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CONFERENCE



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**CUNA
MUTUAL
GROUP**

Unspecified

SOFTWARE CO

NVISIA

KTM KBXTM

Get the Best of Both Worlds by Using a Headless CMS

Hi, I'm J.

Jonathan "J." Tower

Partner & Principal Consultant

Trailhead Technology Partners



Microsoft MVP in ASP.NET



Telerik/Progress Developer Expert



Organizer of Beer City Code



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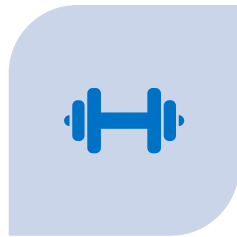
[jtowermi](https://twitter.com/jtowermi)

github.com/jonathantower/headless-cms

Preview



OVERVIEW AND
DEFINITIONS



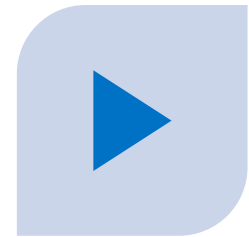
STRENGTHS AND
WEAKNESSES



IMPROVING ON
STATIC SITES



THE BEST OF
BOTH WORLDS



NEXT-LEVEL
WITH JAMSTACK

If You Give \$100, So Will I!

bit.ly/headless-water

"charity:water is a non-profit organization that provides clean and safe drinking water to people in developing nations. The organization was founded in 2006 and has helped fund 22,936 projects in 24 countries, benefiting over 4.6 million people." - Wikipedia

*"4/4 Stars"
- CharityNavigator.org*



charity: water

Overview

CMSs and Static Sites

CMS Definition

CMS - "Content Management System"

Non-technical users without HTML/CSS experience

WYSIWYG editor

Displays content in a template

Review and approval process

Example CMSs



umbraco



Joomla!®



WordPress



Kentico



Magento®



sitecore®



Drupal™



SharePoint



Progress®
Sitefinity™

Static Site Generator Definition

Tool that generates an HTML website as output

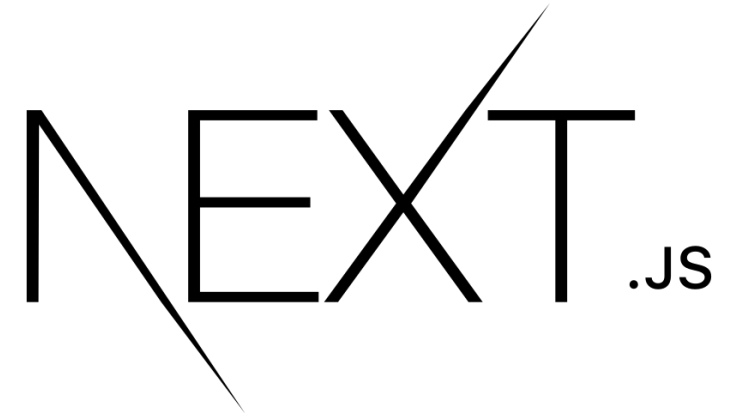
Inputs raw data, static files, and a set of templates

Automates task of coding individual HTML pages

Pre-built, load very quickly in browsers

Alternative to content management systems (CMS)

Example Static Site Generators



Strengths & Weaknesses

Of CMSs

Traditional CMS Strengths

Expandability

Ubiquity

Simplicity

WYSIWYG Editing

Approval process

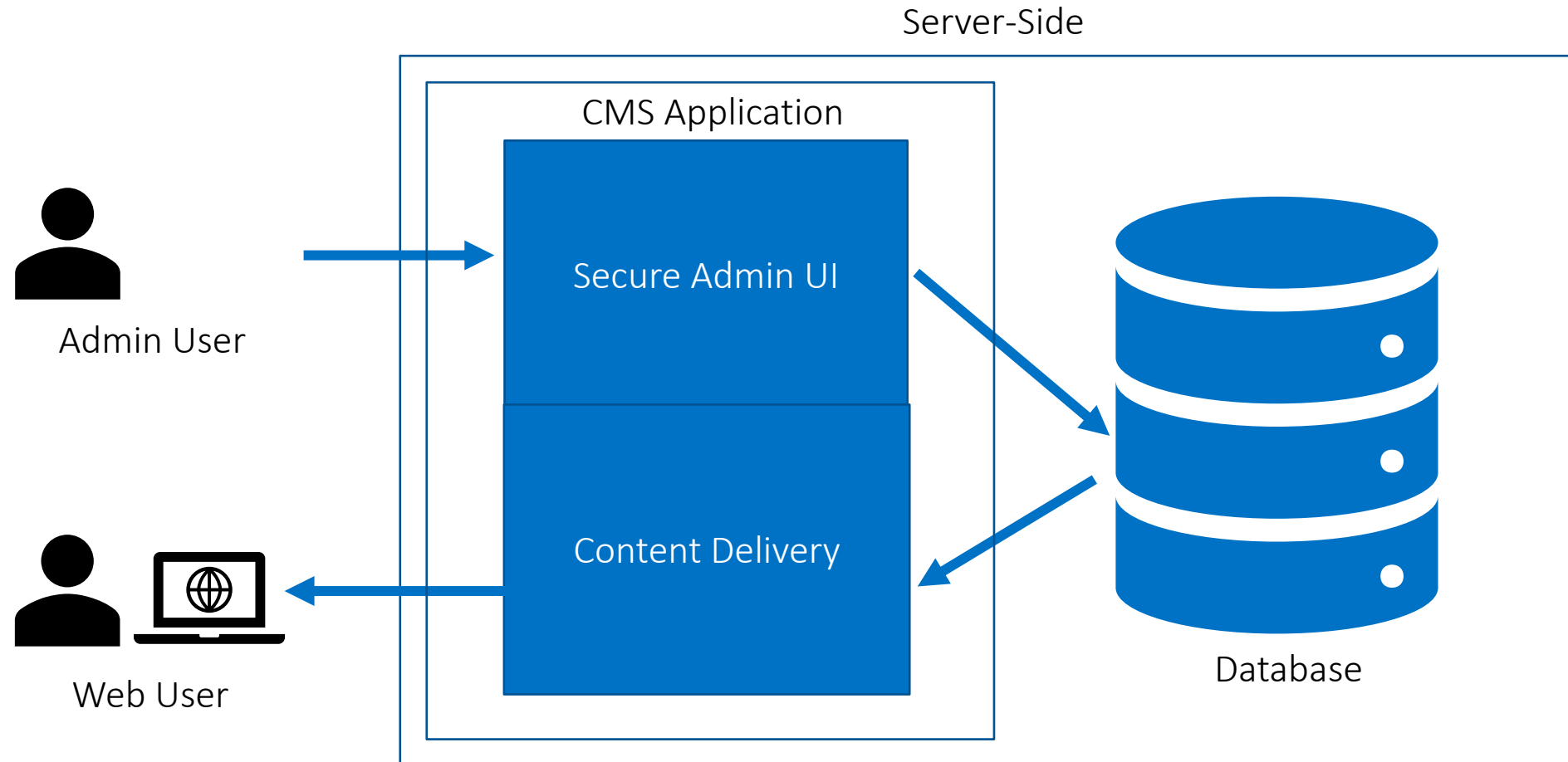
Traditional CMS Weaknesses

Slow

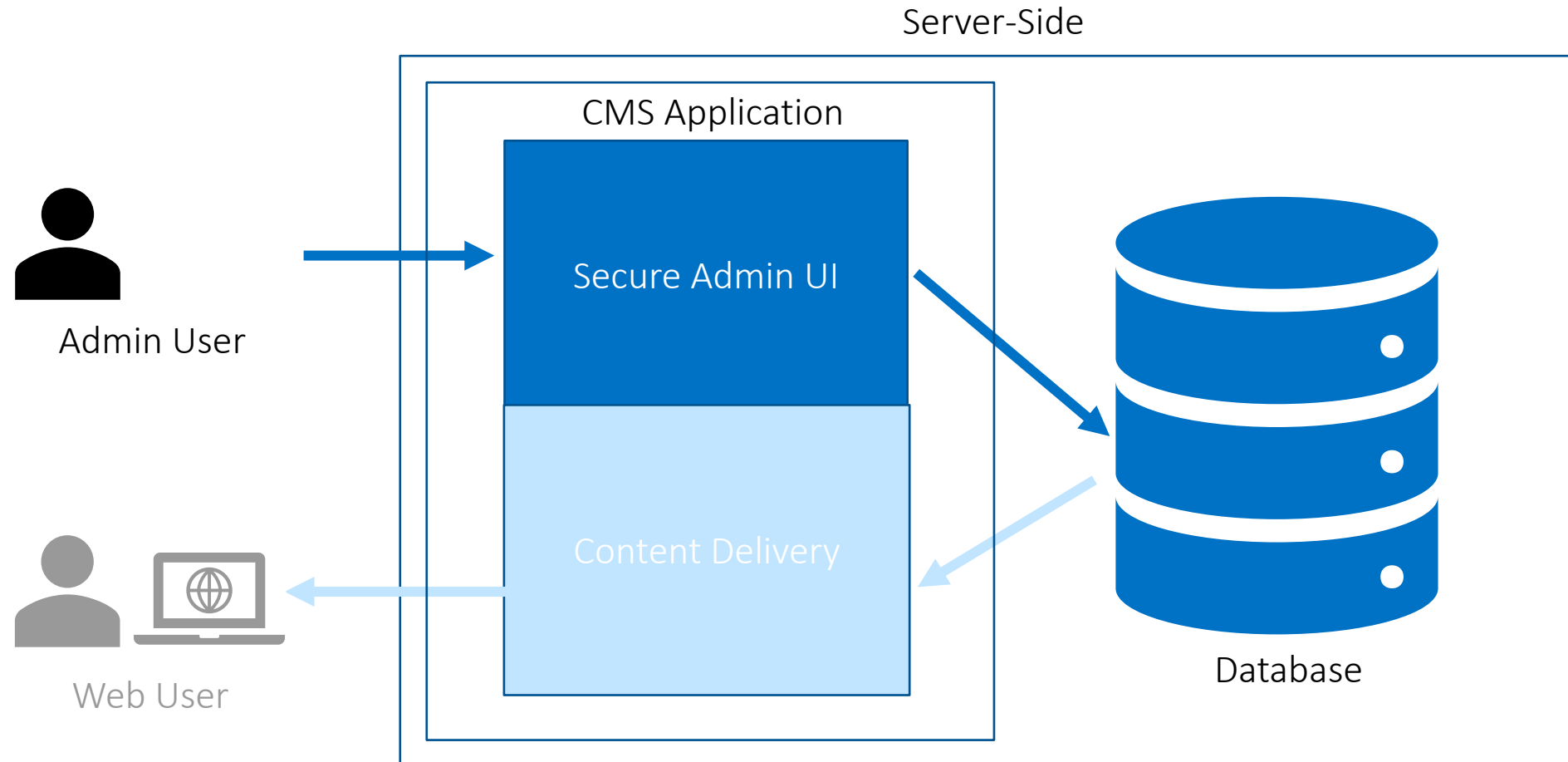
Bloated

Security vulnerabilities

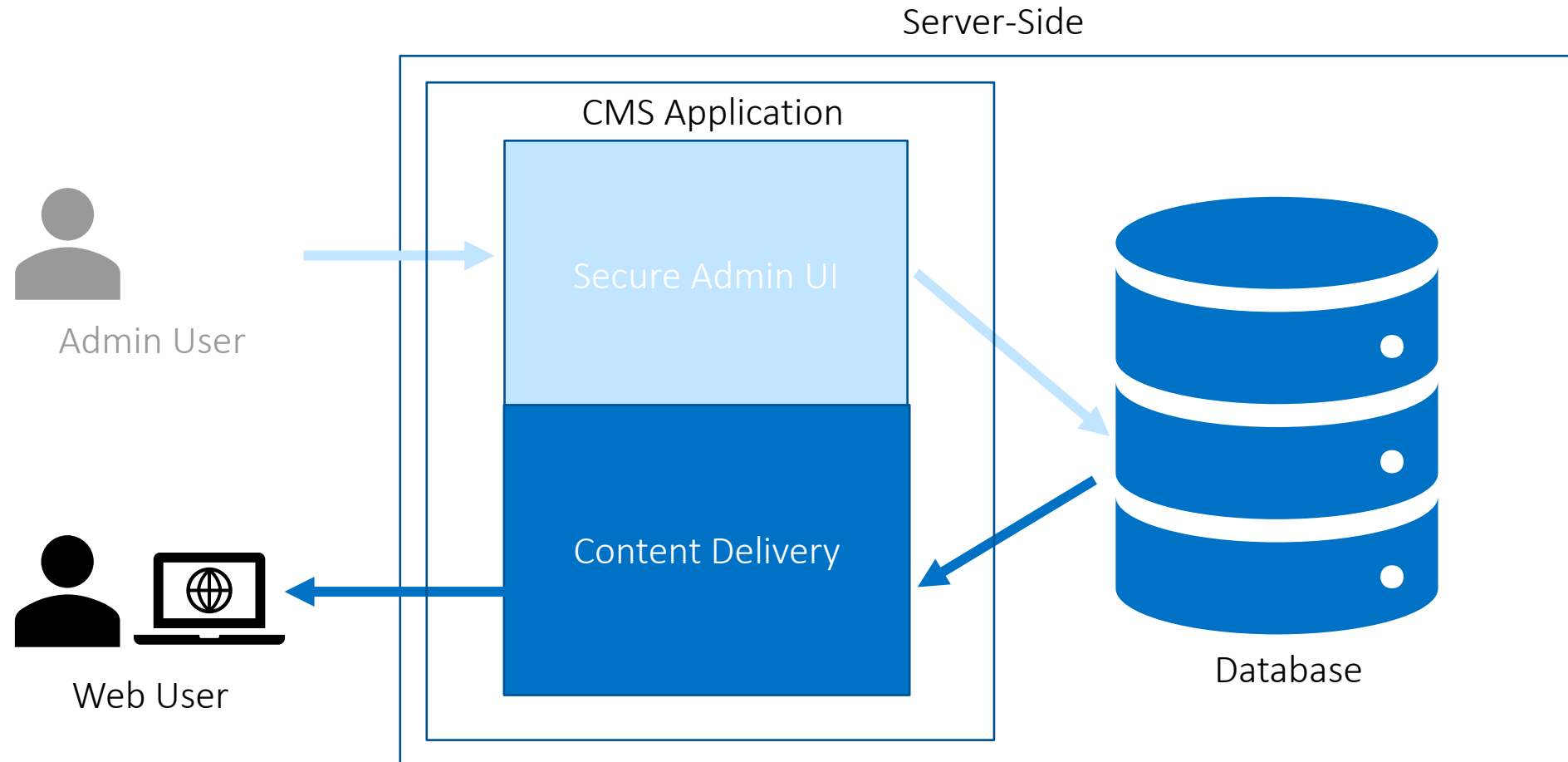
Traditional CMS



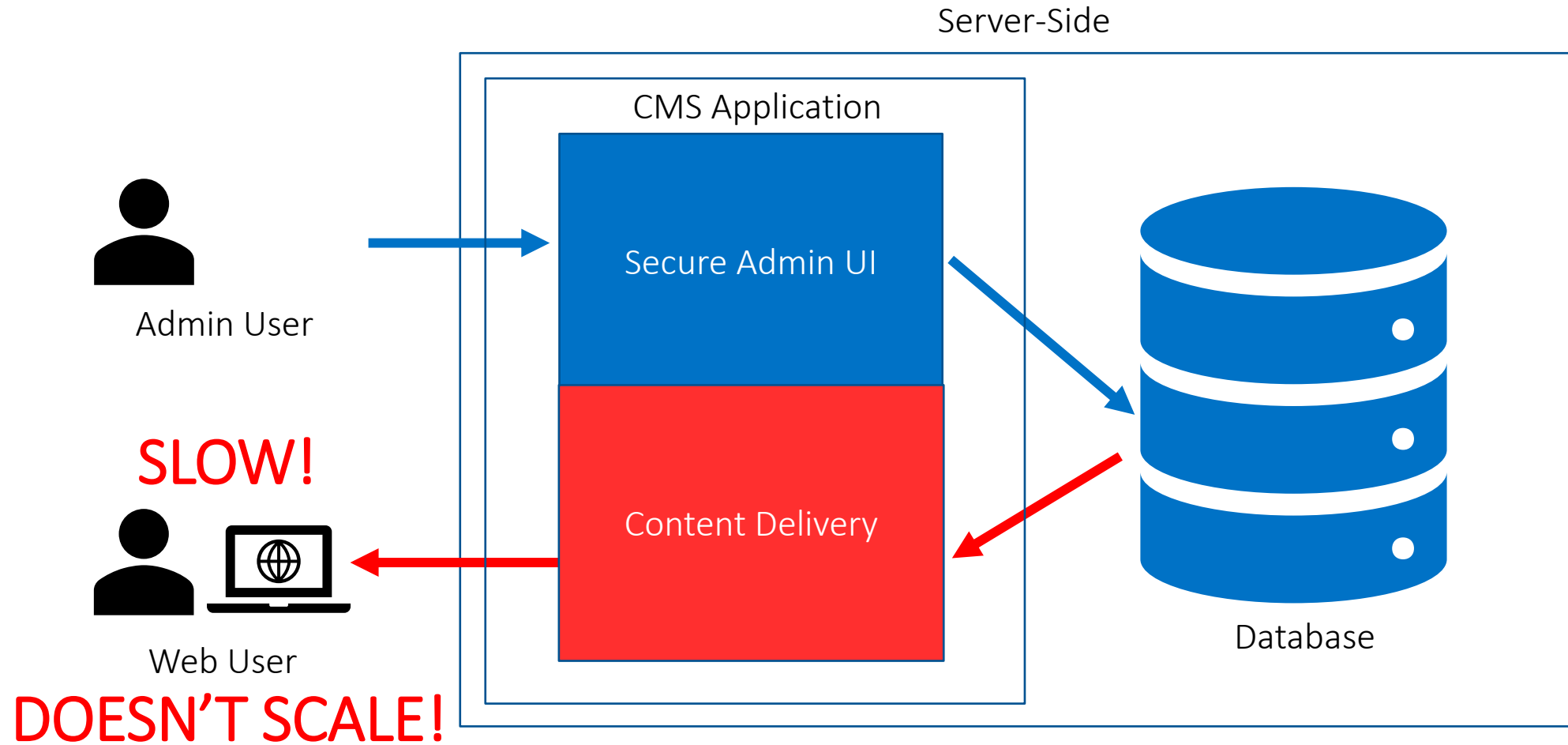
Traditional CMS



Traditional CMS



Traditional CMS



Strengths & Weaknesses

Static Sites

Static Site Strengths

Always loads fast

Low reliance on 3rd party tools (no plugins)

CDN allows world-wide delivery

Full control over html

Secure, can't be hacked

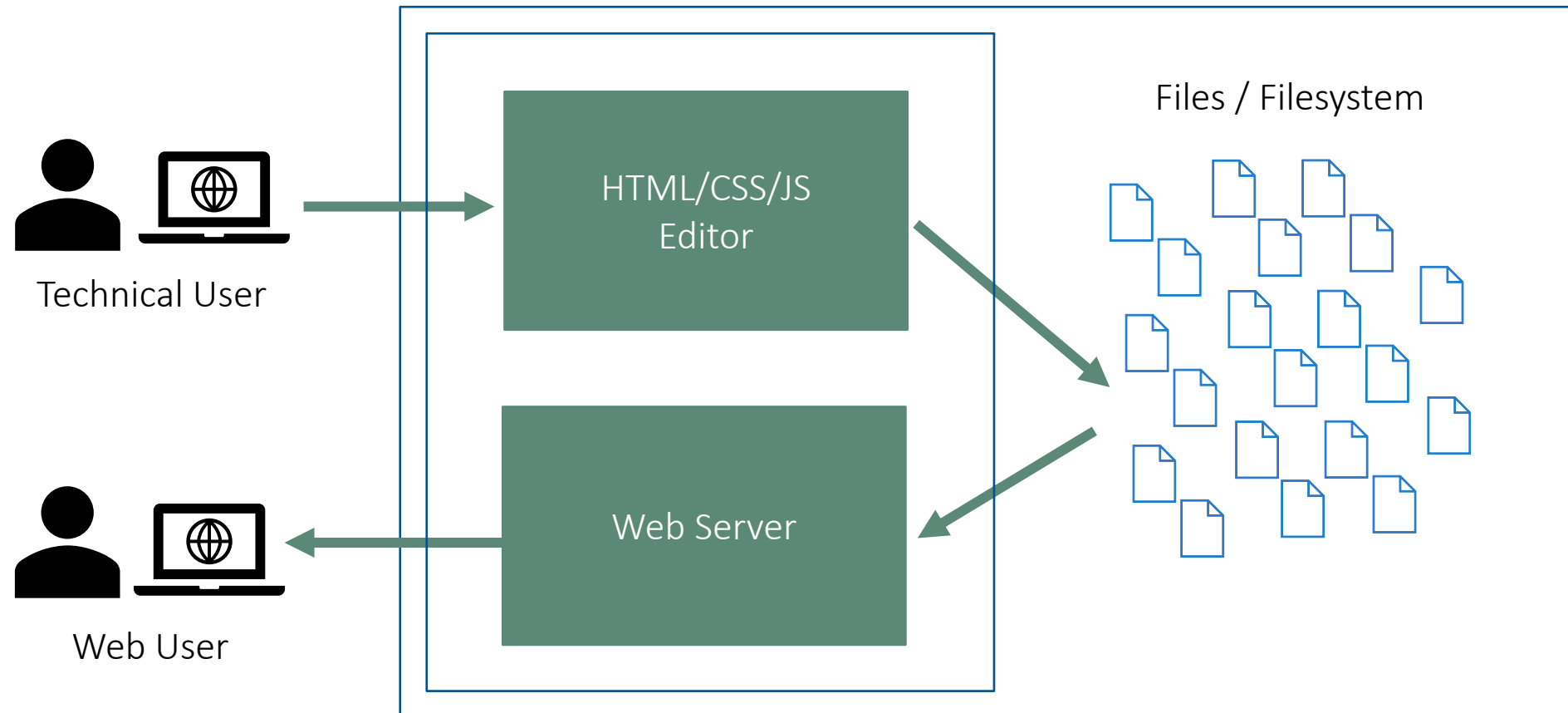
Static Site Weaknesses

Need to know markdown or html

No review/approval life cycle

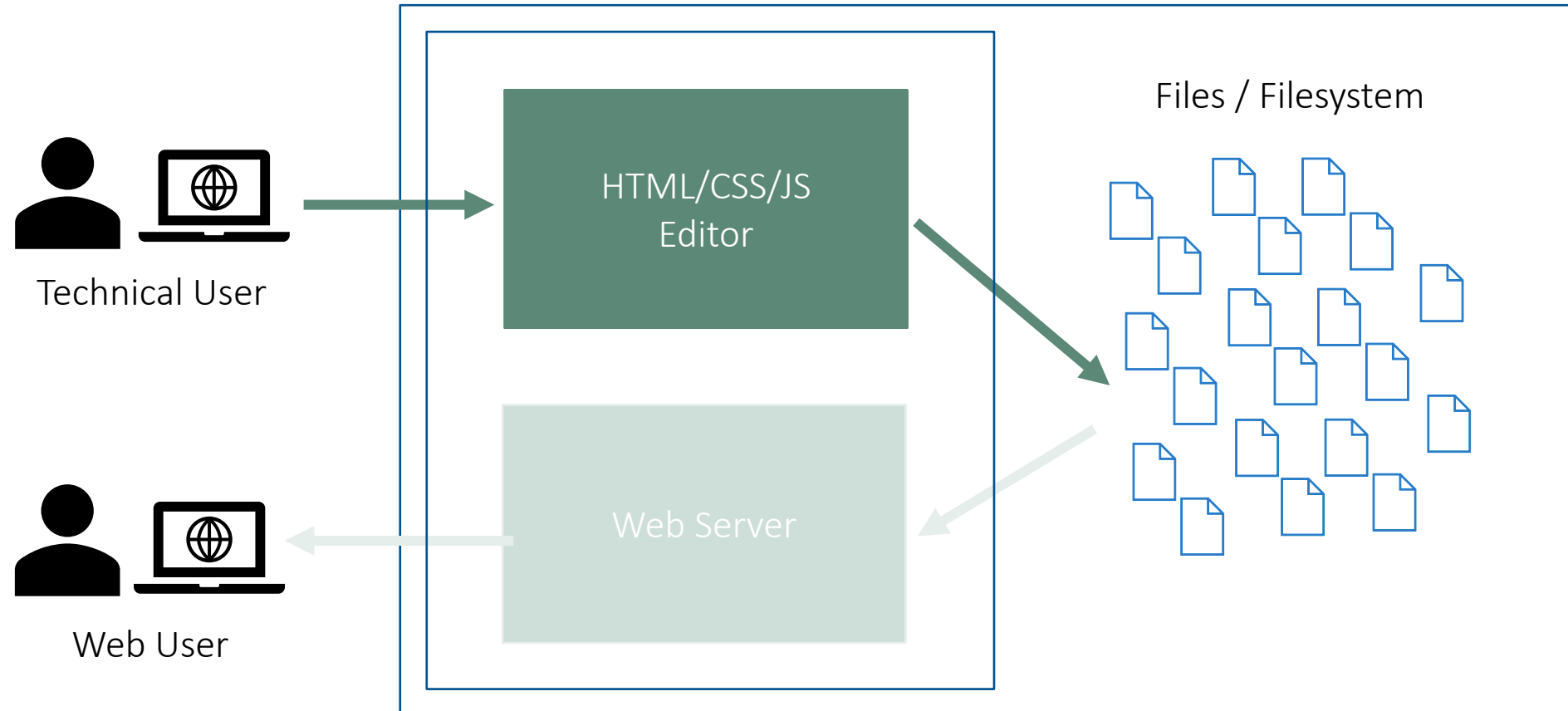
Traditional Static Sites

Server-Side



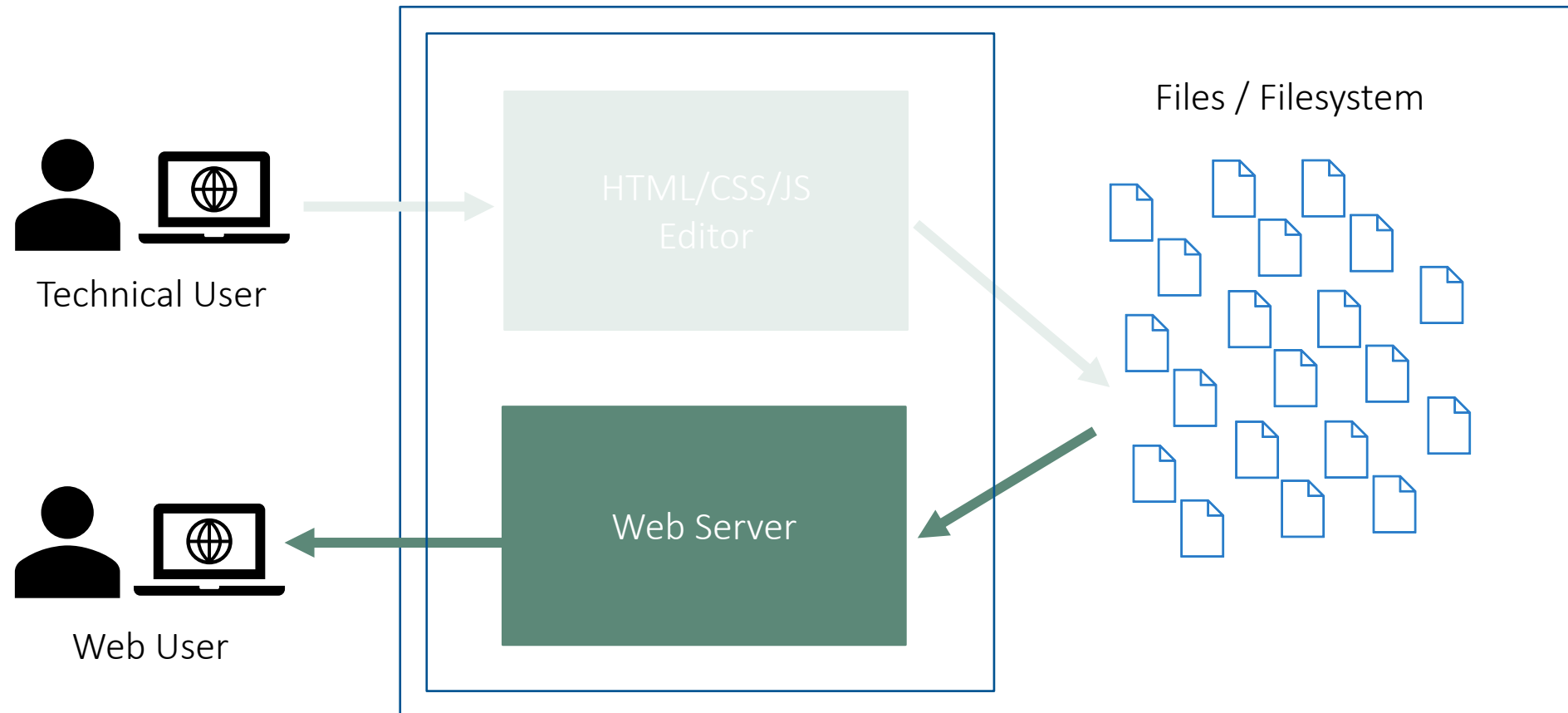
Traditional Static Sites

Server-Side



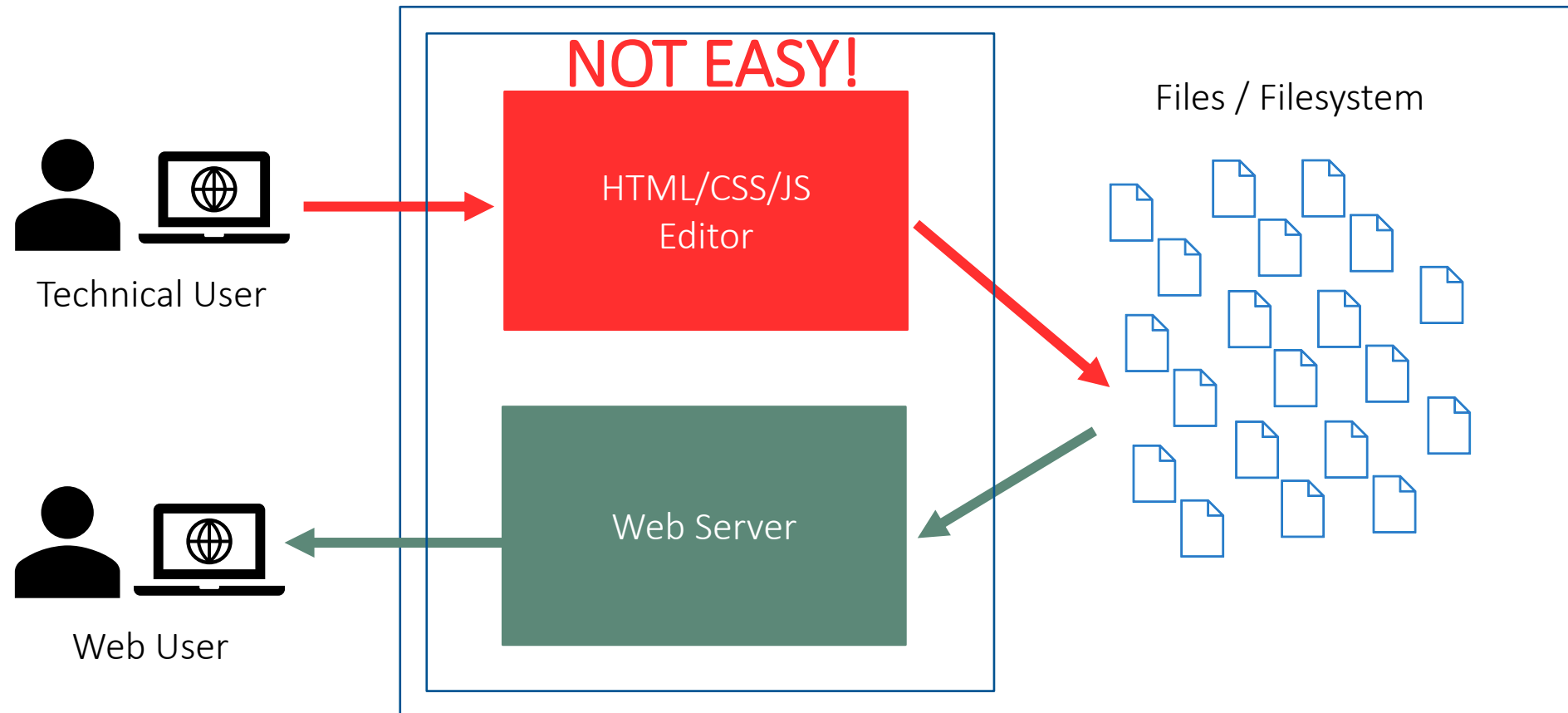
Traditional Static Sites

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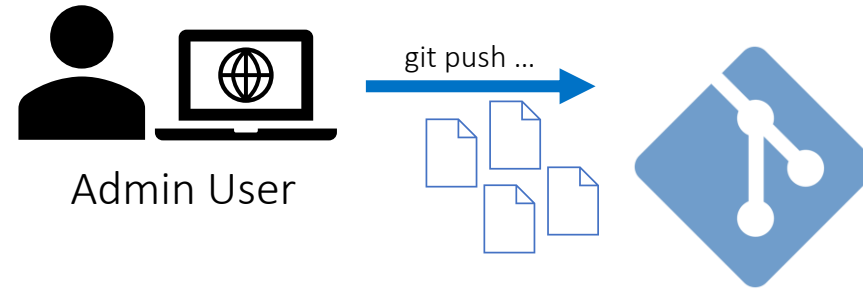


charity: water

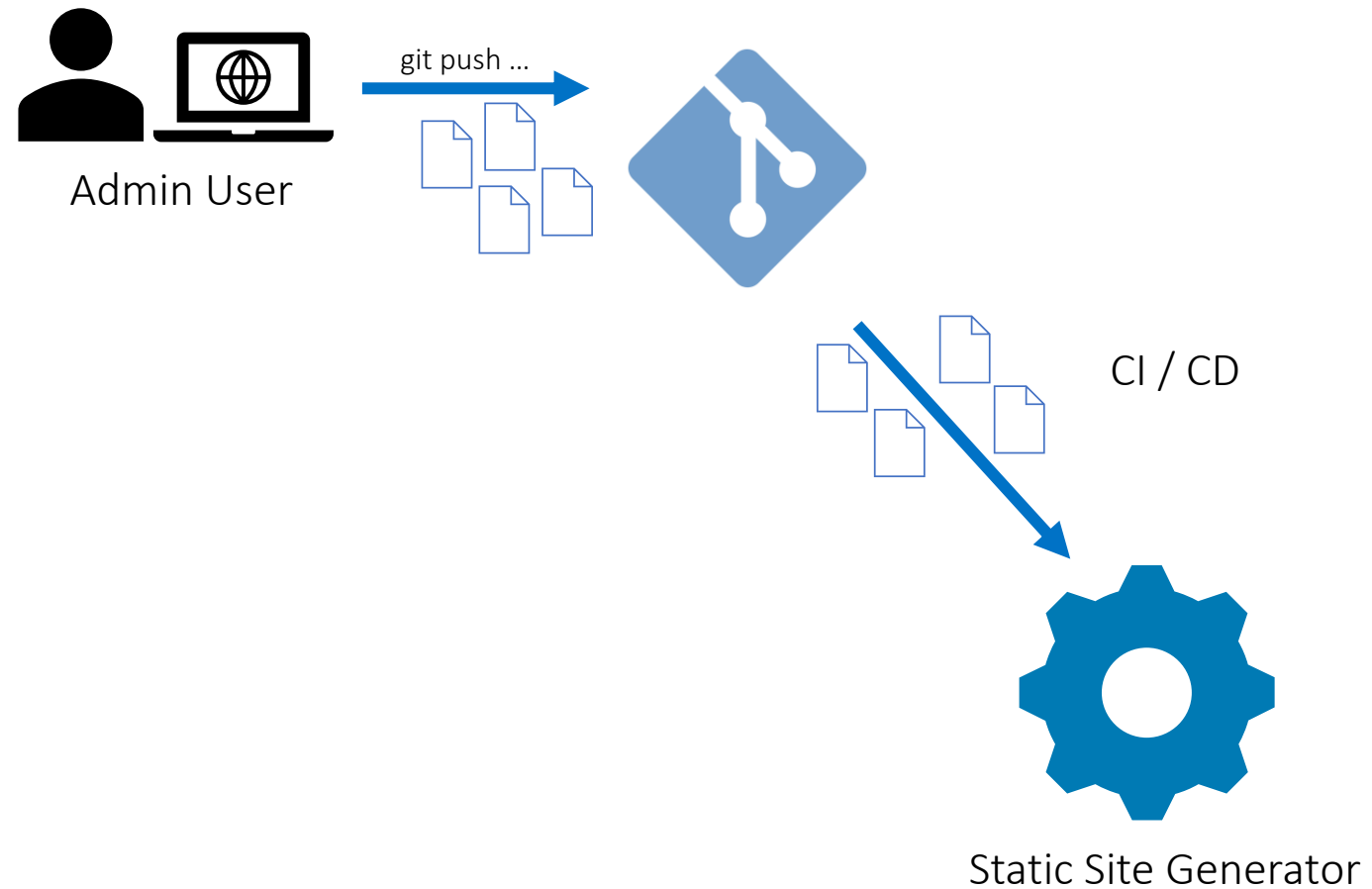
Improving on Static Sites

With Continuous Integration and Deployment

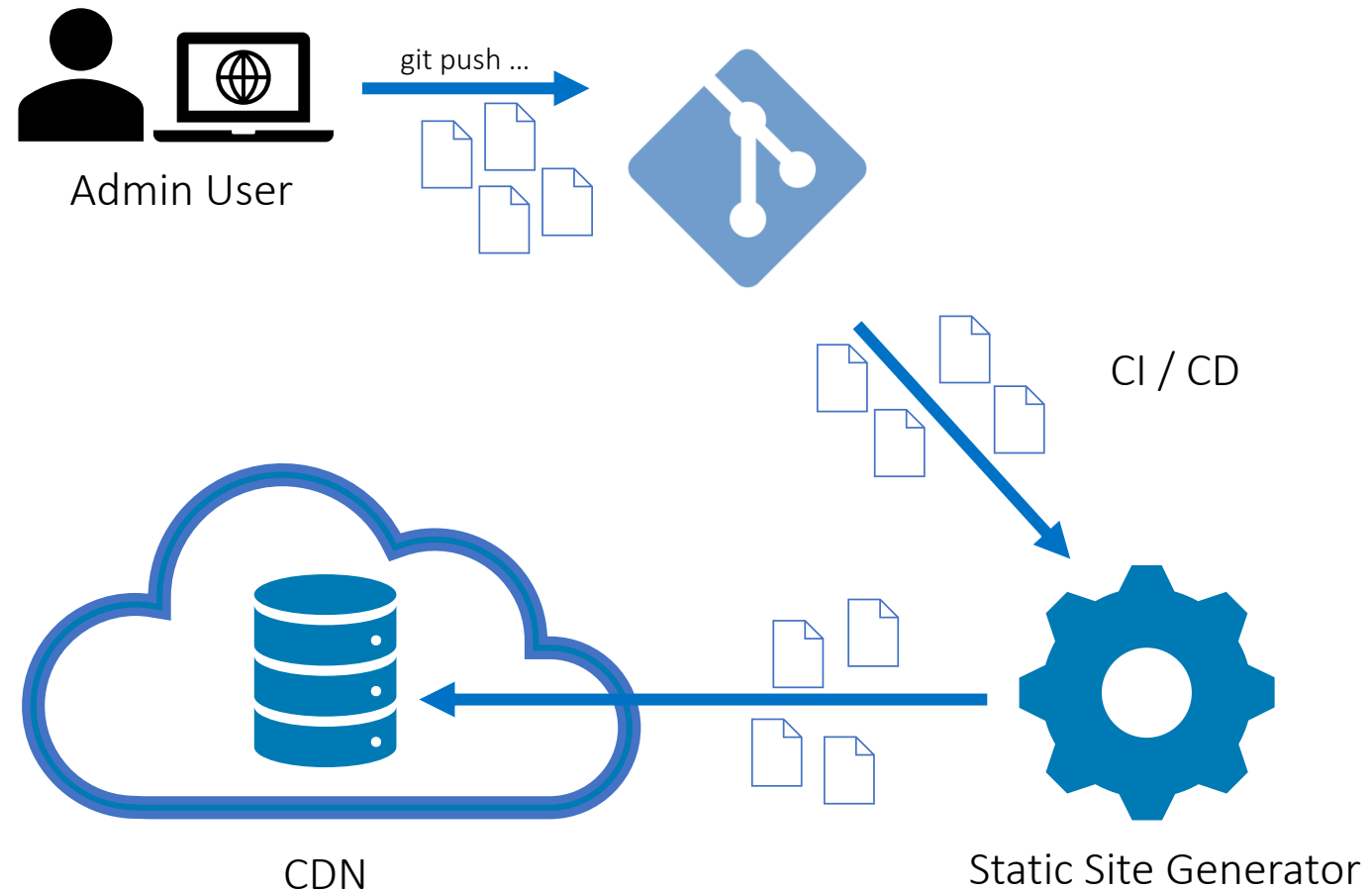
Static Sites with CI/CD



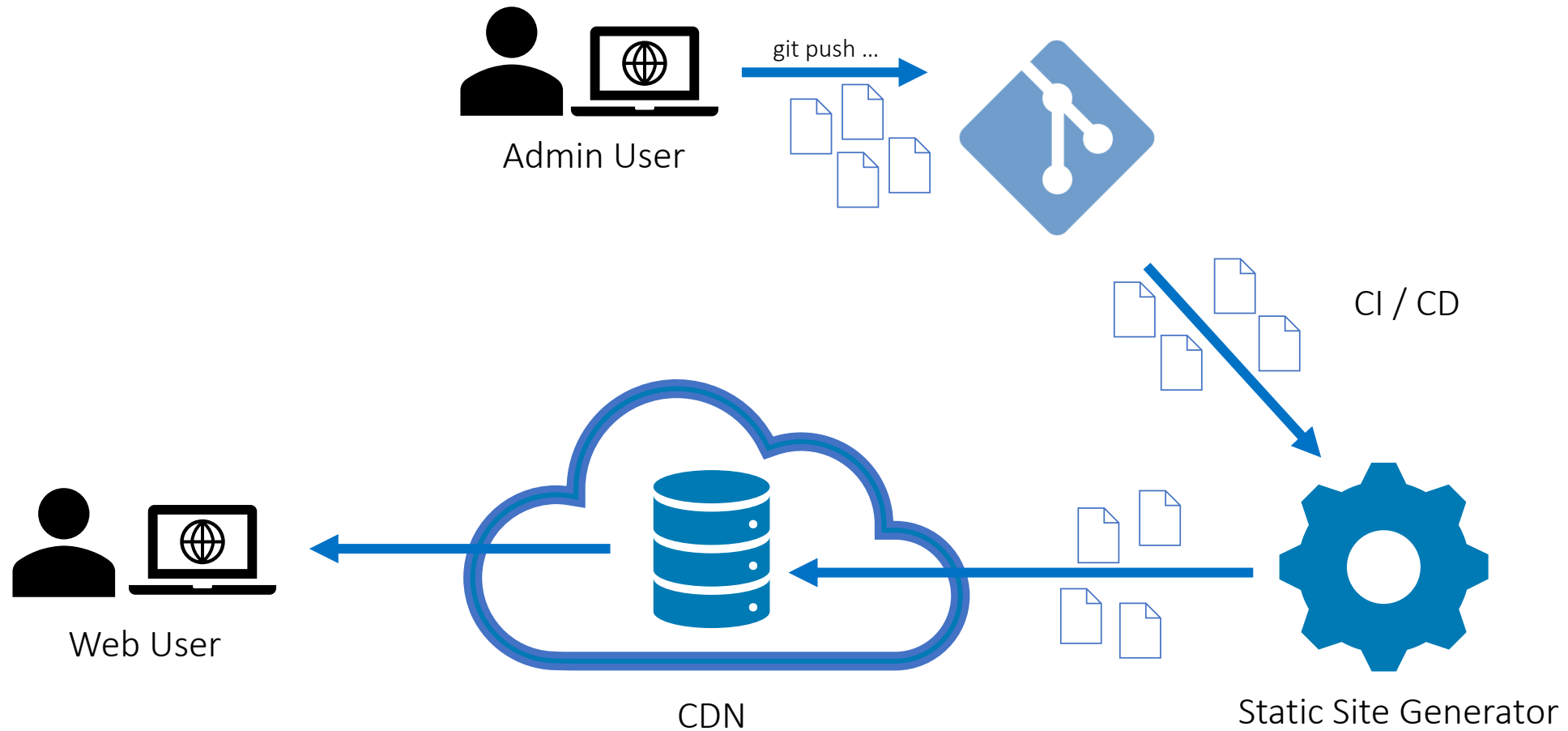
Static Sites with CI/CD



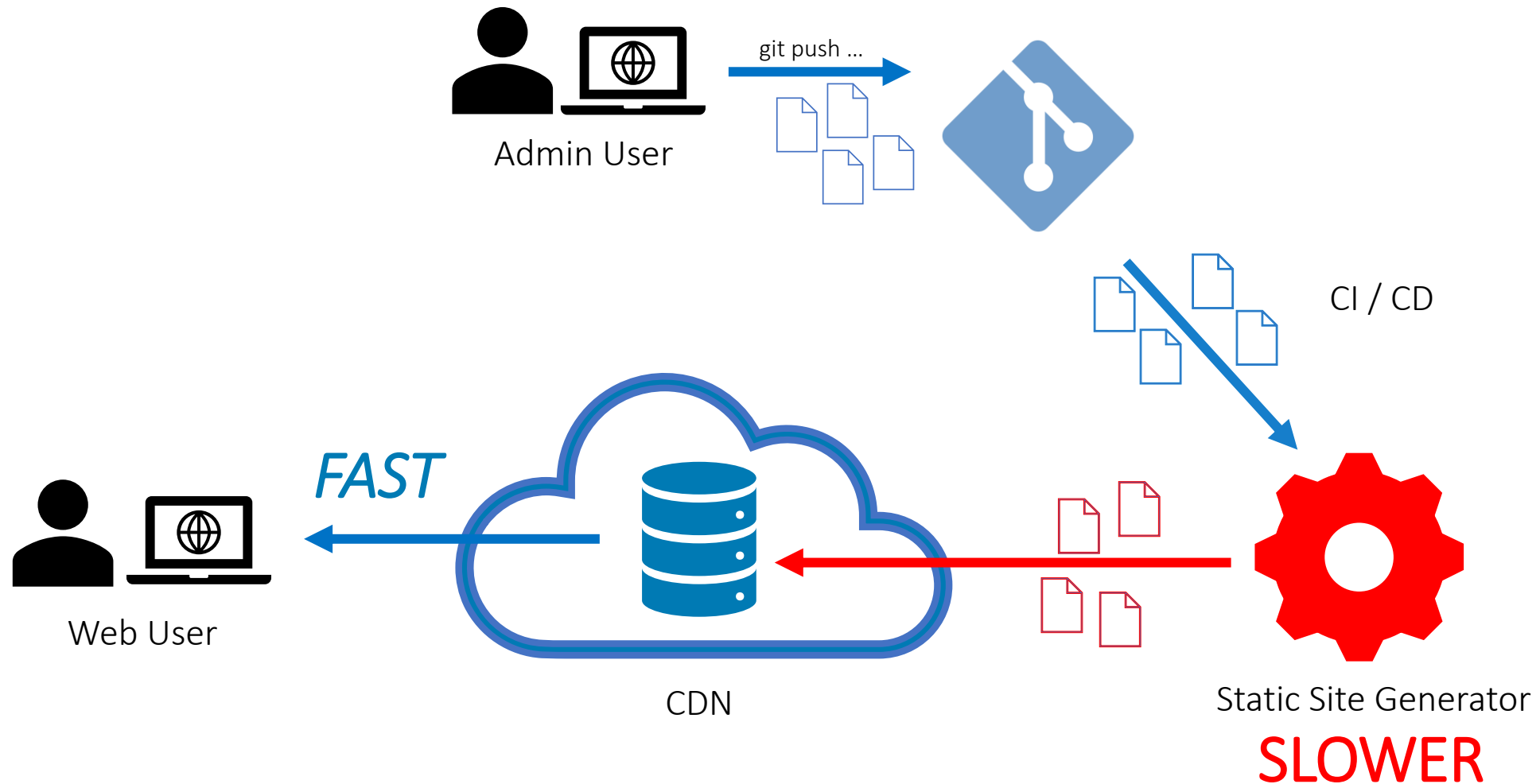
Static Sites with CI/CD



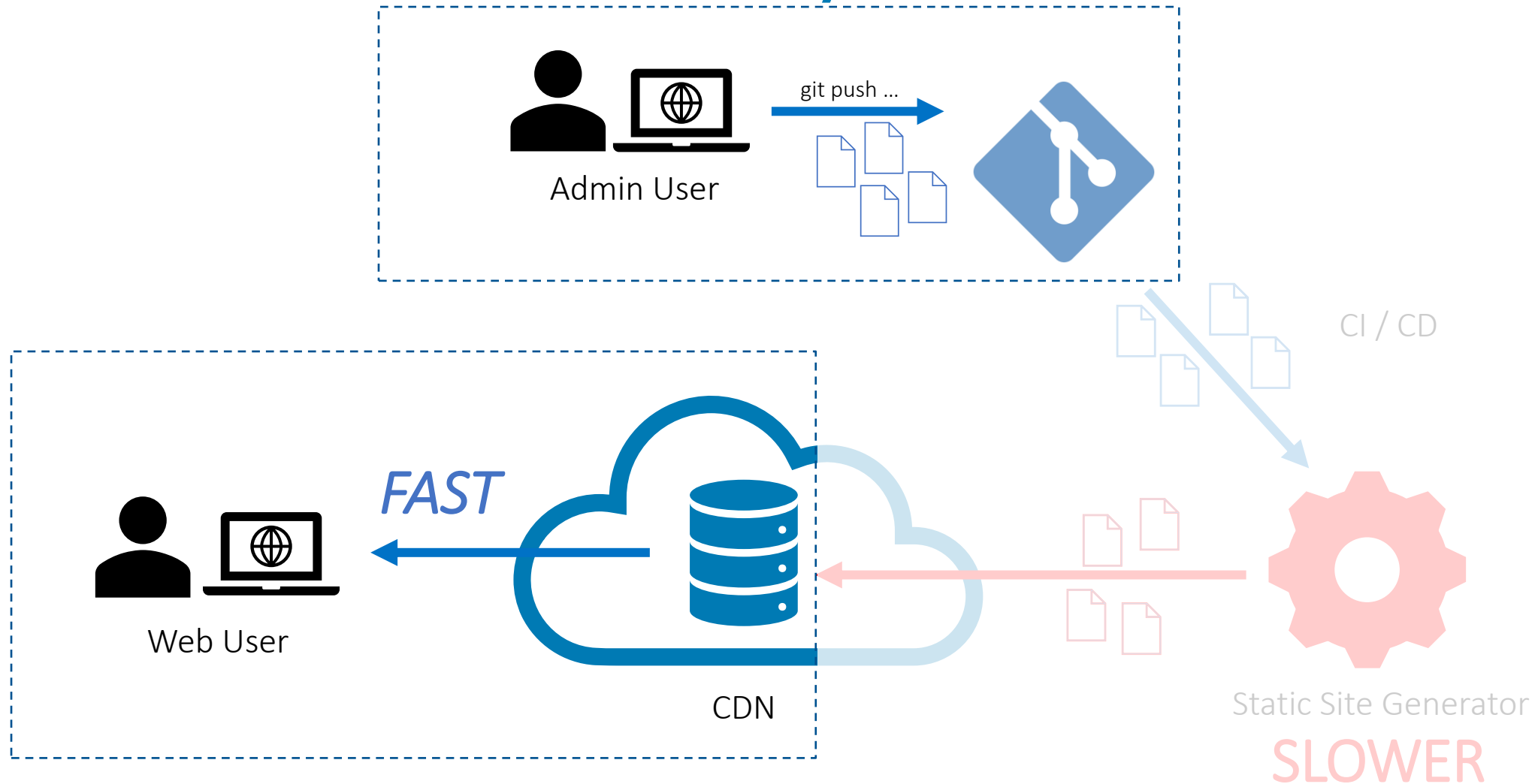
Static Sites with CI/CD



Static Sites with CI/CD



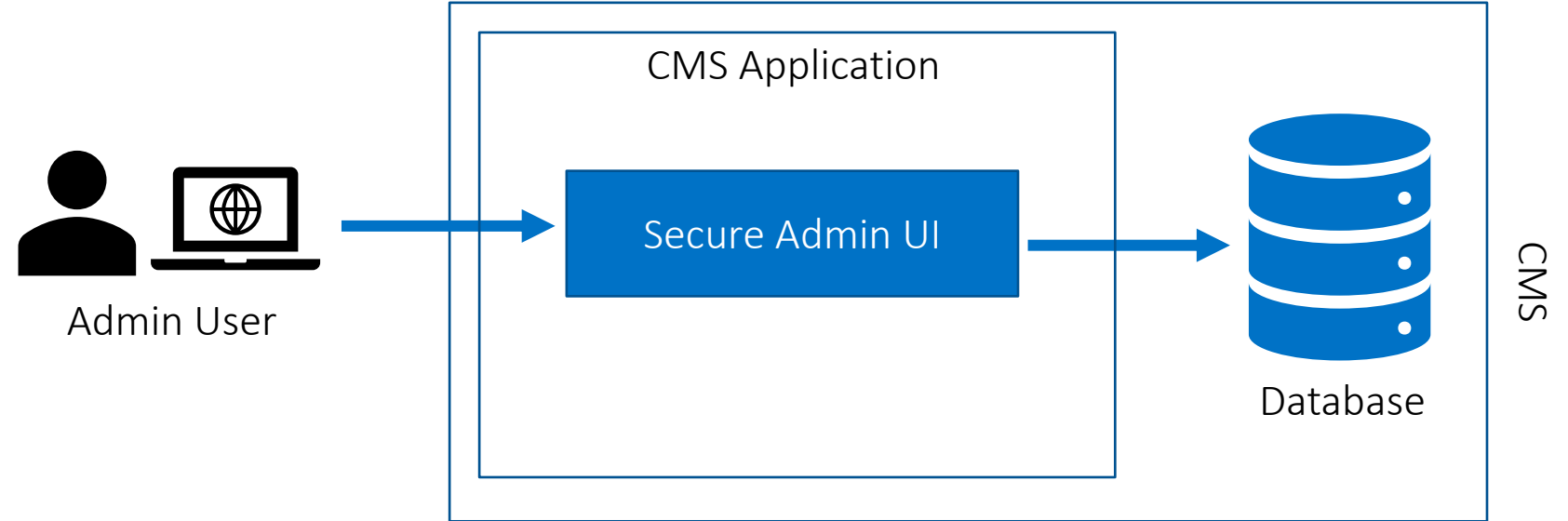
Static Sites with CI/CD



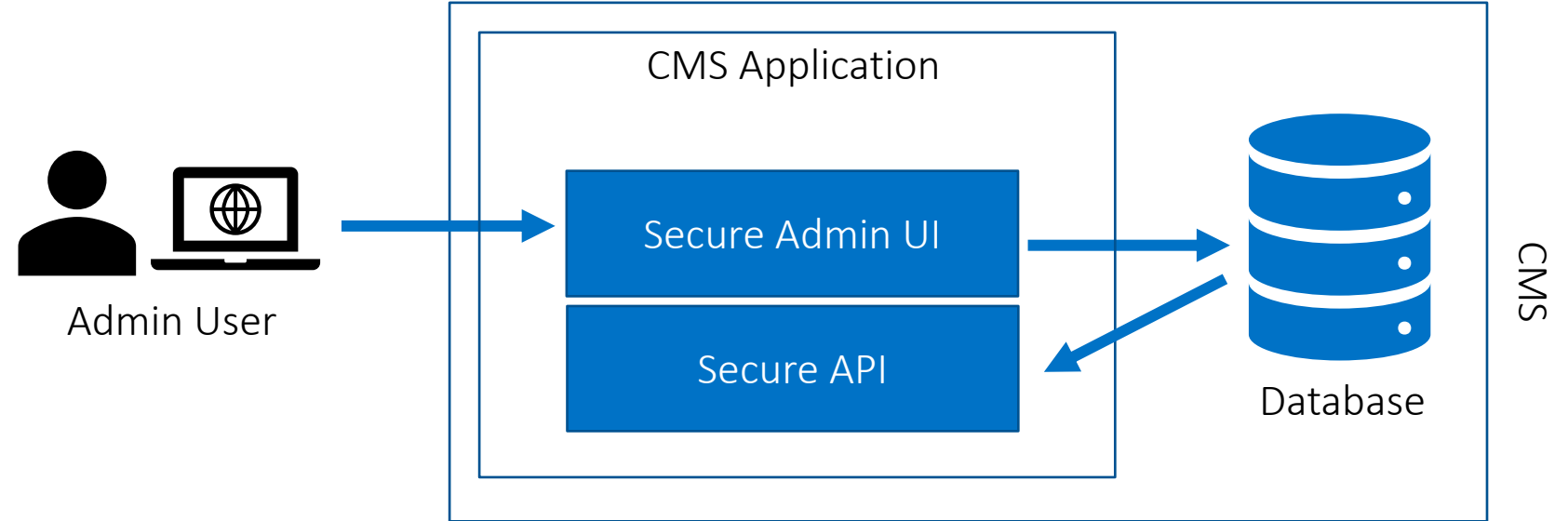
Best Of Both Worlds

With a Headless CMS

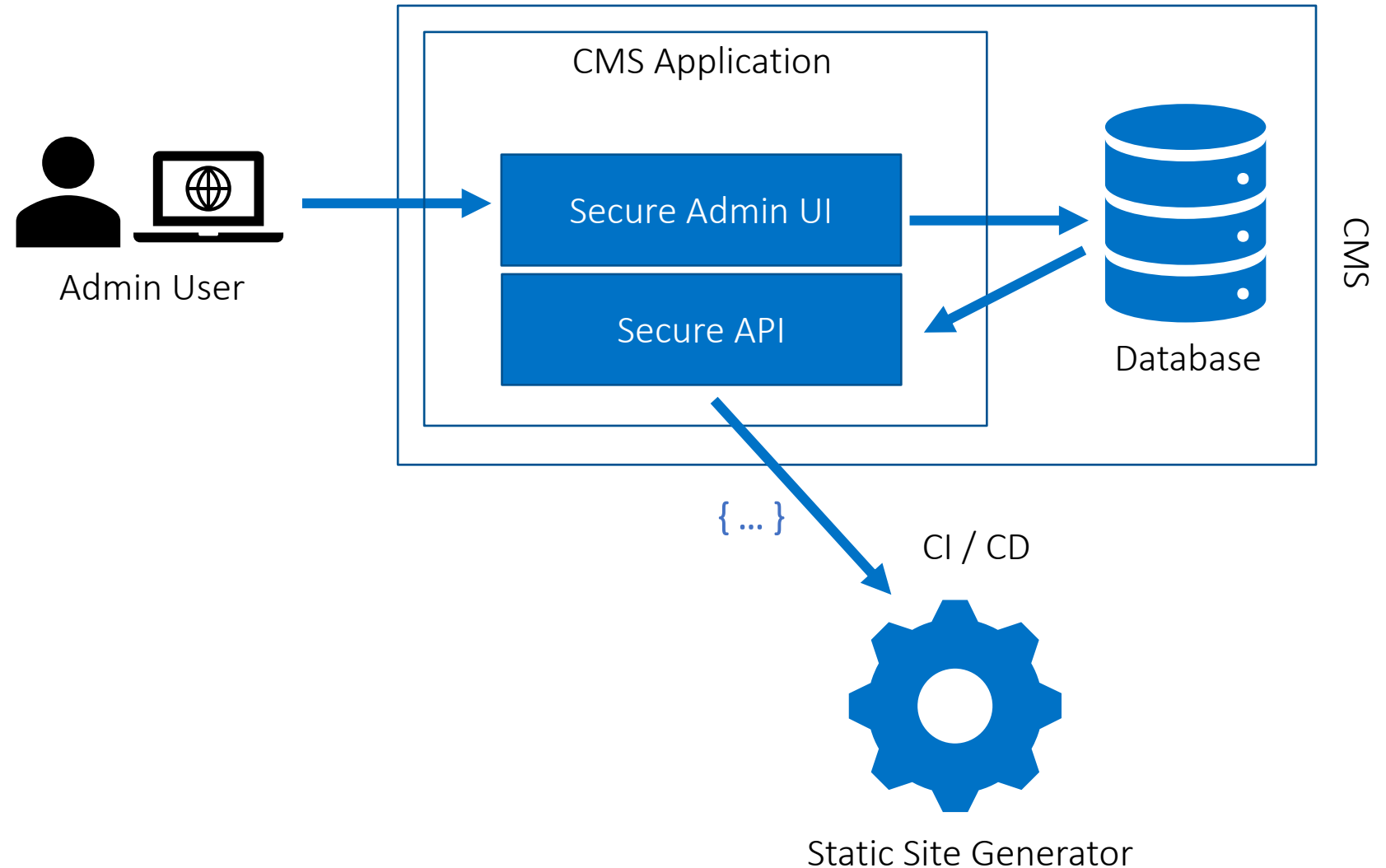
Headless CMS – Best of Both Worlds



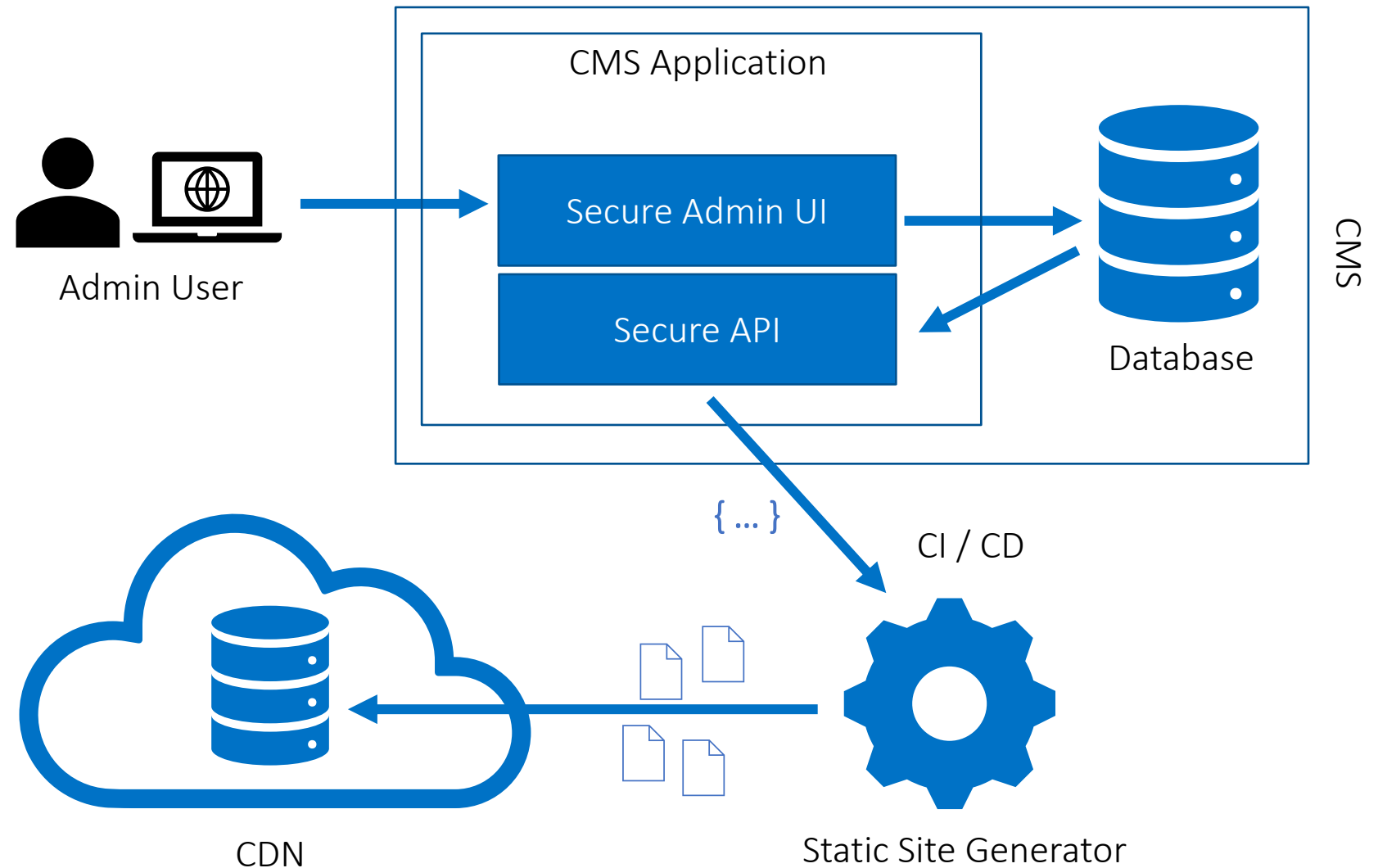
Headless CMS – Best of Both Worlds



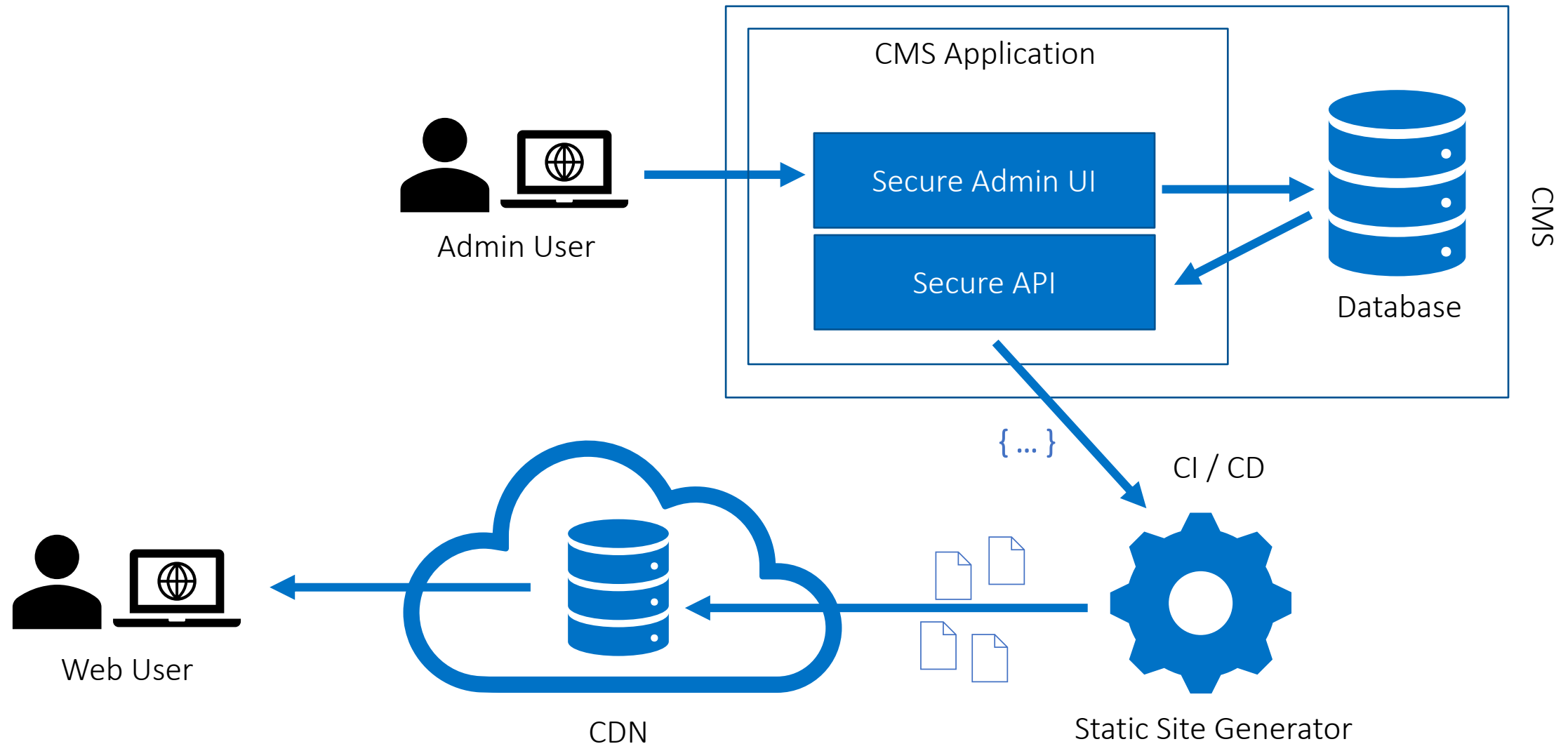
Headless CMS – Best of Both Worlds



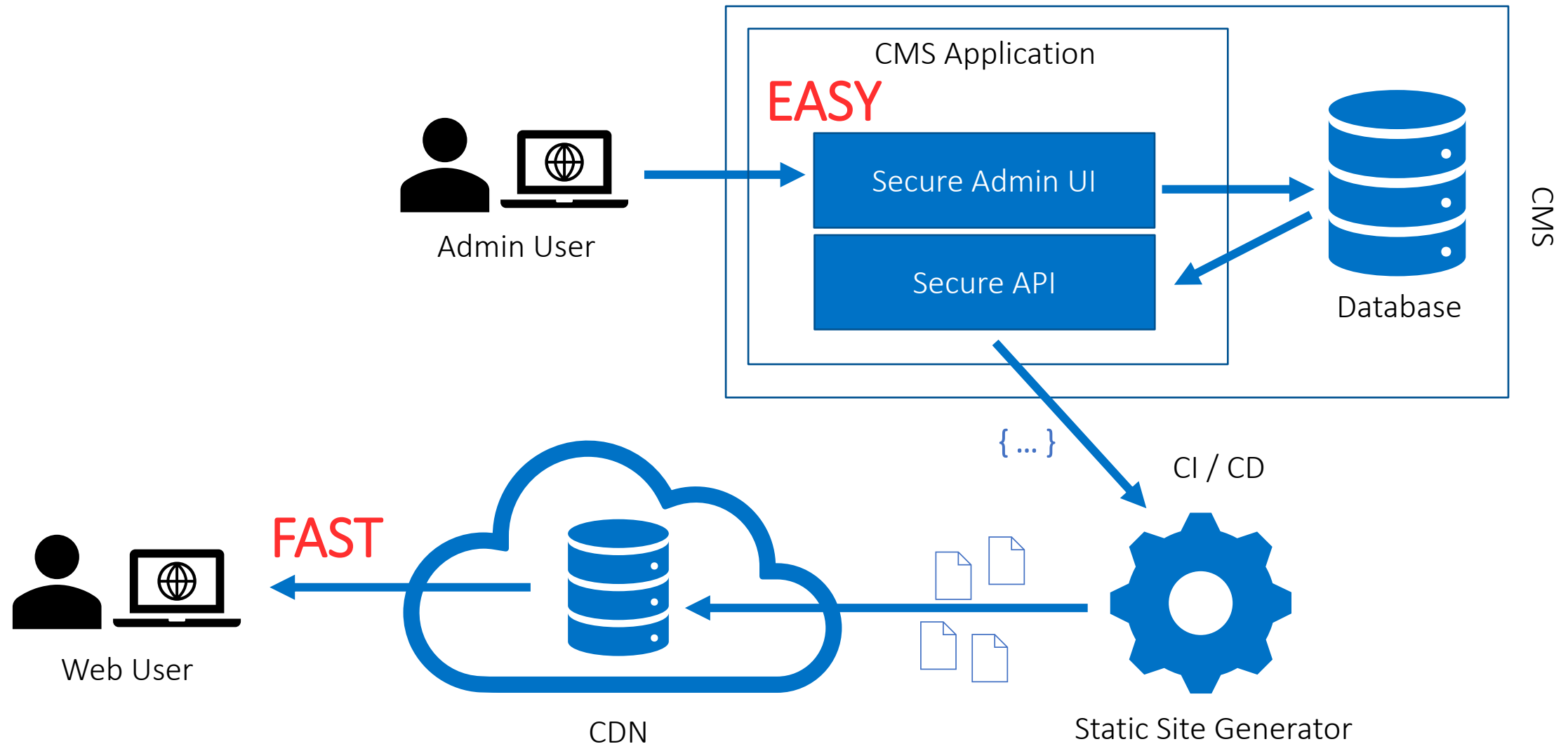
Headless CMS – Best of Both Worlds



Headless CMS – Best of Both Worlds



Headless CMS – Best of Both Worlds



Demo

Kontent.ai and Hugo

Taking Static Sites To The Next Level

With the JAMstack

Dynamic “Static” Sites

Use JavaScript

Interactive client-side code

Connect to API for security and data

SPA: Single-Page Application

Modern JavaScript

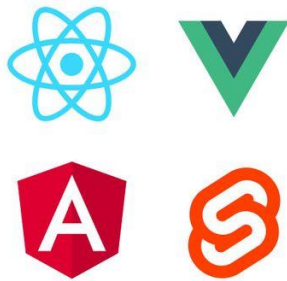
Client-side

Calls APIs for data and security

JAMstack

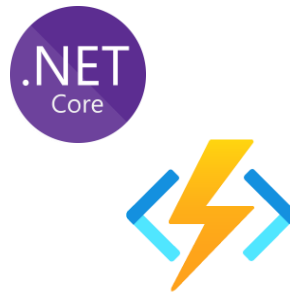
J

Javascript



A

APIs

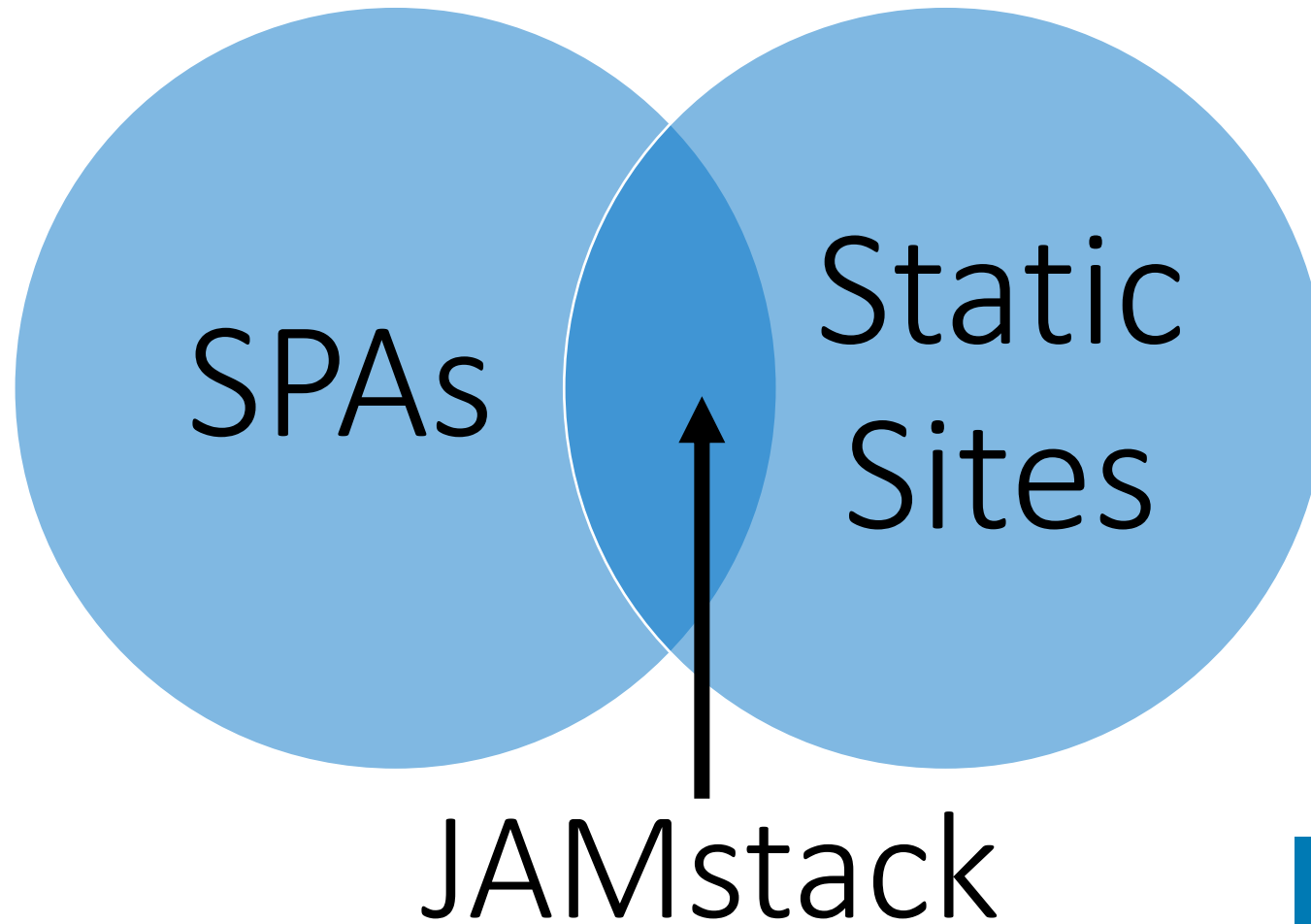


M

Markup



JAMstack

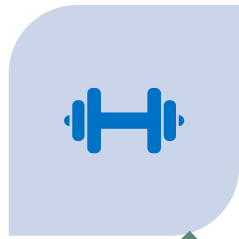


JAMstack Demo

Review



OVERVIEW AND
DEFINITIONS



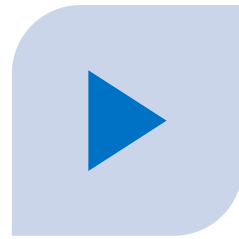
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