Which CMS for Magento 2?

Native CMS functionalities vs third-party CMS integration

Meet ⬢ Magento ITALY

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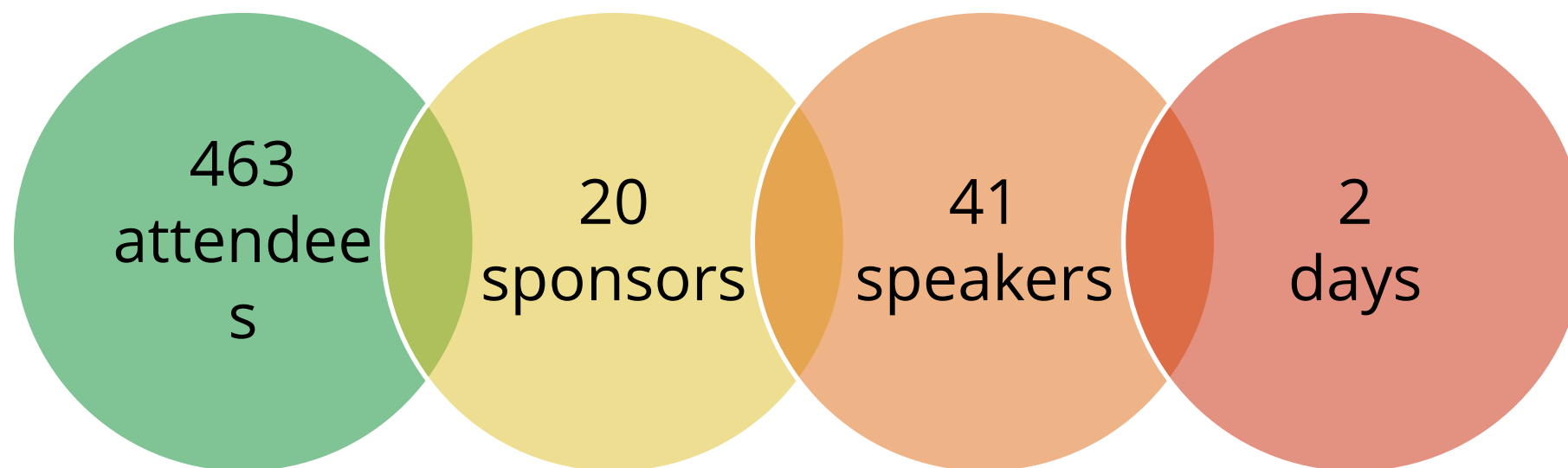
March 2017

Content management system

A **content management system** (**CMS**)[1][2][3] is a computer application that supports the creation and modification of digital content using a common user interface[4] and thus usually supporting multiple users working in a collaborative environment.[5] CMSes have been available since the late 1990s.

CMS features vary widely. Most CMSes include Web-based publishing, format management, edit history and version control, indexing, search, and retrieval. By their nature, content management systems support the separation of content and presentation.

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Do I need a CMS ?

CONTENT IS KING

Bill Gates, 1996 !!!

Your Website and Your Revenue: If They Don't Buy Your Content, They Won't Buy Your Product

by Kristin Zhivago | Apr 12, 2010 | Marketing | 4 comments

0

Tweet

0

Like

0

g+1

in

Share

Before someone will buy your product, they have to "buy" your content. Your content is actually your *first product*, and should be viewed that way. If they don't like your free content, they won't pay for your product.

Most CEOs view content as something "out there," created by people who are not part of the strategic leadership team. They are just seen as "do-bees": Marcom people, webmasters, copywriters, designers, and nerds. Quite often, there is no top executive responsible for the success of the website as a revenue-generator. The website, even though it is almost always the *only* contact point that the customer has with your company, is just not accorded the status it deserves.

How stupid! Even top executives, when they want to buy something, start with a Google search, and then click through sites like a hyperactive bee going from flower to flower.

Yet they treat their own sites as if no one was interested, no one was actively seeking information or trying to do something, and the people who did visit were not very smart. The most informative content – if there is any – is buried under confusing navigation and billboard images created by self-important
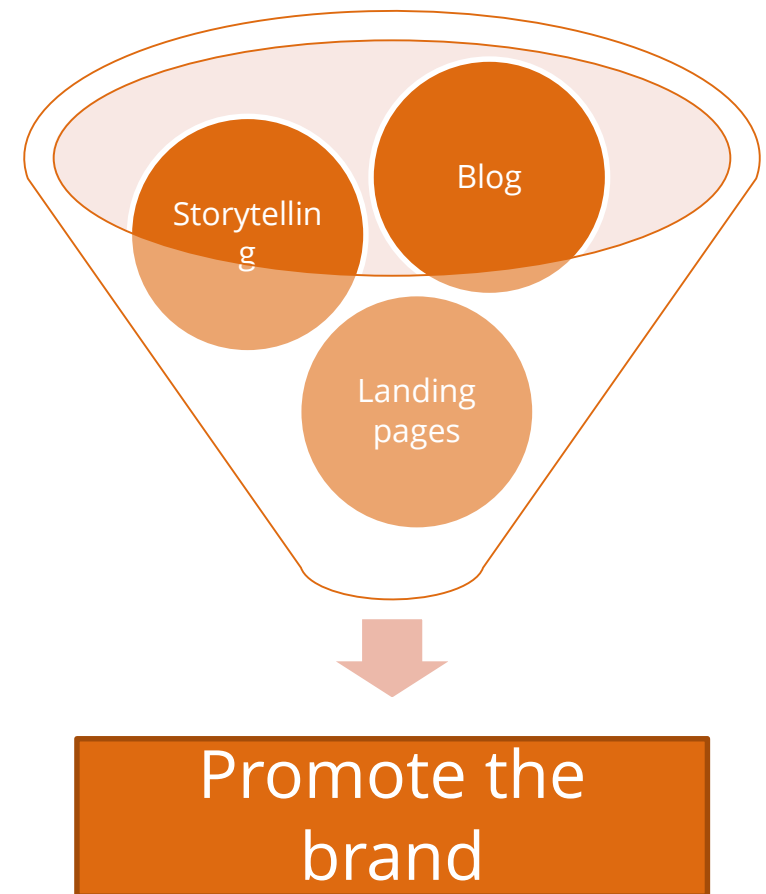
Ecommerce is not a cart only

A modern ecommerce website needs a lot of contents:

- Rich product pages
- Blog
- Landing pages
- Corporate pages
- Photogalleries
- Video galleries
- …

Storytelling is a wide known marketing practice to acquire new customers and requires strong CMS features

Storytelling

Blog

Landing pages

Promote the brand

Ok,
let's assume that everybody knows the importance of contents, please go on…

Is Magento a CMS ?

Magento CMS features

Magento provides some basic CMS features:

- Pages
- Blocks
- Widgets

Pages

mauro

Add New Page

Search by keyword

Filters | Default View | Columns

Select Items | 6 records found | 20 per page | 1 of 1

	ID ↓	Title	URL Key	Layout	Store View	Status	Created	Modified	Action
	1	404 Not Found	no-route	2 columns with right bar	All Store Views	Enabled	Mar 26, 2016 9:51:05 PM	Mar 26, 2016 9:51:05 PM	Select ▼
	2	Home Page	home	1 column	All Store Views	Enabled	Mar 26, 2016 9:51:05 PM	Mar 26, 2016 9:53:59 PM	Select ▼
	3	Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Mar 26, 2016 9:51:05 PM	Mar 26, 2016 9:51:05 PM	Select ▼
	4	Privacy Policy	privacy-policy-cookie-restriction-mode	1 column	All Store Views	Enabled	Mar 26, 2016 9:51:05 PM	Mar 26, 2016 9:53:59 PM	Select ▼
	5	About us	about-us	1 column	All Store Views	Enabled	Mar 26, 2016 9:53:59 PM	Mar 26, 2016 9:53:59 PM	Select ▼
	6	Customer Service	customer-service	1 column	All Store Views	Enabled	Mar 26, 2016 9:53:59 PM	Mar 26, 2016 9:53:59 PM	Select ▼

DASHBOARD
SALES
PRODUCTS
CUSTOMERS
MARKETING
CONTENT
REPORTS
STORES
SYSTEM
FIND PARTNERS & EXTENSIONS

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Have you ever tried to modify home page content?

Home Page

← Back   Delete Pa

PAGE INFORMATION

Page Information

Content

Design

Meta Data

Content

Content Heading   Home Page

Show / Hide Editor

You have to edit a specific block

Blocks

Add New Block

| home 🔍 | | | **▼ Filters** | 👁 Default View ▾ | ⚙ Columns ▾ |

Active filters: **Keyword: home** ⊗   **Clear all**
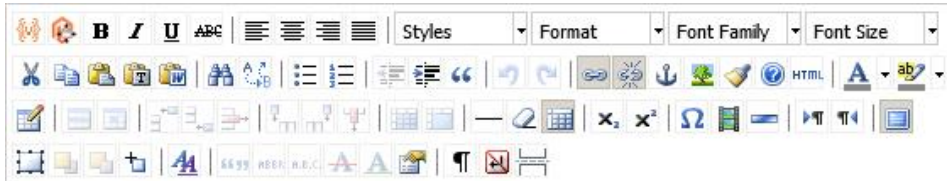
| Select Items ▾ | 1 records found | | | 20 ▼ per page | < | 1 of 1 | > |

☐▼	ID ↓	Title	Identifier	Store View	Status	Created	Modified	Action
☐	14	Home Page Block	home-page-block	All Store Views	Enabled	Mar 26, 2016 9:53:59 PM	Mar 26, 2016 9:53:59 PM	Select ▾

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New Luma Yoga Collection Get fit and look

20% OFF Luma pants when you shop today* Shop Pants

Even more ways to mix and match Buy 3 Luma tees get a 4th fr

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From Magento official documentation:

Content Blocks

A block is a modular unit of content that can be positioned most anywhere on the page. Content blocks are sometimes referred to as static blocks, or CMS blocks, and can be used to display fixed information such as text, images, and embedded video, as well as dynamic information from a widget or that originates in a database or other source. Most elements on the home page are blocks that can be easily managed.

You can create custom blocks of content without writing any code, and assign them to appear in a specific place in the page layout. Blocks can also be defined and positioned by making a layout update in XML code.

Seriously, are your customers able to manage contents in this way?

Yes?

Even in responsive websites?

Ok, but there are some modules that may help...

Banner Manager

Add banner on home page, category page and product details page with left,top and by **IQ Web**.

Magic Slideshow

Gorgeous product slideshows made easy. Display images in smooth, fading responsive, by **Magic Toolbox**.
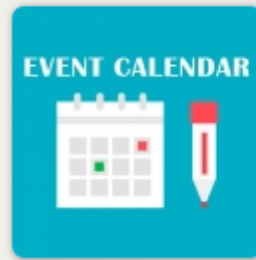
Save and Manage Contact Form

Allows saving contact form data into database, reply and managing history with custom by **Victor George**.

Blog

Blogging is one of the best marketing tactics, Blog Extension enable powerful by **MageArray**.

Events Calendar

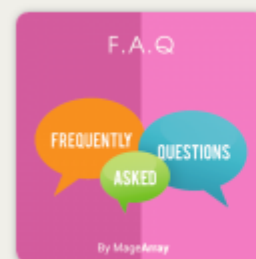Manage the events with full calendar and its show you upcoming events list. by **IQ Web**.

Blog for Magento 2

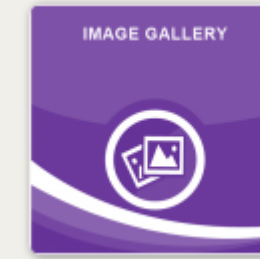Blog extension will allows you to create a full-fledged blog on your Magento 2 Store. by **MageFan**.

Product Videos

Product Videos extension allows you to post videos exactly on product pages... by **FME Extensions**.

FAQ

This extension setup a FAQ section in your website to help customers with questions that by **MageArray**.

Image Gallery

Module for your store with image edit, delete, update, light-box and many more. by **Webkul**.

Category Banners

Category Banners makes your product list pages more interesting by displaying an by **FME Extensions**.

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So, let me ask you:

«why aren't you using an ecommerce plugin for Wordpress?»

Showcase Themes Plugins Mobile Support Get Involved About Blog Hosting

Search WordPress.org

Download WordPress

Plugin Directory

Username [   ] Password [   ] [Log in] (forgot?) or Register

Search Results Featured Popular Favorites Beta Testing   Developers Keyword ▾ commerce

Showing 1-30 of 1,000+ plugins

1 2 ... 34 Next »

WP e-Commerce - Store Toolkit

Store Toolkit - formally Nuke - includes a growing set of commonly-used WP e-Commerce administration tools aimed at web developers and store maintaine

By: *Visser Labs*.

★★★☆ (3)
1,000+ active installs

Last Updated: 1 week ago
Compatible up to: 4.5

WP e-Commerce Dynamic Gallery

Bring your product pages and presentation alive with WP e-Commerce Dynamic Gallery. Simply and Beautifully.

By: *Steve Truman* and *A3 Revolution Software Development team*.

★★★☆ (3)
2,000+ active installs

Last Updated: 8 months ago
Compatible up to: 4.3.3

WP e-Commerce Catalog Visibility

WP e-Commerce Catalog Visibility and Email Inquiry transform WP e-Commerce into an online brochure with Product Email Inquiry button and pop-up form.

By: *Steve Truman* and *A3 Revolution Software Development team*.

★★★★ (1)
400+ active installs

Last Updated: 8 months ago
Compatible up to: 4.3.3

WP e-Commerce Grid View

WP e-Commerce Grid View Lite automatically activates the WP e-Commerce plugin Grid View feature.

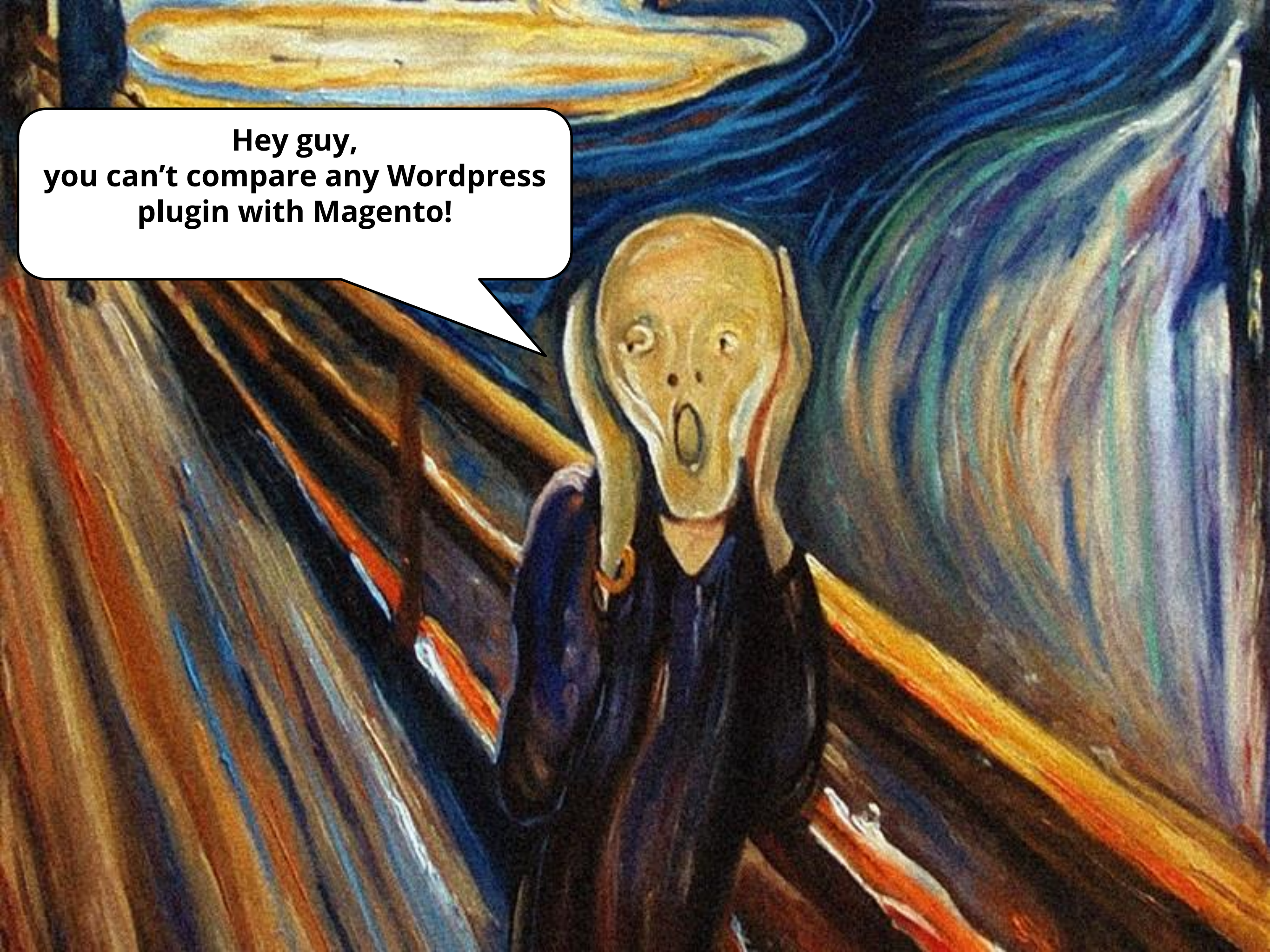By: *Steve Truman* and *A3 Revolution Software Development team*.

★★★☆ (3)
2,000+ active installs

Last Updated: 8 months ago
Compatible up to: 4.3.3

Absolutely !

Magento is the best ecommerce solution

but

there are better tools for content management

Are you thinking about integrating a third-party CMS ?

But... which CMS?

cms matrix   1309 CMS*

* Number of registered CMS at 02/04/2016

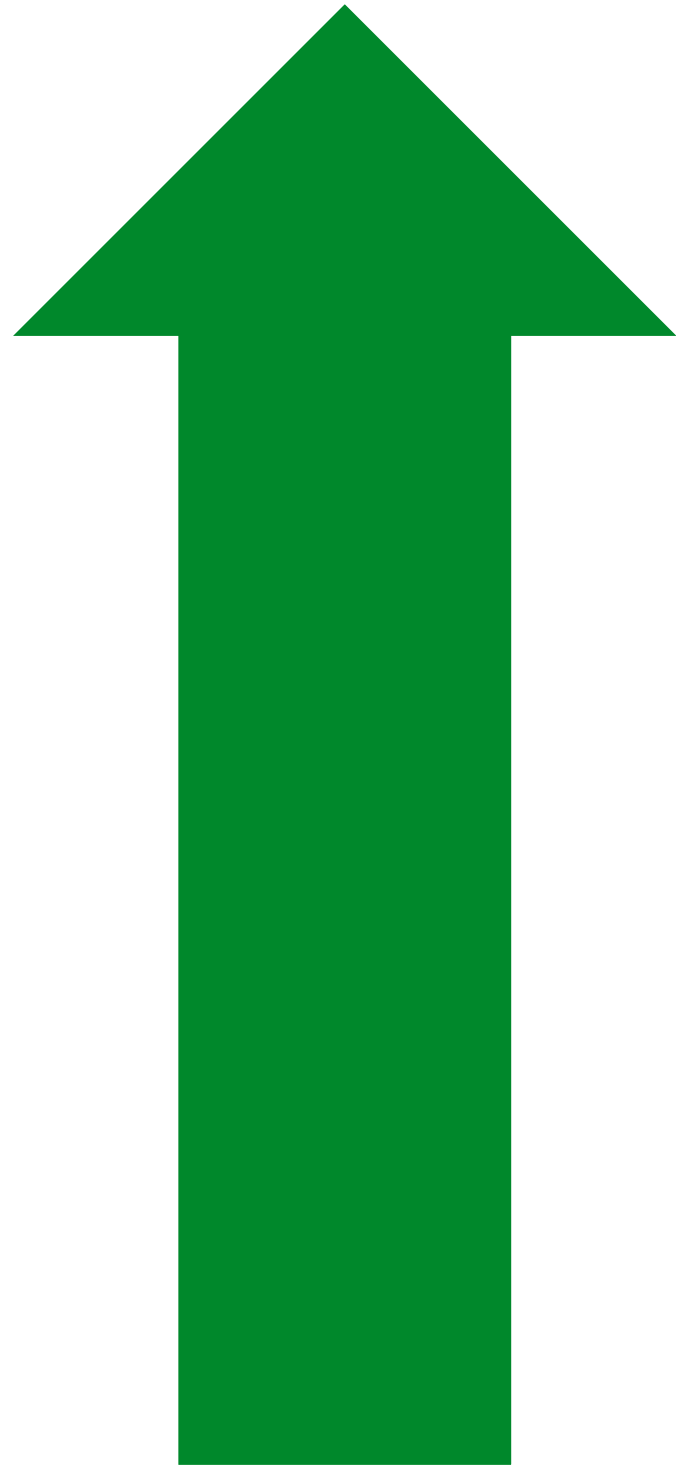Which is the
best CMS?

PHP / MySQL

Open Source

A lot of modules

Easly integrable with Magento

What do we need when integrating a CMS?

- *The same domain, layout and menu*
  CMS pages and ecommerce pages should share the same domain, layout and menu, the user should not perceive any difference

- *Rich contents everywhere*
  It should be possible to mix contents and products in home page, product pages, category pages, landing pages and so on

Our choises...

WordPress is web
software you can use
to create a beautiful
website, blog or app

https://wordpress.org/

What is TYPO3 CMS?

- Open Source Enterprise CMS

- Scalable Web Application Framework

- User friendly with unlimited extendability

- Integrated Development and Editing Workflows

http://www.typo3.org/

Two different approaches

WordPress

- Personal use
- Easy to use
- Easy to extend

TYPO3

- Enterprise
- Very rich of features
- A robust framework

How integration works?

There are a lot of different solutions to integrate Wordpress

The most known one is Fishpig

Currently available for Magento 1 only

Magento 2 version coming soon!
(thanks to Ben Tideswell for his work)
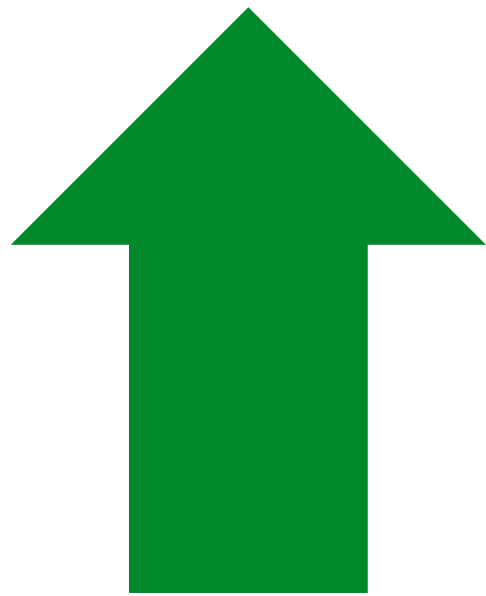
How Fishpig works

It provides a Magento module that reads contents from Wordpress database directly and provides content output through phtml files.

It also provides a new menu into Magento backoffice with shortcuts to Wordpress backoffice.

Wordpress is used as a backoffice system only.

About this approach

- It allows editors to manage contents easly

- It allows to include products
  in blog posts and vice-versa

- It relieves you from customizing Wordpress
  theme

- It is based on the Magento principles
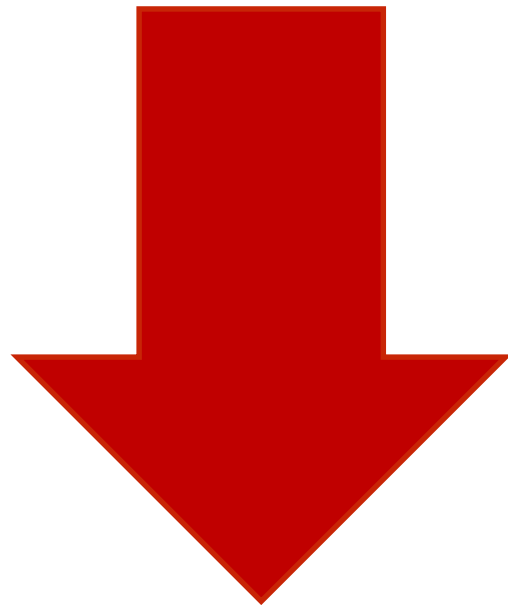
- It is possible to install a few
  Wordpress plugins to enhance
  content functionalities

There are a few TYPO3 plugins to integrate Magento and have limited functionalities

We implemented our own integration

This is how it works

How our Magento 2 – TYPO3 7 integration works

Magento and TYPO3 are both installed on the same server

TYPO3 instantiates Mage.php to get Magento contents

Magento calls TYPO3 pages to get editorial contents

A shared layout

Magento and TYPO3 share some layout components:

- Header

- Menu

- Footer

A Magento module allows to inject TYPO3 contents into ecommerce pages

A TYPO3 plugin allows to inject Magento contents into editorial pages

....¡ Inicio / Libros / Pequeñas historias

Pequeñas historias

En esta ocasión os presentamos diferentes colecciones de libros en los que se narran pequeñas historias. Algunas reproducen situaciones cotidianas con las que los niños pueden identificarse fácilmente, y otras contienen historias fantásticas, para que los niños se diviertan dejando volar su imaginación.

Mi place   0

SHARE

Categorías

Libros
Pequeñas historias
Cuentos
Cuadernos para jugar
Primeras palabras
Cuadernos de actividades
Libros para jugar y aprender
Para los más peques
Para saber más
Primeras lecturas
Libros de actividades

2 Artículo(s)   Mostrar 9 ▾ por página

Ver como: Cuadrícula **Lista**   Sort By Posición ▾

EL MÓN MERAVELLÓS DELS MEUS 3 ANYS (NENES)

EL MÓN MERAVELLÓS DELS MEUS 3 ANYS (NENS)

€ 13,50

€ 13,50

Agregar al carrito

Agregar al carrito

Agregar a la lista de artículos de interés
Agregar a la lista de comparación

Agregar a la lista de artículos de interés
Agregar a la lista de comparación

Filtrar por

Currently Shopping by:
El mundo maravilloso de...   x
El mundo maravilloso de...   x
Precio
€ 10,00 and above (1)
Edad
0-3 (1)

2 Artículo(s)   Mostrar 9 ▾ por página

Ver como: Cuadrícula **Lista**   Sort By Posición ▾

TYPO3 contents into Magento pages
Via HTTP requests

An helper can be included in Magento phtml files to retrieve editorial content from TYPO3

```php
<?php
echo $this->helper('Webformat\Typo3Connector\Helper\Includes')->getTYPO3Content('product', null,'smah6c');
?>
```

```php
public function getTYPO3Content(
        $block, $category_id = '', $product_id = '', $cacheable = true
){
[...]

        // if page is cacheable, let's first try to retrieve content from cache
        if ($cacheable) {
            list($cached, $content) = $this->getFromCache($block, $category_id, product_id);
        }

        // if no cache found or page not cachable get fresh content ( and store it if needed )
        if(($cacheable && !$cached) || !$cacheable ){
            $content =  $this->getContent($block, $category_id, $product_id, $cacheable,
$executionTime, $url);
        }
[...]
}
```

Configuration

CATALOG

TYPO3 INTEGRATION

Connector

Content Sharing

CUSTOMERS

SALES

SERVICES

ADVANCED

Enabled | Yes | [STORE VIEW]

Column name in TYPO3 'pages' table | tx_wfmagento_products | [GLOBAL]
This column contains a list of SKUs (CSV)

Column name in TYPO3 'pages' table where pick up image | media | [GLOBAL]
Default is 'media'

Urls config

Domain | http://typo3typo3@unnamedformatlabs.com/ | [GLOBAL]

Blocks | [GLOBAL]

Block Code	Url segment	Action
header	index.php?id=1&type=6	🗑
footer	index.php?id=1&type=7	🗑
product	index.php?id=40&type=5	🗑

Add

Blocks and related url segments

Cookies to include as get parameters (csv format) | | [GLOBAL]

Configuration

Log file name | dbg_typo3connector.log | [GLOBAL]

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Direct Magento resources and models access

TYPO3 includes Magento contents by instantiating Mage.php and directly calling Magento APIs and/or models

| General | Plugin | Appearance | Access | Categories | Relations | Magento |

Product SKUs (comma separated, ALL value is possible)

Associate this content to the following categories

Selected Items

Available Items

All categories
__Product categories:__
Uomo
Uomo-In evidenza
Uomo-In evidenza-Nuovi arrivi
Uomo-In evidenza-I più venduti
Uomo-In evidenza-Parma Calcio
Uomo-In evidenza-Zebre Rugby
Uomo-Abbigliamento
Uomo-Abbigliamento-Maglie

General Plugin Appearance Access Categories Relations Magento

Selected Plugin

🏬 Magento products (CACHED) ⌄

Plugin Options

Mode

Products list ⌄

Products to be shown (search by product name)

DM0G0C
SMAH6C
SMAI6C

⌃
⌄
🗑

🔍 Find records

Magento – TYPO3 SSO

- User registers via Magento registration

- User logins and logouts via Magento only

- After Magento login, the TYPO3 login action is called programmatically so user automatically logins into TYPO3 too

- Magento and TYPO3 databases are synchronized via SQL triggers

Application request routing

When a request comes in, who is in charge to manage it?

Two possibilities:

- All requests are primarly managed by Magento (or TYPO3) and passed through to the other platform if no routing applies (poor performances)

- Magento (or TYPO3) is installed in a subfolder so each platform manages its own requests only (it forces to have urls like this: http://www.mywebsite.com/shop/...)
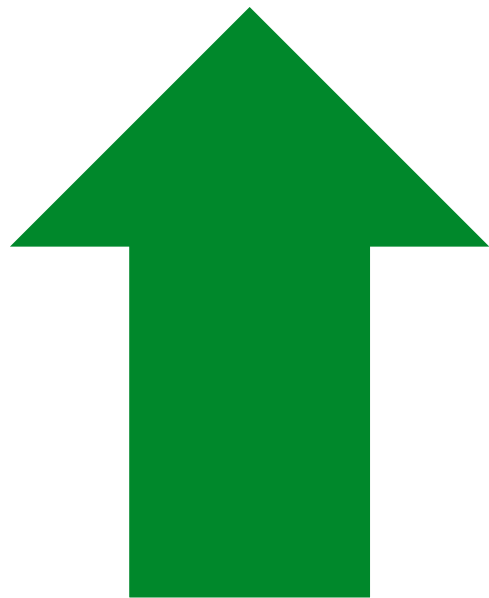
Caching

- Both Magento and TYPO3 have their own caching systems
- The integration layer has to integrate with both caching systems to locally cache contents provided by the other platform
- The integration layer has also its own caching system to avoid asking to both platforms the same content more than once

Integration layer
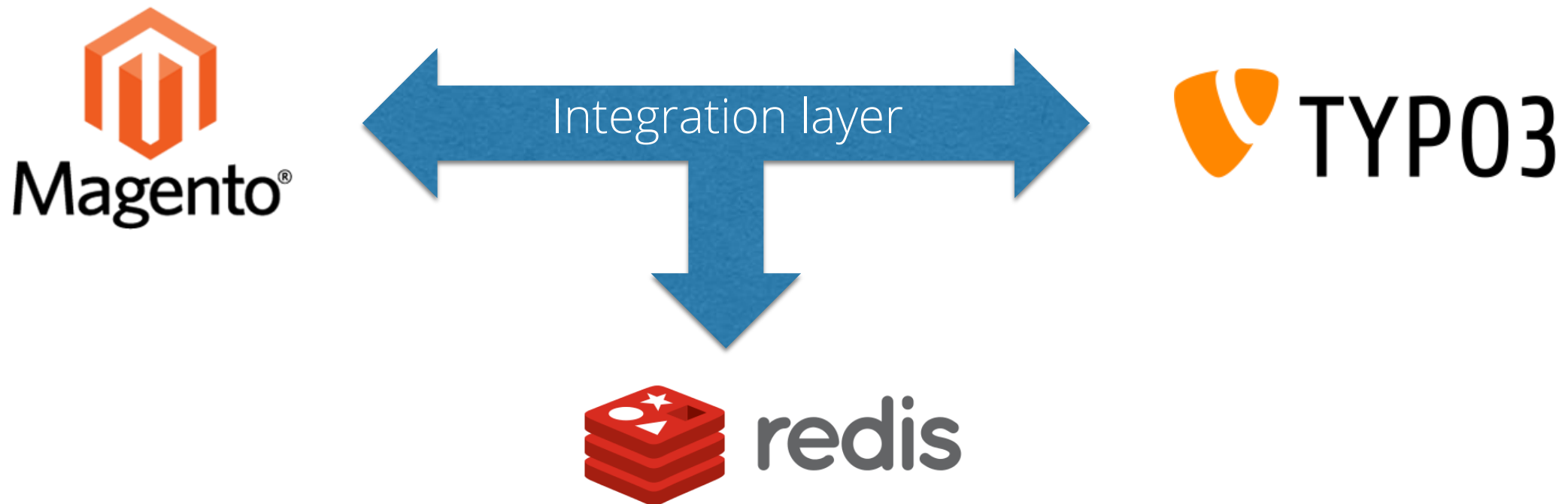
About this approach

- It provides a powerful CMS fully integrated with Magento

- All TYPO3 functionalities and plugins can be used
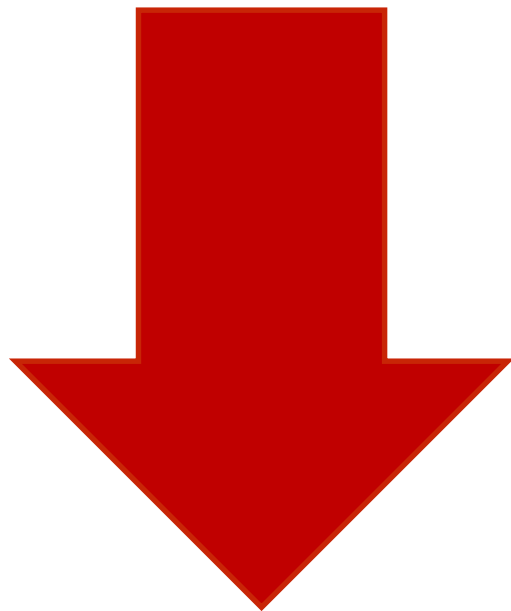
- It is necessary to implement a theme for TYPO3 too

Some other approaches

BY GIGASAVVY

MAGENTO**WORDPRESS**
INTEGRATION
Magento WordPress Integration

Magento 1 only

Not tested by me

It allows you to add any Magento blocks to your WordPress theme, including ones you have created yourself, and static blocks created through the Magento admin area.

https://wordpress.org/plugins/magento-wordpress-integration/

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Magento WordPress Integration — BY GIGASAVVY

Magento 1 only

Not tested by me

- It instantiates Mage.php

- It doesn't allow to include WP contents into Magento pages

Main Settings - *This is the most important step!*

Mage.php Path

Enter the full path to your Mage.php file, starting from the web root. The path to your public/www root should have been prefilled to the right, this should get you started!

/home/site/magento/app/Mage.php

Mage.php was found!

Package Name

default

Theme Name

default

Magento & WordPress

Magento

Magento 1 only

Not tested by me

This plugin makes it possible to show products from your Magento store on your WordPress website.
You can either show your products with a shortcode on your pages or in posts or using the widget to show it in the sidebar.

https://wordpress.org/plugins/magento/

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Magento & WordPress

Magento 1 only

Not tested by me

Not supported anymore

But it uses interesting approach:

- It calls standard Magento webservices to get Magento product information

MageLink

Extbase Solution to connect TYPO3 and Magento

Magento
1
only

Not
tested
by me

This TYPO3 module allows to include Magento contents (products, cart and checkout) into TYPO3 pages

It uses Magento webservices

Currently under re-development

https://typo3.org/extensions/repository/view/magelink

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Conclusions

Contents are very important even in an ecommerce website

Contents need a proper tool to be easly and efficiently managed

My Suggest

WORDPRESS

- Blog

- Single store ecommerces

- A few editors

TYPO3

- Big websites

- Multi-store and multi-language ecommerces

- A lot of editors with editorial workflows and different access rights

And don't forget to take care of search results !

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🔍 **SORRY, DID YOU MEAN:**

adidas milan   adidas (milan _)

PRODUCTS

adidas (189) brands (188) shoes (125) men (97)
new (87) new now (87) now (87) women (77)
clothing (54) running (49)

ADIDAS W. SUPERSTAR ADICOLOR
WOMEN'S SHOES
€ 100.00

ADIDAS EXTABALL
WOMEN'S SHOES
€ 59.99 € 85.00

ADIDAS SUPERSTAR
MEN'S SHOES

SEE ALL PRODUCTS
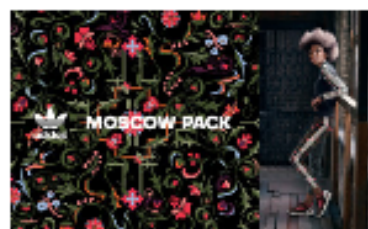
BLOG

27 MAY 2015
WE RUN MILANO 2015

24 MARCH 2016
ADIDAS STELLASPORT NEW NOW

03 MARCH 2016
ADIDAS ADICOLOR NEW NOW

15 OCTOBER 2015
ADIDAS MOSCOW PACK

10 SEPTEMBER 2015
ADIDAS ORIGINALS:

STORES

AW LAB

C.SO BUENOS AIRES, 31
20124 MILANO MI
+39 02/2047341

Ritiro in negozio attivo

AW LAB

VIA TORINO, 22
20123 MILANO MI
+39 02/89095284

Ritiro in negozio attivo

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Thank You!

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