I CAN SMELL YOUR CMS

@PHILHAWKSWORTH

R/GA
AVOID LOCK-IN

TECHNOLOGY / AGENCY
THE CMS PARADOX
COST OF SYSTEM proportional to COST OF CHANGES
VERSUS

POWERFUL WORKFLOW

versus

GETTING SHIT DONE
PERFORMANCE

Marrissa Mayer, Google: 500 ms of extra load time caused 20% fewer searches.

100 ms of extra load time caused 1% drop in sales.

Greg Linden, Amazon
WYSIWYG
THE POWER TO RUIN THEIR SITE

Rachel Andrew
CONSTRAINTS CAN BE ENABLERS
MANAGE

CONTENT

not

DESIGN
Simplicity
22 MILLION UNIQUES PER MONTH

110 MILLION PAGE VIEWS PER MONTH
MARKDOWN

55941 PUBLISHED DOCUMENTS

778 AUTHORS GLOBALLY
AUTOMATE all the THINGS
ENTERPRISE LEVEL
TO FINISH

1. WHAT REALLY NEEDS TO BE DYNAMIC?
2. YOU DESIGN THE SITE, THE CMS DOESN’T
3. MANAGE CONTENT, NOT DESIGN
4. MAKE IT INVISIBLE

THANKS
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http://hawksworx.com/blog/i-can-smell-your-cms-a-talk-at-fronteers
http://digital.cabinetoffice.gov.uk/2012/11/22/seo-compare-govuk-directgov
https://www.gov.uk/designprinciples
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