



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 left is the PushUp logo, consisting of a green circle with three white horizontal lines and the text "PushUp". To the right of the logo are navigation links: "OVERVIEW", "FAQ", "CONTACT US", "MY ACCOUNT", and "Sign Up". The main heading reads "Be the first to notify your readers about news and updates." Below this is a sub-heading: "Deliver desktop notifications from your WordPress site faster than you can say 'Mac OS X Push Notifications.'" There are two buttons: "Watch a demo ^" and "Sign Up". In the center is a laptop displaying the PushUp logo and the text "Publish to push. It's that simple." Below the laptop is a "Features" section with three items: "Analytics" (with a pie chart icon), "Pay as you grow" (with a piggy bank icon), and "Easy as WordPress" (with a heart icon).



<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:

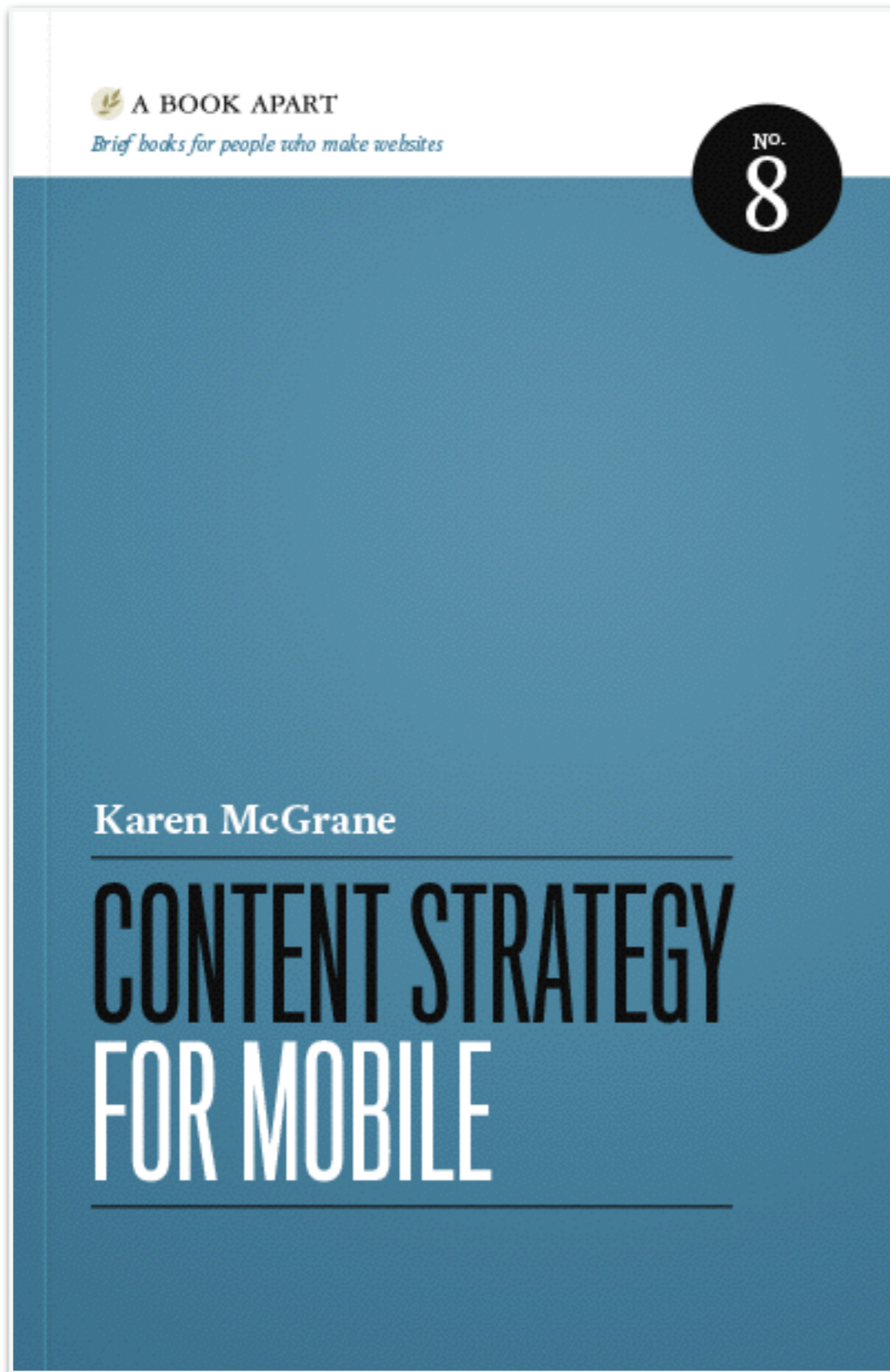
- WordCamp NYC 2009, 2014
- WordCamp Boston 2011, 2012
- WordCamp Maine 2014
- WordCamp SF 2014 (upcoming)

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 |



Dashboard Content **Structure** Appearance People Modules Configuration Reports Help Hello Jeckman Log out

Add content Find content Edit shortcuts

Home » Administration » Structure » Content types

Content types o

Individual content types can have different fields, behaviors, and permissions assigned to them.

Name *

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.

Description

Describe this content type. The text will be displayed on the *Add new content* page.

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

Title field label *

Preview before submitting

Disabled

Optional

Required

Explanation or submission guidelines

This text will be displayed at the top of the page when creating or editing content of this type.



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

Add content Find content Edit shortcuts

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"/> Label | | <input type="text" value="- Select a field type -"/> Type of data to store. | <input type="text" value="- Select a widget -"/> Form element to edit the data. | |
| ⊕ Add existing field | | | | |
| <input type="text"/> Label | <input type="text" value="- Select an existing field -"/> Field to share | | <input type="text" value="- Select a widget -"/> Form element to edit the data. | |

Save



Dashboard Content **Structure** Appearance People Modules Configuration Reports Help Hello Jeckman Log out

Add content Find content Edit shortcuts

Home » Administration » Structure » Views

Front page (Content) ◊

Modify the display(s) of your view below or add new displays.

Displays

Page Feed + Add edit view name/description

Page details view Page

Display name: Page

| | | |
|---|---|---|
| TITLE Title: None | PAGE SETTINGS Path: /frontpage Menu: No menu Access: None | Advanced |
| FORMAT Format: Unformatted list Settings Show: Content Teaser | HEADER Add FOOTER Add | CONTEXTUAL FILTERS Add |
| FIELDS The selected style or row format does not utilize fields. | PAGER Use pager: Full Paged, 10 items More link: No | RELATIONSHIPS Add |
| FILTER CRITERIA Add Content: Promoted to front page (Yes) Content: Published (Yes) | | NO RESULTS BEHAVIOR Add |
| SORT CRITERIA Add Content: Sticky (desc) Content: Post date (desc) | | 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 |

Auto preview Preview with contextual filters: Update preview

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/>





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/>

HARVARD Kennedy School
WOMEN AND PUBLIC POLICY PROGRAM

FOLLOW SUBSCRIBE SUPPORT

GENDER ACTION PORTAL About GAP Resources

View GAP topics by: All Economic Opportunity Politics Health Education

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.
[Search all economic opportunity interventions »](#)

| | | |
|------------------------------------|-----------------------------------|--|
| <p>Academic Achievement</p> | <p>Access to Education</p> | <p>Bias</p> <p>At the root of much of today's gender inequality is bias – both implicit and explicit. It shapes societies' and individuals' thinking, reinforcing notions of right and wrong for people of a particular gender. Gender stereotype violators, both male and female, are treated more harshly, while stereotype conformists can sometimes experience advantages. Learn what these stereotypes are and the practices and policies that can help us move beyond them to experience our full potential.</p> <p>Search Bias interventions »</p> |
| <p>Business Case</p> | <p>Compensation</p> | |
| <p>Competition</p> | <p>Decision Making</p> | <p>Entrepreneurship & Microfinance</p> |
| | | <p>Gender-Based Violence</p> |



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 | + New | Howdy, admin | Screen Options

Alerts | Add New

All (55) | Published (55)

Bulk Actions | Apply | Filter

55 items | 1 of 3

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

WordPress sidebar menu: Dashboard, Posts, Media, Pages, Comments, Slides, Alerts, Appearance, Plugins, Users, Tools, Settings, Security, English, Español, Collapse menu

Because your food choices can change the world

FOOD EMPOWERMENT PROJECT

Facebook | Twitter | EN ESPAÑOL

OUR WORK

KNOW THE ISSUES

GET ACTIVE

RESOURCES

ABOUT F.E.P.

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](#)



Generation Citizen Stories

Howdy, gencit

Screen Options

Search Locations

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 3 items

| <input type="checkbox"/> | 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

Dashboard

Posts

Stories

- All Stories
- Add New
- Locations**
- Topics

Media

Pages

Comments

Appearance

Plugins 1

Users

Tools

Settings

Security

Collapse menu

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



Generation Citizen Stories 1 + New View Story Howdy, gencit

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

Edit Story Add New

Preventing Hunger in Providence

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

Add Media Visual Text

B I ABC [List Icons] [Quote Icon] [Link Icon] [Image Icon] [Media Icon] [More Icons]

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

Preview Changes

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

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



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

Select post

Select post

Select post

Select post



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

Dashboard

Screen Options Help

At a Glance

2,101 Posts 5 Pages

WordPress 3.9 running [ay](#) 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)



- 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* [Edit](#)

Success! Pod created successfully.

- Manage Fields**
- Labels
- Admin UI
- Advanced Options

Manage Fields

[Add Field](#)

[Manage](#) ([Back to Manage](#))

[Delete Pod](#) [Save Pod](#)

| Label | Name | Field Type |
|--|----------------------|---|
| New Field | | |
| Basic Additional Field Options Advanced | | |
| Label | <input type="text"/> | |
| Name | <input type="text"/> | |
| Description | <input type="text"/> | |
| Field Type | | <div style="border: 1px solid #ccc; padding: 5px;"><ul style="list-style-type: none">Text<ul style="list-style-type: none"><input checked="" type="checkbox"/> Plain TextWebsitePhoneE-mailPasswordParagraph<ul style="list-style-type: none">Plain Paragraph TextWYSIWYG (Visual Editor)Code (Syntax Highlighting)Date / Time<ul style="list-style-type: none">Date / TimeDateTimeNumber<ul style="list-style-type: none">Plain NumberCurrencyRelationships / Media<ul style="list-style-type: none">File / Image / VideoRelationshipOther<ul style="list-style-type: none">Yes / NoColor Picker</div> |
| Options | | |

[Add Field](#)



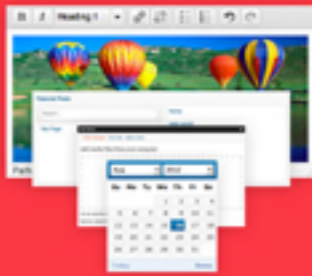


Local WordPress Trunk Dev 0 + New Howdy, admin

When you lose, don't lose the lesson.

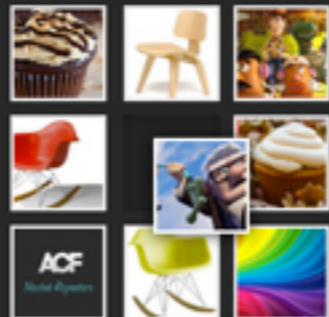
Advanced Custom Fields Add-Ons

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).



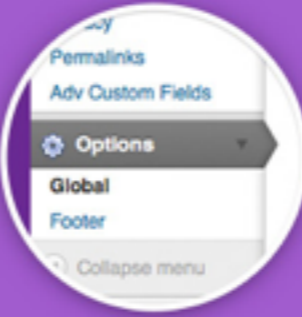
Repeater Field
Create infinite rows of repeatable data with this versatile interface!

Purchase & Install



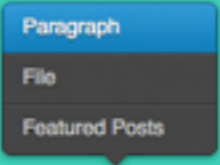
Gallery Field
Create image galleries in a simple and intuitive interface!

Purchase & Install



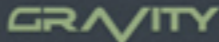
Options Page
Create global data to use throughout your website!

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

- Dashboard
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- Plugins
- Users
- Tools
- Settings
- Custom Fields
 - Custom Fields
 - Export
 - Add-ons
- Pods Admin
- Collapse menu



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



Q&A