

An Inspirational Tour Through Other CMS

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



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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:

herolImage:

type: files

max: 1

date:

type: date

time: true

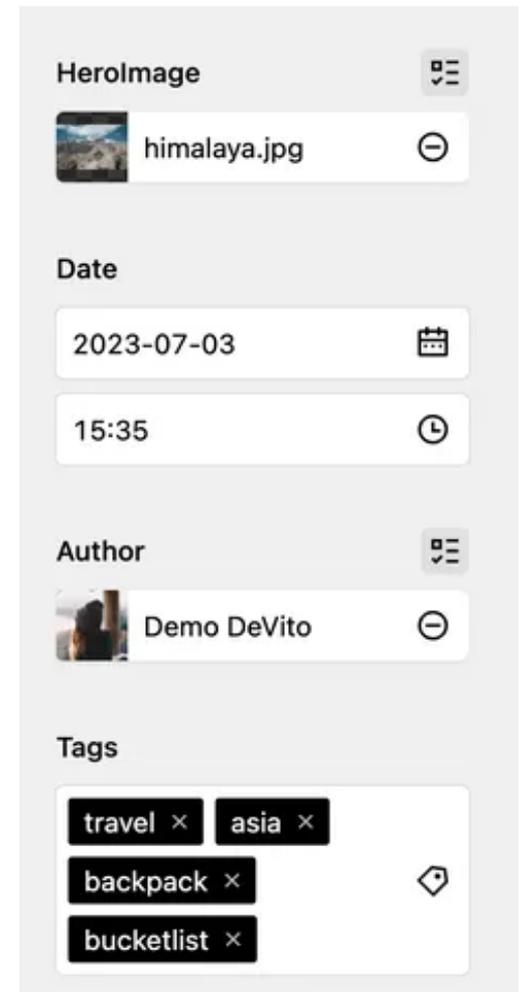
default: now

author:

type: users

tags:

type: tags



The screenshot shows a vertical stack of form fields in a light gray container. At the top is the 'HerolImage' field, which has a small thumbnail of a mountain range and the filename 'himalaya.jpg'. Below it is the 'Date' section, containing two stacked fields: the first for the date '2023-07-03' and the second for the time '15:35'. The next field is 'Author', which shows a small profile picture and the name 'Demo DeVito'. At the bottom is the 'Tags' field, which displays three tags: 'travel', 'asia', and 'backpack', with a fourth tag 'bucketlist' partially visible. Each tag has a small 'x' icon to its right, and there is a plus icon to the right of the 'backpack' tag.

Drupal Fields

☰ Expand sidebar

← Back to site | Administration / Structure / Content types / Blog post

Manage fields

+ Create a new field

+ Re-use an existing field

Edit

Manage fields

Manage form display

Manage display

Manage permissions

Label	Machine name	Field type	Operations
Content	field_content	Text (formatted, long)	Edit ▼
Description	field_description	Text (plain, long)	Edit ▼
Featured image	field_featured_image	Entity reference Reference type: Media Media type: Image	Edit ▼
Tags	field_tags	Entity reference Reference type: Taxonomy term Vocabulary: Tags	Edit ▼

Kirby Blocks

fields:

text:

type: blocks

fieldsets:

- heading
- text
- image
- quote
- list

This is Kirby's block editor 🔥

H2



Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar.



Staring at stars

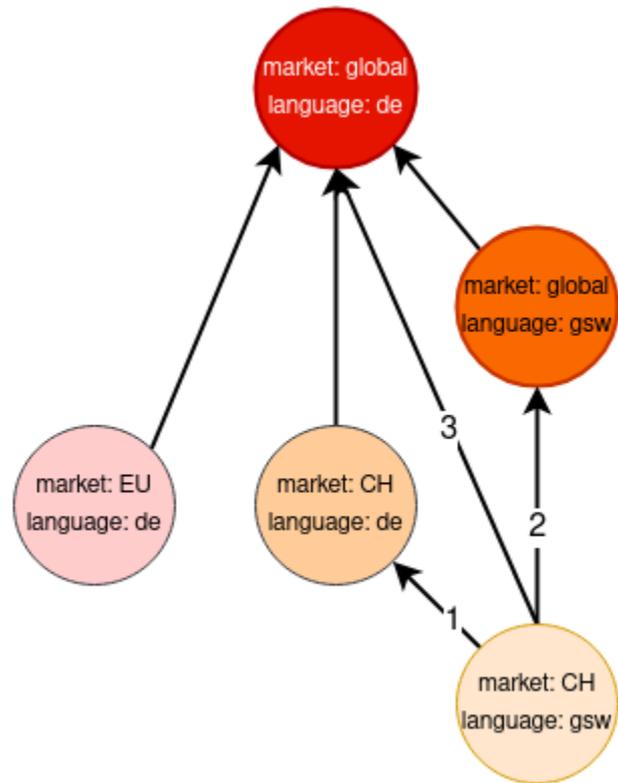
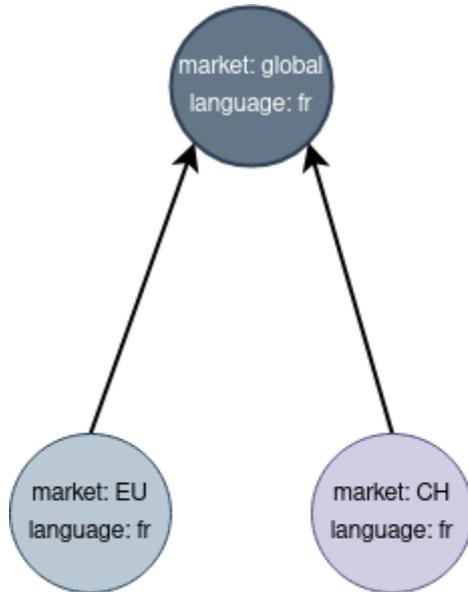
Time flies like an arrow; fruit flies like a banana

[Anthony Oettinger](#)

The **Big Oxmox** advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. When she reached the first hills of the [Italic Mountains](#), she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the subline of her own road, the Line Lane. Pityful a rethoric question ran over her cheek, then she continued her way. On her way she met a copy.

- Look, it's a list
- With some nice bullet points
- Here's another one
 1. This is a nested list
 2. With even more list items
 3. Mixed list types are possible as well

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:

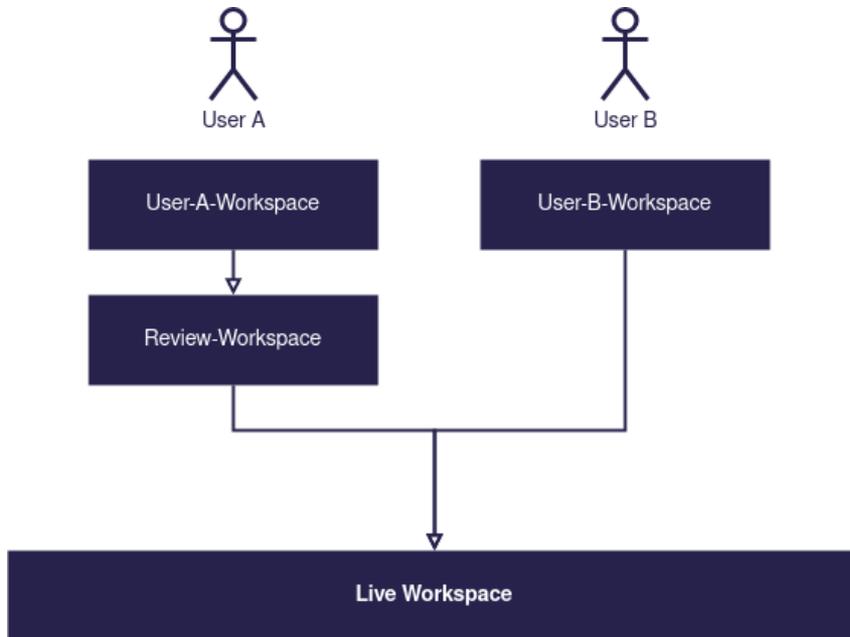
type: files

The screenshot shows the Kirby CMS interface for editing a blog post titled "Himalaya and back". The page is divided into three main sections: a left sidebar, a central text editor, and a right-hand meta-data panel.

- Left Sidebar:** Contains navigation links for "Site", "Users", "System", and "NYT Movie reviews". At the bottom, there are links for "Changes", "Your account", and "Log out".
- Central Editor:** Features a rich text editor with a toolbar (bold, italic, link, etc.) and a text area containing the following content:

In the heart of mystic grandeur, the Himalayas stand as sentinels of nature's awe-inspiring beauty. Embark on a virtual journey from the comfort of your screen as we explore the enchanting landscapes, diverse cultures, and untold stories hidden within these majestic peaks. Traverse through serene valleys, witness the dance of prayer flags, and discover the resilience of mountain communities. "Himalaya and Back" is your passport to a vicarious adventure, offering glimpses of the sublime and the extraordinary. Join us in this immersive exploration, where words weave a tapestry of mountainous marvels, inviting you to dream, reflect, and embrace the spirit of the Himalayas.
- Right Panel:** Contains meta-data fields for:
 - HeroImage:** A field with a preview of "himalaya.jpg".
 - Date:** Fields for "2023-07-03" and "15:35".
 - Author:** A field with a preview of "Demo DeVito".
 - Tags:** A field with selected tags: "travel", "asia", "backpack", and "bucketlist".
 - Files:** A field with a preview of "himalaya.jpg" and "mountains.jpg".

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

← Back to site | Administration / Structure / Views Edit Go to

Blog (Content)

Displays

[All blog posts](#) [Latest blog posts](#) [Related blog posts](#) [RSS Feed](#) [+ Add](#) [Edit view name/description](#)

Display name: [All blog posts](#) [Duplicate All blog posts](#)

Title

Title: [Blog](#)

Format

Format: [Unformatted list](#) | [Settings](#)

Show: [Content](#) | [Card](#)

Fields

The selected style or row format does not use fields.

Filter criteria

[Add](#)

- [Content: Content type \(= Blog post\)](#)
- [Content: Translation language \(in Interfa...\)](#)
- [Content: Tags \(exposed\)](#) | [Settings](#)
- [Content: Published \(= Yes\)](#)

Sort criteria

[Add](#)

- [Content: Sticky at top of lists \(desc\)](#)
- [Content: Authored on \(desc\)](#)

Block settings

Block name: [None](#)

Block category: [Lists \(Views\)](#)

Allow settings: [Items per page](#)

Access: [Permission](#) | [View published content](#)

Header

[Add](#)

[Global: Add Content by Bundle link \(Global: Add Content by Bundle link\)](#)

Footer

[Add](#)

No results behavior

[Add](#)

[Global: Text area \(Global: Text area\)](#)

Pager

Use pager: [Mini](#) | [Mini pager, 15 items](#)

More link: [No](#)

Link display: [None](#)

Language

Rendering Language: [Content language of view row](#)

[Save](#) [Cancel](#)

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: 0e4dfffc0-1bba-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

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.

N 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 department 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?



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