Wordpress & Django

Takeaways
for "Perfectionists with Deadlines"

Goals for Perfectionists w. Deadlines

- **Help your team accelerate**, instead of blindly producing code.
- **Use existing (solid) solutions.** e.g. Wordpress.
- **Be lazy and delegate.**

- Show-Cases:
  - Experiment with topics/ideas (e.g. lehrling.at).
  - Cater you user-base (e.g. ja-sager.at).

"Content is King" Resources

Content Marketing,

Landing Pages & More

- unbounce.com/blog/
- www.sailthru.com/marketing-blog/
- www.copyblogger.com/blog/

My Wordpress Baseline

- wpengine.com

- Plugins
  - JetPack by Automattic
  - Seo Plugin by YOAST
  - Analytics Plugin by YOAST
  - (Visual Composer by WPBakery)

Integration: Blackbox

- Subdomain (e.g.blog.tchibo.at)
  - Easy win!

- Path (e.g.www.karriere.at/blog/)
  - Reverse-Proxy needed (e.g. Nginx).

Database

Simple schema

- wp_posts (post, page, nav_menu_item, …)
- wp_postsmeta
- wp_comments
- wp_options

Caveat: Short-Codes!

JSON API

Requires **JetPack Plugin** by Automattic

[REST API](#)

- /me/sites
- /sites/75890265/posts
- /sites/75890265/posts/658