIELD TYPE	WIDGET	OPERATIONS
⊕ Title	title	Node module element		
⊕ Body	body	Long text and summary	Text area with a summary	edit delete
⊕ Add new field	<input type="text"/>	<input type="button" value="- Select a field type -"/>	<input type="button" value="- Select a widget -"/>	Type of data to store. Form element to edit the data.
⊕ Add existing field	<input type="text"/>	<input type="button" value="- Select an existing field -"/>	<input type="button" value="- Select a widget -"/>	Field to share Form element to edit the data.

Save

The screenshot shows the Drupal 8 administration interface under the 'Structure' tab, specifically the 'Views' section. A red circular arrow icon is positioned at the top center.

The main title is 'Front page (Content)'. Below it, a message says 'Modify the display(s) of your view below or add new displays.'

The 'Displays' section has three tabs: 'Page' (selected), 'Feed', and '+ Add'. There is also a 'edit view name/description' dropdown.

The 'Page details' section contains the following configuration:

- TITLE**: Title: None
- FORMAT**: Format: Unformatted list | Settings. Show: Content | Teaser
- FIELDS**: The selected style or row format does not utilize fields.
- FILTER CRITERIA**: Content: Promoted to front page (Yes). Content: Published (Yes)
- SORT CRITERIA**: Content: Sticky (desc). Content: Post date (desc)

The 'PAGE SETTINGS' section includes:

- Path: /frontpage
- Menu: No menu
- Access: None
- HEADER: Add
- FOOTER: Add
- PAGER: Use pager: Full | Paged, 10 items. More link: No

The 'Advanced' section contains various settings:

- CONTEXTUAL FILTERS**: Add
- RELATIONSHIPS**: Add
- NO RESULTS BEHAVIOR**: Add
- EXPOSED FORM**: Exposed form in block: No. Exposed form style: Basic | Settings
- OTHER**: Machine Name: page. Comment: No comment. Use AJAX: No. Hide attachments in summary: No. Hide contextual links: No. Use aggregation: No. Query settings: Settings. Field Language: Current user's language. Caching: None. CSS class: None. Theme: Information

At the bottom, there is an 'Auto preview' checkbox, a 'Preview with contextual filters:' input field, and an 'Update preview' button. A note says 'Separate contextual filter values with a "/". For example, 40/12/10.'



With Great Power . . .

- Modules can define additional content types (entities) and fields, and relationships between them
- Modules can further define views, layouts for representing views, etc.
- Site builders can (with training/experience) build very complex sites without writing any code



<http://www.flickr.com/photos/ajc1/4663140532/in/photostream/>



<http://www.flickr.com/photos/ajc1/4663140532/in/photostream/>

Example

View of taxonomy terms, with associated images and descriptions, in an Isotope grid, with a filter by topic to show/hide topics not participating in a focus area

**Not a 10up client*

<http://gap.hks.harvard.edu/>

The screenshot shows the homepage of the Harvard Kennedy School Women and Public Policy Program's Gender Action Portal. At the top, there is a navigation bar with links for 'FOLLOW' (Facebook), 'SUBSCRIBE' (Email), and 'SUPPORT' (House icon). The main header features the Harvard Kennedy School logo and the text 'WOMEN AND PUBLIC POLICY PROGRAM'. Below the header, the 'GENDER ACTION PORTAL' logo is displayed. To the right of the logo are links for 'About GAP' and 'Resources', along with a search bar and a magnifying glass icon.

Below the header, there is a section titled 'View GAP topics by:' with a 'All' button and several other buttons for 'Economic Opportunity', 'Politics', 'Health', and 'Education'. A descriptive text box states: 'Women contribute to the formal and informal labor force, yet disparities in wealth and access to paid work persist across countries and sectors, and no country has closed the gender wage gap. Analyzing bargaining power and autonomy within the global marketplace and within the household enables decision makers to better understand the economic gender gap and determine what policies can close the gap in opportunities, earnings, and wealth.' It includes a link to 'Search all economic opportunity interventions »'.

The main content area is organized into a grid of topics:

- Academic Achievement:** An image of a graduate in a cap and gown.
- Access to Education:** An image of students in a classroom.
- Bias:** A large section with a dark background containing text about gender inequality and bias, and a link to 'Search Bias interventions »'. It features a 3D chessboard graphic.
- Business Case:** An image of a line graph showing performance over time.
- Compensation:** An image of money bills.
- Competition:** An image of a soccer player.
- Decision Making:** An image of two stylized human figures with thought bubbles above them.
- Entrepreneurship & Microfinance:** An image of a woman holding a sign that says 'OPEN'.
- Gender-Based Violence:** An image of a hand making a peace sign.



How does  do it?



Chunky WordPress

- In Code:
 - Custom Post Types
 - Post Meta
 - Custom Taxonomies
- Via Plugins:
 - Advanced Custom Fields
 - Custom Post Type UI
 - Custom Field Suite
 - MasterPress
 - PODS



Food Empowerment Project

1

Howdy, admin

[+ New](#)

[Dashboard](#)

[Posts](#)

[Media](#)

[Pages](#)

[Comments](#)

[Slides](#)

Alerts

[Alerts](#)

[Add New](#)

[Appearance](#)

[Plugins](#)

[Users](#)

[Tools](#)

[Settings](#)

[Security](#)

[English](#)

[Español](#)

[Collapse menu](#)

[Post](#)

[Media](#)

[Page](#)

[Slide](#)

[Alert](#)

[User](#)

All (55) | Published (55)

Bulk Actions [Apply](#)

Title	Languages	Date
Using our Chocolate List Just Got Easier	English	2013/05/03 Published
F.E.P. school supply drive and more!	English	2013/04/16 Published
Spring Forward for Empowerment	English	2013/03/26 Published
Talks, Clif Bar campaign, benefit and more!	English	2013/02/20
Follow your heart, extended deadline, & Benefit	English	
Happy New Year from our family to yours	English	
From the co-author of "On a Dollar a Day"	English	
Call for authors, running for food justice, and more!	English	

Screen Options ▾

55 items 1 of 3



The screenshot shows the Food Empowerment Project website's alert archive page. The header features a green background with a wheat stalk graphic and the text "Because your food choices can change the world". The main navigation menu on the left includes links for OUR WORK, KNOW THE ISSUES, GET ACTIVE, RESOURCES, and ABOUT F.E.P. The central content area displays a list of alerts categorized by date, with titles like "Using our Chocolate List Just Got Easier" and "F.E.P. school supply drive and more!". A sidebar on the right provides links for 2013 and 2012 alerts.

FOOD EMPOWERMENT PROJECT ALERT ARCHIVES

[Subscribe](#) to receive F.E.P. alerts via email

2013

- May 3 - [Using our Chocolate List Just Got Easier](#)
- April 16 - [F.E.P. school supply drive and more!](#)
- March 26 - [Spring Forward for Empowerment](#)
- February 20 - [Talks, Clif Bar campaign, benefit and more!](#)
- January 16 - [Follow your heart, extended deadline, & Benefit](#)

2012

- December 27 - [Happy New Year from our family to yours](#)
- December 12 - [From the co-author of "On a Dollar a Day"](#)
- November 28 - [Call for authors, running for food justice, and more!](#)
- November 17 - [Food donations and giving thanks](#)
- October 24 - [New Partnership, Upcoming Talks and Avoiding Scary Treats!](#)
- September 26 - [Translations, talks and updated wine & chocolate lists](#)
- August 28 - [Ya Basta, vote for us and more reading](#)
- July 24 - [Working for the future of food justice](#)

The screenshot shows the WordPress admin dashboard for the 'Generation Citizen Stories' site. The left sidebar has a red arrow pointing to the 'Locations' link under the 'Stories' section. The main area is titled 'Locations' and shows the 'Add New Location' form with fields for Name, Slug, and Description. To the right is a list of existing locations: Boston, MA (slug boston-ma, 2 stories); New York, NY (slug new-york, 0 stories); and Providence, RI (slug providence, 3 stories). A red box highlights the text: 'Here we have a custom post type for "Stories" with two custom taxonomies: Locations and Topics'.

Generation Citizen Stories

Dashboard Posts Stories All Stories Add New Locations Topics Media Pages Comments Appearance Plugins 1 Users Tools Settings Security Collapse menu

Locations

Add New Location

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Description

The description is not prominent by default; however, some themes may show it.

Add New Location

Bulk Actions Apply

	Name	Description	Slug	Stories
<input type="checkbox"/>	Boston, MA		boston-ma	2
<input type="checkbox"/>	New York, NY		new-york	0
<input type="checkbox"/>	Providence, RI		providence	3

Bulk Actions Apply

3 items

3 items

Here we have a custom post type for "Stories" with two custom taxonomies: Locations and Topics

These Meta Boxes enable selection of Location / Topic from a pre-defined set

Preventing Hunger in Providence

Permalink: <http://www.generationcitizen.org/stories/story/preventing-hun...-in-providence/> [Edit](#) [View Story](#)

Add Media Visual Text

Attending school alongside many peers who suffered from hunger, a class at Hope High School found an innovative way to solve the problem beyond a one-time food drive. They advocated for an amendment to the RI tax return form which would permanently give Rhode Islanders a way to donate easily to the food bank and offer relief from hunger across the state.

Path: p Word count: 62 Last edited by gencit on May 11, 2013 at 11:42 pm

Community Issues

Root Causes

Targets

Tactics

Related Documents

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts](#).

Publish

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Apr 28, 2013 @ 0:30 [Edit](#)

[Move to Trash](#) [Update](#)

Location

Providence, RI

Topic

Hunger & Food

Featured Image

Remove featured image

Quote

Pull Quote:

"The students who proposed this legislation identified a significant problem that is affecting their community and came up with a very realistic way to help address it....passing it would send a



Generation Citizen Stories

↻ 1



+ New

View Story

Howdy, gencit

Targets

Tactics

Related Documents

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Revisions

[Remove featured image](#)

Quote

Pull Quote:

"The students who proposed this legislation identified a significant problem that is affecting their community and came up with a very realistic way to help address

School

School:

Hope High School

Teacher

Teacher:

Risa Rainone

Democracy Coaches

Democracy Coaches:

We've also got custom meta data here for:

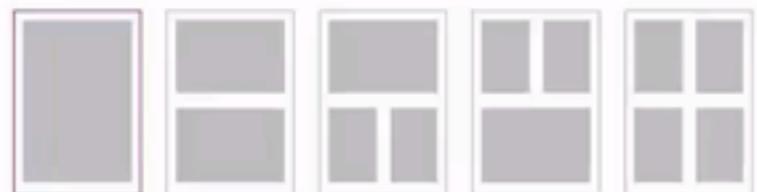
- Pull Quote
- School
- Teacher
- Democracy Coaches



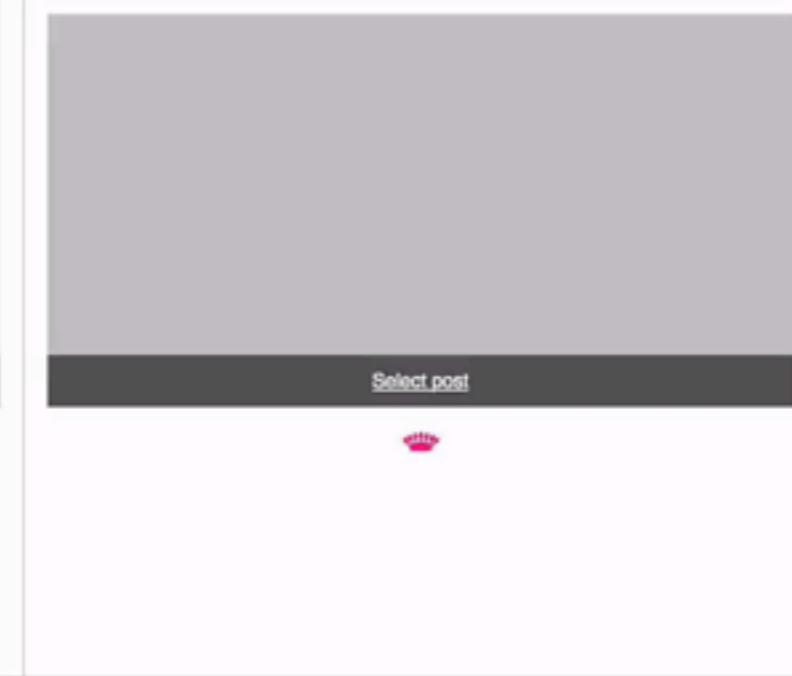
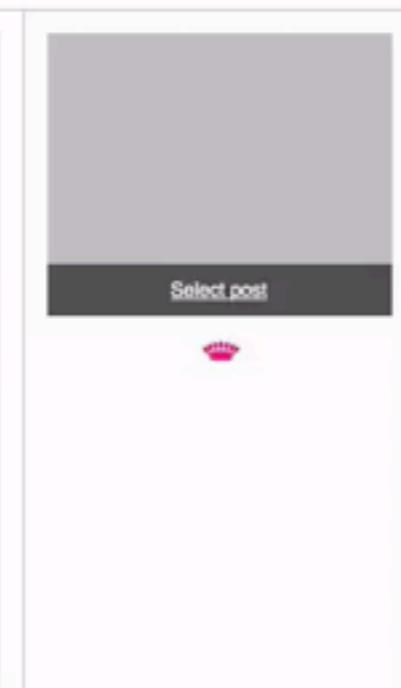
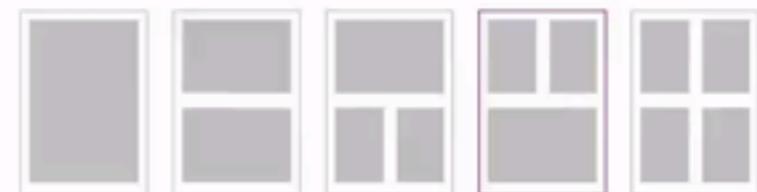


Press Esc to exit full screen mode.

Left Side Layout



Right Side Layout





Dashboard

Home
Updates
Settings
Posts
Assets
Media
Forms
Pages
Homepage
Section Fronts
Comments
Syndication Sites
Appearance
Plugins
Users
Tools
Settings
Collapse menu

At a Glance

2,101 Posts 5 Pages

WordPress 3.9 running by theme.
Public access to this site has been restricted.

Activity

Recently Published

May 5th, 4:24 pm	With social media, pro athletes' quick hits keep on coming
May 4th, 4:27 pm	Monsanto and Maine: A look at Maine's sometimes fractious relationship with the GMO giant
May 4th, 4:19 pm	Maine charter school commissioners could decide to hear appeal
May 3rd, 4:06 pm	Westbrook police, Skybox Bar owners will keep tabs on noise
May 3rd, 3:56 pm	With \$3.3 billion Zumwalt, Navy trying for smallest blip on radar

Forms

Title	Unread	Total
Newsletter Signup	1	1
Sample Poll	5	5
Send Question / Comment to the Editors	1	1

[View All Forms](#)

Quick Draft

Title

What's on your mind?

[Save Draft](#)

Drafts

Helen's test April 29, 2014

WordPress News

WordPress 3.9 "Smith" April 16, 2014
Version 3.9 of WordPress, named "Smith" in honor of jazz organist Jimmy Smith, is available for download or update in your WordPress dashboard. This release features a number of refinements that we hope you'll love. A smoother media editing experience Improved visual editing The updated visual editor has improved speed, accessibility, and mobile support. You

WPTavern: Save Time Building WordPress Customizer Controls
WordPress.tv: Nick Pelton: WP-to-JS And Back Again
WPTavern: Automattic Is Raising \$160M in New Funding
Popular Plugin: Wordfence Security (Install)

Thank you for creating with WordPress.

Version 3.9

Local WordPress Trunk Dev 0 + New Howdy, admin

Dashboard Posts Media Pages Comments Jeckmans Appearance Plugins Users Tools Settings Pods Admin Edit Pods Add New Components Settings Help Collapse menu

What science finds to be nonexistent, we must accept as nonexistent; but what science merely does not find is a completely different matter . . . It is quite clear that there are many, many mysterious things.

Edit Pod: jeckman

Success! Pod created successfully.

Manage Fields Labels Admin UI Advanced Options

Manage Fields

Add Field

Label	Name	Field Type
New Field		

Basic Additional Field Options Advanced

Label Name Description

Field Type

Text

- ✓ Plain Text
- Website
- Phone
- E-mail
- Password

Paragraph

- Plain Paragraph Text
- WYSIWYG (Visual Editor)
- Code (Syntax Highlighting)

Date / Time

- Date / Time
- Date
- Time

Number

- Plain Number
- Currency

Relationships / Media

- File / Image / Video
- Relationship

Other

- Yes / No
- Color Picker

Manage ([Back to Manage](#)) Delete Pod Save Pod

Add Field

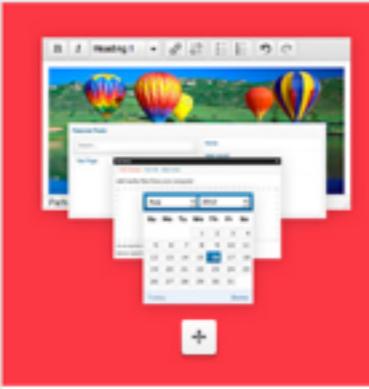


Local WordPress Trunk Dev 0 + New Howdy, admin

When you lose, don't lose the lesson.

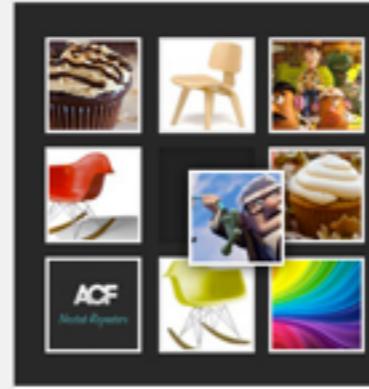
Advanced Custom Fields Add-Ons

The following Add-ons are available to increase the functionality of the Advanced Custom Fields plugin. Each Add-on can be installed as a separate plugin (receives updates) or included in your theme (does not receive updates).



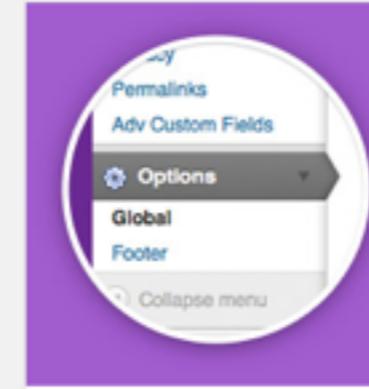
Repeater Field
Create infinite rows of repeatable data with this versatile interface!

[Purchase & Install](#)



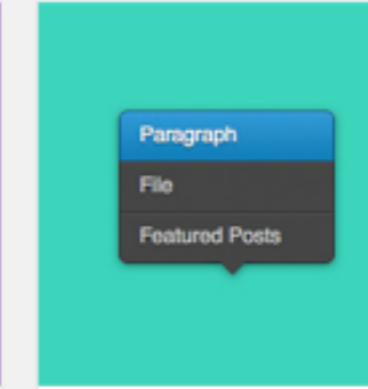
Gallery Field
Create image galleries in a simple and intuitive interface!

[Purchase & Install](#)



Options Page
Create global data to use throughout your website!

[Purchase & Install](#)



Flexible Content Field
Create unique designs with a flexible content layout manager!

[Purchase & Install](#)



Gravity Forms Field
Creates a select field populated with Gravity Forms!

[Download](#)



Date & Time Picker
jQuery date & time picker

[Download](#)



Location Field
Find addresses and coordinates of a desired location

[Download](#)



Contact Form 7 Field
Assign one or more contact form 7 forms to a post

[Download](#)



What could WordPress learn from Drupal?



What can WordPress learn from Drupal?

- Bundling together content types, plugins, and other configuration into exportable, shareable *features*
- Better integration of custom content types with display logic / theming - without shortcodes
- Better integration of what is now stored as Post Meta with primary “body” content and title - search, display
- Defining in core a true Field API to create consistency across uses of custom fields (rendering, validating, attaching to other entities)
- Stop calling these custom post types. ;)

What could Drupal learn from WordPress?



What can Drupal learn from WordPress?

- Simplicity is a virtue in the user admin experience <https://wordpress.org/about/philosophy/>
 - Out of the Box
 - Design for the Majority
 - Decisions, not Options
 - Clean, Lean, and Mean
 - Striving for Simplicity
 - Deadlines Are Not Arbitrary
 - The Vocal Minority
 - Our Bill of Rights
- Smart decisions are better than options
- There's value in backward compatibility
- User experience is as important as technical architecture



@jeckman | #nerds14



Q&A