

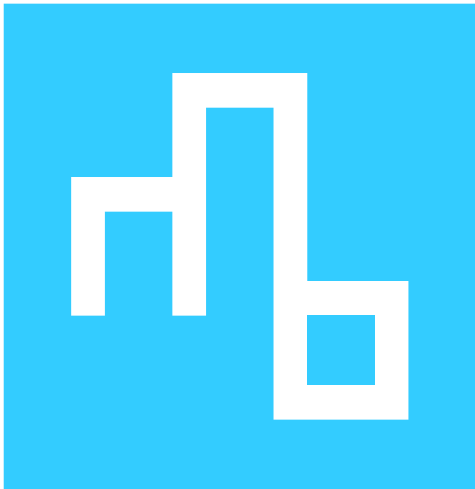
WordPress vs. CMS

What's the Deal?

WordCamp Chicago
June 7, 2009



CMS has become the **cornerstone** of our design and development process.



Our CMS experience has primarily been with commercial or open source products that run on PHP and MySQL.

CMS vs. WordPress

What to Cover in 30 Minutes?



- >> Your abilities: designer? developer?
- >> Pros/Cons of WordPress
- >> Pros/Cons of other CMS Tools
- >> When you might want to choose one over the other

CMS vs. WordPress

Disclaimer!



Many of the pros and cons of these web publishing systems are **proportionally relevant to your experience as a developer or programmer.**

CMS Breakdown

How It Works



- »» **Four Main CMS Components:**
 - »» HTML front end
 - »» Template Tags (in HTML)
 - »» CMS Engine (admin interface)
 - »» Database (where content resides)

CMS Breakdown

How It Works



- >> Most CMS solutions use **custom markup** to function properly
- >> Standard **HTML** for layout
- >> **Template Tags** within HTML
- >> **Result:** display of managed content
- >> Additional customization can be implemented with plug-ins

CMS Breakdown

How It Works



- »» **Template Tags:** Primary Functions
 - »» **Loop** through available entries
 - »» **Filter** selection based on input
 - »» **Output** data from database to page
 - »» Invoke **Plug-ins** for:
 - »» email forms
 - »» calendars
 - »» commerce
 - »» etc.

CMS Breakdown

How It Works



- »» **Secondary Functions: Plug-ins**
 - »» **Filter** input from user
 - »» **Manage** output, for example:
 - »» restrict length of displayed data
 - »» encode URL strings
 - »» strip tags from input
 - »» etc.
 - »» **Output** data to browser

CMS Breakdown

How It Works



>> **Template Tag Examples:**

- >> **Fundamental CMS Component**
- >> **Function:** loop through entries in database and display data
- >> **Context:** used wherever data is dynamically-generated

CMS Breakdown

How It Works



>> Ex. One: Expression Engine

```
{exp:weblog:entries}
```

```
<h1>{title}</h1>
```

```
<p>{body}</p>
```

```
<div class="author">Posted by {author}</div>
```

```
{/exp:weblog:entries}
```

CMS Breakdown

How It Works



>> Ex. 2: WordPress

```
<?php while (have_posts()) : the_post(); ?>
```

```
<h1><?php the_title(); ?></h1>
```

```
<p><?php the_content('Read more &raquo;');  
?></p>
```

```
<div class="author"><?php the_author() ?>  
</div>
```

```
<?php endwhile; ?>
```

CMS Breakdown

How It Works

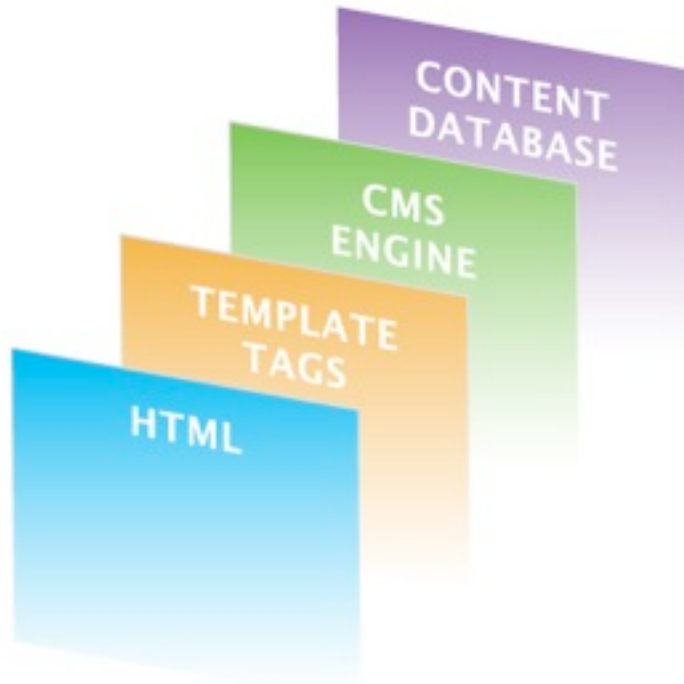


>> Ex. 3: Drupal

```
<div id="center"><div id="squeeze"><div class="right-corner"><div class="left-
corner">
  <?php print $breadcrumb; ?>
  <?php if ($mission): print '<div id="mission">'. $mission .'</div>'; endif; ?>
  <?php if ($tabs): print '<div id="tabs-wrapper" class="clear-block">'; endif; ?>
  <?php if ($title): print '<h2'. ($tabs ? ' class="with-tabs" : ') .>'. $title .'</h2>';
endif; ?>
  <?php if ($tabs): print '<ul class="tabs primary">'. $tabs .'</ul></div>'; endif; ?>
  <?php if ($tabs2): print '<ul class="tabs secondary">'. $tabs2 .'</ul>'; endif; ?>
  <?php if ($show_messages && $messages): print $messages; endif; ?>
  <?php print $help; ?>
  <div class="clear-block">
    <?php print $content ?>
  </div>
  <?php print $feed_icons ?>
  <div id="footer"><?php print $footer_message . $footer ?></div>
</div></div></div></div> <!-- /.left-corner, /.right-corner, /#squeeze, /#center -->
```

CMS Breakdown

How It Works



>> Ex. 4: Movable Type

```
<MTEEntries>
```

```
<h1><$MTEEntryTitle$></h1>
```

```
<p><$MTEEntryExcerpt$></p>
```

```
<div class="author"><$MTEEntryAuthor$></div>
```

```
</MTEEntries>
```

CMS Breakdown

Designer/Developer Challenges



- »» **Which CMS to use**
- »» **Deconstructing** the system
- »» Getting a handle on **workflow**
- »» **Design** constraints of chosen tool
- »» **Development** constraints of custom design

WordPress Pros

A Solid Solution



- » Easy to install and upgrade
- » Extensible via plug-ins
- » Hosted and non-hosted versions
- » WYSIWYG Editor
- » Thousands of templates available
- » Open source/Free
- » Huge user community

WordPress Pro

A Solid Solution



>> 0.8% of the Internet is run by WordPress*

>> *WeblogToolsCollection.com

>> Clear online documentation

>> Viable option for most CMS needs

WordPress Cons

With a Few Shortcomings



- Plug-in quality varies greatly
- Shoddy plug-ins can lead to security loopholes
- No official tech-support
- Some themes have been used on hundreds of sites

CMS vs. WordPress

Many Options Available



- Literally **hundreds** of CMS options are available.
- What are distinct **advantages** and **disadvantages** over WordPress?

CMS Tools

Many Options Available, Here are Just a Few



CMS Tools

Many Options Available, Here are Just a Few



CMS Tools

Drupal



- »» **Open source**
- »» **Huge user base and community**
- »» **Modular** base install: use what you need
- »» Many modules and **extensions**
- »» **Developer**-friendly
- »» Excels at **community** interaction
- »» **Easy install**

CMS Tools

Drupal



Pros

- >> Free/Open Source
- >> Great for social sites or multi-user communities
- >> Powerful and stable
- >> Flexible
- >> Huge community

CMS Tools

Drupal



Cons

- >> Developer-centric
- >> Drupal tags can be tricky
- >> Somewhat cryptic interface
- >> Can be slow

CMS Tools

Drupal



Use instead of WordPress if:

- »» You're a hardcore developer
- »» Your site has many authors
- »» You have many needs beyond standard content management
- »» You need custom development

CMS Tools

Joomla



- » **Popular CMS** (over 6M downloads)
- » Hundreds of thousands of registered users
- » 4,000+ plug-ins/extensions
- » Also **Open Source**
- » Designer-friendly
- » Many options for developers

CMS Tools

Joomla



Pros

- »» Free/Open Source
- »» User-friendly admin interface
- »» Many plug-ins/extensions
- »» Large developer community
- »» Many hosting providers support one-click install

CMS Tools

Joomla



Cons

- » History of security issues
- » Bloated and kinda slow
- » Extensions can be 'iffy'
- » Often too much for basic content management
- » 'If Joomla! is Linux, then WordPress is Mac OS X.'
 - PlayingWithWire.com

CMS Tools

Joomla



Use instead of WordPress if:

- »» You're a PHP developer
- »» You need extensibility
- »» You like pretty UI icons
- »» Security isn't an issue

CMS Tools

Expression Engine



- >> **Commercial** product by Ellis Labs
- >> Personal use base install is **free**
- >> Blog engine on **steroids**

CMS Tools

Expression Engine



Pros

- »» Supported by developer (Ellis Labs)
- »» Built for ground-up architecture
- »» Highly flexible
- »» Plug-ins pre-tested by Ellis
- »» Clean UI

CMS Tools

Expression Engine



Cons

- »» Commercial product (not free)
- »» Not as many plug-ins
- »» Expandability somewhat limited
- »» Not supported for one-click install

CMS Tools

Expression Engine



Use instead of WordPress if:

- »» You need a flexible solution
- »» You want to build tools from the ground up
- »» You want the freedom to call tech support

CMS Tools



- >> Robust blogging solution
- >> Touted as a 'Publishing Platform' by Six Apart
- >> Multiple blog support with one installation
- >> Recently converted from paid software option to open source solution (i.e. free)

CMS Tools



Pros

- >> Open source/free
- >> Easy-to-understand GUI
- >> Supports multiple blogs

CMS Tools

Movable Type



Cons

- ›› Not typically supported for one-click install
- ›› Not as robust as other options
- ›› Not as many plug-ins
- ›› Expandability limited
- ›› Rebuilds entries upon publish

CMS Tools

Movable Type



Use instead of WordPress if:

- You have basic blogging or publishing needs
- You are building on an existing MT install

Thank You!

For more info on fun stuff like blogs, social media
and WordPress check out the Mightyblog at
mightybytes.com/mblog