

Your content is trapped

How a proper content architecture can save it



KRAFTNER

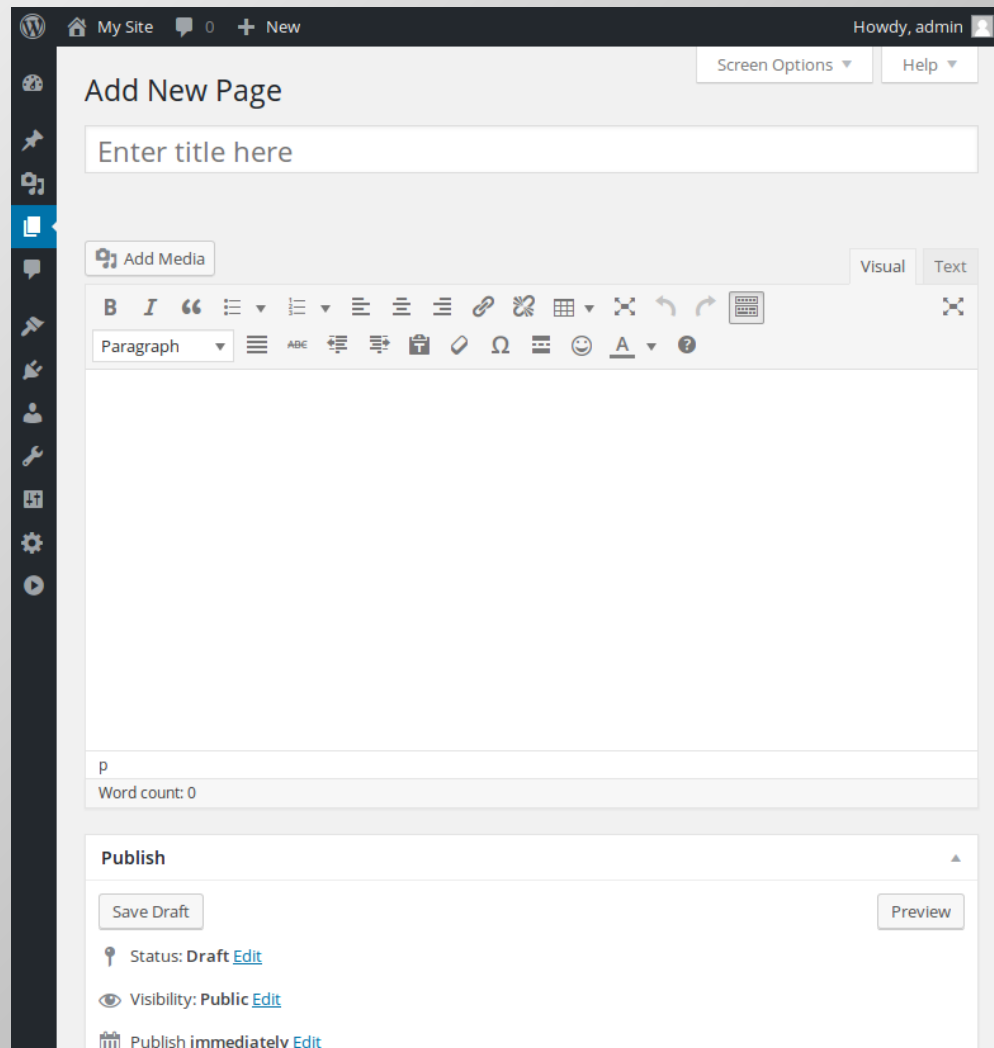
Thomas Kräftner
@tkraftner

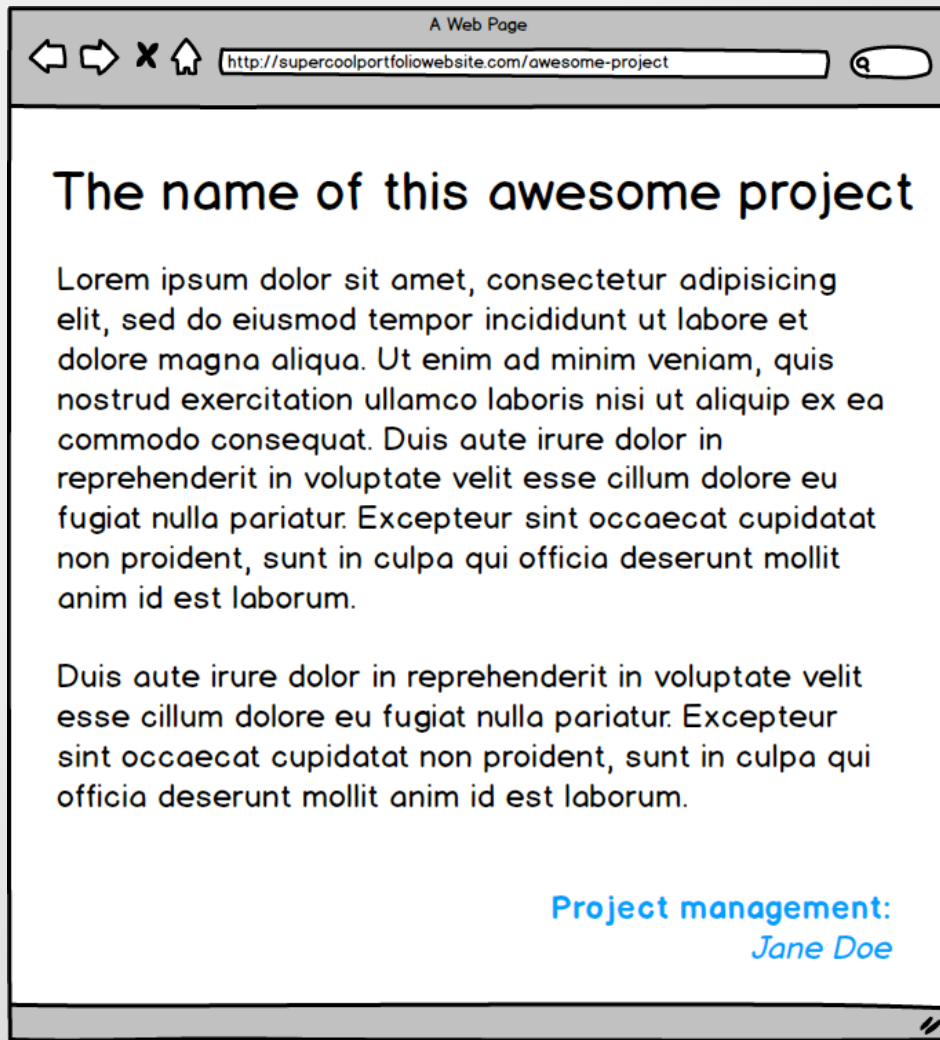
a familiar interface

immediate (visual) feedback

everything in one blob

trapped in the post content field





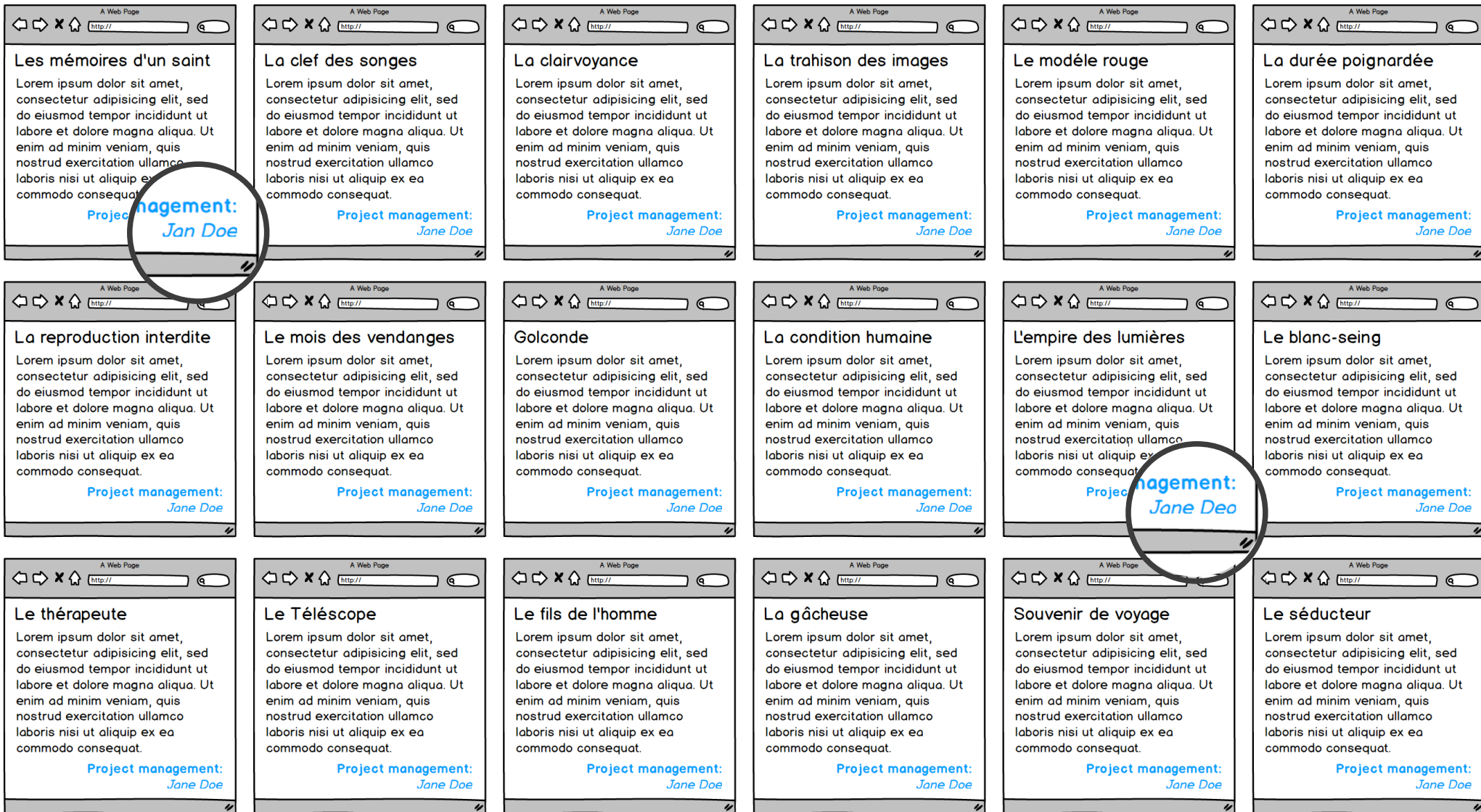
title

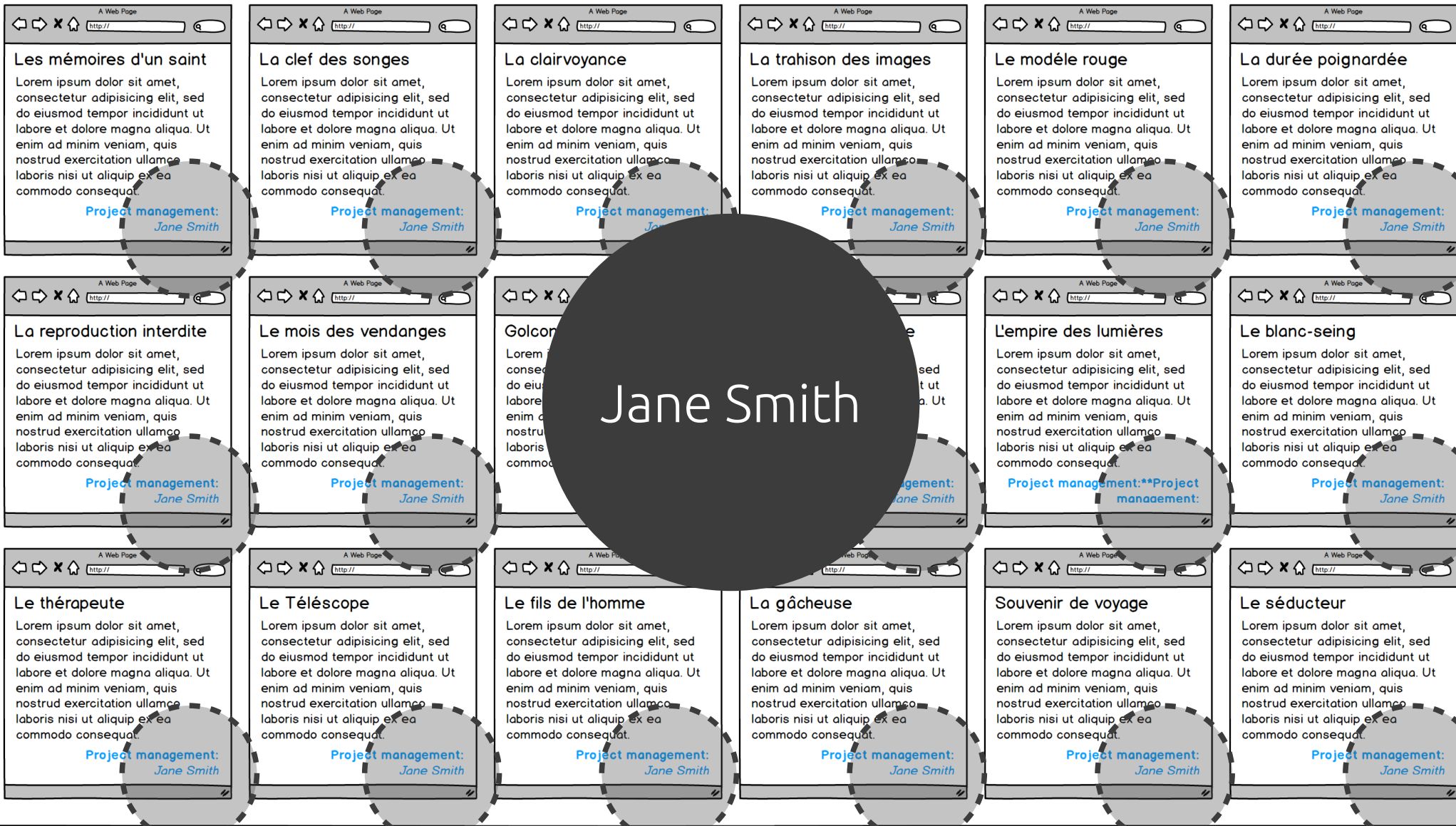


description

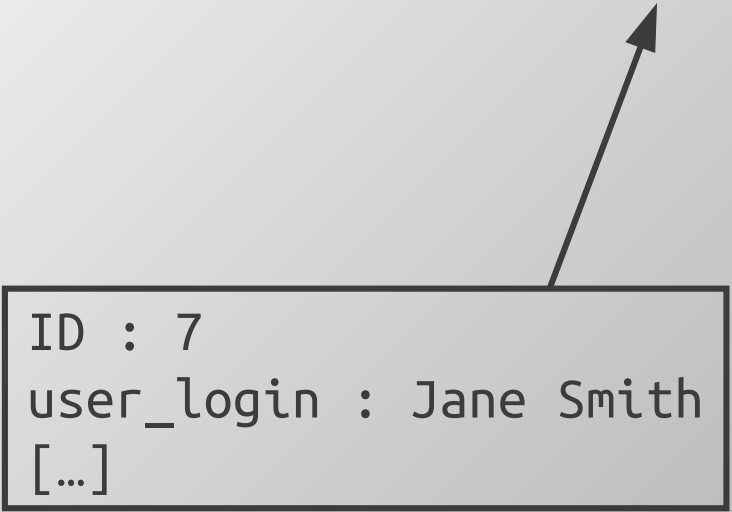


project manager



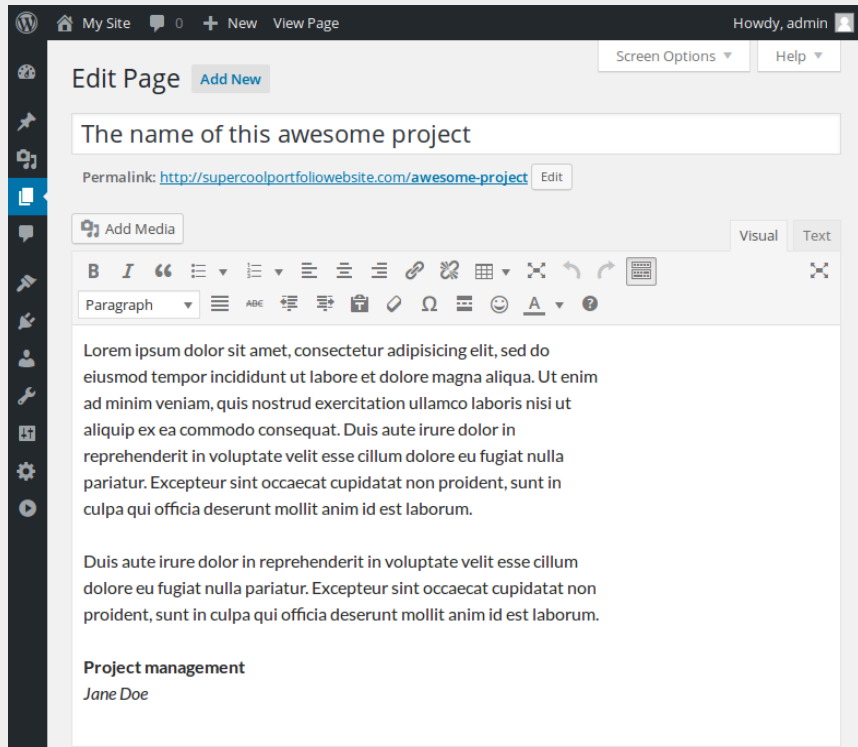


```
[project_manager id='7']
```

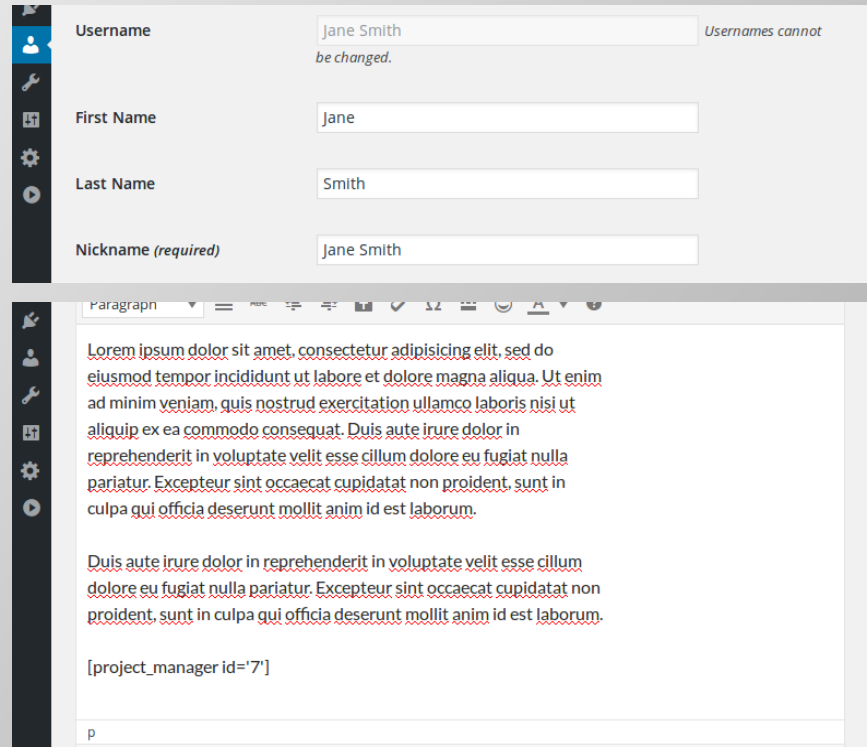


A diagram illustrating a mapping between a user object and a project manager filter. A light gray rectangular box at the bottom contains the text 'ID : 7', 'user_login : Jane Smith', and '[...]'. A black arrow originates from the right side of this box and points diagonally upwards and to the right, terminating at the 'id='7'' portion of the filter string '[project_manager id='7']' located in a dark gray rectangular box above it.

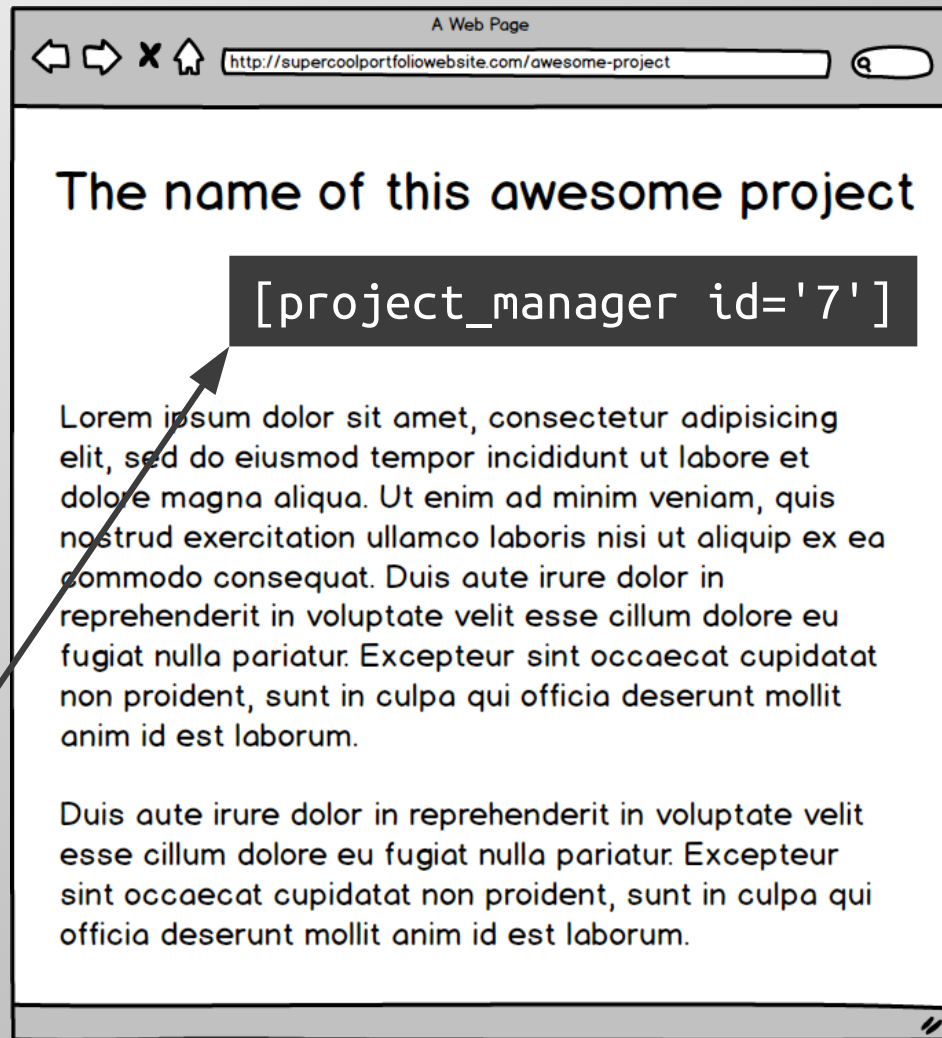
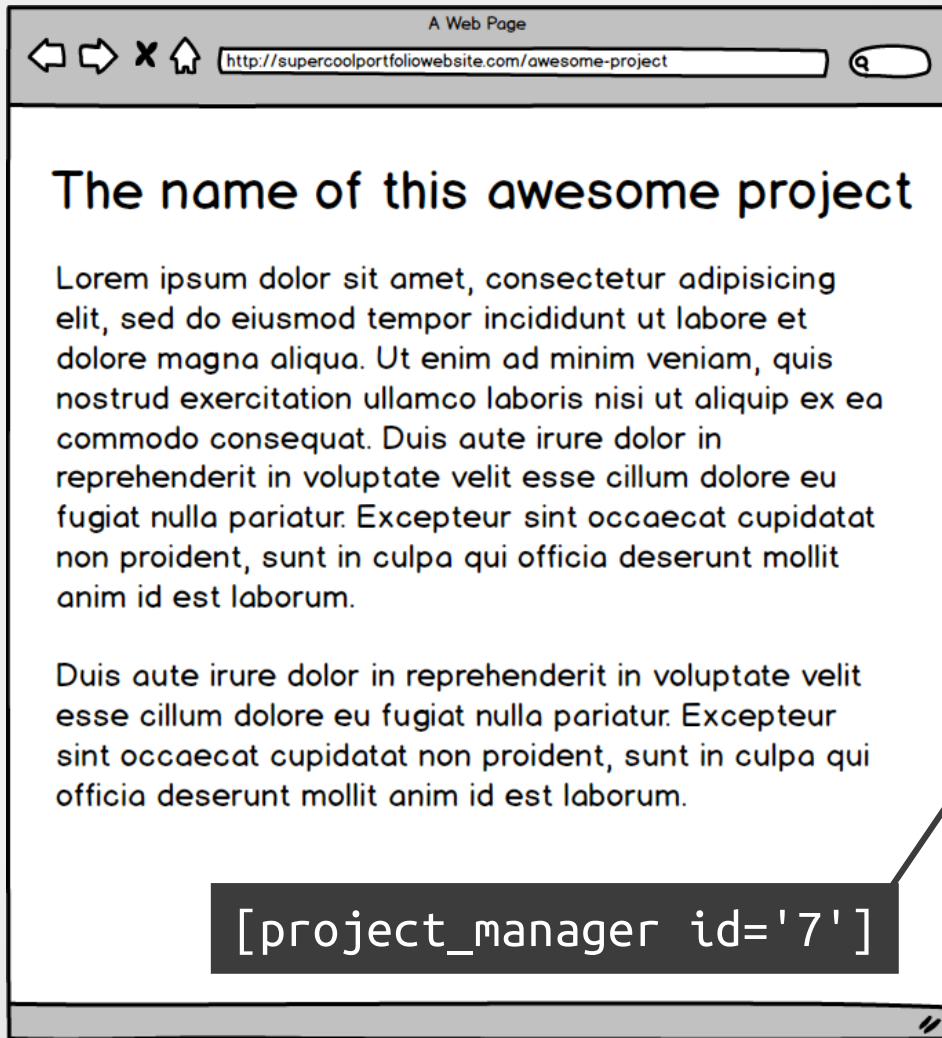
```
ID : 7  
user_login : Jane Smith  
[...]
```

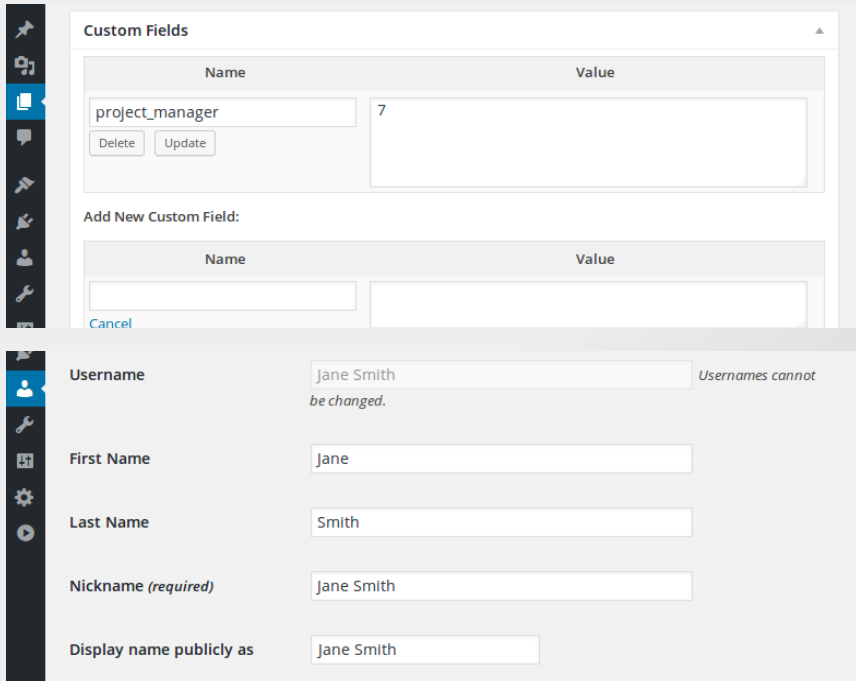


duplicate content



reference based approach





The image shows two screenshots from the WordPress admin interface. The top screenshot is the 'Custom Fields' screen, displaying a table with 'Name' and 'Value' columns. A custom field named 'project_manager' with the value '7' is shown, with 'Delete' and 'Update' buttons. Below it is the 'Add New Custom Field' section with empty input fields and a 'Cancel' button. The bottom screenshot is the 'User Profile' screen for a user named Jane Smith. It shows fields for Username, First Name, Last Name, Nickname (required), and Display name publicly as. A message states 'Usernames cannot be changed.'

Custom Fields

Name	Value
project_manager	7

Delete Update

Add New Custom Field:

Name	Value

Cancel

Username Usernames cannot be changed.

First Name

Last Name

Nickname (required)

Display name publicly as

Content

“What is the project managers name?”

page.php

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

    the_title();

    the_content();

    echo '<h2>Project management</h2>';
    $user_id = get_post_meta( get_the_ID(), 'project_manager', true );
    $user = get_userdata( $user_id );
    $name = $user->user_login;
    echo esc_html($name);

endwhile;
?>
```

Presentation

“Where is the project managers name shown on the page?”

references instead of
duplicate content

change content once,
updates everywhere

raw content in database,
presentation in theme

independently change
content and its display

enforce content structure
and presentation

consistent page structure
and layout

works no matter if 10 or 10.000 pages

the bigger the site, the more it helps

only easier if done from the beginning

Content architecture

“Thinking about the structure of your content before creating it.”

Thanks!



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