An Inspirational Tour Through Other CMS

WordPress Meetup Vienna | https://kraftner.com/talks

Thomas Kräftner

https://kraftner.com | @kraftner@mastodon.social

WordPress Pain Points

Content Management System

Content Type Product

- description with requirement for length
  - custom input for post meta, length validation
- multiple product images for different teasers
  - just 1 featured image, i.e. custom UI for multiple images
- color
  - custom color picker for post meta, RGB validation
- weight
  - custom input for post meta, validation number > 0
- multilingual
  - Plugin

Why structured content?

- What does it enable on a technical level?
- What does it enable for the website and its users?
- What does it need for structured content?

Technical Level

- separation of content and output
- optimized editing UI incl. validation

Examples for thereby possible features

- enforce consistency of content

  e.g. color always RGB, weight a number > 0
- targeted search in and filtering by field
- differing ways of output

  e.g. teaser element, PDF, JSON-API for apps
- enforce consistency of layout

  color and weight always on the right next to description
- easy global changes

  refactoring of content structure and template changes,

  independently of each other

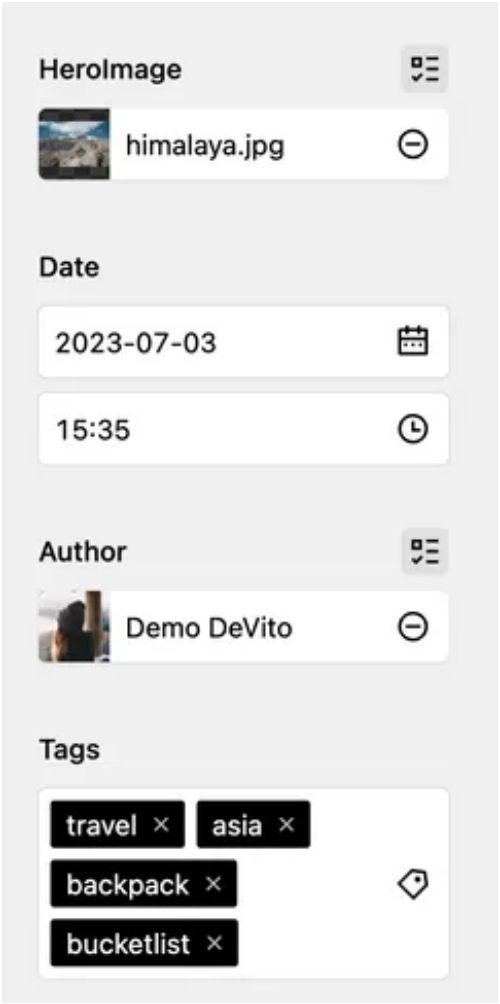
Required CMS features

- definition of structure (UI, config files, code)
- editing UI
- output (Templates)

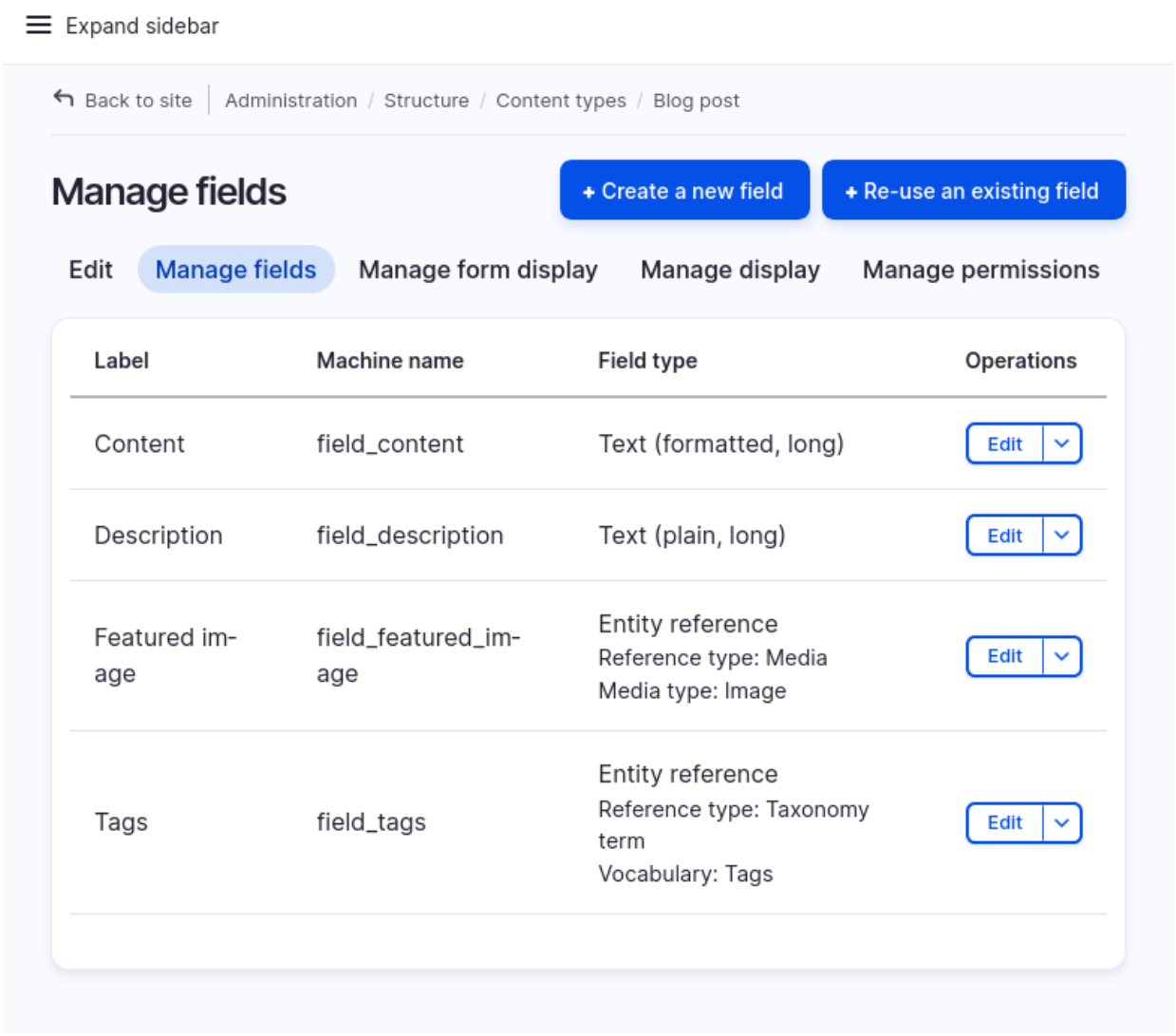
Defining Content Types

Kirby Blueprints - Fields

```
fields:
    heroImage:
        type:  files
        max:  1
    date:
        type:  date
        time:  true
        default:  now
    author:
        type:  users
    tags:
        type:  tags
```

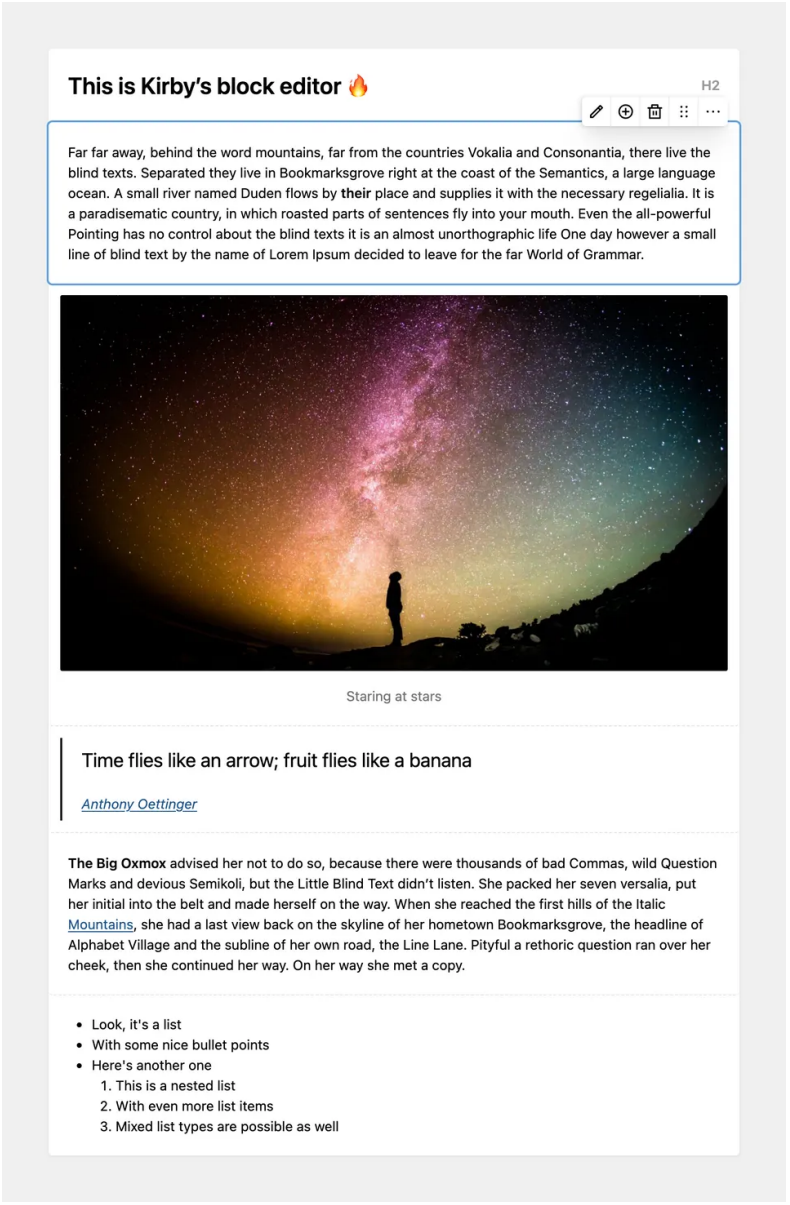


Drupal Fields

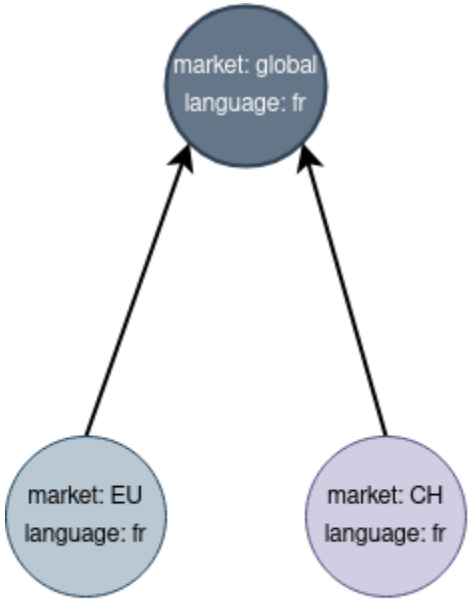


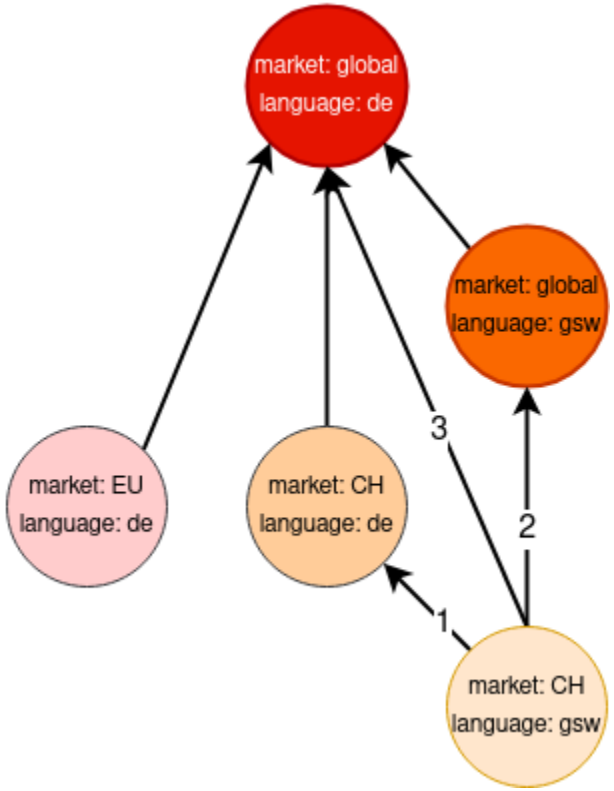
Kirby Blocks

```
fields:
    text:
        type:  blocks
        fieldsets:
            - heading
            - text
            - image
            - quote
            - list
```



Neos Dimensions

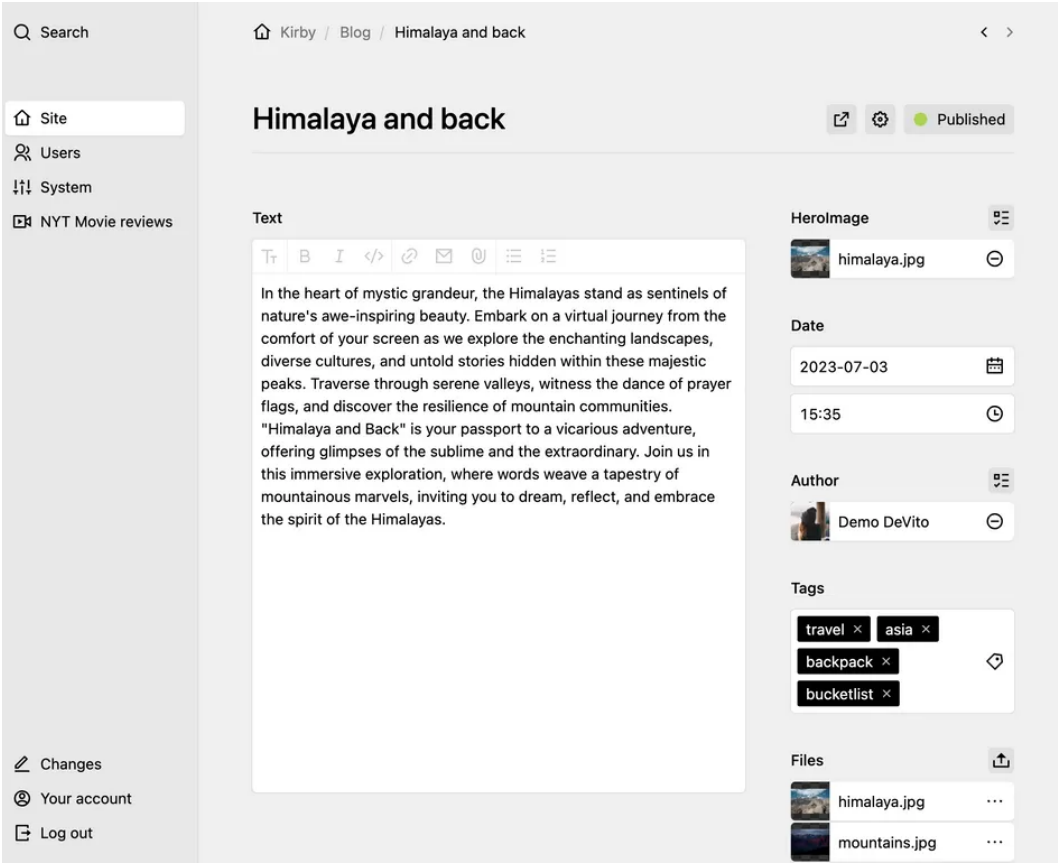




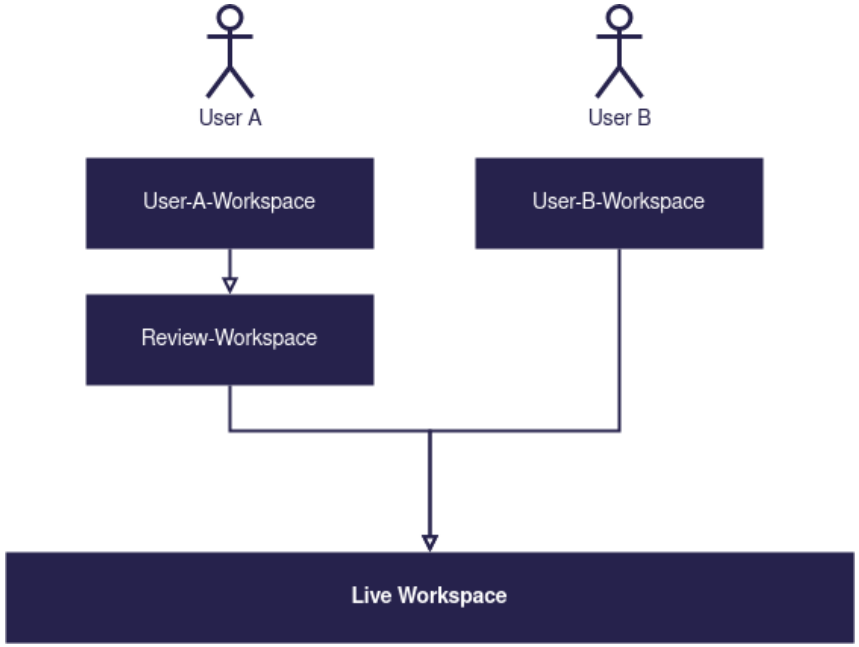
Editing Content

Kirby Blueprints Layout

```
title: Article
icon: 📖

columns:
    main:
      width: 2/3
      fields:
        text:
          type: textarea
          size: large

    sidebar:
      width: 1/3
      sections:

        meta:
          type: fields
          fields:
            heroImage:
              type: files
              max: 1
            date:
              type: date
              time: true
              default: now
            author:
              type: users
            tags:
              type: tags
            files:
              type: files
```



Neos Workspaces



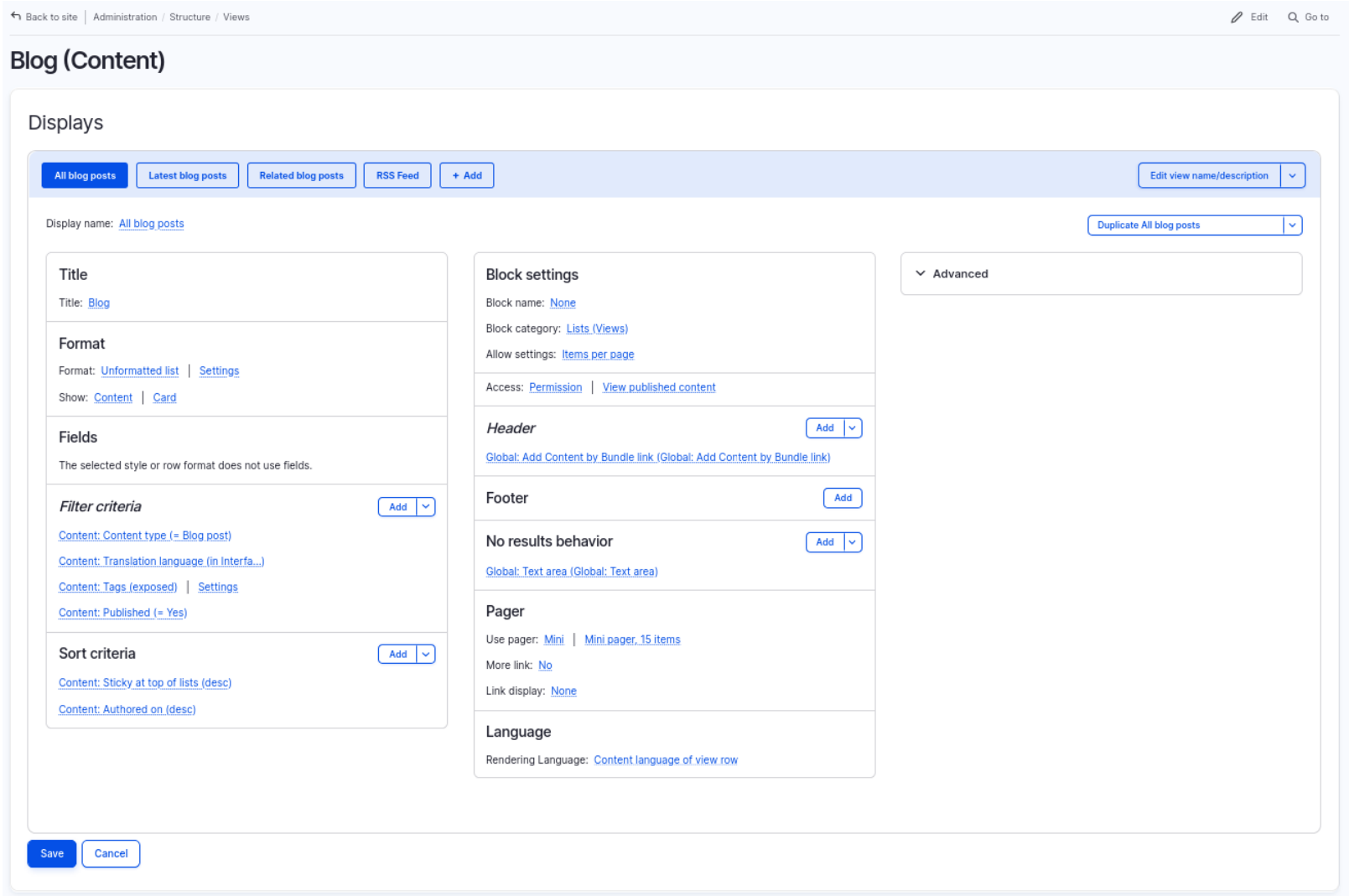
- "Git for content" - branches, merging
- workflows:
  - prepare content
  - sign off content

Output Content

Kirby PHP Templates

```
<html>
  <head>
    <meta charset="UTF-8">
    <title>
      <?= $page->title()->html() ?> | <?= $site->title()->html() ?>
    </title>
  </head>
  <body>

    <header>
      <h1>
        <a href="<?= $site->url() ?>">
          <?= $site->title()->html() ?>
        </a>
      </h1>
    </header>

    <main>
      <h1><?= $page->title()->html() ?></h1>
      <?= $page->text()->kirbytext() ?>
    </main>

  </body>
</html>
```

Drupal Views, Blocks, Regions



very, very much possible in the UI

Drupal Theming

- Twig templates
- component based reusability of HTML/CSS/JS (Single-Directory Components)

Neos Fusion & AFX

- custom "Fusion" language to retrieve, transform and pass data to output
- "AFX" template language, inspired by JSX in React
- interesting but overkill for what one usually needs for my taste

Saving and Migration of Content and Configuration

Kirby Flat File

```
Title: An interesting article
----
Date: 2026-02-09
----
Text:
This is an interesting text.
```

- plaintext files instead of database, one page & assets is a folder
- simple search & replace
- easy to version and trace changes with Git
- easy to copy, move or restore content

Drupal Import/Export/Update

```
site_uuid: 50e22c09-9645-4a0e-a772-42a0de42eb25
uuid: 0e4dffc0-1bba-4ffb-8e5f-47568bd80968
entity_type: node
bundle: blog
base_fields:
  title: 'A post'
  created: '1770635745'
  url: /blog/2026-02/a-post
custom_fields:
  field_content:
    -
      value: '<p>This is the content of the post</p>'
      format: content_format
```

Content export/import incl. assets in standardized format

Updates & repeated imports without duplicates thanks to UUIDs

Ecosystem, Governance & Community

Drupal - The Open Source Poster Child

- practically everything (Core & Modules) Open Source and no commercial extensions, i.e. just cross financing and volunteer work
- often combined effort to work on community solutions including module dependencies, resulting in sometimes complex net of multiple modules
- Drupal Association with democratically elected board
- very sworn in, stable, international community, although smaller than WP
- contribution credit system for recognition

Kirby - The proprietary Open Web paradox

- no Open Source, Code available with one-time licence fee per site, but sustainable funding despite very small team of 5 people
- extensions mostly standalone solutions, partly competing solutions for the same problem, partly commercial, so all in all similar to WordPress
- small community with clear focus on the DACH region
- (Certified) Partner Network

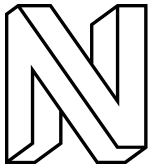
Neos - The radical, ideal perfectionist

- Open Source and no commercial extensions, i.e. just cross financing and volunteer work
- no central repository or market place for community extensions
- german Verein with democratically elected board
- very small (according to website 68 service providers) community basically just in DACH region

Overall impression

> WordPress is basically the gaffer tape of CMS.
> Neither elegant nor ever the perfect, abstractly "correct" solution, but one can quickly and with little complications roughly get to where one wants.
> A thoroughly pragmatic "Good enough."

Drupal is completely different.
Where WordPress says "Design for the majority" and "Decisions not Options" Drupal allows for absolutely every question to make a custom decision.
So Drupal is more of a CMS construction kit with which one can fulfill 100% of ones requirements, even though the way to get there may quickly become exhausting and confusing.
But for those who need that Drupal will be a dream come true.



NEOS

Neos is the smart ass of CMS.
The technical core aspects of a CMS have been deconstructed and implemented in the most perfect way. Unfortunately this also leads to it often feeling like a theoretical, academic work of the departement of computer science. With everything but the technical foundation (documentation, UI/UX, accessibility or simply usage numbers) Neos unfortunately shows its weakness. Everyone who seeks technical perfection instead of pragmatism should still be happy with Neos.

Kirby

> Kirby mostly manages the balance between the majorities needs and individuality.
> No tight corset but still loosely set guardrails derived from practical experience with a lot of love for the details, artisan work and the Open/Indie Web.
> If a website can be done inside the feature set of Kirby you probably won't have more fun with any other system.

Thanks for the attention!

Questions? Comments?

Personal experience with these or other CMS?

Thomas Kräftner

https://kraftner.com

@kraftner@mastodon.social