

# CMS Deep Dive — Content Management for Setup Concierge

**Date:** 2026-02-09

**Purpose:** Understand CMS concepts and how they apply to client website workflows

## What Is a CMS?

A **Content Management System** separates two things that are usually tangled together:

Layer	What it does	Example
<b>Content</b>	The data — text, images, dates, bios, prices	"Warriors Never Quit" heading, team bios, event dates
<b>Presentation</b>	How that data looks on screen — layout, colors, fonts	The HTML/CSS template that displays the heading

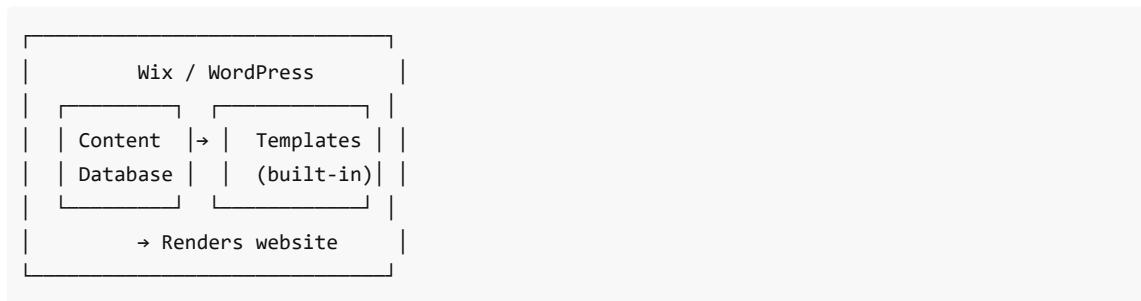
**Without a CMS:** You edit the website directly. Change a heading? Open the page editor, find the text, retype it. Add an event? Copy a section, paste, manually fill out fields.

**With a CMS:** You edit a form or spreadsheet. The website reads from it automatically.

## The Three Types of CMS

### 1. Traditional CMS (WordPress, Squarespace, Wix)

Content + presentation bundled together. You edit within the platform.

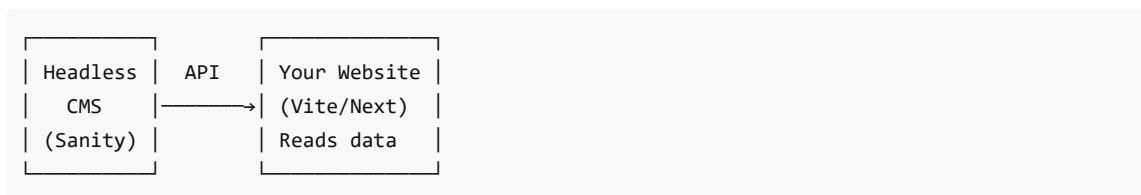


**Pros:** All-in-one, easy for clients, built-in hosting

**Cons:** Locked to that platform, limited customization, slow for bulk changes

### 2. Headless CMS (Sanity, Strapi, Contentful)

Content lives in a separate system. Your website pulls from it via API.

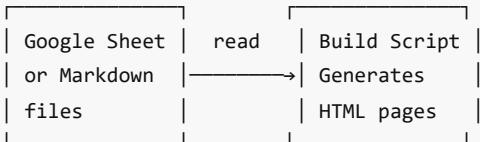


**Pros:** Use any frontend, one CMS feeds multiple sites, powerful content modeling

**Cons:** Requires dev setup, two systems to manage

### 3. File-Based / Flat CMS (Markdown, Google Sheets, Airtable)

No database — content lives in files or spreadsheets you already use.



**Pros:** Zero cost, no new tools, you already know how to edit spreadsheets

**Cons:** Manual rebuild step, no live preview for clients

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## Wix Content Manager (Built-In CMS)

Wix has a CMS built in — it's called **Content Manager** (formerly Wix Data). Here's how it works:

### Core Concepts

Term	What it means
<b>Collection</b>	A database table (like a spreadsheet) — e.g., "Team Members"
<b>Field</b>	A column in the collection — e.g., "Name", "Bio", "Photo"
<b>Dynamic Page</b>	A page template that auto-generates one page per row in the collection
<b>Dataset</b>	The connection between a collection and page elements
<b>Repeater</b>	A layout component that loops over rows (like a card grid)

### Example: WNQ Team Page

**Currently:** Each team member's bio, image, and role is manually placed on the page.

#### With CMS:

1. Create a "Team Members" collection:

Name	Role	Bio	Photo	Order
Daryl	Founder	"Warriors Never Quit was born..."	daryl.jpg	1
Jane	Coach	"With 10 years of fitness..."	jane.jpg	2

2. On the Team Page, add a **Repeater** connected to this collection
3. Each card in the repeater maps fields → elements (Name → heading, Bio → paragraph, Photo → image)
4. **To add a new member:** Just add a row to the collection. The page updates automatically.

## Collections You Could Create for WNQ

Collection	Fields	Used On
Team Members	Name, Role, Bio, Photo, SortOrder	Team page
Events	Title, Date, Location, Description, Image, RegistrationLink	Events page
Testimonials	Quote, Author, Rating	Homepage
Programs	Name, Description, Price, Schedule, Image	Programs page
Gallery	Image, Caption, Category, Date	Gallery page
FAQs	Question, Answer, Category	FAQ section

## How to Set It Up

1. **Wix Editor** → Click "+" icon → **CMS** → **Create Collection**
2. Name it (e.g., "Team Members"), add fields
3. Enter your data rows
4. On the page, add a **Repeater** element
5. Click **Connect to Data** → select your collection
6. Map each element in the repeater to a field
7. Preview — the repeater auto-populates from the collection

## Wix CMS Pricing

- **Free:** 1 collection, 50 items
- **Business plan (\$17/mo):** 25 collections, 10,000 items
- **Business Elite (\$159/mo):** Unlimited

WNQ's existing Wix plan likely supports CMS — check *Settings* → *Subscriptions*.

## How a CMS Fits Into Your Workflow

### Current Process (Manual)

Client provides info → You manually build/edit each page → Upload images one by one → Test → Publish

**Time per update:** 30–60 minutes for simple content changes

### With Wix CMS

Client provides info → You enter it into collections → Site auto-updates → Publish

**Time per update:** 5–10 minutes

### With Headless CMS + /build-site

Client fills out CMS forms → /build-site reads CMS data → Generates complete site → Deploy

**Time per new site:** Mostly automated

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## Headless CMS Options (For Future /build-site Integration)

Platform	Free Tier	Best For
<b>Sanity</b>	3 users, 10K API calls/mo	Flexible content modeling, great DX
<b>Strapi</b>	Self-hosted (free forever)	Full control, open source
<b>Contentful</b>	1 space, 5K records	Enterprise-ready, robust
<b>Airtable</b>	Free for basic use	Spreadsheet-like, non-technical clients love it
<b>Google Sheets</b>	Free	Zero learning curve, instant collaboration

### Simplest Starting Point: Google Sheets as CMS

For your /build-site workflow, Google Sheets is the fastest path:

1. Create a Sheet per content type (Team, Events, etc.)
2. Share it with the client for content input
3. Your build script reads the sheet via Google Sheets API
4. Generates pages from templates using the data
5. Output = complete website, ready to deploy

**No new tools for the client to learn. They already know spreadsheets.**

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## Action Items

- **Quick win:** Set up Wix Content Manager for WNZ Events (replace manual event editing)
  - **Next:** Create Team Members collection in Wix for WNZ
  - **Explore:** Google Sheets as CMS input for /build-site workflow
  - **Future:** Evaluate Sanity.io for headless CMS when client volume grows
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## Key Takeaway

**A CMS doesn't replace you — it makes you faster.**

*Instead of being a manual content editor, you become the architect of the system.*

*Clients can update their own content. You focus on design, strategy, and scaling.*