The state of CMS in 2019

Headless, JAMstack and ReactJS – or: If your Content Marketing doesn't work, maybe just your Content Management System is shit.

OMR

Online Marketing Rockstars, Hamburg, 2019-05-08

scrivito

Your websites just run better with us.

Thomas Witt
Co-Founder

<thomas.witt@scrivito.com>
@thomas_witt
linkedin.com/in/thomaswitt

73,2 %

73,2 %

of 40,000+ WordPress Websites in Alexas Top 1 Million suffer from vulnerabilities which can be detected using free automated tools.

www.wpwhitesecurity.com/statistics-70-percent-wordpress-installations-vulnerable/

Out of 42,106 WordPress websites in Alexa's top 1 million websites…

- 769 websites (1.82%) are still running a subversion of **WordPress 2.0**.
- **Only 1,785 websites upgraded** to version 3.6.1 between the 12th and the 15th of September 2013.
- **30,823 WordPress websites out of 42,106 (=73,2%)** are exposed to exploitable vulnerabilities.

WordPress Version (Top 10)	No. of Installations	No. of Known Vulnerabilities
3.6	13,034	**5**
3.6.1 (latest)	7,814	**0**
3.5.1	6,859	**8**
3.5.2	4,031	**0**
3.4.2	2,204	**12**
3.5	1,655	**10**
3.3.1	820	**24**
3.2.1	820	**10**
3.3.2	732	**14**
3.4	295	**15**

www.wpwhitesecurity.com/statistics-70-percent-wordpress-installations-vulnerable/

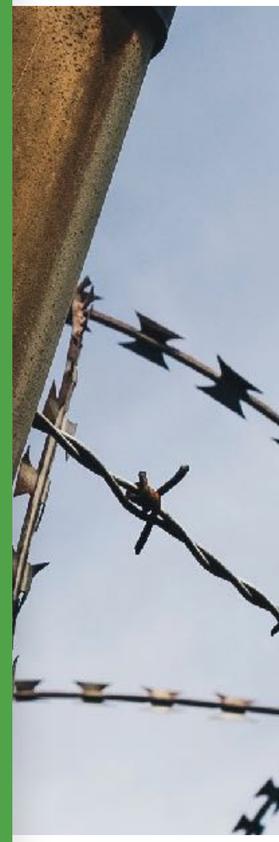
… and we're not even talking about **plugins** here.

7h

7h

Automated attacks began compromising Drupal 7 websites that were **not patched or updated within hours of the announcement.**

You should proceed under the assumption that **every Drupal 7 website was compromised** unless updated or patched before Oct 15th 2014, 11pm UTC, that is **7 hours after the announcement.**



www.drupal.org/forum/newsletters/security-public-service-announcements/2014-10-29/drupal-core-highly-critical

115.000

115.000

Websites unpatched 2 months after **Drupalgeddon 2** on March 28th, 2018.

Attackers are able to carry out a **full site takeover of any Drupal customer**, e.g. to install a malicious backdoor and execute arbitrary commands on the server.

research.checkpoint.com/uncovering-drupalgeddon-2/

… only

28 days

later, on April 25th, 2018

5h

5h

Five hours after the Drupal team published a security update for the Drupal CMS, hackers are actively **exploiting it in the wild.**

Two hours after the first in-the-wild attacks were reported, an **exploit was posted on Pastebin.**

www.bleepingcomputer.com/news/security/hackers-dont-give-site-owners-time-to-patch-start-exploiting-new-drupal-flaw-within-hours/

A lot of Reasons why …

- Improper deployment
- Security configuration issues
- A lack of security knowledge or resources
- Lack of resources to migrate to newer CMS versions
- Overall site maintenance by webmasters
- Broken authentication and session management
- Issues with backwards compatibility
- Most notorious threats to CMS' stem from vulnerabilities introduced by add-on modules, plugins, themes, and extensions.

sucuri.net/reports/2018-hacked-website-report#

Clearly, we have a problem with security and CMSes.

But let's talk about something different.

78%

78%

of users felt **stress or anger** while using a slow website.

www.oreilly.com/library/view/time-is-money/9781491928783/ch01.html

71 %

feel **regularly inconvenienced by slow websites**

70 %

state their performance-related **stress or anger has increased**, over the years

50 %

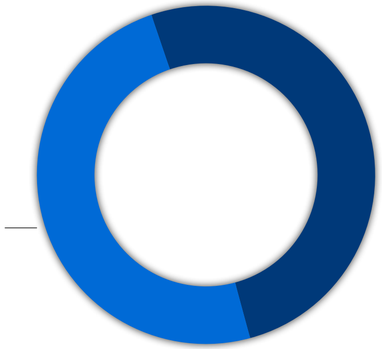
believe **websites have not improved in speed** or became slower

39 %

have decided **not to visit a company again** as a result of experiencing a slow website

49 %

expect **load times of 2 seconds** or less



18 %

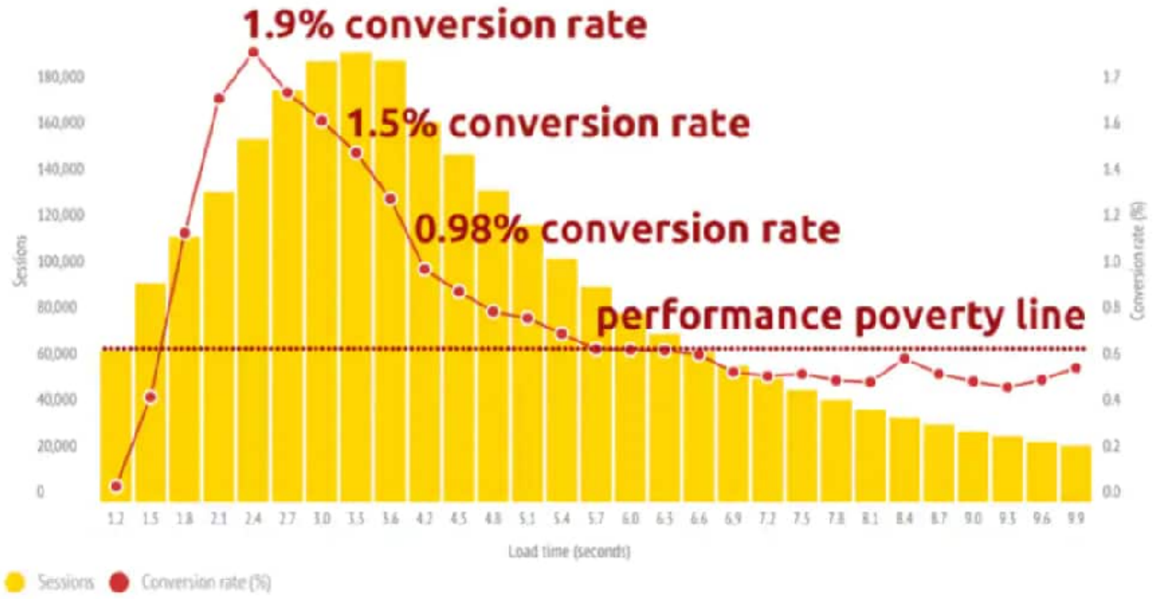
expect pages to **load instantly**

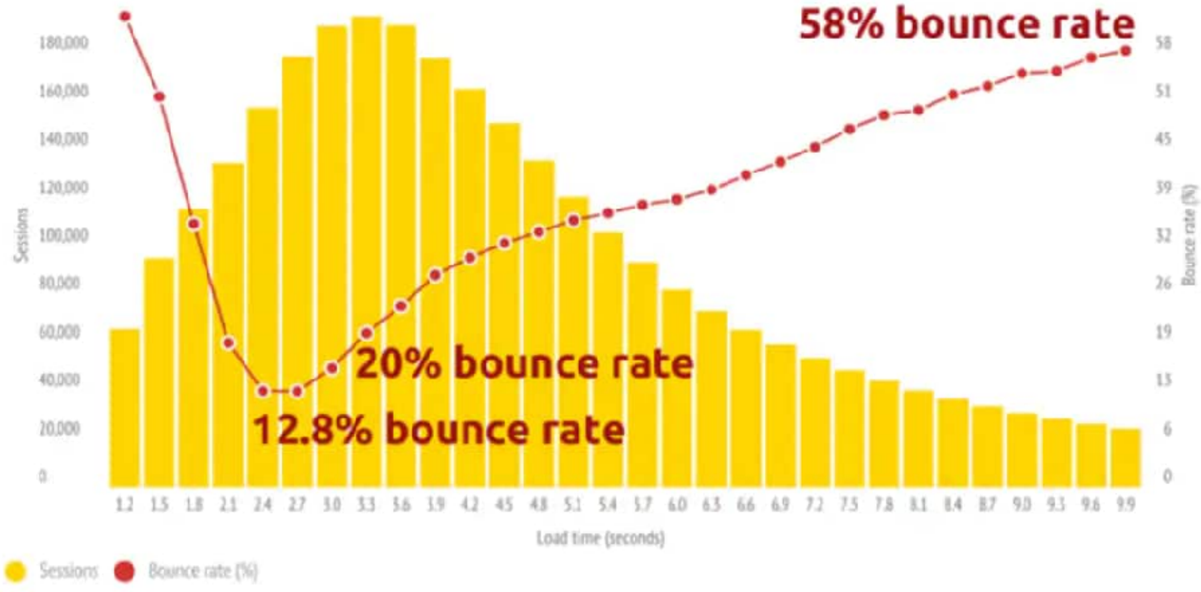
www.oreilly.com/library/view/time-is-money/9781491928783/ch01.html

"Performance is about
retaining users and improving conversions."

developers.google.com/web/fundamentals/performance/why-performance-matters/

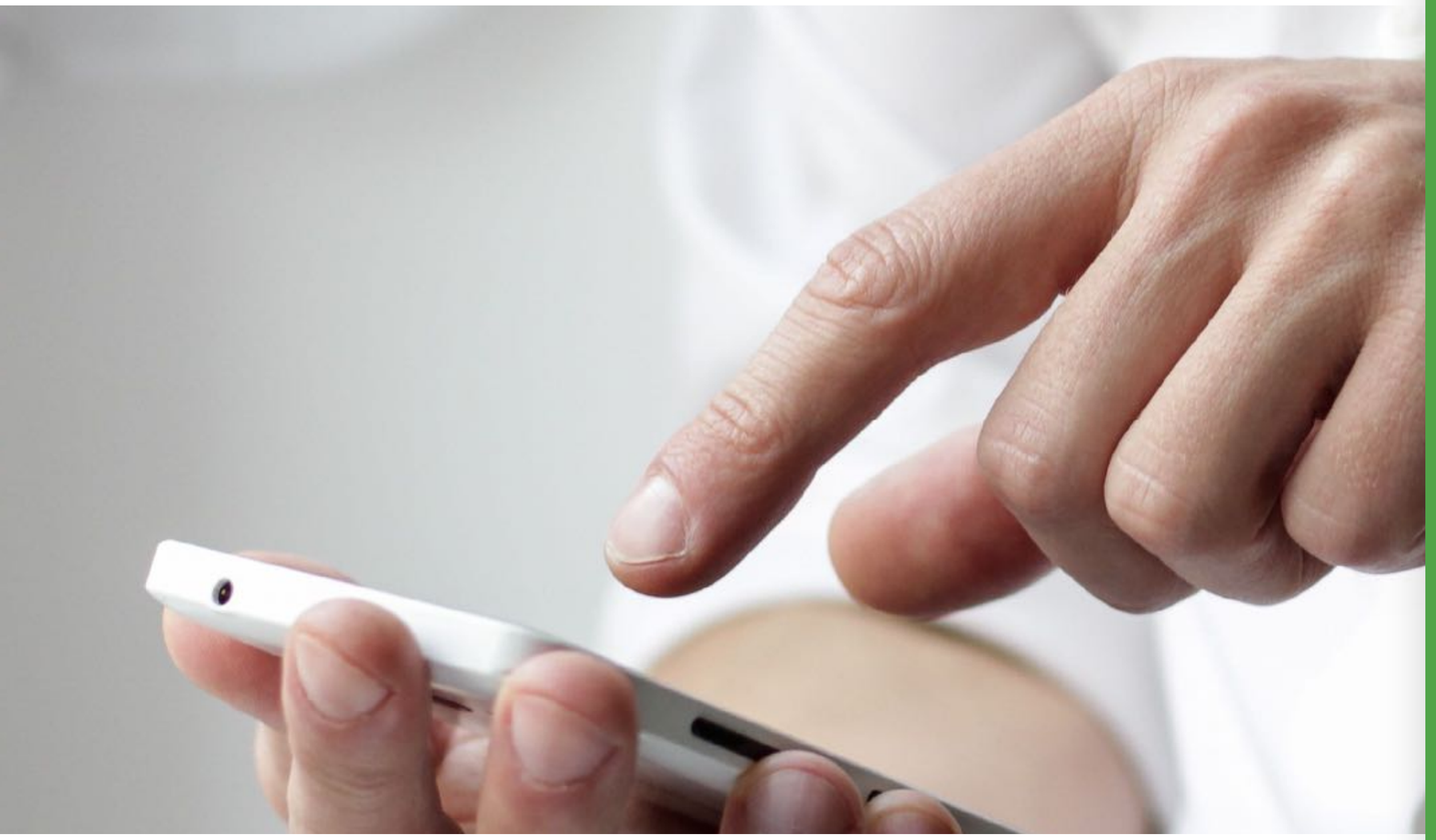
1-second improvement correlated to a 27% increase in conversion rate





https://developer.akamai.com/blog/2015/09/01/mobile-web-performance-monitoring-conversion-rate

53%

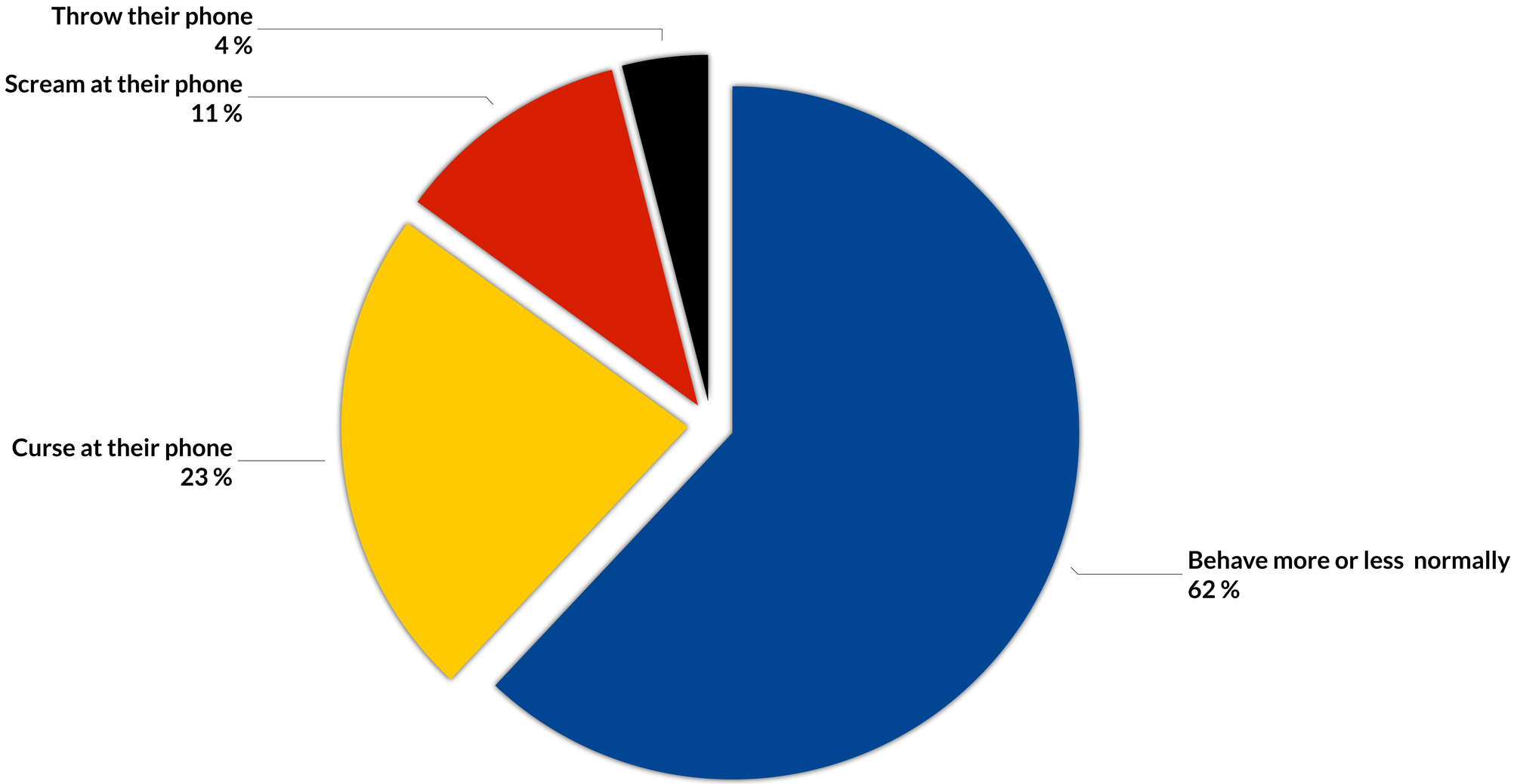


53%

of mobile site visits were abandoned if a page took longer than 3 seconds to load.

developers.google.com/web/fundamentals/performance/why-performance-matters/

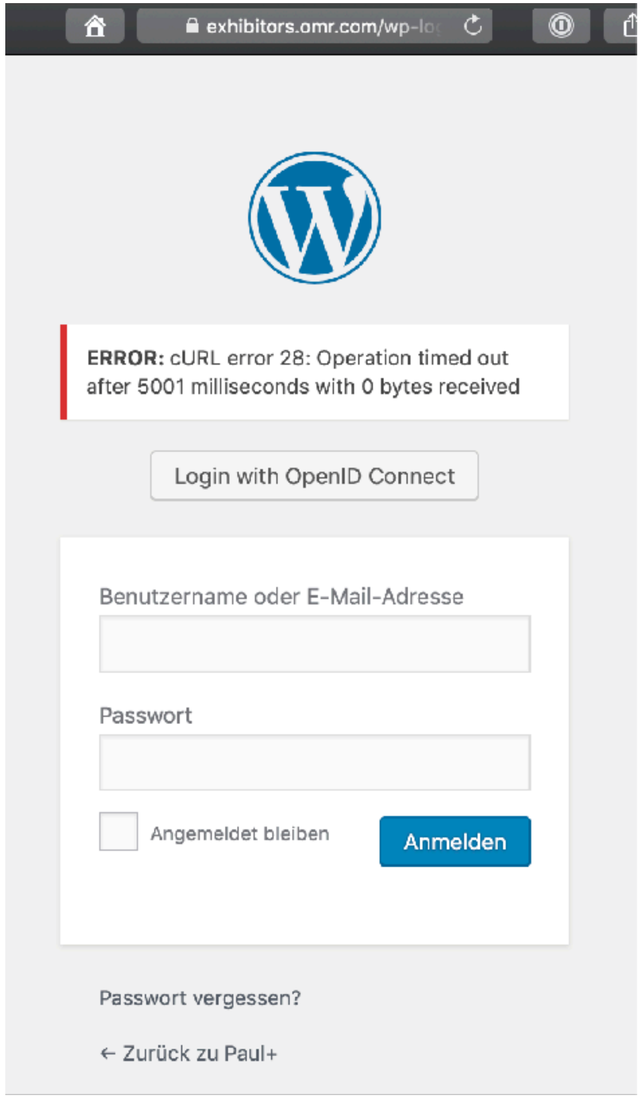
Phone Rage – the struggle is real!



www.marketwired.com/press-release/tealeaf-announces-new-mobile-transaction-research-conducted-harris-interactive-shows-1419058.htm

… if the site **is loading at all**.

www.omr.com, Monday, 2019-05-06, 10:28 CET



0%

Eurowings
@eurowings

Folgen

... Please monitor our website bit.ly/1eVcii for periodic updates.

03:53 - 24. März 2015

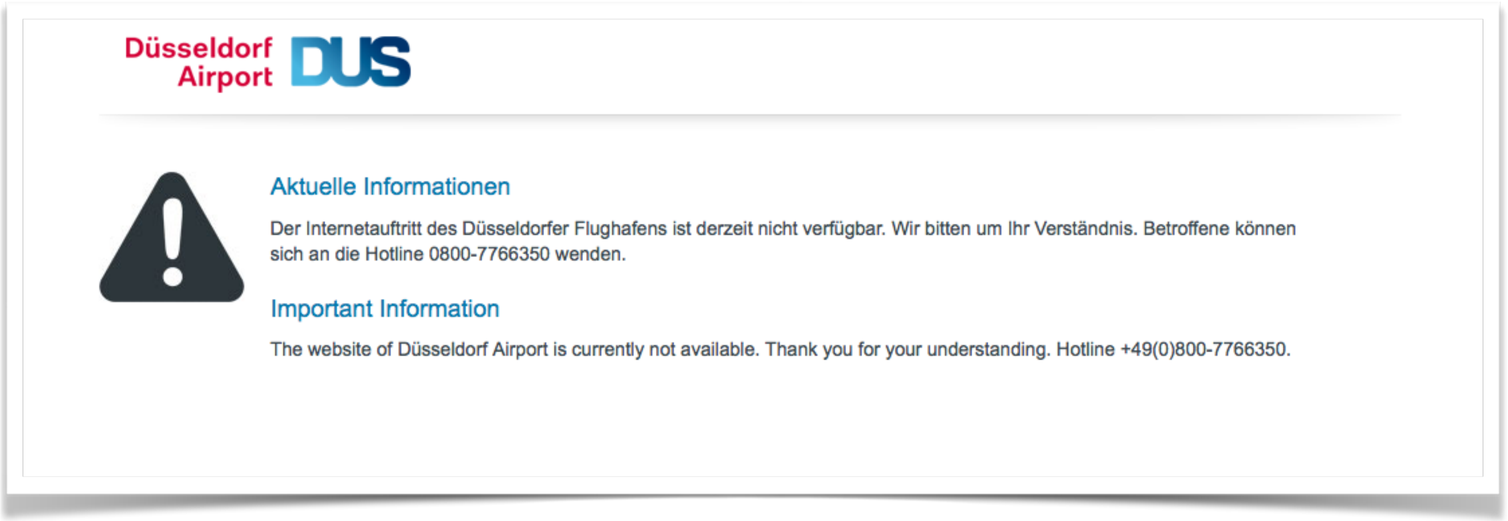
838 Retweets **188** „Gefällt mir“-Angaben

101 838 188

twitter.com/eurowings/status/580321550425026560

0%

of all website visitors could get information about 4U9525
on **germanwings.com** or **dus.com**



www.itv.com/news/update/2015-03-24/germanwings-website-down-following-incident/

During a crisis, speculation, opinions, conspiracy theories, rumours and facts will be tossed around.

Company websites and company social media accounts are some of **the first places the media and the public turn to** for the latest news and updates on a crisis.

It's really important that a crisis communications strategy exists and that **websites are crisis ready**.

These sites **must be able to handle a dramatic increase in digital traffic**. Germanwings' website went down when news broke of the incident and **remained unavailable for some time**. It was unfortunate as they were **referring audiences to their website** for updates via social media.

With the **current common CMS technology** available …

(… we call it legacy …)

Building **secure** sites is hard!

Deep knowledge of back-end security patterns required.

Building **reliable** sites is hard!

Deep knowledge of scalability and global fail-over patterns required.

Building performant sites is hard!

Deep knowledge of browsers, network and back-end-performance required.

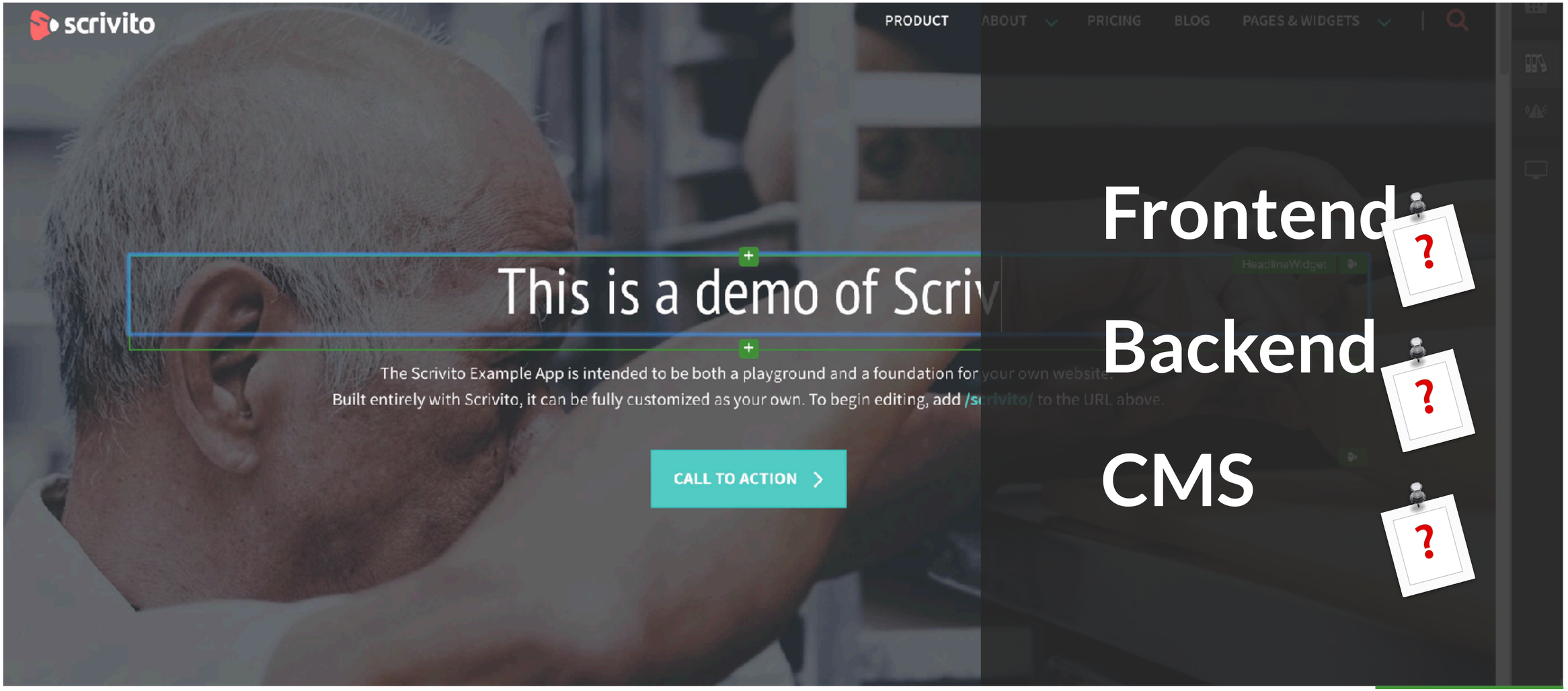
… and we even didn't talk about

usability for the editors

How did we **get there**?

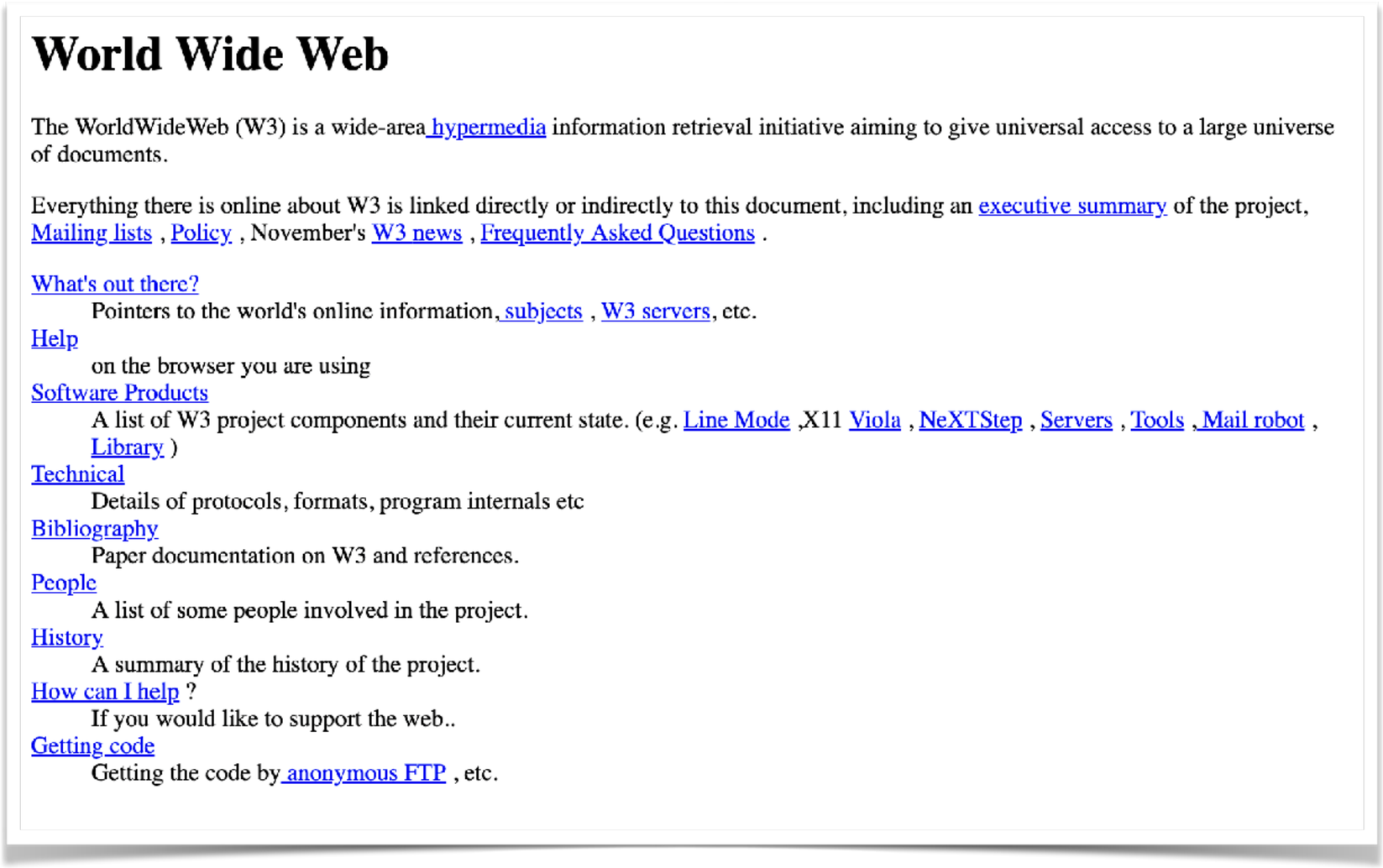
… and how do we **solve** this?

We need a new approach how to build web-sites



The **old** stack:
A Brief History of **web technologies**

The first web-site



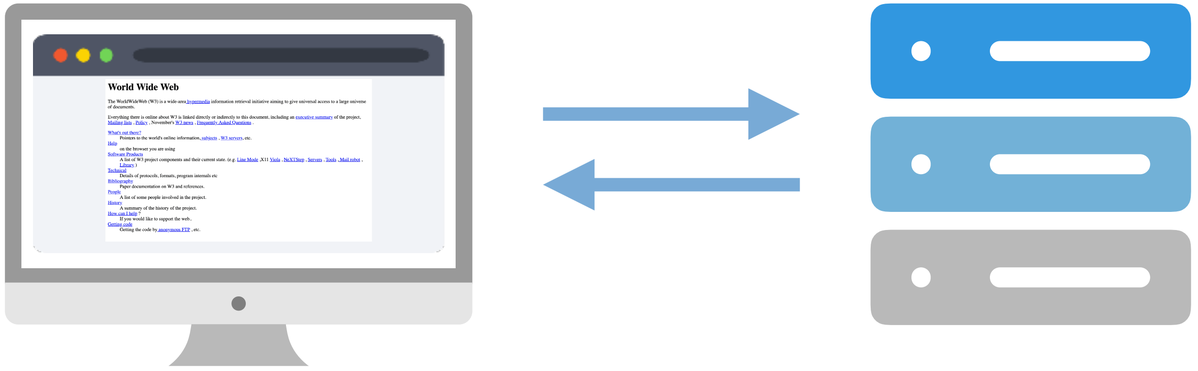
World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mailing lists , Policy , November's W3 news , Frequently Asked Questions .

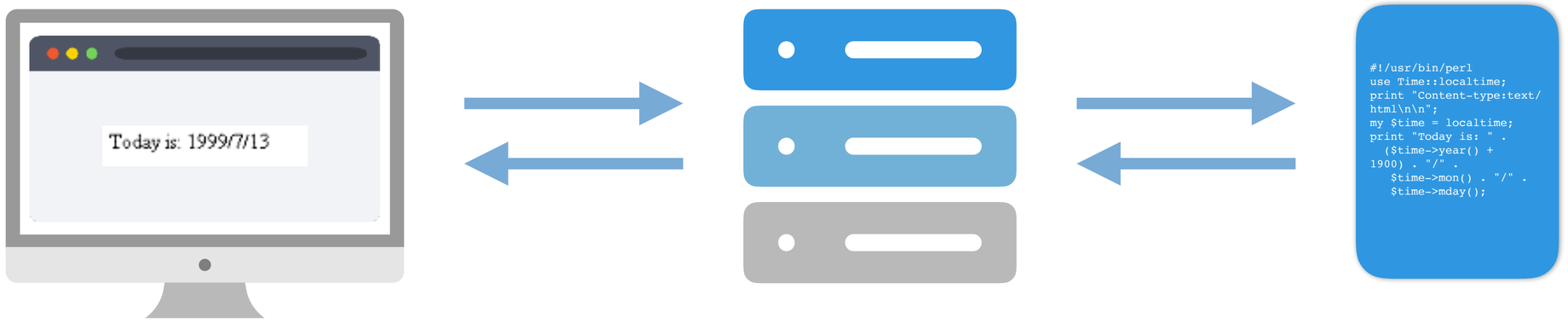
What's out there?
Pointers to the world's online information, subjects , W3 servers, etc.
Help
on the browser you are using
Software Products
A list of W3 project components and their current state. (e.g. Line Mode ,X11 Viola , NeXTStep , Servers , Tools , Mail robot , Library)
Technical
Details of protocols, formats, program internals etc
Bibliography
Paper documentation on W3 and references.
People
A list of some people involved in the project.
History
A summary of the history of the project.
How can I help ?
If you would like to support the web..
Getting code
Getting the code by anonymous FTP , etc.

info.cern.ch/hypertext/WWW/TheProject.html



Browser

Server

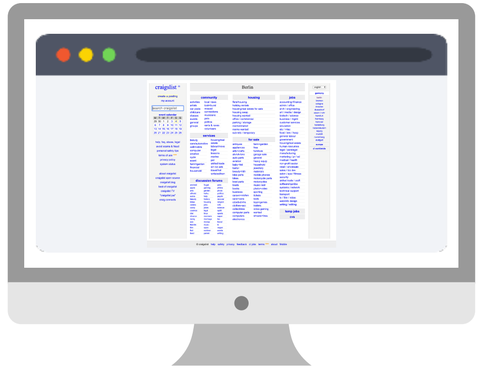


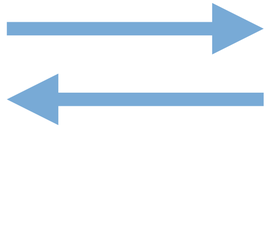
Browser

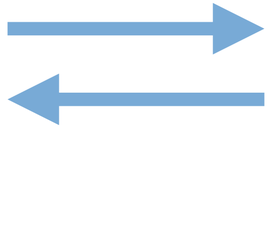
Server

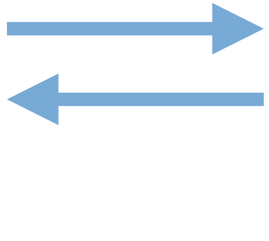
Program

craigslist dc
create a posting
my account
search craigslist
event calendar
M T W T F S S
29 30 1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use new
privacy policy
system status
about craigslist
craigslist open source
craigslist blog
best-of-craigslist
craigslist TV
"craigslist joe"
craig connects
Berlin
community
activities
artists
car pools
childcare
classes
events
general
groups
local news
lost+found
missed connections
musicians
pets
politics
rants & raves
volunteers
services
beauty
cars/automotive
cell/mobile
computer
creative
cycle
event
farm+garden
financial
household
housing/real estate
labour/move
legal
lessons
marine
pet
skilled trade
sm biz ads
travel/hol
write/ed/tran
discussion forums
android
apple
arts
atheist
autos
beauty
bikes
celebs
comp
cosmos
diet
divorce
dying
eco
feedbk
film
fixit
food
frugal
gaming
garden
haiku
help
history
housing
jobs
jokes
legal
linux
manners
marriage
money
music
open
outdoor
parent
pets
philos
photo
politics
psych
recover
religion
rofo
science
spirit
sports
super
tax
travel
tv
vegan
words
writing
housing
flats/housing
holiday rentals
housing/real estate for sale
housing swap
housing wanted
office / commercial
parking / storage
rooms/shared
rooms wanted
sub-lets / temporary
for sale
antiques
appliances
arts+crafts
atv/utv/sno
auto parts
aviation
baby+kid
barter
beauty+hlth
bike parts
bikes
boat parts
boats
books
business
caravn+mtrhm
cars+vans
cds/dvd/vhs
clothes+acc
collectibles
computer parts
computers
electronics
farm+garden
free
furniture
garage sale
general
heavy equip
household
jewellery
materials
mobile phones
motorcycle parts
motorcycles
music instr
photo+video
sporting
tickets
tools
toys+games
trailers
video gaming
wanted
wheels+tires
jobs
accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer services
education
etc / misc
food / bev / hosp
general labour
government
housing/real estate
human resources
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
non-profit sector
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software/qa/dba
systems / network
technical support
transport
tv / film / video
web/info design
writing / editing
temp jobs
cvs
english
germany
berlin
bremen
cologne
dresden
dusseldorf
essen / ruhr
frankfurt
hamburg
hanover
heidelberg
kaiserslautern
leipzig
munich
nuremberg
stuttgart
europe
cl worldwide
© craigslist help safety privacy feedback cl jobs terms new about Mobile







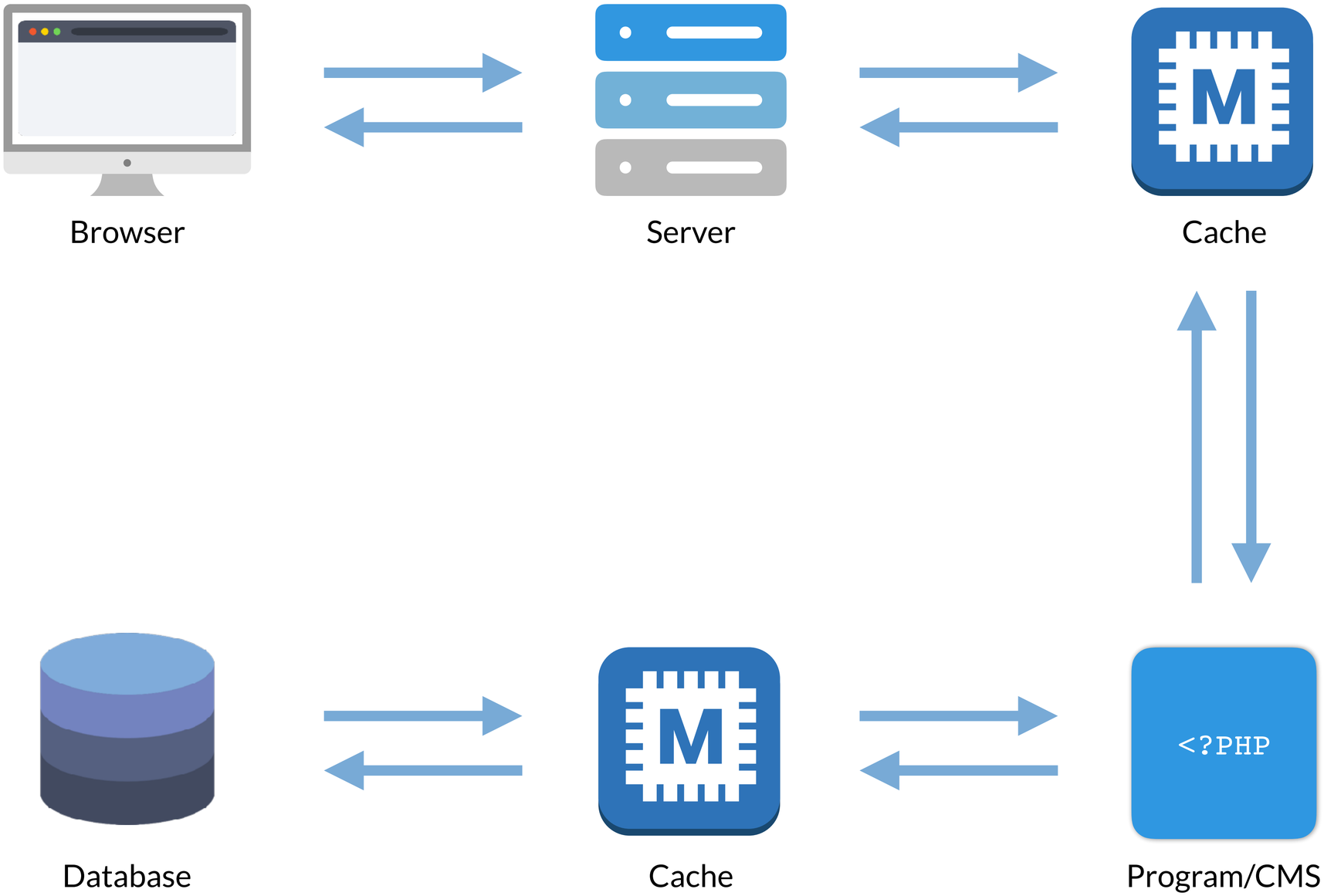


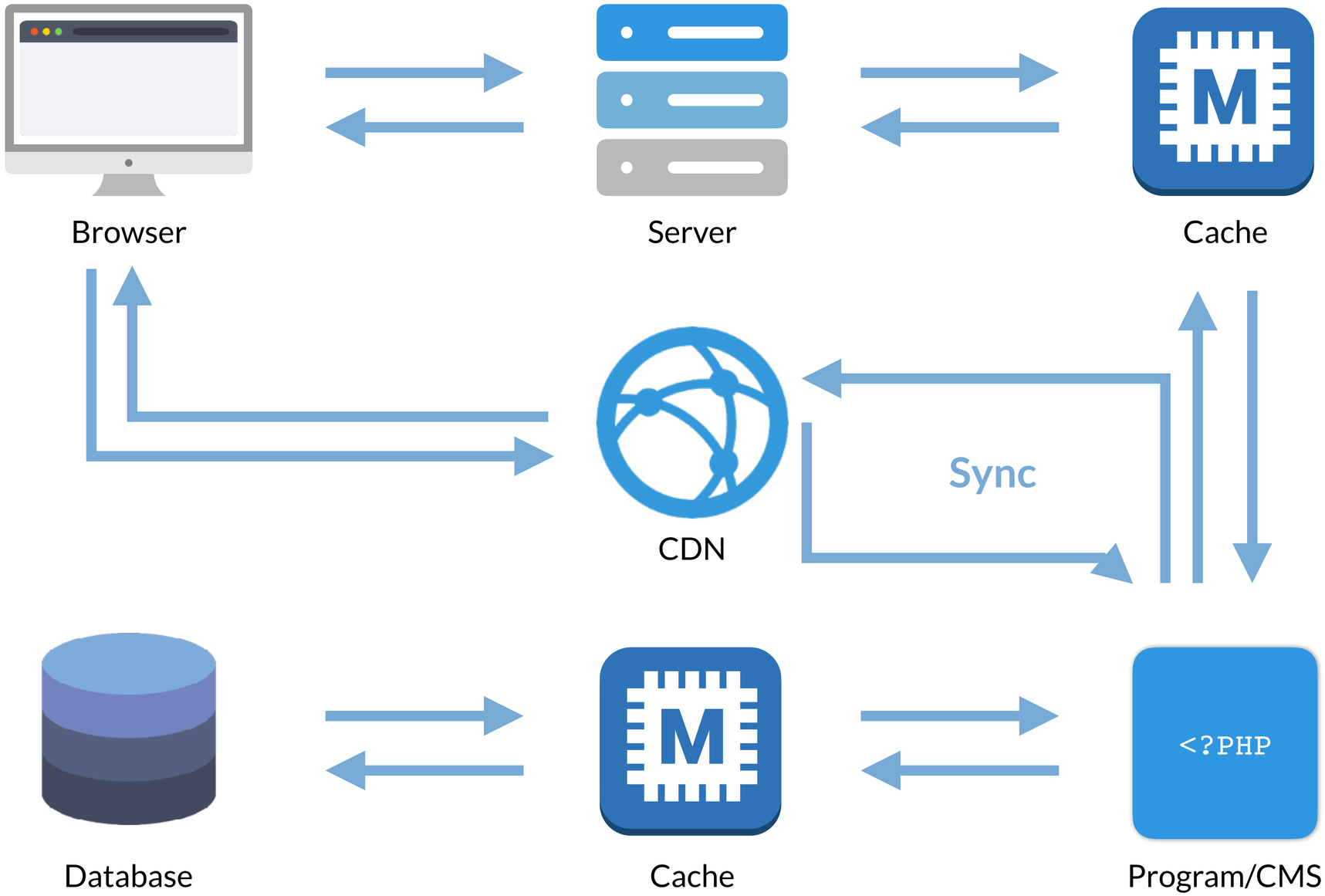
Browser

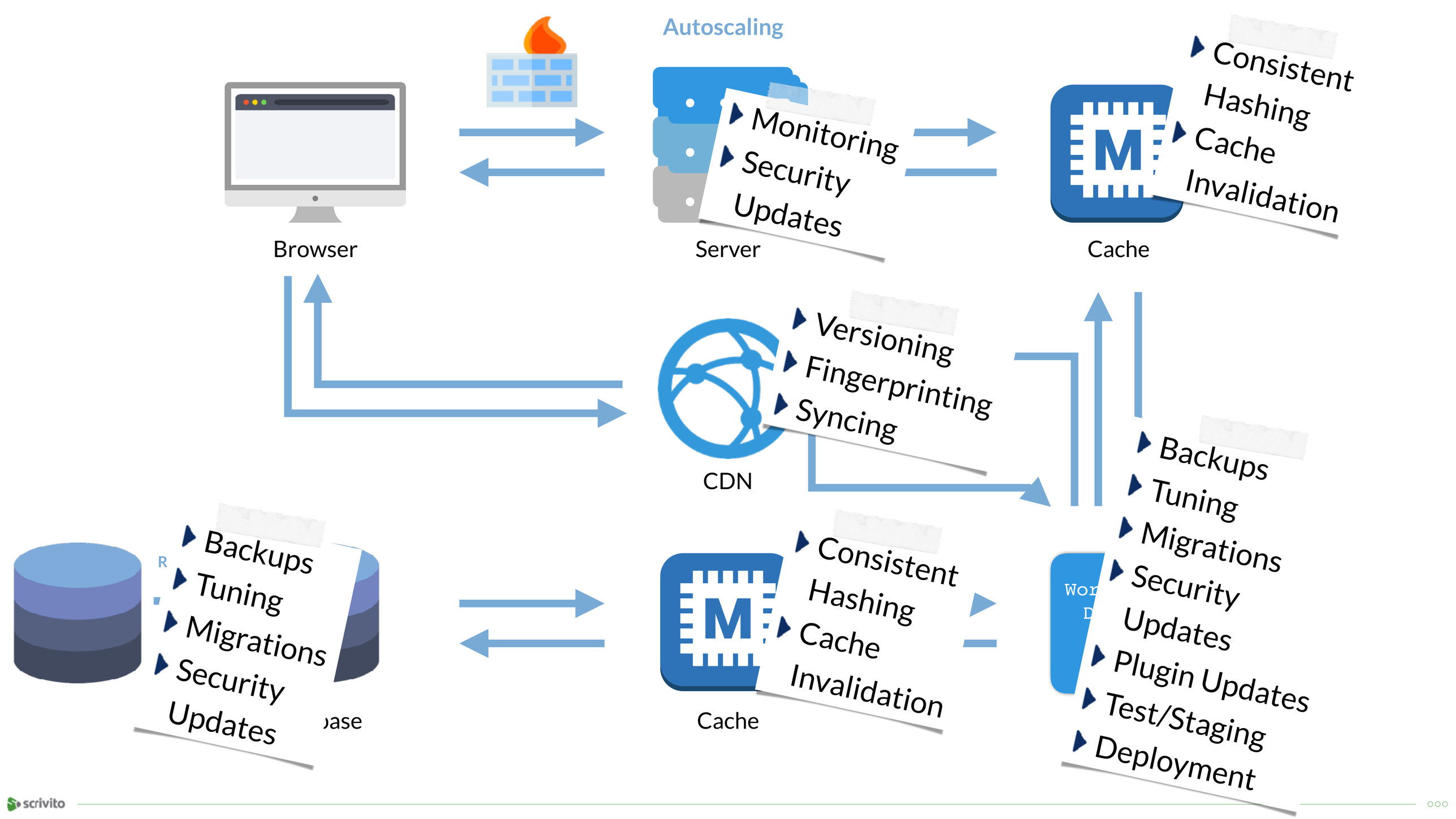
Server

Program

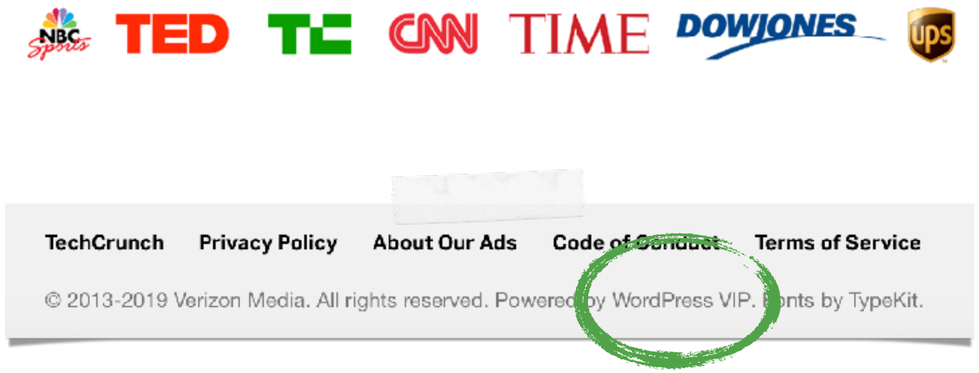
Database

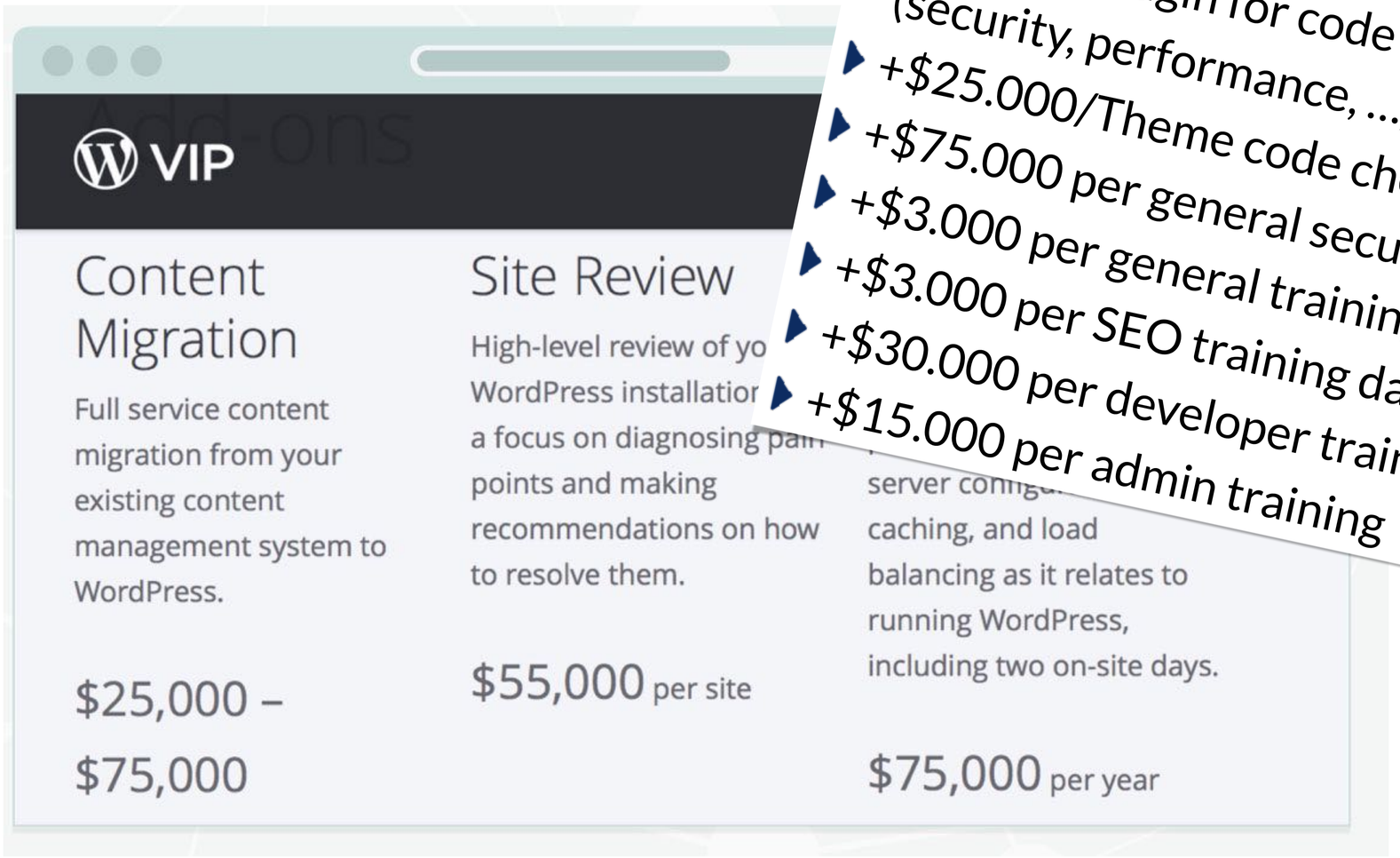

Browser
Server
Cache
Database
Cache
<?PHP
Program/CMS


Browser
Server
Cache
CDN
Sync
Database
Cache
<?PHP
Program/CMS


Autoscaling
Browser
Server
Monitoring
Security
Updates
Cache
Consistent
Hashing
Cache
Invalidation
CDN
Versioning
Fingerprinting
Syncing
Backups
Tuning
Migrations
Security
Updates
Plugin Updates
Test/Staging
Deployment
Backups
Tuning
Migrations
Security
Updates
Cache
Consistent
Hashing
Cache
Invalidation

How do other smart companies do it?





- +$75,000/year for certified updates
- +$5.000/plugin for code check (security, performance, …)
- +$25.000/Theme code check
- +$75.000 per general security review
- +$3.000 per general training day (4 ppl)
- +$3.000 per SEO training day (4 ppl)
- +$30.000 per developer training (4 ppl)
- +$15.000 per admin training

neliosoftware.com/es/blog/wordpress-vip-un-servicio-para-grandes-empresas/

And by the way: You **can't change code directly**.

Every single line of code you add
has to be reviewed before put into production.

"We use Wordpress, because it is **cheaper**…
and **everybody else does it**.

They all **can't be wrong**."

(And we've **saved big** on license cost!)

The Web needs a paradigm shift

For the last 15 years, the web has been built on-the-fly, causing increasing issues with …

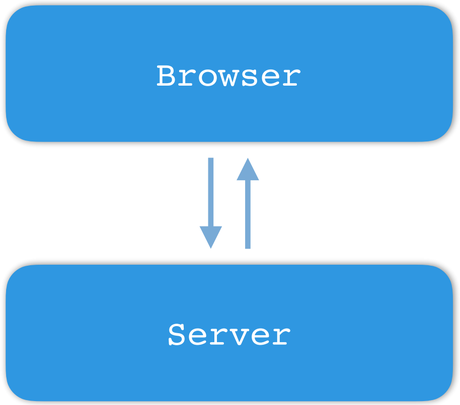
- Security
  - Over 10% of all sites hacked
  - More security exploits than days in a year for popular CMS
- Performance
  - Single Origin
  - Builds for every visitor
  - Low conversion
  - Not mobile friendly
- Scalability and Infrastructure
  - Infrastructure needs to scale up-front
  - Different technologies for back-end and front-end
- Maintaining a CMS is not a value in itself!

How do we **solve** this?

Frontend: The **New Stack** (Pump up the JAM)

The Evolution of the Web

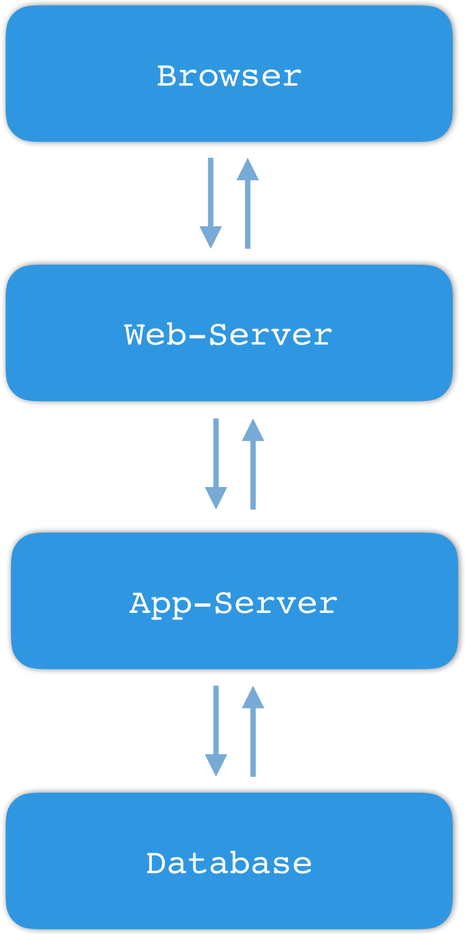
Classic Web-Server (Static site)



until 1997

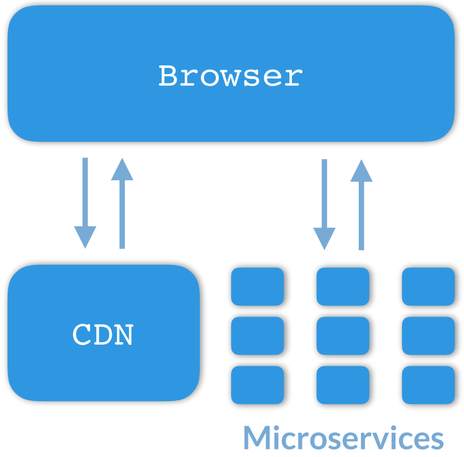
Legacy Web

(Site built EVERY time it is served)



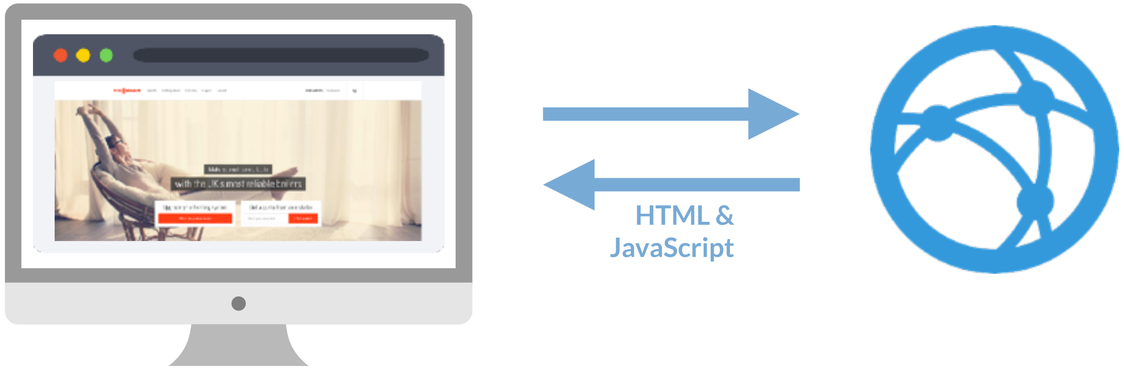
1997 - Today

Modern Web

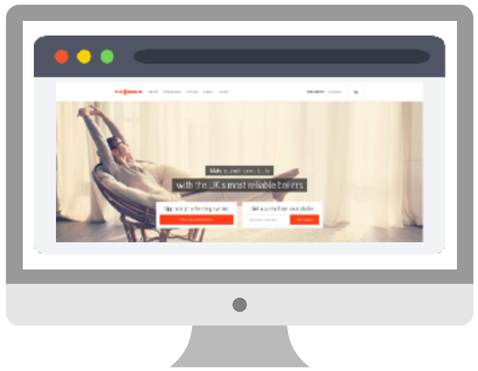


Now

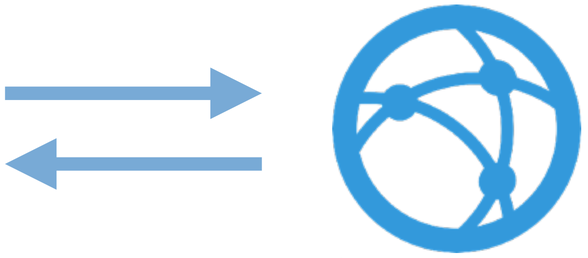
When a user requests a page ...



When a user requests a page …



Browser



CDN

User requesting a page

HTML &
JavaScript

You, making changes to your page, code or layout

JavaScript Code
(Git)

Layout & Logic

Build Tool
(Netlify)

Content

CMS API
(Scrivito)

Decouple Building & Hosting

Generated HTML-Markup, functionality built with JavaScript, consume APIs

How fast is your site? You can test here the performance of any of your sites from across the globe.

www.scrivito.com

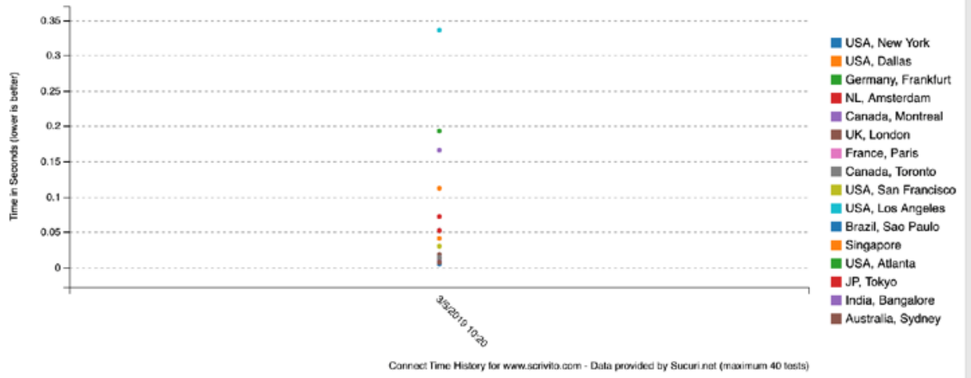
TEST LOAD-TIME

Do not show the results on the boards

This test measures how long it takes to connect to your site and for one page to fully load. A very important value to pay attention is the **"time to first byte"**, which gives us how long it took for the content to be sent back to browser to start processing the page. If you are using a CDN *(Content Delivery Network)*, your connection time may be low, but if the time to first byte and total time is also not low, it will not give you much in terms of performance.

	Location	Website	Connection	First Byte	Total
	Brazil, Sao Paulo	www.scrivito.com *(52.67.148.165)*	0.004530 secs	0.017798 secs	0.024343 secs
	Australia, Sydney	www.scrivito.com *(13.236.188.46)*	0.007 secs	0.663 secs	0.930 secs
	Canada, Montreal	www.scrivito.com *(167.99.4.63)*	0.009 secs	0.131 secs	0.262 secs
	Germany, Frankfurt	www.scrivito.com *(167.99.137.12)*	0.013 secs	0.080 secs	0.108 secs
	France, Paris	www.scrivito.com *(167.99.137.12)*	0.014 secs	0.147 secs	0.205 secs
	Canada, Toronto	www.scrivito.com *(167.99.4.63)*	0.014 secs	0.161 secs	0.259 secs
	UK, London	www.scrivito.com *(167.99.137.12)*	0.018 secs	0.133 secs	0.236 secs
	USA, San Francisco	www.scrivito.com *(104.248.78.24)*	0.030 secs	0.175 secs	0.304 secs
	USA, Dallas	www.scrivito.com *(167.99.4.63)*	0.041 secs	0.215 secs	0.289 secs
	USA, New York	www.scrivito.com *(142.93.122.177)*	0.052 secs	0.082 secs	0.142 secs
	NL, Amsterdam	www.scrivito.com *(167.99.137.12)*	0.052 secs	0.146 secs	0.199 secs
	JP, Tokyo	www.scrivito.com *(178.128.115.5)*	0.072 secs	0.460 secs	0.910 secs
	Singapore	www.scrivito.com *(178.128.115.5)*	0.112 secs	0.131 secs	0.252 secs
	India, Bangalore	www.scrivito.com *(178.128.115.5)*	0.166 secs	0.466 secs	0.674 secs
	USA, Atlanta	www.scrivito.com *(104.248.78.23)*	0.193 secs	0.286 secs	0.816 secs
	USA, Los Angeles	www.scrivito.com *(167.99.4.63)*	0.336 secs	0.362 secs	0.498 secs
	Average response time		0.057 secs	0.213 secs	0.368 secs
	Global Performance Grade *(Based on Total Time)*		PERFORMANCE GRADE: A+		

CONNECTION TIME | FIRST BYTE TIME | TOTAL TIME



Connect Time History for www.scrivito.com - Data provided by Sucuri.net (maximum 40 tests)

So we're back to 😳

We now build 😮

Hyperdynamic

Sites

1. **Pre-render** the HTML markup

2. Enhance with **ReactJS**!

All **public pages are pre-built** resulting in lightning speed performance,
but **every part can and is dynamic**, thanks to JavaScript.

JS

Application Logic

URL Routing

View/Rendering/Layout

Data Persistence

User Management

Forms Validation

Animations

DOM Manipulation

React JS

Forms Validation

Animations

DOM Manipulation

Application Logic

URL Routing

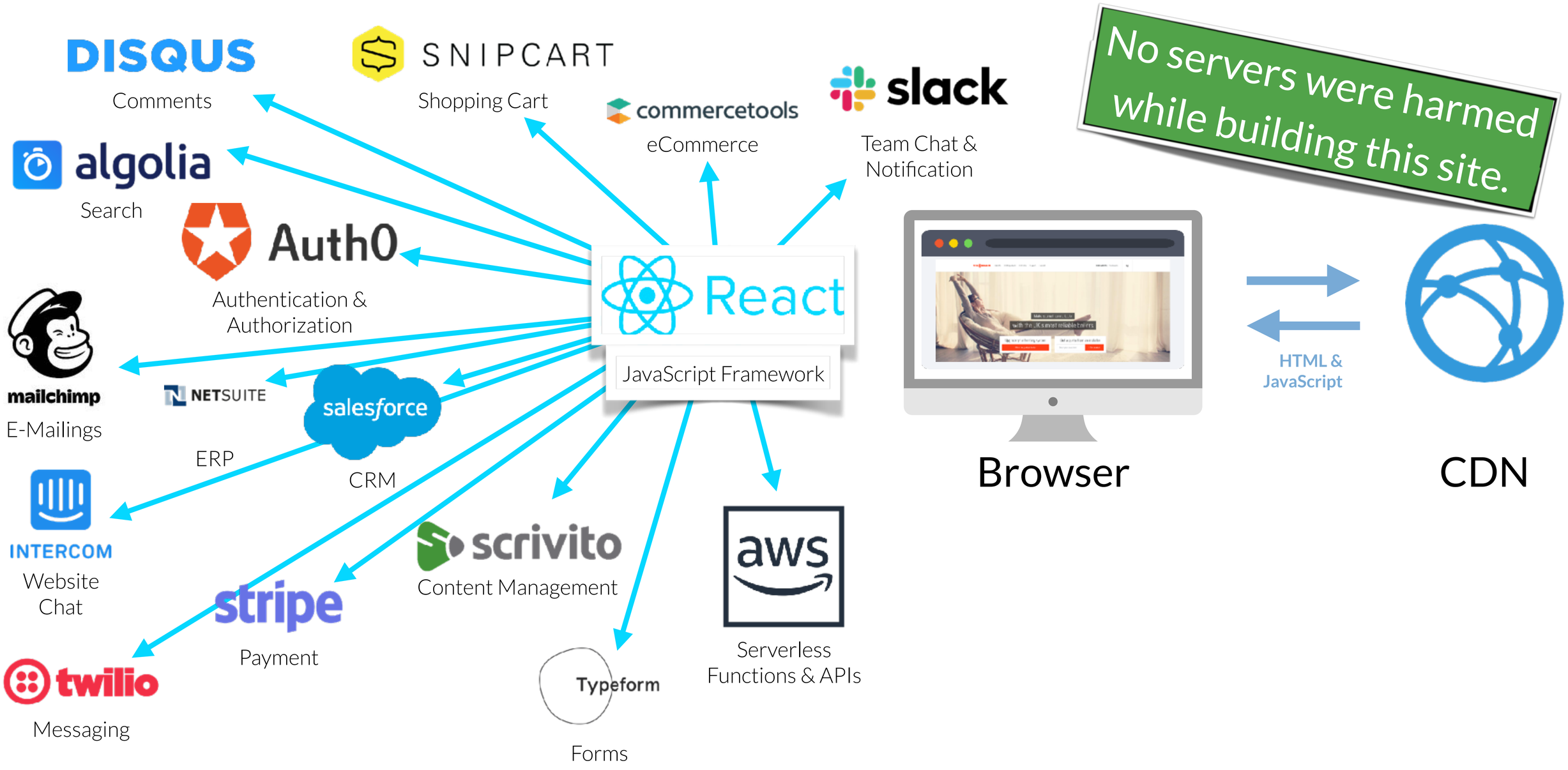
View/Rendering/Layout

Data Persistence

User Management

Welcome to the API Economy - the browser as integration platform

Welcome to the API Economy - the browser as integration platform



J

A

M

Javascript

A

M

Javascript APIs M

Javascript

APIs

Markup

Javascript

*Any **dynamic programming** during the request/response cycle is **handled by JavaScript**, running **entirely on the client.***

APIs

*All **server-side processes or database actions** are abstracted into **reusable APIs**, accessed over HTTPS with **JavaScript**. These can be **custom-built or leverage third-party services**.*

Markup

*Markup are **prebuilt** at deploy time.*

Advantage:

Static sites **don't need servers**

No servers = **no hacking, no patching, no nothing**.

JAMstack: Cheaper to scale, more secure, easier to maintain

Decoupled Building and Hosting

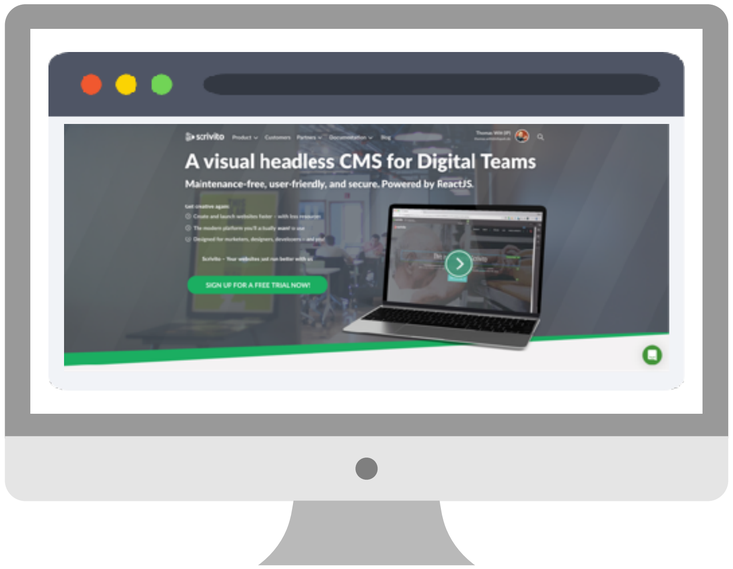
- Entire public site is on a CDN
- 100% fail-proof and SEO-compatible
- Infinitely scalable
- Reduced attack vectors

Pre-Rendered HTML-Markup

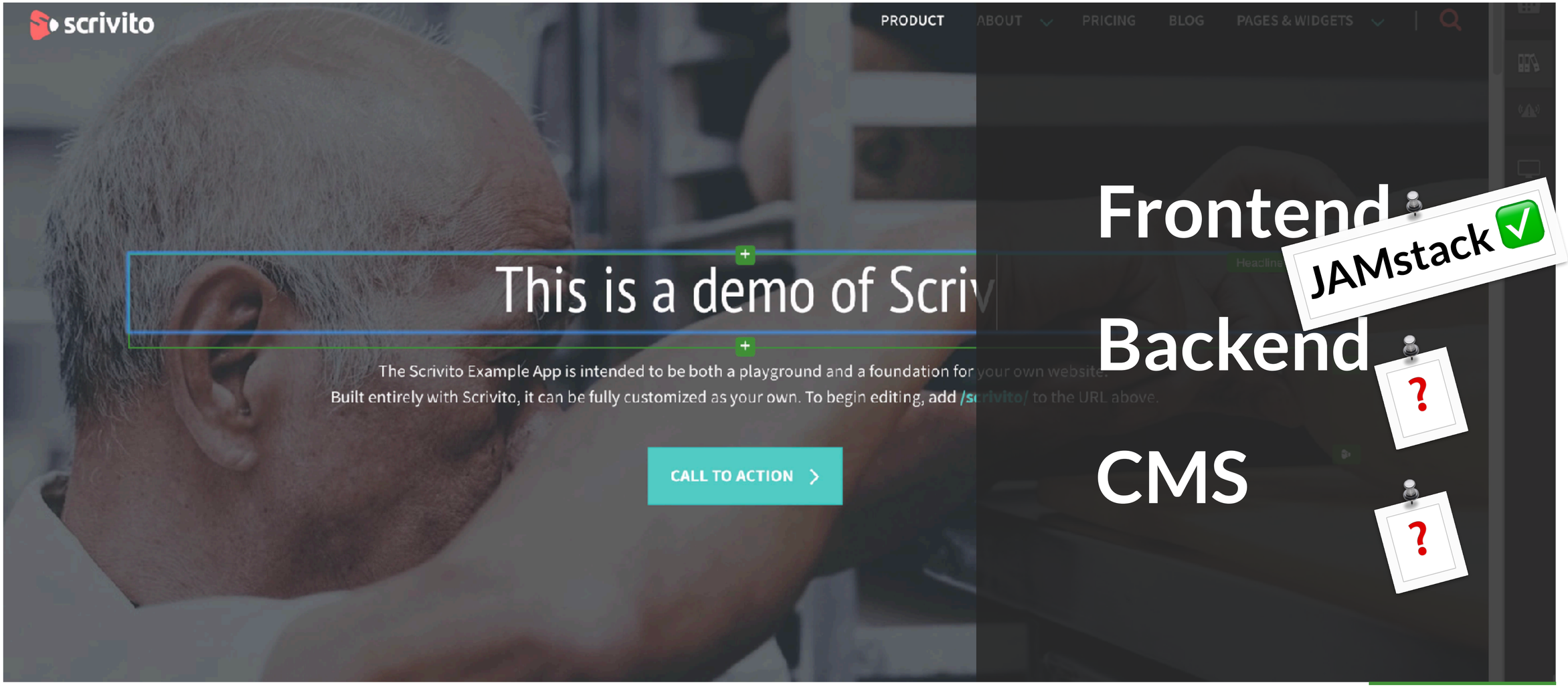
- Faster sites (First Contentful & Meaningful Paint)
- Apply logic by rehydrating the page in the client with ReactJS
  - The web-browser is the integration platform

APIs

- APIs rather than databases



We need a new approach how to build web-sites

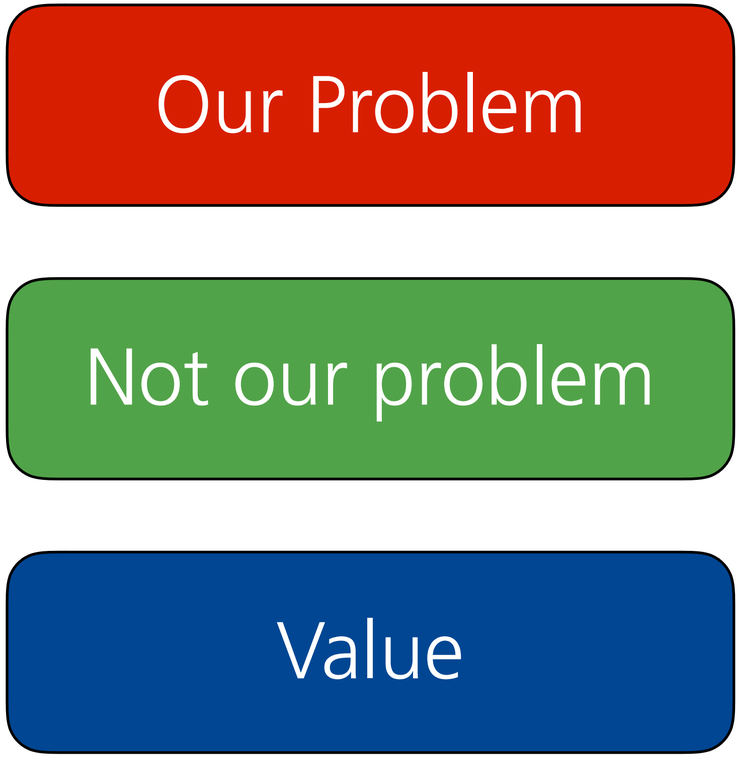


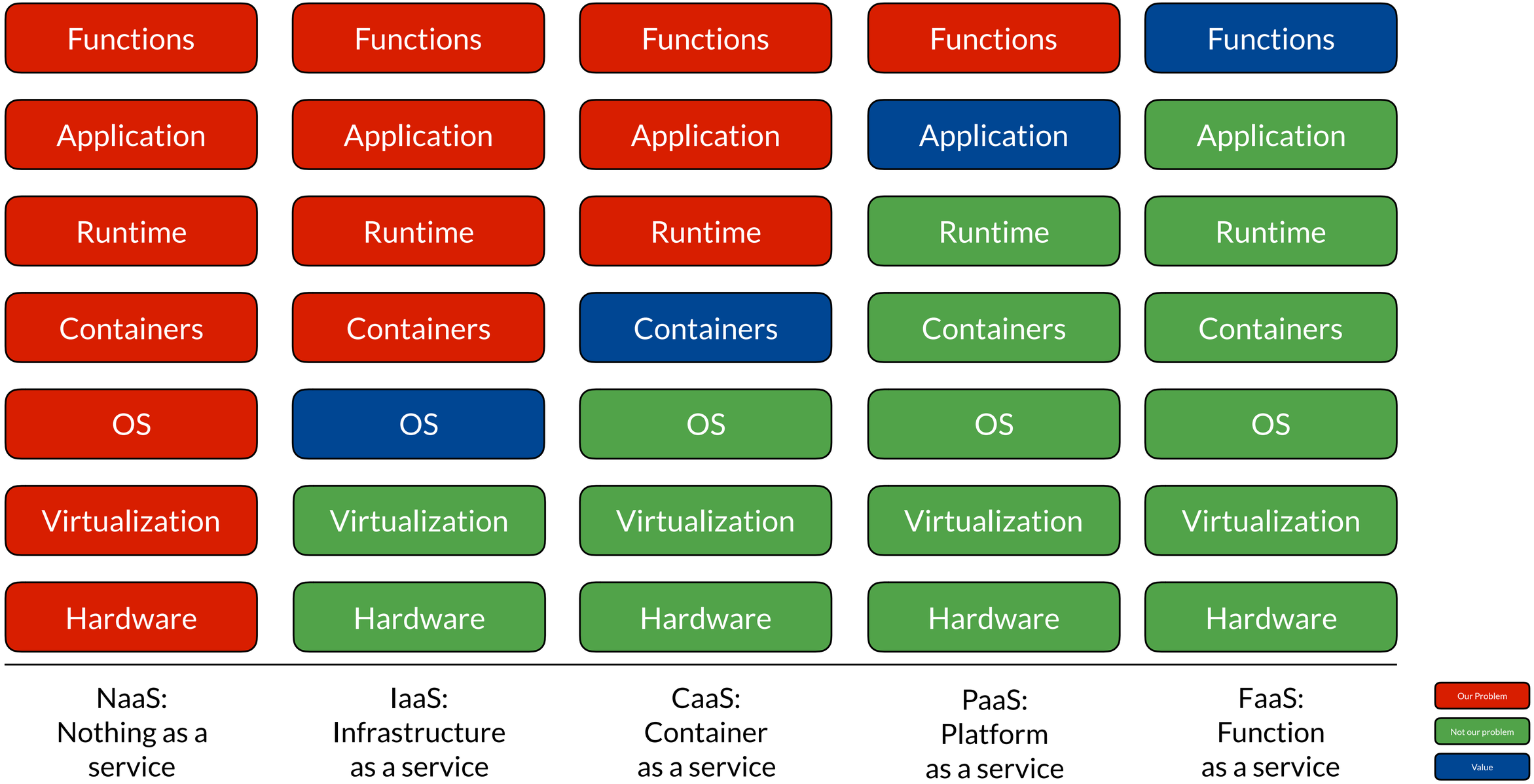
But how do I create those backend

APIs?

Backend: New Architectures (Will it Lambda?)

Servers are a thing of the **past**.


Our Problem
Not our problem
Value


Functions
Application
Runtime
Containers
OS
Virtualization
Hardware
Functions
Application
Runtime
Containers
OS
Virtualization
Hardware
Functions
Application
Runtime
Containers
OS
Virtualization
Hardware
Functions
Application
Runtime
Containers
OS
Virtualization
Hardware
Functions
Application
Runtime
Containers
OS
Virtualization
Hardware
NaaS:
Nothing as a
service
IaaS:
Infrastructure
as a service
CaaS:
Container
as a service
PaaS:
Platform
as a service
FaaS:
Function
as a service
Our Problem
Not our problem
Value

Function as a Service =

Serverless

BUT SERVERLESS STILL HAS SERV...
THAT'S NOT THE POINT!
imgflip.com

It is **serverless** the same way **WiFi** is **wireless**.

The phrase "serverless" **doesn’t mean servers are no longer involved**.
It simply means that **developers no longer have to think that much about them**.

TC

Amazon Launches Lambda, An Event-Driven Compute Service

Ron Miller @ron_miller / 4 years ago

Save Comment

Amazon Web Services announced a new service today called Lambda, a stateless event-driven compute service for dynamic

Google Cloud

Blog Latest Stories Product News Topics

APPLICATION DEVELOPMENT

Cloud Functions serverless platform is generally available

Jason Polites
Lead Product Manager

August 13, 2018

Try GCP

Get $300 free credit to spend over 12 months.

It was a busy week for serverless computing at Google Cloud Next '18 in San Francisco. In addition to the updates we shared from the show, we covered our Cloud Functions technology in more than 15 technical sessions. There are a lot of things to unpack, ranging from new feature releases to best practices. This post is your one-stop summary of Cloud Functions: what's new, sign-up instructions for early access features, and some tips on where you can find more information on useful technical sessions and insights from Next '18.

Microsoft Azure

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Blog / Announcements

Introducing Azure Functions 2.0

Posted on September 24, 2018

Eduardo Laureano, Principal PM Manager, Azure Functions

Today, we're very pleased to announce the general availability of Azure Functions 2.0! This is a huge milestone packed with several capabilities, all focused around making it easier than ever for you to build highly scalable serverless applications.

Azure Functions 2.0 is production ready and capable of handling your most demanding workloads, backed by our 99.95 percent SLA. We strongly encourage to start any new development on 2.0 and recommend that customers upgrade their existing 1.0 apps to the 2.0 version, to experience all the benefits of this new release. For specific instructions, please see our upgrading to 2.0 guidance.

What's in this release?

Functions 2.0 advances the product in terms of user experience, developer capabilities, and platform robustness. The most significant changes are to the host runtime, which is now portable, cross-platform, and more efficient. This enables a wide range of options for how you build and run your apps.

More platforms, more options

Azure Functions can now run in more environments, including locally on your Mac or Linux machine. Combine this with our fantastic integration with VS Code, and you have a best-in-

Explore

See where we're heading. Check out upcoming changes to Azure products

Azure updates

Let us know what you think of Azure and what you would like to see in the future

Provide feedback

Topics

Announcements (2005)
API Management (25)
Artificial Intelligence (163)
Azure Maps (11)
Azure Marketplace (116)
Azure Stream Analytics (26)

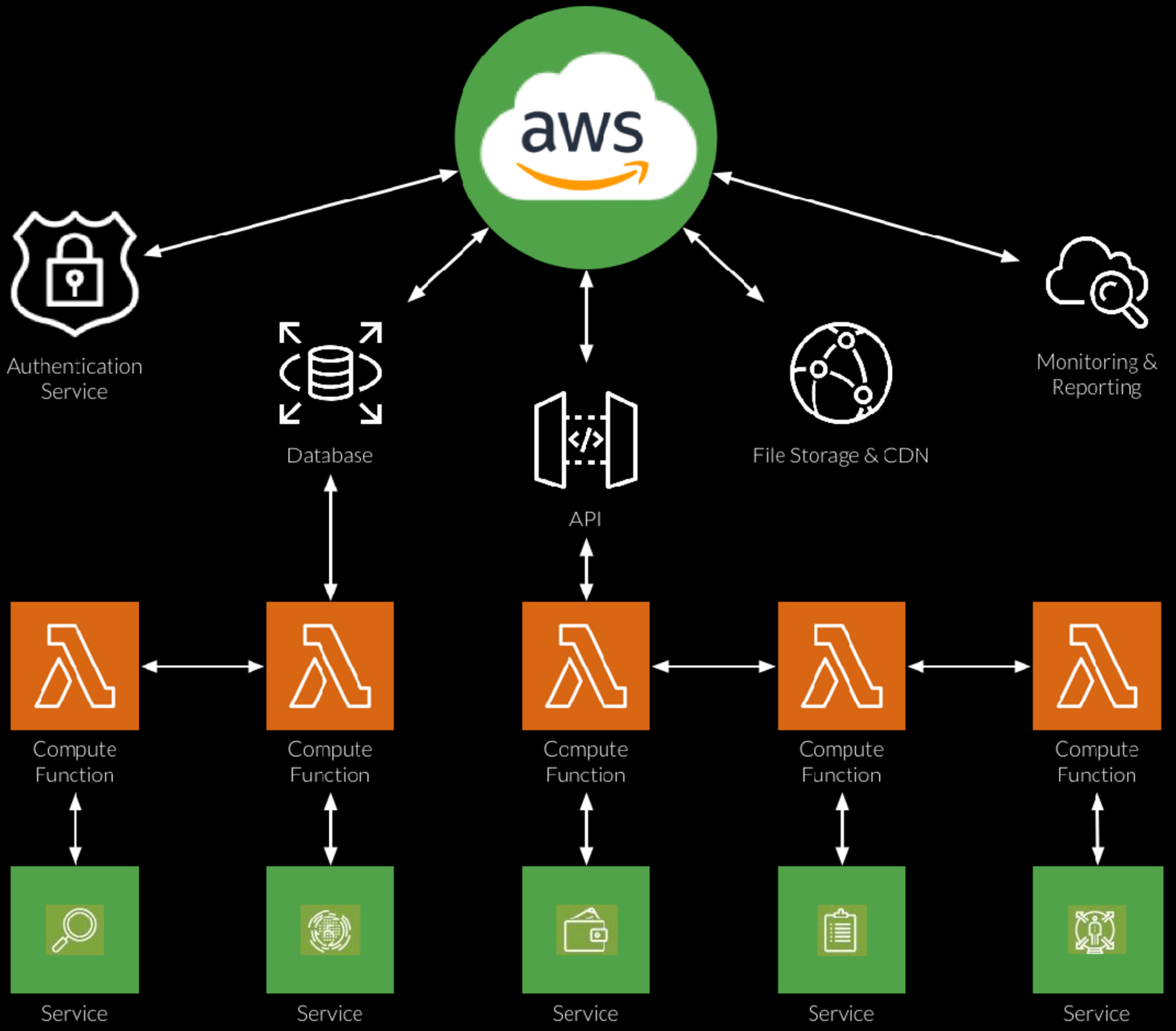
Two types of Serverless APIs

Function as a Service (FaaS)

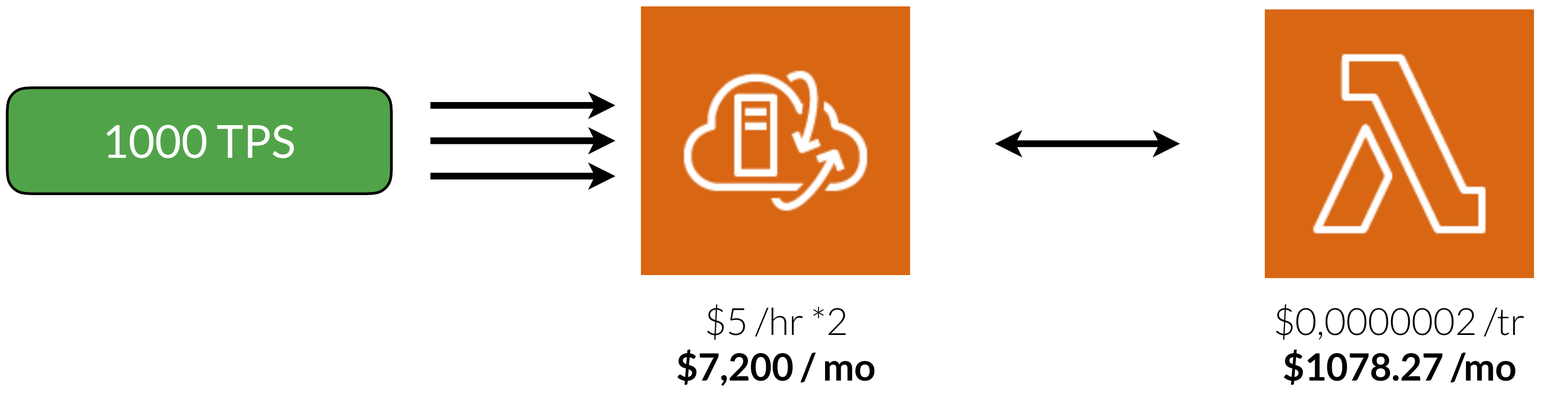
Event-driven computing where **developers only deploy functions** which are **triggered by events**.

Backend as a Service (BaaS)

Third-party API-based services that replace **core subsets of functionality** in an application


aws
Authentication Service
Database
API
File Storage & CDN
Monitoring & Reporting
Compute Function
Compute Function
Compute Function
Compute Function
Compute Function
Service
Service
Service
Service
Service

Pay per use



Time-based **Usage-based**

Advantages of Serverless Computing

Serverless means …

- **don’t pay for it** if no-one uses it
- **don’t** need to **worry about scaling**
- **don’t** need to **provision and manage servers**

… resulting in applications which are

- **cheaper**
  - Don't pay for idle servers
- **resilient**
  - Auto-scaling, high availability and redundancy by default
- **secure and maintenance free**
  - Infrastructure maintained and patched by default
- using the **same programming language** for back- and frontend
  - JavaScript
  - More efficient development processes

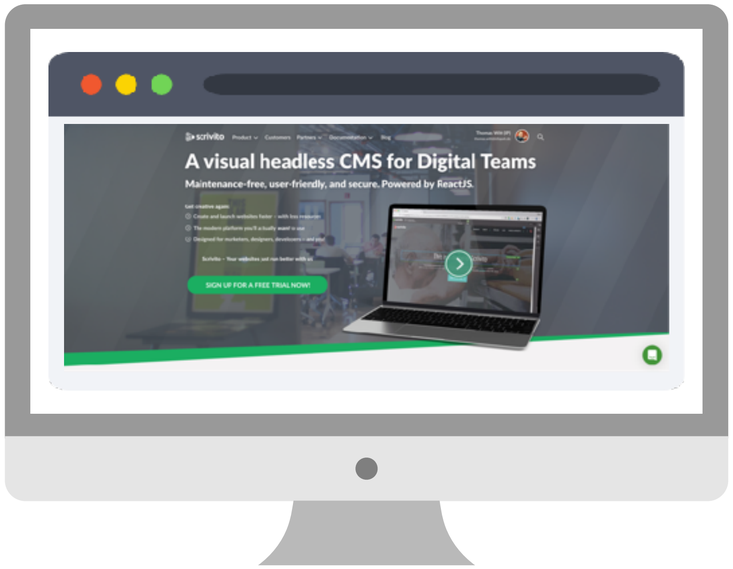
JAMstack ❤️ Serverless Functions for APIs

Decoupled Building and Hosting ✅

Pre-Rendered Markup ✅

APIs

- APIs replacing databases
- External APIs (BaaS)
  - e.g. "Headless CMS"
- JavaScript Functions (FaaS)
  - Same technology for front- and back-end



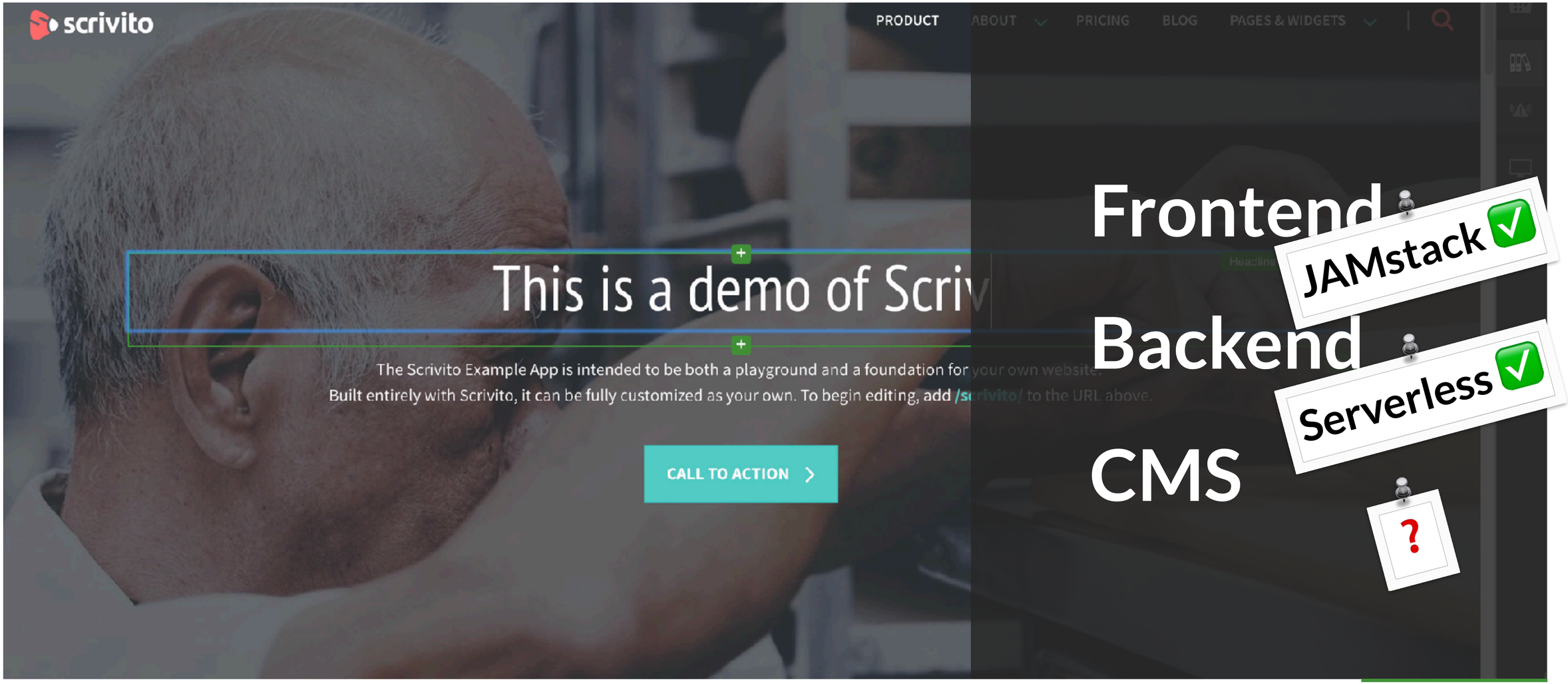
JAMstack does indeed **move complexity elsewhere**.

It moves it out of your area of responsibility. And it moves it over to **domain experts who offer specialized services as commodities**.

It is perfectly possible that **complexity still exists**. But we don't need to shoulder that burden. In the same way as wireless routers depend on wires.
And serverless functions run on servers.

Somewhere. But not in my house. :)

We need a new approach how to build web-sites



So I just need a

Headless CMS,

move to **JAMstack** and **Serverless**

and **everything's gonna be alright**?

Not so fast.

"What might be surprising:

The use case of a single repository of information feeding **a single website** is

not a great value-add for a headless CMS.

There's **just not a huge value proposition** there."

gadgetopia.com/post/9743

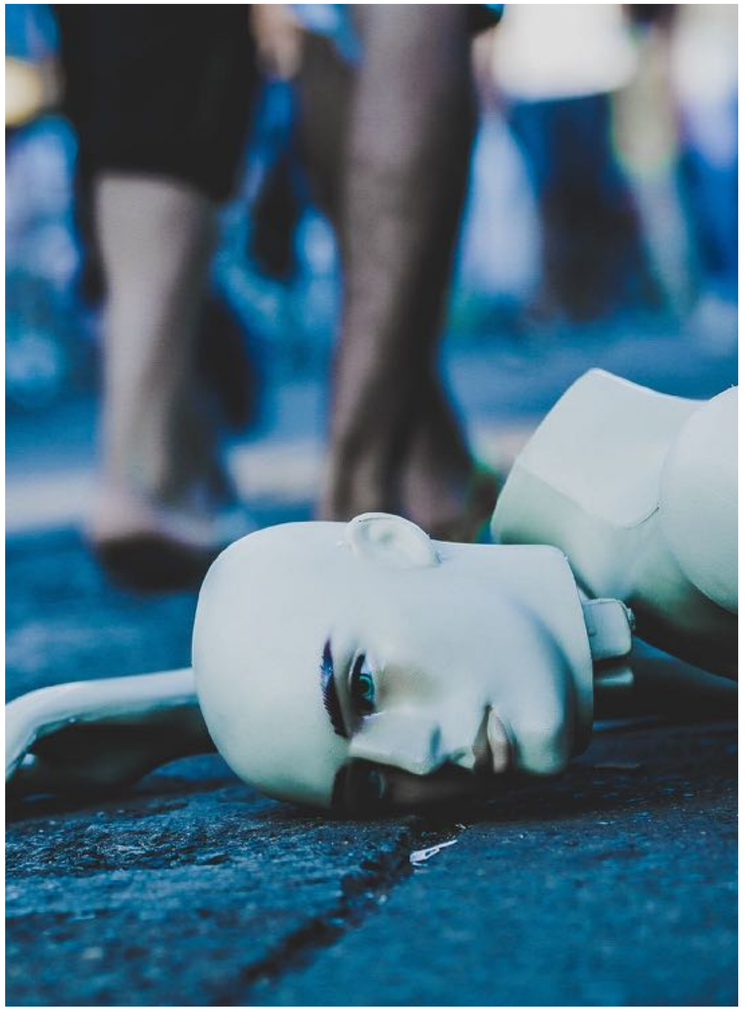
Where pure headless CMSes fail miserably

The Web is Still a Visual Medium

- In the end, a pure Headless CMS is just a remote database

What pure headless CMS don't offer

- Comfortable Editor UI (I'll show you …) & In-Context Editing
- Page-based composition with widgets
- Page previews
- URL and Hierarchy Management
  - List Ordering, Child Content Objects, Referential Content Attributes
- Real-Time collaboration
- Workflows and Permissions
- Full Text Search



The ugly truth:

Headless CMSes just developed half of the product

… and sell this as a feature.

What about the editors?

CMS UIs suck

They don't really care about us.

Close | Titel der Website 1 | Saved | Preview | Publish...

I am writing this text, but I have no idea how my web-site is going to look like

Visual | HTML

Add | Paragraph

If you edited a website recently, you might have found yourself filling out form fields and hitting the preview button.

Problem is, currently available CMSs like Wordpress are known for terrible usability, ancient technologies, high maintenance – and they constantly face serious security threats

Scrivito is a SaaS Content Management System, built for digital agencies and medium to large sized businesses.

It is the only CMS that combines unmatched WYSIWYG usability for editors with maximum flexibility for developers – because it is at the forefront of the current JavaScript web development revolution.

And because of Scrivito's serverless technology, it is 100% maintenance free: you'll never have to patch your CMS, so it's the most secure and cost-effective solution on the market.

Try the new block editor and level up your layout. Learn More

SAVED 3 MINUTES AGO

119 WORDS

Post Settings

Status

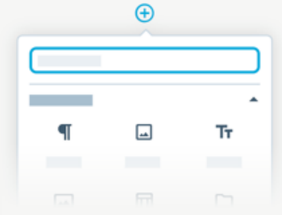
Categories & Tags
Allgemein

Featured Image

Sharing

Post Format
Standard

More Options



Try the new block editor and level up your layout.

Learn more

Move to trash

Save Draft Preview Publish...

Search for a block

Most Used

Paragraph Image Heading

Gallery List Quote

Audio Cover File

I am writing this text, but I have no idea how my web-site is going to look like

Classic

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Document Block

Status & Visibility

Visibility Public

Publish Immediately

Post Format Standard

Stick to the Front Page

Pending Review

Move to trash

Permalink

Categories

Tags

Featured Image

Excerpt

Discussion

Likes and Shares

Show likes.

Show sharing buttons.

5. MAI 2019 VON THOMAS WITT

I am writing this text, but I have no idea how my web-site is going to look like

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ALLGEMEIN

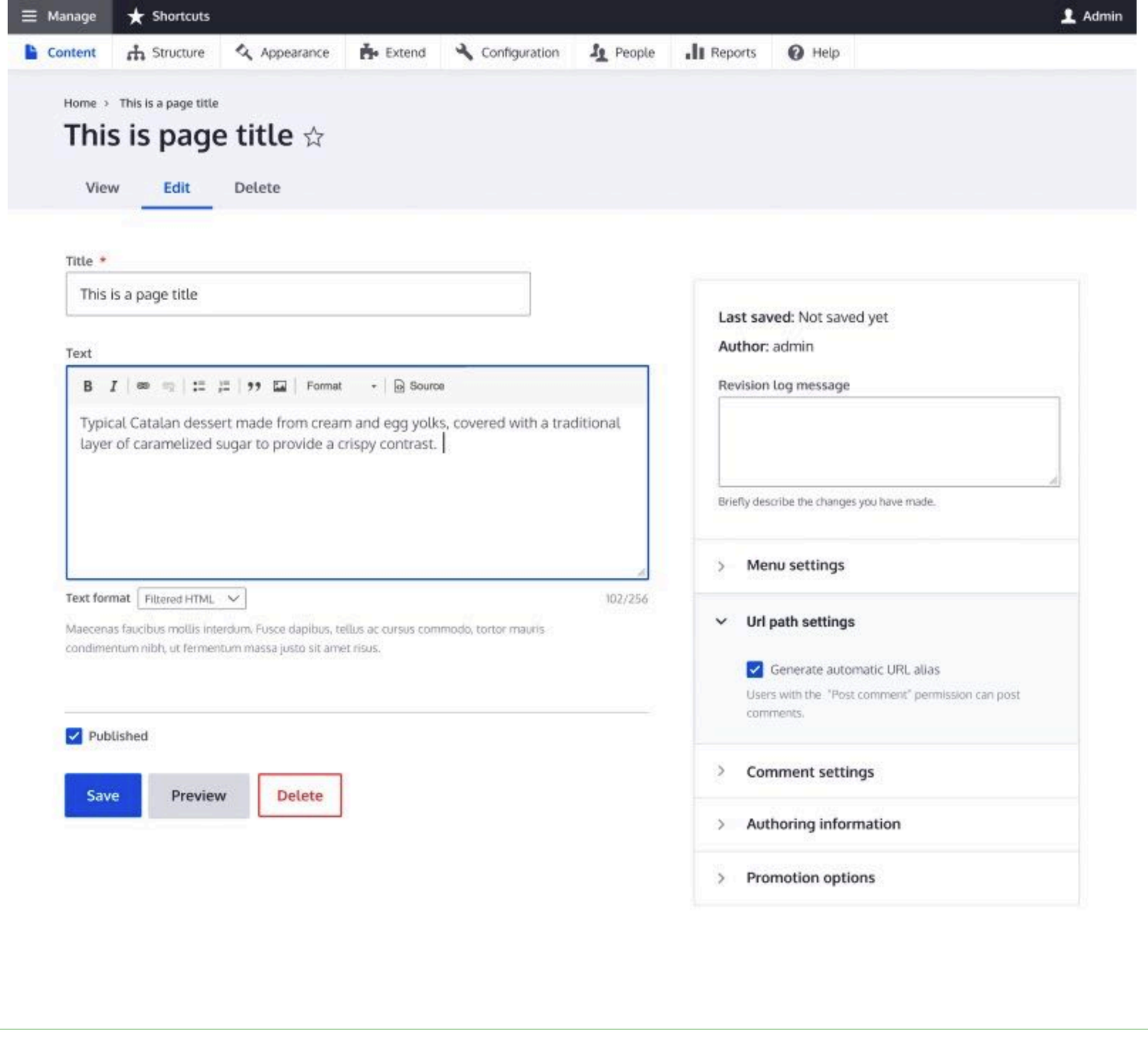
Bearbeite

SUCHEN

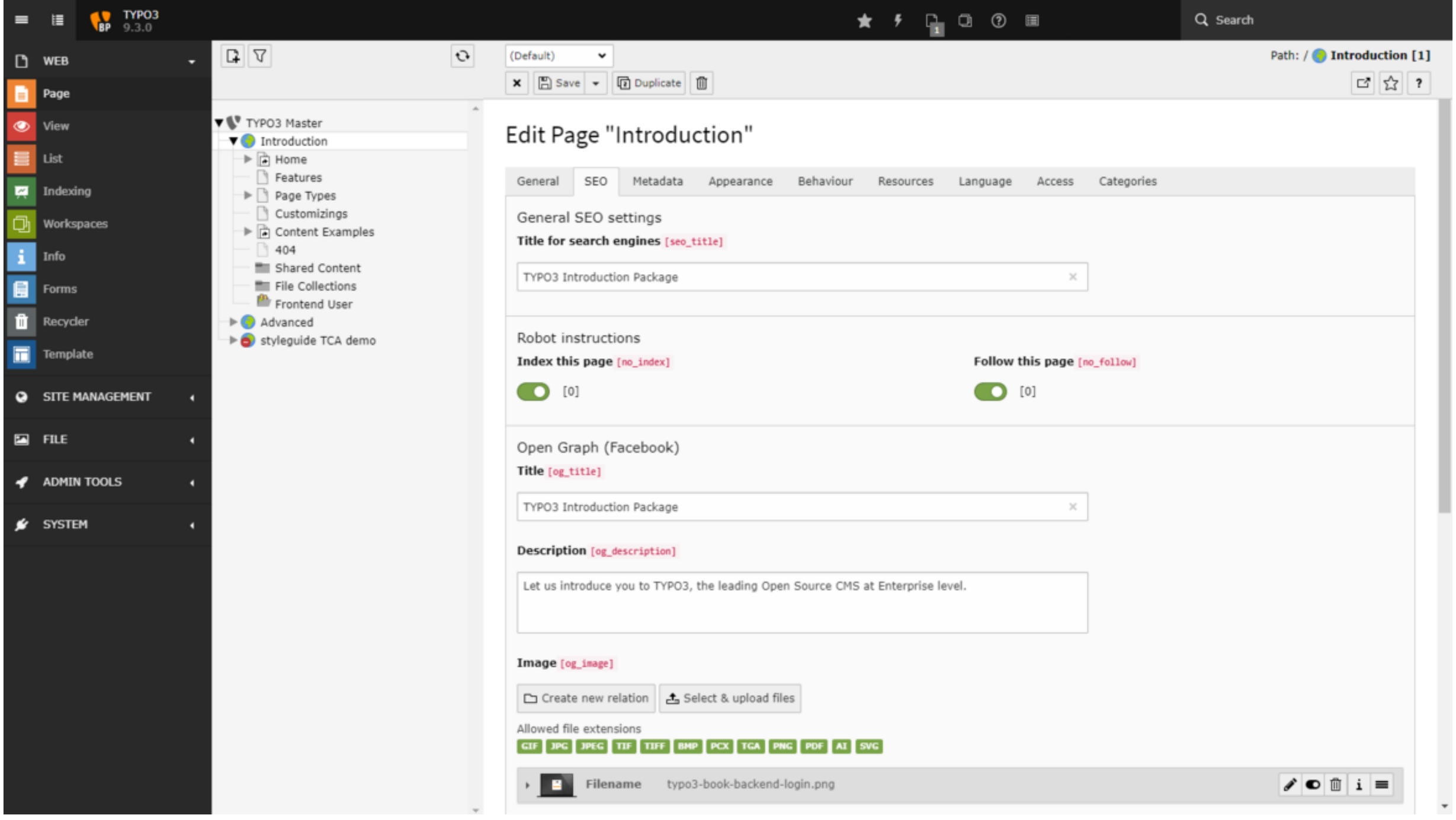
Suche …

SEITENLEISTEN-TEXT-WIDGET

Dies ist ein Text-Widget. Mit dem Text-Widget kannst du zu allen Seitenleisten deines Themes Text oder HTML-Code hinzufügen. Mit einem Text-Widget kannst du Text, Links, Bilder, HTML-Code oder eine Kombination daraus anzeigen. Bearbeite diese im Bereich „Widget" des Customizer.


Manage
Shortcuts
Admin
Content
Structure
Appearance
Extend
Configuration
People
Reports
Help
Home › This is a page title
This is page title
View
Edit
Delete
Title *
This is a page title
Text
Format
Source
Typical Catalan dessert made from cream and egg yolks, covered with a traditional layer of caramelized sugar to provide a crispy contrast.
Text format
Filtered HTML
102/256
Maecenas faucibus mollis interdum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.
Published
Save
Preview
Delete
Last saved: Not saved yet
Author: admin
Revision log message
Briefly describe the changes you have made.
Menu settings
Url path settings
Generate automatic URL alias
Users with the "Post comment" permission can post comments.
Comment settings
Authoring information
Promotion options

scrivito


TYPO3
9.3.0
Search
WEB
Page
View
List
Indexing
Workspaces
Info
Forms
Recycler
Template
SITE MANAGEMENT
FILE
ADMIN TOOLS
SYSTEM
(Default)
Save
Duplicate
Path: / Introduction [1]
TYPO3 Master
Introduction
Home
Features
Page Types
Customizings
Content Examples
404
Shared Content
File Collections
Frontend User
Advanced
styleguide TCA demo
Edit Page "Introduction"
General
SEO
Metadata
Appearance
Behaviour
Resources
Language
Access
Categories
General SEO settings
Title for search engines [seo_title]
TYPO3 Introduction Package
Robot instructions
Index this page [no_index]
[0]
Follow this page [no_follow]
[0]
Open Graph (Facebook)
Title [og_title]
TYPO3 Introduction Package
Description [og_description]
Let us introduce you to TYPO3, the leading Open Source CMS at Enterprise level.
Image [og_image]
Create new relation
Select & upload files
Allowed file extensions
GIF JPG JPEG TIF TIFF BMP PCX TGA PNG PDF AI SVG
Filename
typo3-book-backend-login.png

Edit Article

Millenium Falcon

Save & Stay | Save & Close | Versions | Preview

- Save As Copy
- Save And New
- Save And Associate
- Save And Edit Next

Article Title: 20th Century Fox Fanfa

Alias: 20th-century-fox-fanfare

B I U | Paragraph

Add Module | Readmore | Field | Module | Pagebreak

Padmé palpatine maul baba kenobi moff ben padmé ackbar. Fett lars darth ben. Jar darth darth c-3po biggs yoda yoda organa skywalker. Antilles fett antilles alderaan darth. C-3po sith kessel ewok ahsoka yoda greedo. Antilles solo kenobi jar hutt gonk. Wedge luke lando lobot. Antilles aayla yoda skywalker leia. Skywalker wookiee boba mon wookiee owen moff. Moff darth kamino utapau aayla dantooine. Qui-gon kessel qui-gon yavin qui-gonn. Darth tatooine yoda dooku. Jango lars tusken raider skywalker zabrak tusken raider.

Subheading

Organa yavin vader solo sith dantooine. Obi-wan calamari palpatine tatooine. Organa c-3po aayla windu leia palpatine dantooine. Solo mothma kenobi tatooine jade lars. Hutt hutt naboo ventress kessel gonk calamari amidala. Gonk skywalker fett obi-wan moff padmé calrissian coruscant. Skywalker binks darth mothma sebulba ventress darth thrawn. Jar solo vader jabba kit calamari jabba maul naboo. Padmé calamari yoda darth endor. Wedge mothma solo windu. Bespin skywalker yoda binks. Moff sidious cade kit fisto leia maul.

Featured: Yes

State: Published

Category: Uncategorised

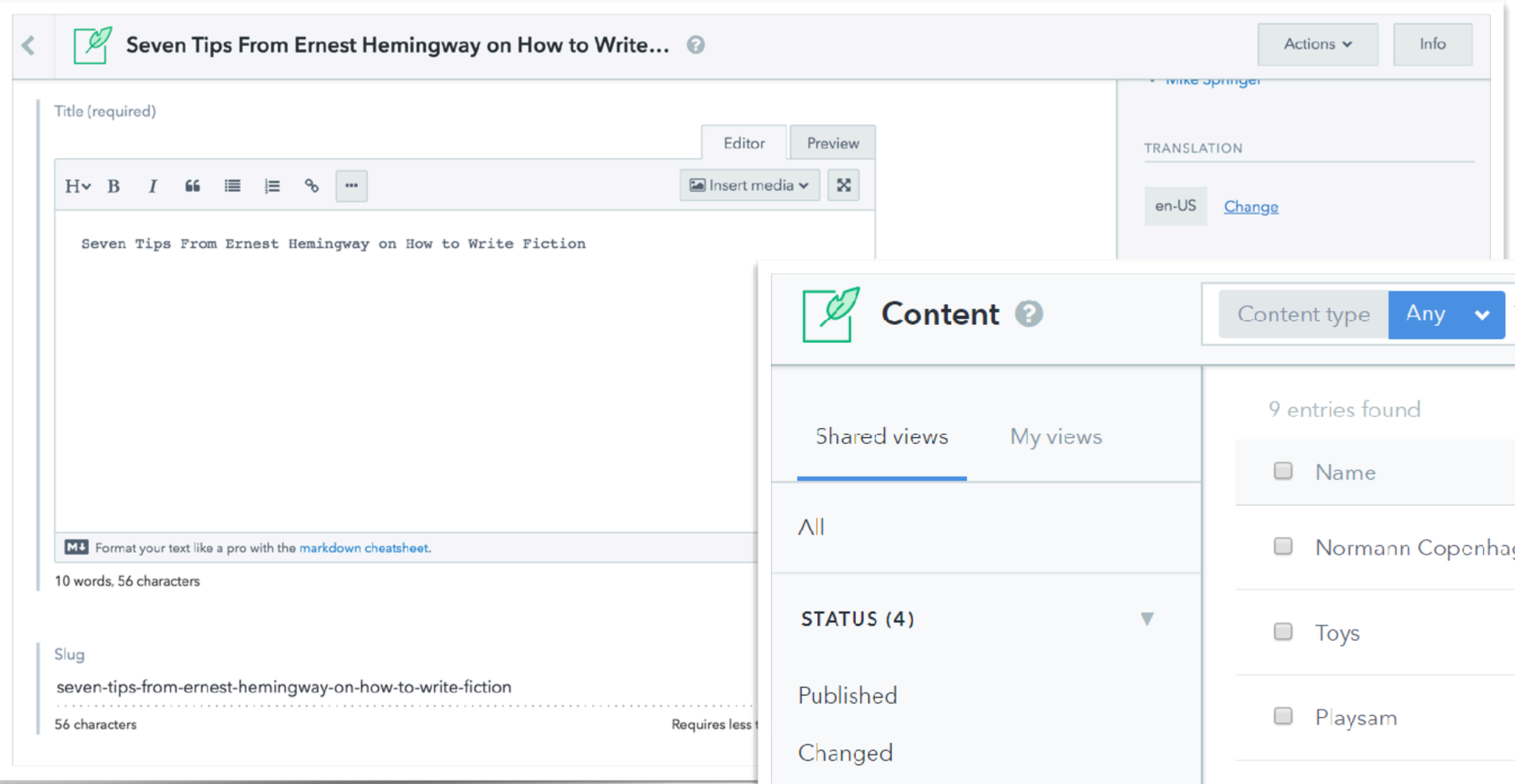
Access Level: Public

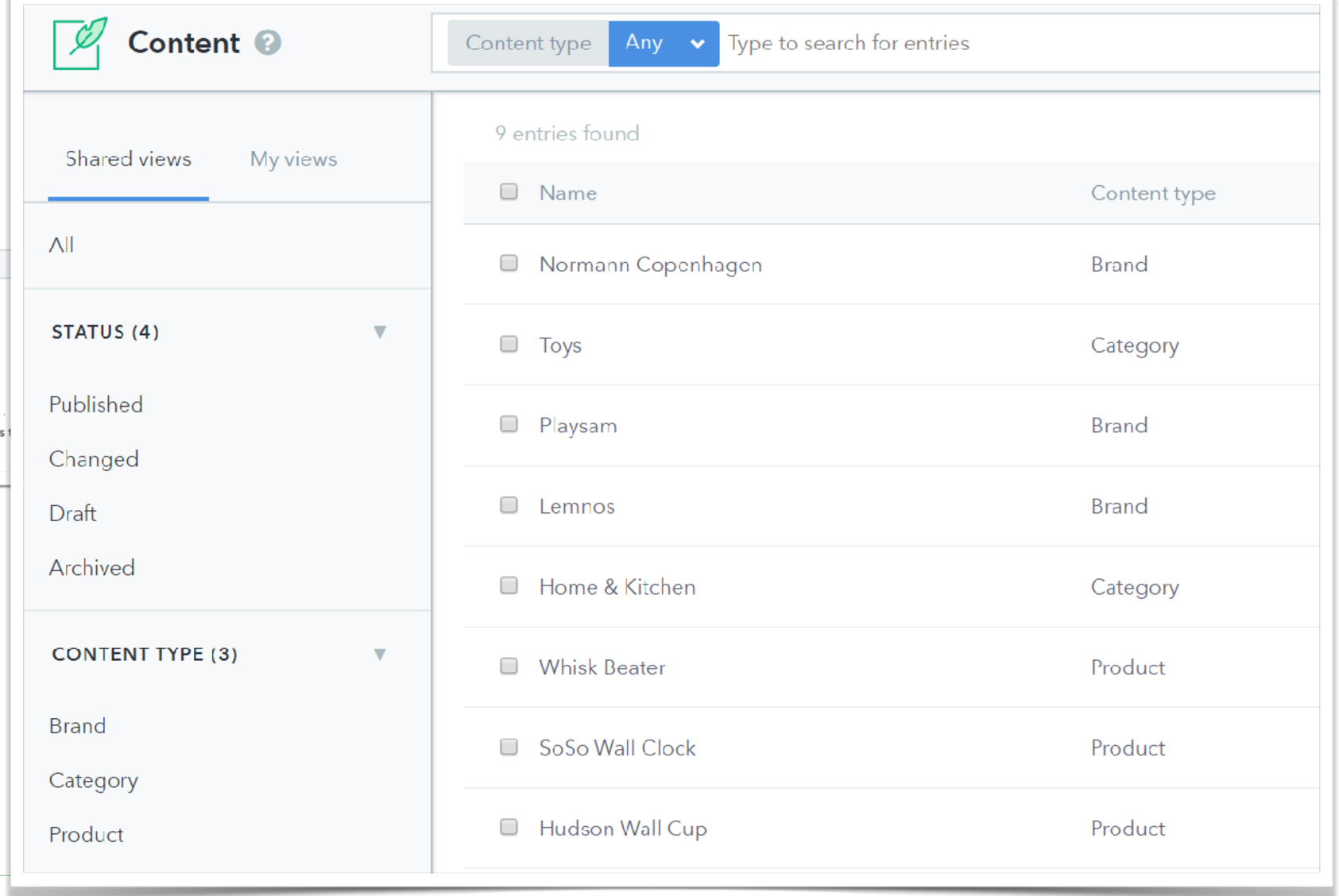
Language: All

Tags: Intro | Tagname

Content | Images and Links | Options | Publishing | Configuration | Permissions

scrivito


Seven Tips From Ernest Hemingway on How to Write...
Actions
Info
Title (required)
Editor
Preview
Insert media
Seven Tips From Ernest Hemingway on How to Write Fiction
Format your text like a pro with the markdown cheatsheet.
10 words, 56 characters
Slug
seven-tips-from-ernest-hemingway-on-how-to-write-fiction
56 characters
TRANSLATION
en-US
Change


Content
Content type
Any
Type to search for entries
Shared views
My views
All
STATUS (4)
Published
Changed
Draft
Archived
CONTENT TYPE (3)
Brand
Category
Product
9 entries found
Name
Content type
Normann Copenhagen
Brand
Toys
Category
Playsam
Brand
Lemnos
Brand
Home & Kitchen
Category
Whisk Beater
Product
SoSo Wall Clock
Product
Hudson Wall Cup
Product

Wouldn't you rather like a CMS … well … with a head?

… because otherwise you might be losing your head sooner or later.

The State of CMS in 2019

Open Source

- Bad UX, ancient technologies, server-based / not native cloud

Commercial

- Expensive, ancient technologies, server-based / not native cloud

Cloud Web-Site Builders

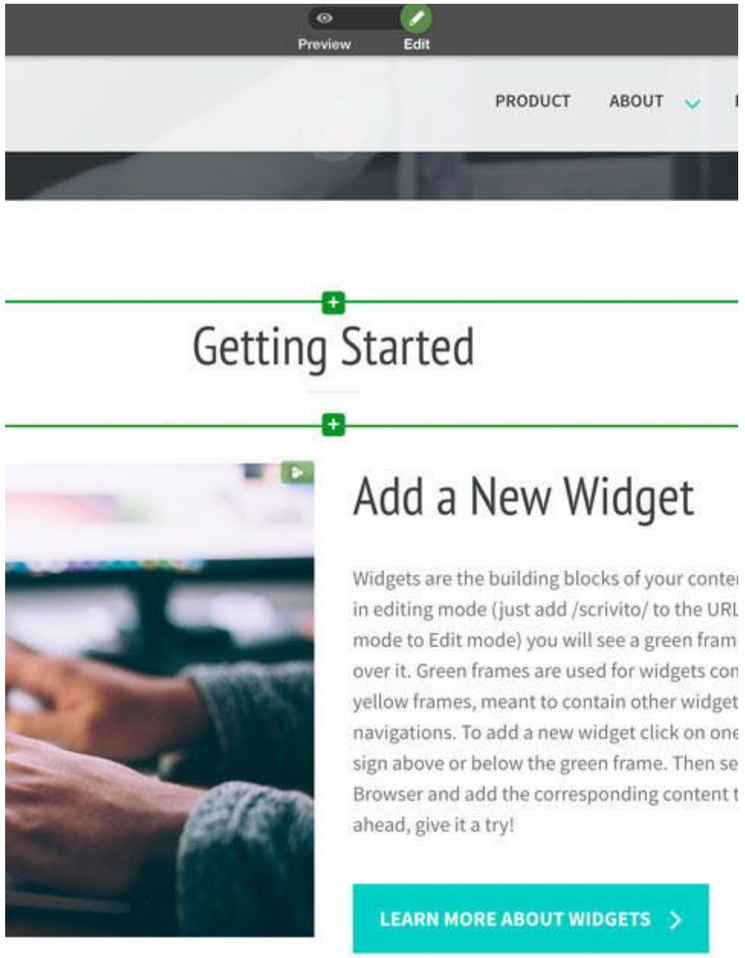
- Not extensible, only small biz

Pure Headless CMS

- Bad UX, not a full solution

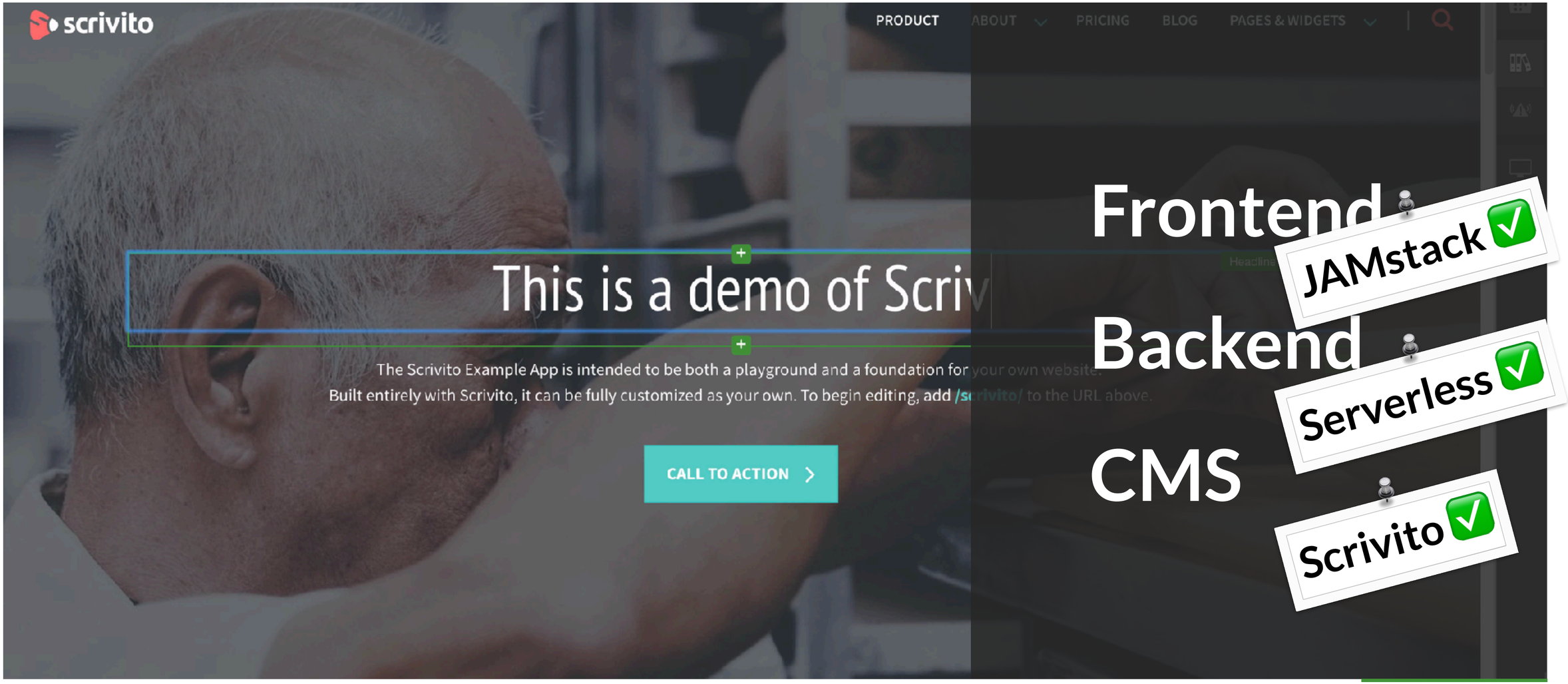
Editor wish list for a modern headless CMS with a head

- Intuitive WYSIWYG editing
  - Cross-Device Preview
- Modular page structure
  - Using ReactJS components as Widgets
- Drag-and-Drop
- Auto-saving
- Real-time collaboration on content
  - Working Copies (like git branches)
  - Parallel editing like Google Docs
  - Like programmers on code – git branches, anyone?
  - History and Roll-Back
- SEO & Social Media
- Media Asset Management
- Hierarchies and Navigations
- Permissions, Workflows, History, Roll-Back
- … and of course: serverless & still 100% native cloud based



Demo

THIS is the new approach how to build web-sites

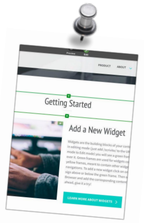


Check lists for a modern CMS (with a head) in 2019

Tech/Developer/IT

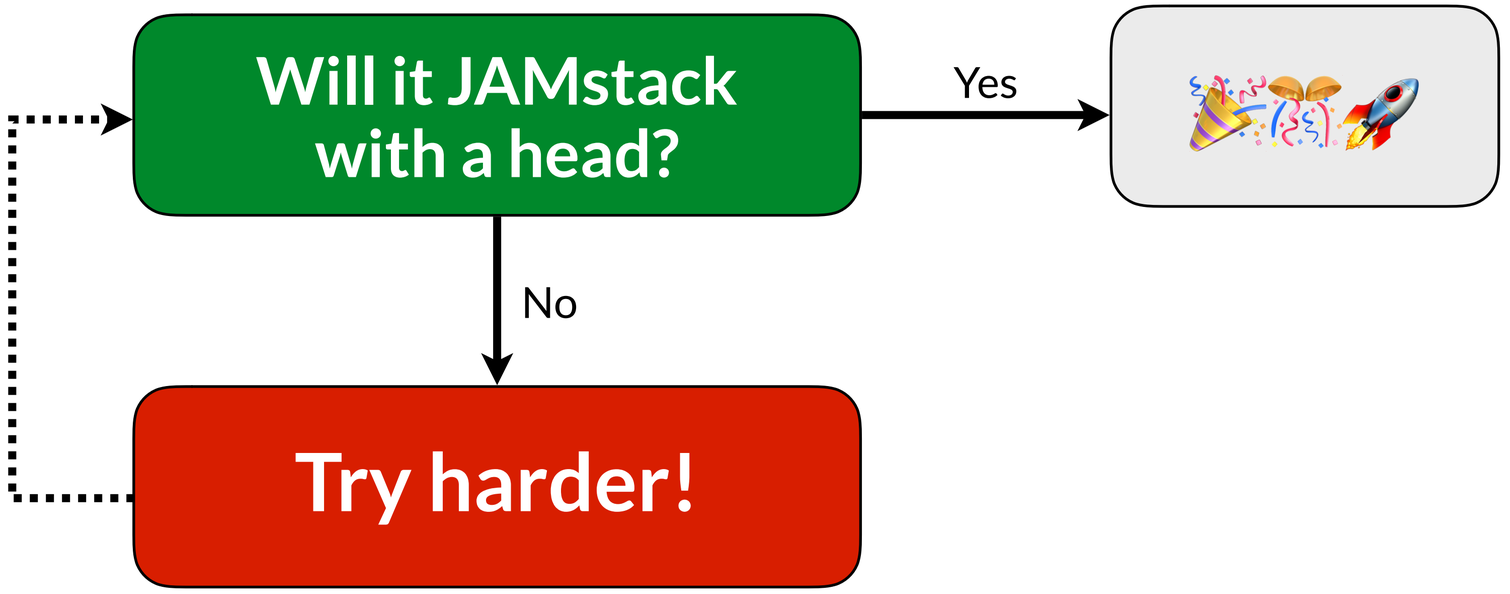
- **Security, Performance, Scalability & Reliability**
  - **Serverless**, API-driven, decoupled
  - Entire site on **CDN out-of-the-box**
- Zero infrastructure, **maintenance**, patching
  - Low **total cost of ownership**
- Modern **integration and customization** capabilities
  - Single **JavaScript Technology Stack**
  - Frontend: **ReactJS**
  - Serverless backend: **Lambda**
  - **APIs** and **SDKs**
- Centralized **Authentication and Authorization**
  - **JWT** compatible
- 100% **Native Cloud** Setup
  - Not a dedicated legacy software install on servers
  - **Native multi tenancy solution,** built for the cloud

Editors / Usability



- Intuitive **WYSIWYG editing**
  - Modular page structure using **ReactJS Widgets**
  - **Drag-and-Drop**
  - Cross-device preview
  - **Auto-Saving**
- Real-time **collaboration on content**
  - Working Copies (like git branches)
  - Parallel editing like Google Docs
  - Permissions, Workflows, Roll-Back, History
- **SEO**
  - Including Social Media Support
- Media **Asset Management**
  - Automatic image optimizations / resizing
- **Hierarchies and Navigations**
- Built-in, powerul **Search**

Easy Flowchart



Shameless self-promotion

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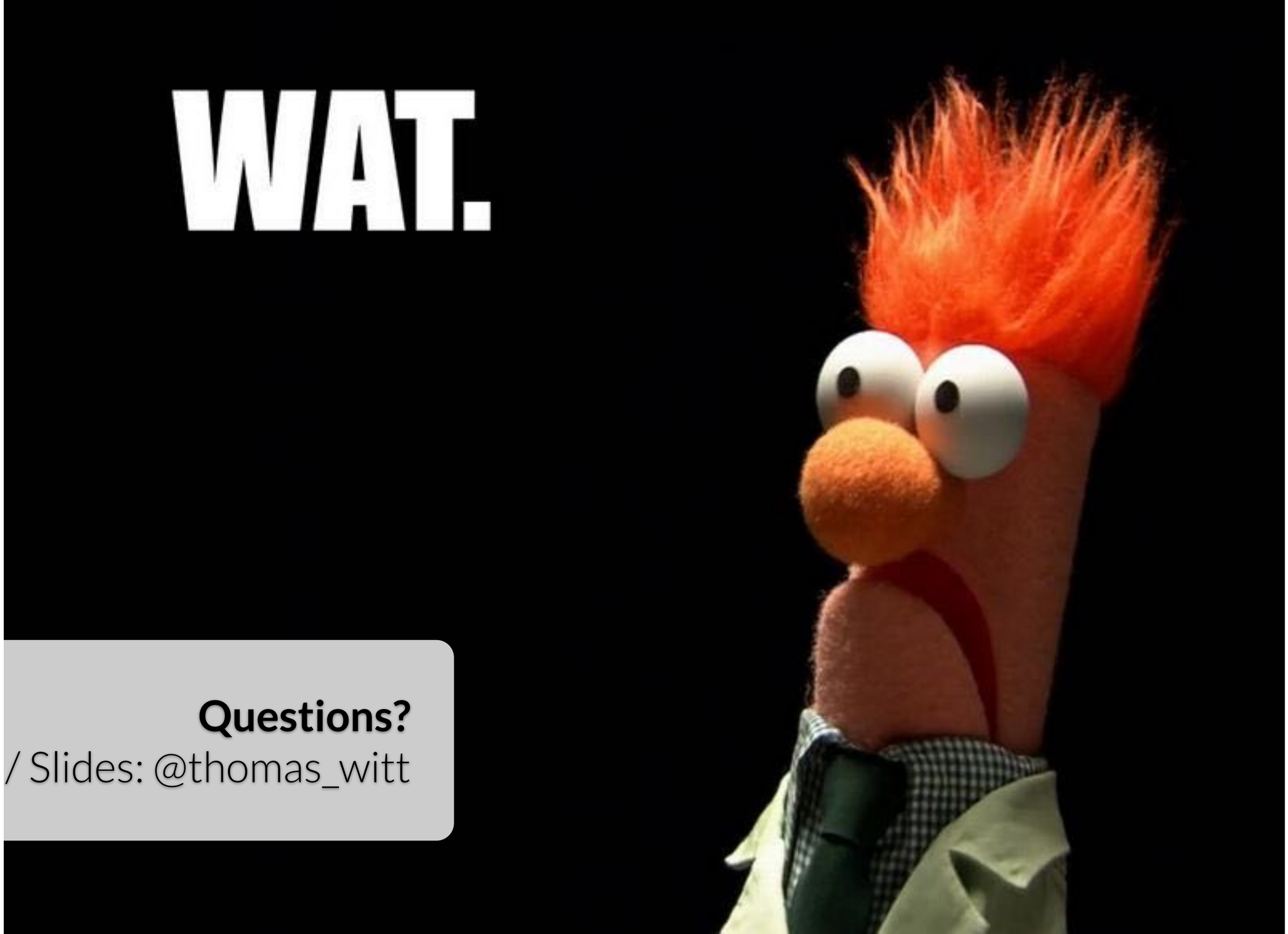
scrivito.com/signup



Questions?

Twitter / Slides: @thomas_witt