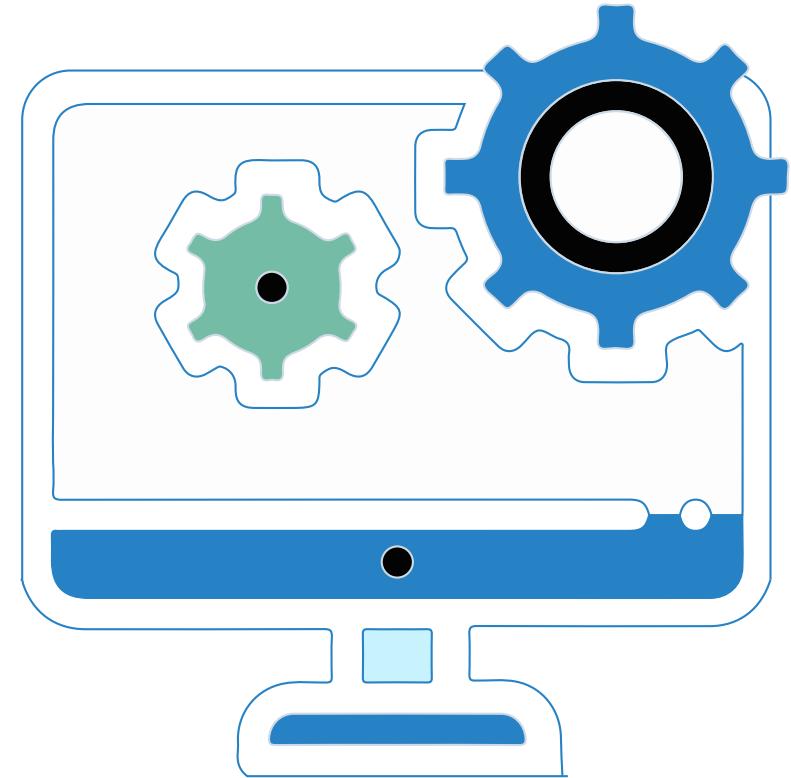


Content Management Systeme

WS 2023/4



Johannes Rubenz
& Team MMT-B 2022
<https://studio.rubenz.at>
studio@rubenz.at
 @johnrbenz

Content Management Systeme

Nice to meet you!

Johannes Rubenz
& Team MMT-B 2022
studio@rubenz.at
<https://studio.rubenz.at>

 @johnrbnz



Content Management Systeme Outline



Clients



Business



Research & Content First



Design



Static Site & Build Pipeline



Deployment



CMS Integration I (Eleventy)



System Operations

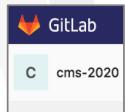


CMS Integration II (WordPress)



Iterative Loop

Content Management Systeme Resources & Requirements



Gitlab Repo

all resources including slides, handouts, lecture notes, code snippets, schedule etc.

<https://gitlab.mediacube.at/fhs41127/cms-2023>



Wiki

course organization

https://wiki.mediacube.at/wiki/index.php?title=Content_Management_Systeme_-_WS_2023



MS Teams

breaking news, consulting, tutoring

Requirements

Attendance: min. 75%
Participation
Team Play

Assignments: 60%
CMS Project: 40%

Both the assignments' and the project's grade must be > 50%.

Teamplay

CMS Tutors

- Windows/Linux: NN
- MacOS: NN
- Eleventy: NN
- WordPress: NN

Language support

- NN

PM (schedule, resources)

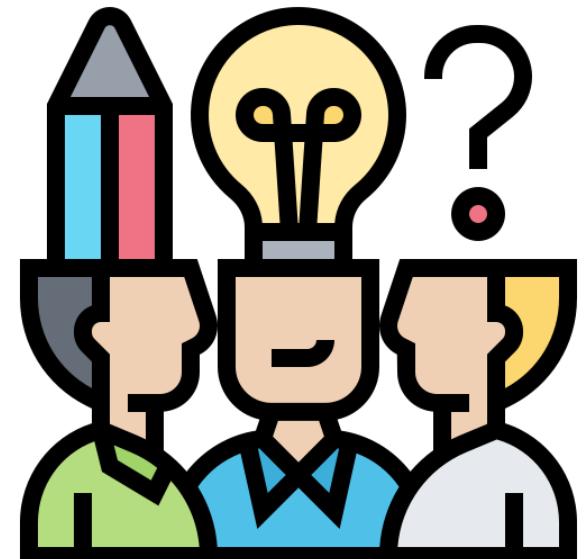
- NN

Student happiness / success

- NN
-

Other roles

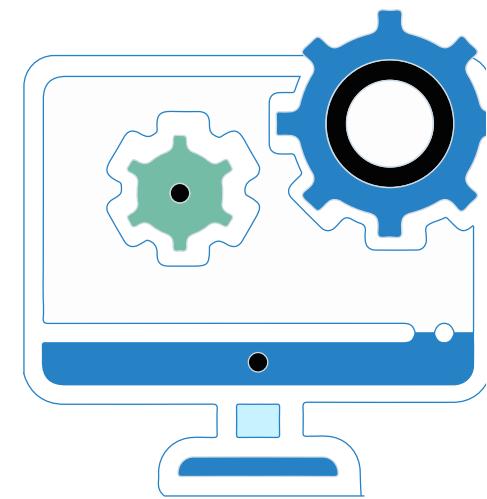
- HR:
- NN



Eucalyp | https://www.flaticon.com/free-icon/brainstorm_2967475

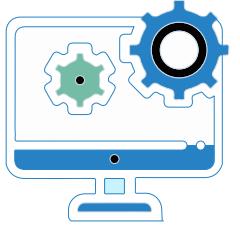
Content Management Systems

The Basics



Content Management Systems

The Basics



What for?

CMS help users to run and manage a website without being able to code

(and design 😱)

(and host).

"... und kann ich da auch die Inhalte selber verändern?"



Basics When **not** to use a CMS

Dashboard

Willkommen bei WordPress!
Wir haben einige Links zusammengestellt, um Ihnen den Start zu erleichtern:

Jetzt loslegen

Website anpassen

oder das komplette Theme wechseln

Nächste Schritte

- Bearbeiten Sie Ihre Startseite
- Fügen Sie zusätzliche Seiten hinzu
- Sehen Sie sich Ihre Website an

Rank Math Übersicht

Analytics Letzte 30 Tage

Gesamtimpressionen 0	Gesamtanzahl an Klicks 0
Keywords insgesamt 0	Durchschnittliche Position 0

404 Monitor

Log-Zähler 70	URL-Treffer 855
---------------	-----------------

Neueste Blog-Beiträge von Rank Math

- How To Recover From A Google Algorithm Update
- ... SEO - How To Optimize Images for Search in 2021

Aktualisierungen 10

User searches Admin search Avada Beiträge Video Gallery Veranstaltungen Cool Timeline Pro Settings Timeline Stories File Manager Medien Seiten Kommentare Robust Search Popup Maker 2 Audio Items Flamingo Formidable AWSM Team Newsletter Formulare 3D FlinBook

Sometimes the limitations (predefined concepts) of a CMS get in the way of serving the client's needs.

Custom made software solutions (eg. for invoicing, logistics...) can be a much better solution.

It's up to us helping the client to find out which path seems more suited (consulting).

Some agencies, hobby programmers etc. use CMS because they don't know how to code/create their own templates.

RED FLAG!



Freepik | https://www.flaticon.com/free-icon/red-flag_6528286

Basics Use Case

As always with software development
ask yourself (based on briefing):

Which **problem(s)**
should the CMS **solve**?



Is it the **right tool for the job**?

Basics

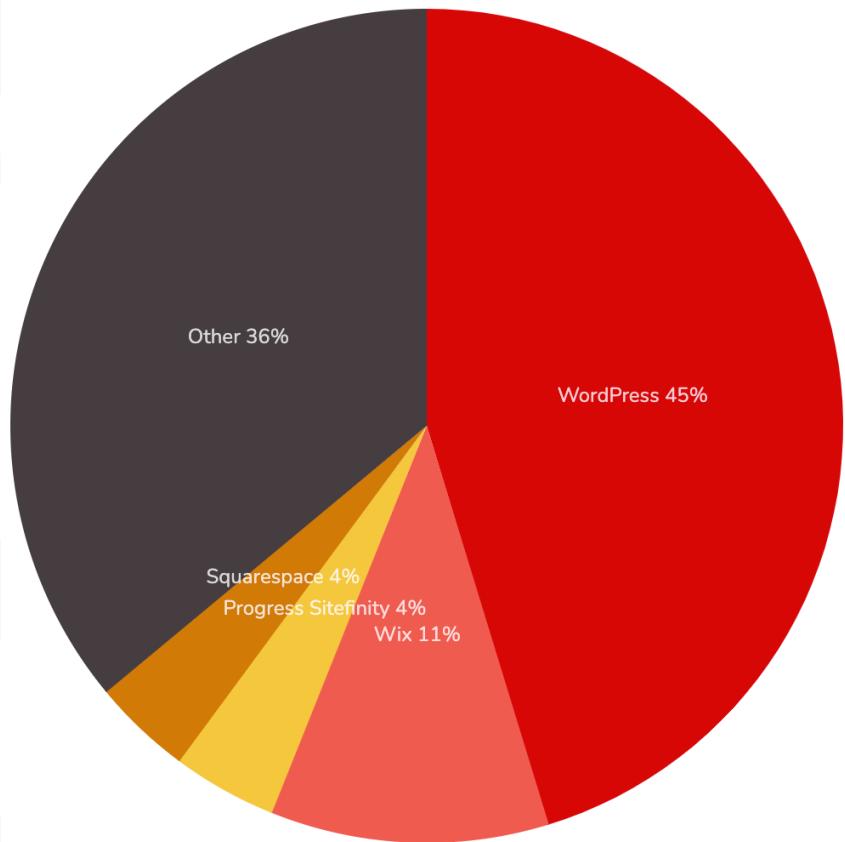
Typical problems caused by CMS

- Data ('contents') can easily be siloed into / tied to a CMS.
- CMS can solve many problems out of the box, but the rest of the problems can be hard to deal with.
- When you start fighting your CMS (making it do things it is not supposed to do), you know are leaving the happy path.
- Maintenance / Updates
- Who can take over (specialists | market share)?



Statistics 09-2023

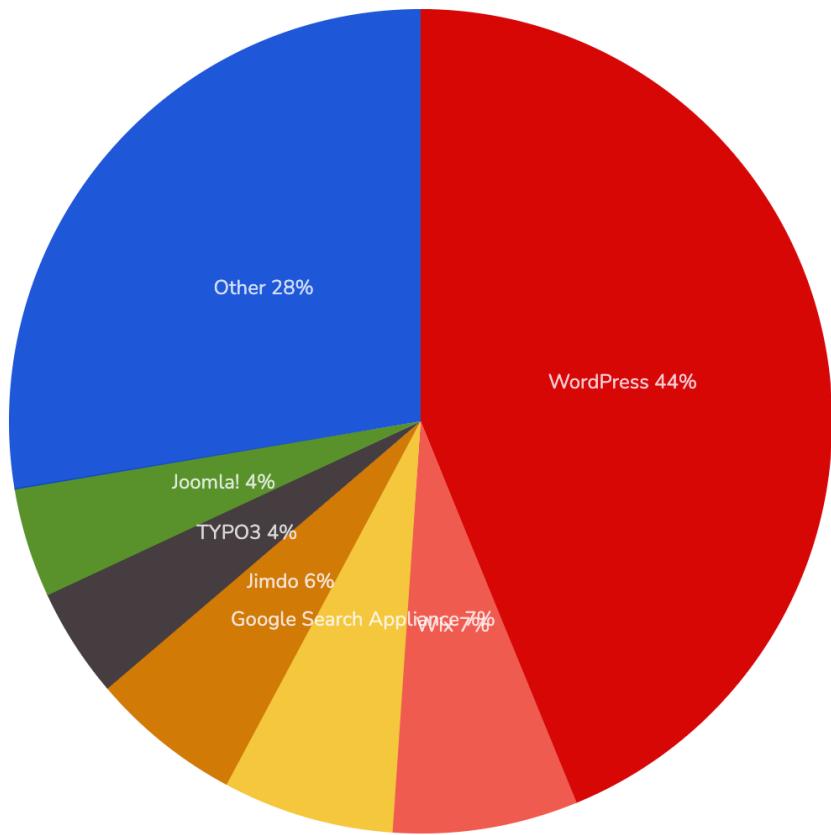
CMS Usage Distribution on the Entire Internet



Technology	Websites	%
WordPress	35,087,777	45.32
Wix	8,364,030	10.8
Progress Sitefinity	3,145,122	4.06
Squarespace	2,980,440	3.85
Google Search Appliance	1,939,188	2.5
GoDaddy Website Builder	1,770,267	2.29
Plesk	1,549,691	2
cPanel	1,478,168	1.91
Joomla!	1,111,022	1.43
Duda	957,834	1.24
Weebly	882,972	1.14
Google Sites	835,932	1.08
Blogger	539,748	0.7
Netlify	528,387	0.68
Tilda	490,344	0.63
Drupal	485,608	0.63
Webflow	462,112	0.6
Jimdo	433,482	0.56
1C-Bitrix	264,246	0.34
Bitrix	263,402	0.34
CM4All Website Creator	258,181	0.33
Beaver Builder	256,586	0.33
1and1 Ionos Website Builder	252,394	0.33
TYPO3	250,558	0.32

Statistics 09-2023

CMS Usage Distribution in Austria



Technology	Websites	%
WordPress	197,417	43.87
Wix	32,749	7.28
Google Search Appliance	30,293	6.73
Jimdo	26,757	5.95
TYPO3	19,349	96.67
Joomla!	19,296	4.29
Plesk	11,974	2.66
Contao	6,805	1.51
Mono Solutions	6,695	1.49
CM4All Website Creator	5,695	1.27
Nextcloud	4,948	1.1
Squarespace	4,933	1.1
Drupal	4,060	0.9
Duda	3,696	0.82
1and1 Website Builder	3,427	0.76
Website x5	3,020	0.67
1and1 Ionos Website Builder	2,987	0.66
Xara Web Designer	2,791	0.62
Out Dated Browser	2,277	0.51
BaseKit	2,118	0.47
Adobe Muse	2,010	0.45

Never use Statistics you haven't faked yourself

Websites using Eleventy in Austria

Download a list of all 15 Eleventy Customers in Austria

Website	Location	Sales Revenue
 sascha.work	 Austria	
 bytegrasp.com	 Austria	
 fliesen-koffu.at	 Austria	
 fzz.at	 Austria	
 dimejo.at	 Austria	

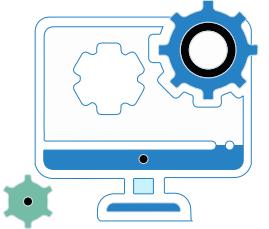
15 Results in this Full Report. We know of 3,936 live sites using Eleventy and 2,706 site



List Updated 25th September 2023

1 day ago

CMS technologies



Database based

mostly MySQL + PHP

- WordPress
- Drupal
- Joomla
- Typo3
- ...

File based (flat file CMS)

eg. JAMstack sites

- Eleventy
- Hugo
- Gatsby
- Jekyll
- next.js
- ...

s. <https://www.staticgen.com/>

API driven / headless (no view) & decoupled (separated f/b)

provide CMS API; Frontend <|> Backend

- Strapi, Ghost, Netlify CMS, Kirby; Drupal, WordPress, ...

s. <https://headlesscms.org/>

Clients & Business





Clients

Every business, including IT, is a **people business.**

- Business development / customer acquisition
- Communications
Customer happiness
Customer loyalty
- The most important question
- Infos in advance



The Business Side of Things

- \$\$\$
 - The perfect price
 - Fixed price
 - Hourly based price
 - Value based price
 - Calculate your minimum hourly rate
- Basic time tracking
 - In writing
 - Iterative approach
 - Fail early, fail often.



Just Enough Research





Ask a few simple questions before your start

Organisation

What are my client's intentions and goals?

Users

Who is the main target group? What do you need to know about them?

Competition

Who is the competition and how do competitors present themselves?

Product

In which way can / should the product contribute to the client's goals?

Systemic

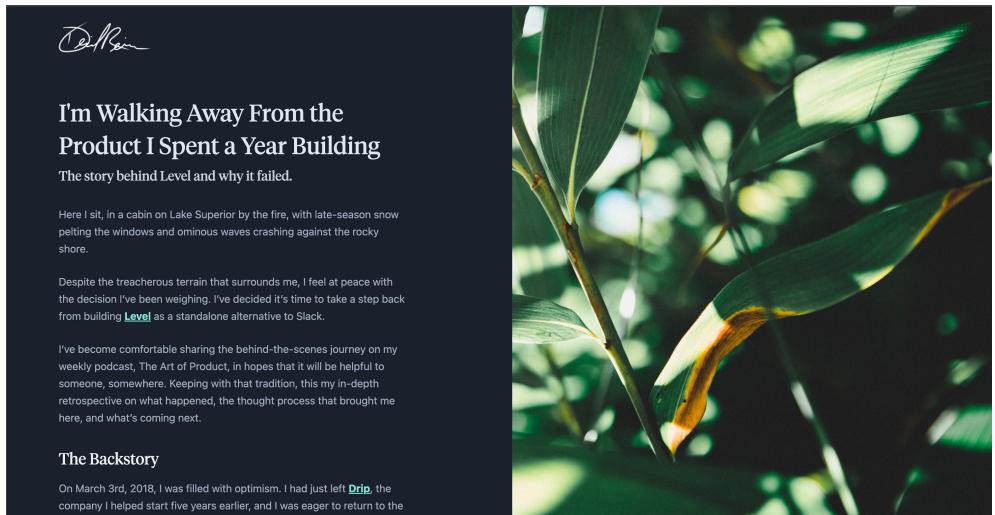
How come the client is approaching **you**?
Who is going to make the decisions?

UX research tools

- 'Classic' research: books, internet
- Interviews (experts, users, clients, ...)
- Usability testing
- A/B testing
- Competitive analysis
- ...

Do good questions guarantee good answers?

<https://www.derrickreimer.com/essays/2019/05/17/im-walking-away-from-the-product-i-spent-a-year-building.html>



Derrick Reimer

I'm Walking Away From the Product I Spent a Year Building

The story behind Level and why it failed.

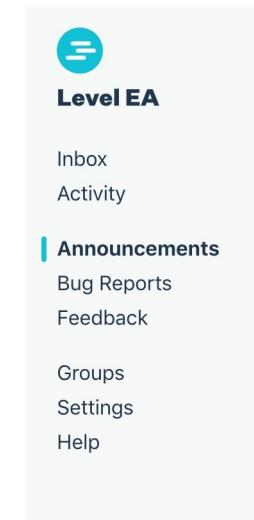
Here I sit, in a cabin on Lake Superior by the fire, with late-season snow pelting the windows and ominous waves crashing against the rocky shore.

Despite the treacherous terrain that surrounds me, I feel at peace with the decision I've been weighing. I've decided it's time to take a step back from building [Level](#) as a standalone alternative to Slack.

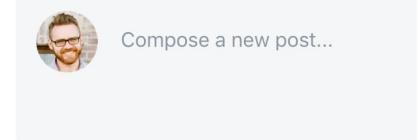
I've become comfortable sharing the behind-the-scenes journey on my weekly podcast, [The Art of Product](#), in hopes that it will be helpful to someone, somewhere. Keeping with that tradition, this my in-depth retrospective on what happened, the thought process that brought me here, and what's coming next.

The Backstory

On March 3rd, 2018, I was filled with optimism. I had just left [Drip](#), the company I helped start five years earlier, and I was eager to return to the



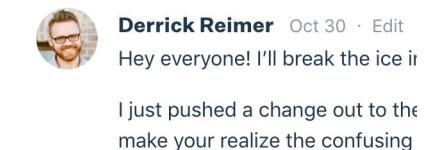
Announcements



Derrick Reimer

Compose a new post...

[Open](#) [Resolved](#)



Derrick Reimer Oct 30 · Edit

Hey everyone! I'll break the ice if

I just pushed a change out to the make your realize the confusing



How it started...

Despite being encouraged, I was determined not to fall into the trap of proceeding to build without sufficient evidence that a reachable market exists. The next step was to email the list (about 500 people) and ask to chat with them for 20 minutes, to learn about their problems and their willingness to pay for a solution.

Around 40 people ended up booking a time slot! The calls felt productive, and by the end, I felt like I wasn't learning much that I hadn't already heard. Many folks echoed the sentiments from the manifesto:

"Ugh, Slack distracts me so often. You're right; everything feels urgent even when it's not. I'm super interested in what you're building here. We're pretty open to change at my company – I don't see switching being too big of a deal."

How it turned out...

How to talk to customers and learn if your business is a good idea
when everyone is lying to you

It's a quick read and should be a mandatory prerequisite for anyone embarking on the startup journey. The gist is that it's tough to get unbiased feedback during customer validation. I already knew this to be correct, but I underestimated to the degree to which everyone lies.

Reading this struck a chord. I felt betrayed by my early validation efforts since reality proved to be radically different.

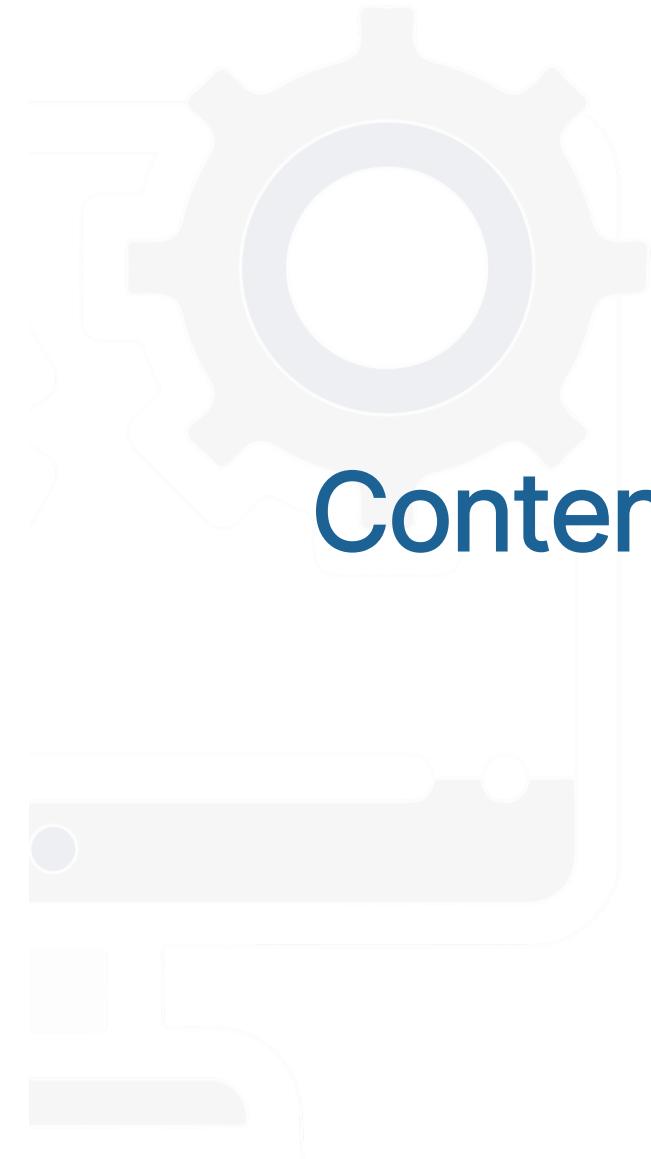
Publishing a manifesto from the onset made getting untainted data more difficult. Of course, you have to get people in your pipeline to talk to them somehow, but coming out with a strong hypothesis meant that I needed to be extra vigilant and mostly ignore sentiments that tacitly confirmed my manifesto.

Post mortem Analysis

Level failed for a number reasons:

- It required approval from too many decision makers. Changing the way a company communicates internally is a major barrier to adoption.
- The top-level decision makers (managers) in an organization felt far less pain using Slack than individual contributors (makers). So there was a lot of convincing that needed to take place.
- Smaller organizations (ones theoretically easier to sell to who were already in my network) didn't really feel the pain of an out-of-control Slack workspace.

<https://www.producthunt.com/discussions/i-launched-savvycal-to-2-product-of-the-month-in-january-and-have-since-crossed-20k-mrr-ama>



Content First



LAURA ELIZABETH

In Search of the Ultimate Design Process (And My 8-Step Method)

3. Write the content. This is the tricky one, getting clients to write their content. I've put together a guide to writing content and a worksheet to help them. Then I'll also send them a reminder closer to the start date (with a Starbucks gift card as extra incentive!).

Getting clients to do some 'homework' before the project starts is not only really useful for you, but it also helps establish you as a professional who has a real process (even if it does change with every project).

Giving clients a solid, reliable process can really help establish you as a professional (who's done this many times before) and also make working with you seamless and enjoyable.

<https://www.designacademy.io/in-search-of-the-ultimate-design-process-and-my-8-step-method/>



What's the point?

As developers we far too much worry
about our stack,
as designers we concentrate on each and
every pixel,

but what our **users** want
is the **information** they need
to solve their 'problem'.





Getting the
message
across



Now that you know
WHAT to say –
make an effort as to
HOW to say it.

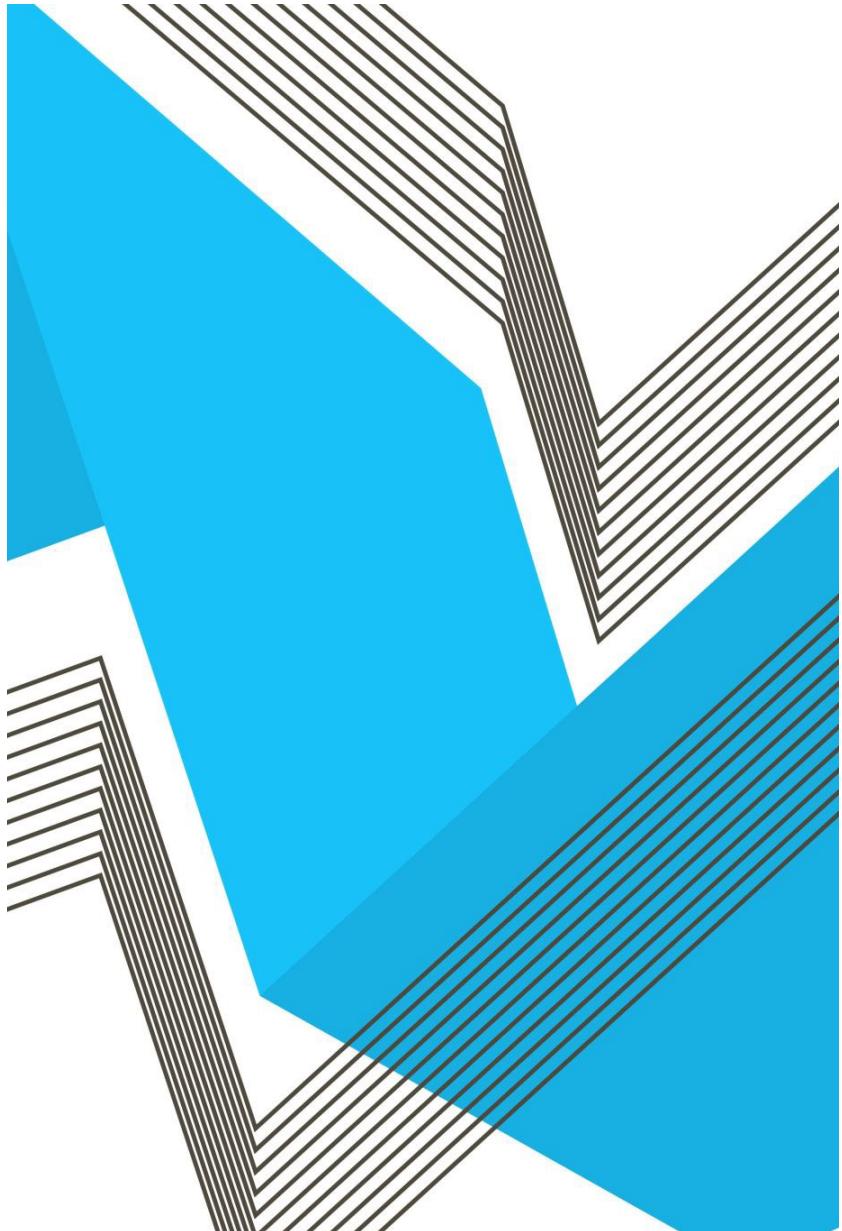
Getting the message across

Good content is

- useful.
- user-centered.
- clear.
- consistent.
- concise.
- curated.



For a designer it is much easier to do his/her work, when they get real contents, and not just *Lorem ipsum* ...



Technical terms you will come across

- Content Strategy
- Information hierarchy / architecture
- Primary message
- Copy
- Stories / narratives
- Style and tone

Brand “MacGyver”

Day in the Life of Julian

Good cop(y) – bad cop(y)

<https://kiska.com/culture/day-in-the-life-of-julian/>