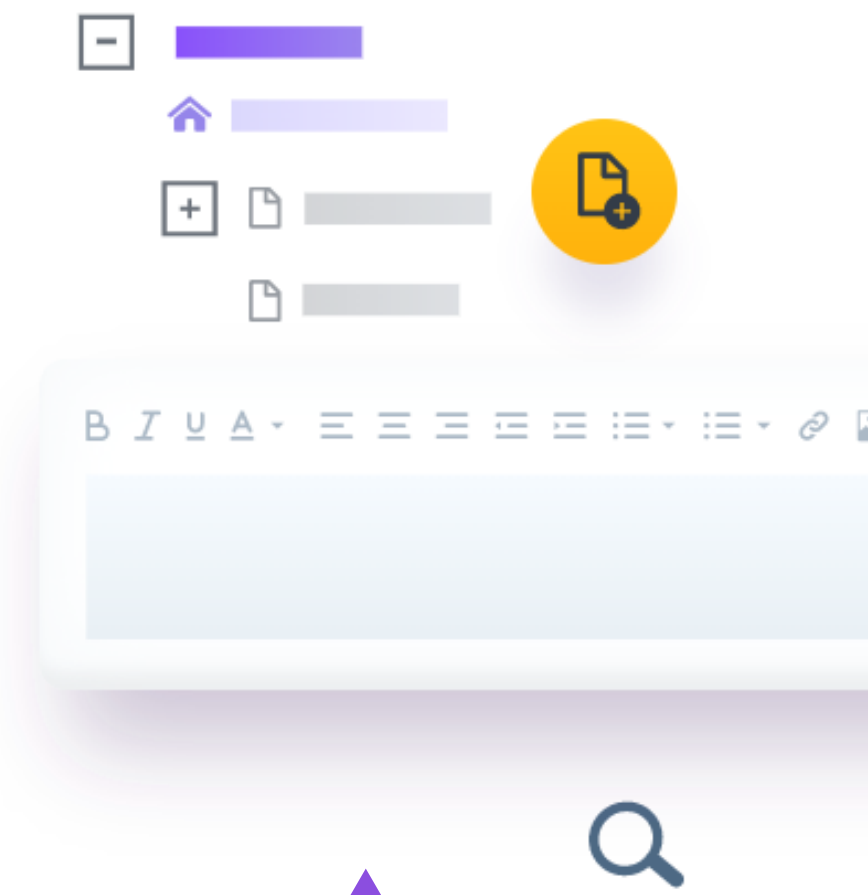


Content Architecture & CMS Implementation

agility

Guide

Content Architecture Defined

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Building out your Content Architecture is possibly the most important operation you can undertake as a modern organization in our connected world. How you are able to promote your brand and communicate your message is directly related to how your Content performs, which translate into more engagement with increased traffic and, ultimately, more conversions. Building an effective Content Architecture allows your organization to move quickly, and with greater reliability in terms of your brand messaging.

The Content Architecture is a top-down construct. We start at the high-level components and then work towards defining and implementing the lower level elements. It's important to note that changing a higher-level component AFTER we've implemented those lower level pieces can be very expensive and time-consuming, so we want to make sure we get off to a smart start. It's also important that we strive to keep simple things simple and to try to break complicated problems down into smaller, simpler pieces.

The highest level is the Content Strategy. In this guide, our strategy will speak to the needs of the business and will determine what the top-level goals are; we need an overview of how the system is supposed to work.

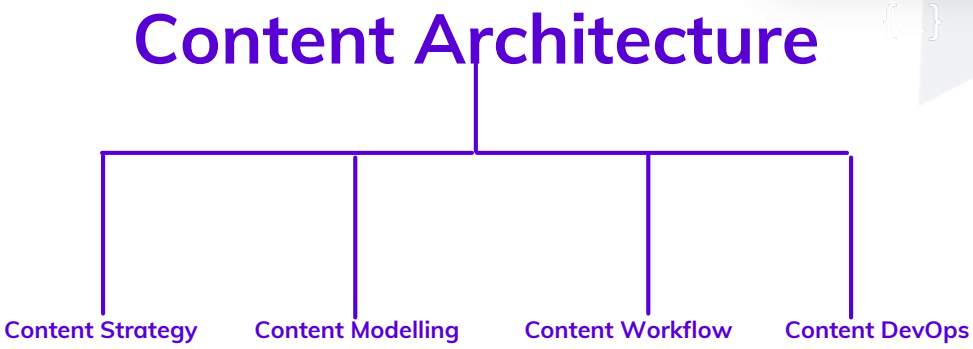
After defining our strategic vision and goals we can look at the where work starts, where deliverables end up, and all the tasks and checkpoints in between.
Our goal is to script a compelling, comprehensive narrative guiding the creation of an architectural model of the different content elements. This becomes the Content Modelling

Creating an effective Content Architecture that will stand the test of time is never easy, but with some guidance and a solid understanding of who will be working with what content (detailed later in the Content Workflow) and what they need, we should be able to craft a scalable structure. Remember, hard work here will pay dividends later, as our initial Architecture plans will become the foundation for how the organization manages content.

Until you define your Content Workflow in terms of human resources and stateful mechanisms, you won't be able to completely define your Content Architecture. Similarly, as you work through your Content DevOps checklists, you may need to add pieces to the architecture.

In some cases, it may be data that needs to be included that you had forgotten about, but allow and expect significant back and forth with your different teams. Also beware of the trap of allowing the needs of the lower items on the Content Stack determine too much of how the structure works. The shape of the foundation needs to accommodate the rest of the building but must have its own integrity to support the whole structure.





Content Strategy

The first and arguably the most important component is your Strategy. Think of it as an ongoing birds-eye view of how everything is supposed to work. Building out your strategy is an opportunity to determine all the really high-level questions that matter most to you:

- What are your strategic goals as a business (or business unit)?
- How does your creative content fit in with that strategy to provide value?
- What areas of the organization will benefit from having this strategy?
- What teams will be needed to implement and maintain the strategic integrity of our strategy as time goes by?

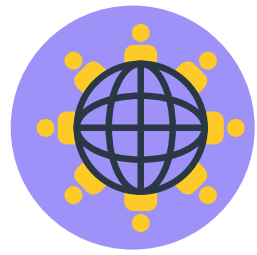
Coming up with these questions (and more) will provide the building blocks. It truly is a top-down scenario; the better we are able to define what will make you successful moving forward from a high level, the easier it will be to continue to be successful over time.
There are 3 strategic areas upon which to focus:



Tools



Instances



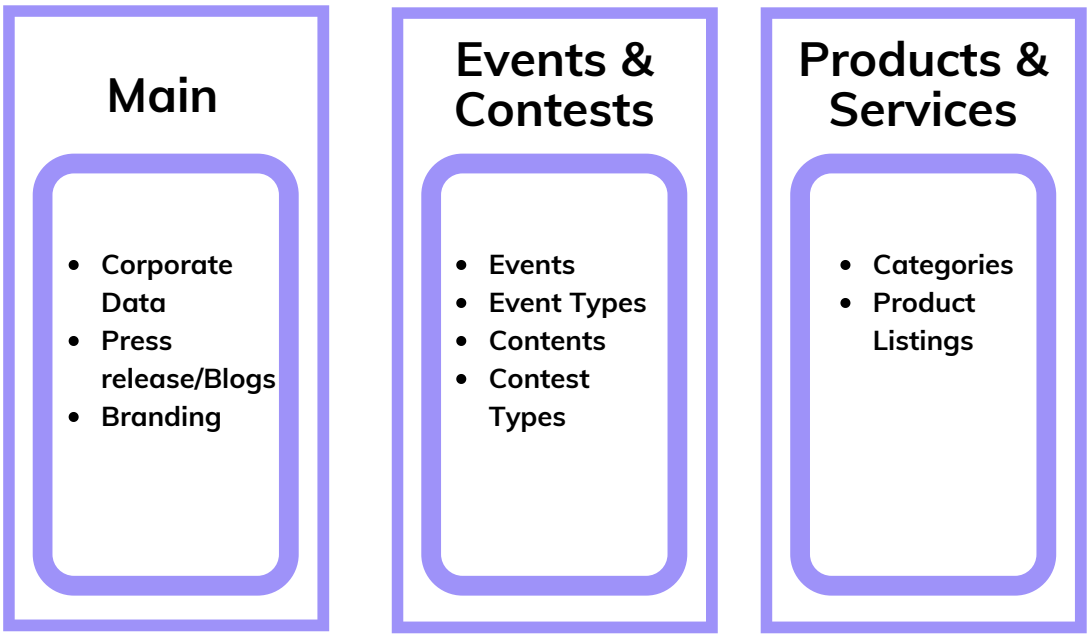
Teams

Learn More >

Content Strategy

Content Instances

“Instances” are your building blocks and provide a way for you to split your content into logical pieces.
For example, in the diagram above, we’ve used 3 instances for all of an organization's data, with a “Main” instance for Corporate Data, Branding, as well as lists for News, Blog Posts, and Press Releases. You might also want to use Agility’s instances for Products & Services and Events & Contest.



Content Tools

The tools for working with data are changing rapidly, but we’ve seen some top players emerge, especially in the 4 categories shown above: CRM, Email Marketing / Marketing Automation, and a broad category we can refer to as “Workflow Automation”.

Content Teams and Roles

People are any organization’s greatest assets. Those who work with you day in and day out are the ones responsible for driving your organization forward. How well teams operate both externally and internally will determine the success of any Content Strategy.

In the short term, it’s important to determine what roles and responsibilities you need to have filled in order to get started. Keep in mind the likely responsibilities necessary for long-term success. Consider these roles and make decisions on whether these will be external or internal responsibilities.

You don't need to get everyone in a big room all at once, but it behooves you to build rapport between these groups. It's much easier to do a great job on your own work as an approver if you understand the strategic goal of the content, who composed the content, who edited, whom the developer works for and with, and so on.

Also, having a clean structure for developers to pull content from will, in turn, give your editors the ease of use. A benefit to this is being able to future proof as you add content and channels. This will allows you to avoid a "spaghetti-like" structures which can get very confusing and messy. This will be a lot easier to extend your current structures, and you don't need to start from scratch.

In the long term, it will be faster to onboard new editors or developers if the structures are clear and understandable.
Once you define teams and assigned roles, you are ready to tackle Content Architecture.

Content Modelling

Your Content Model is the way that the content, (i.e.: text, lists, images videos, etc.) is set up within Agility CMS, allowing editors to make updates and circulate this content with ease, across all your digital products.

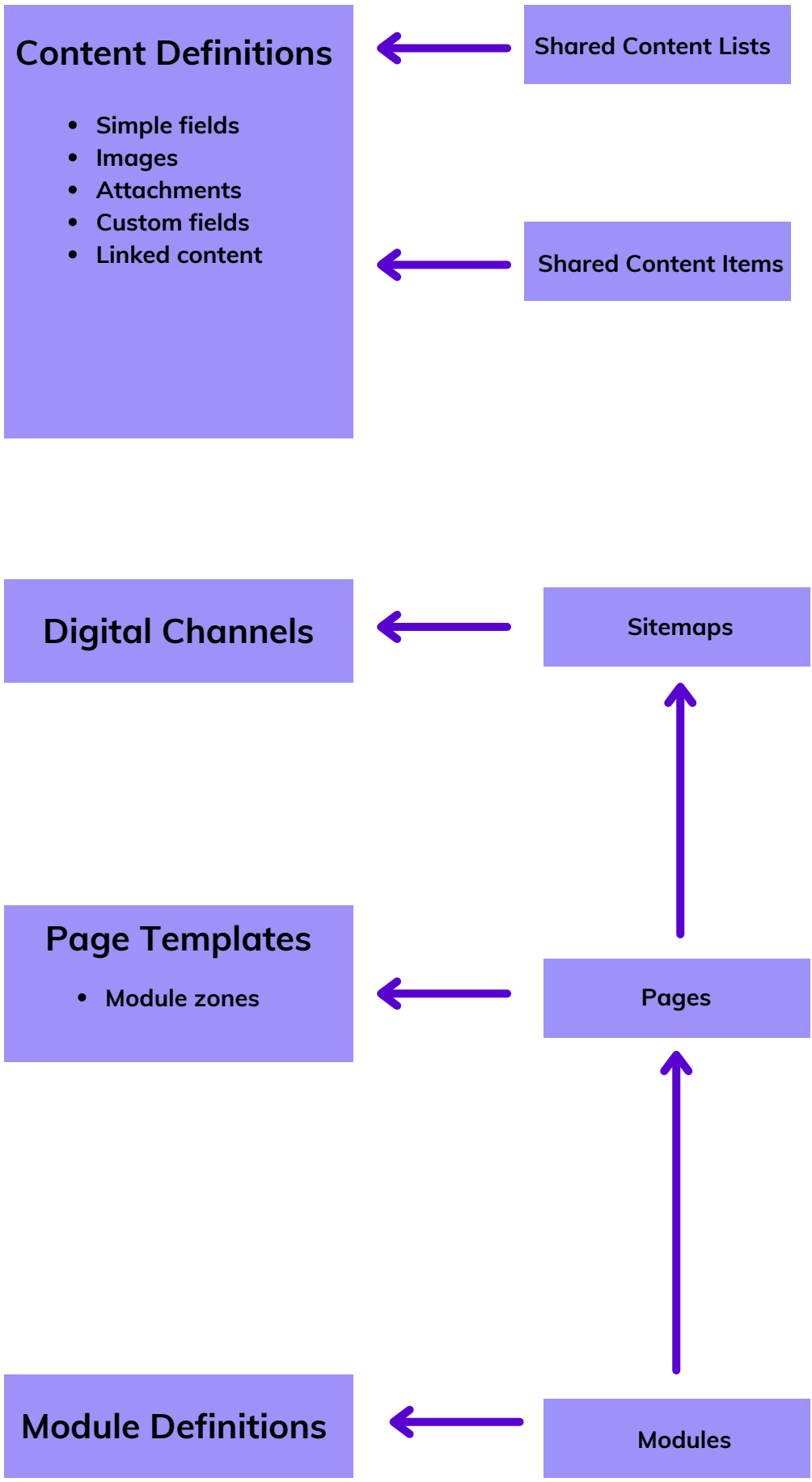
Agility CMS's unique approach to Content Modelling enables a robust and consistent way to define, and relate your content with endless possibilities.
Next, we'll need to think about where we want that content to end up, which we will refer to as its destination or outputs.

Where Agility CMS's best-in-class Editor Experience differentiates itself from other systems, in that it not only allows you to define and relate content, it also integrates with our built-in Page Management. This means you can define content, then control exactly how that content gets used and on which page.

- Not Just for Developers - Customize your content models right in the CMS using our visual builder
- Optimize your Editor Experience - Group fields together, set required fields, default values and much more
- Future Proof your Content - Define structured content that is de-coupled from your presentation layer
- Evolve your Content Model Over Time - Seamlessly switching from editing content to your definition allows for quick updates and promotes iterating on your content models

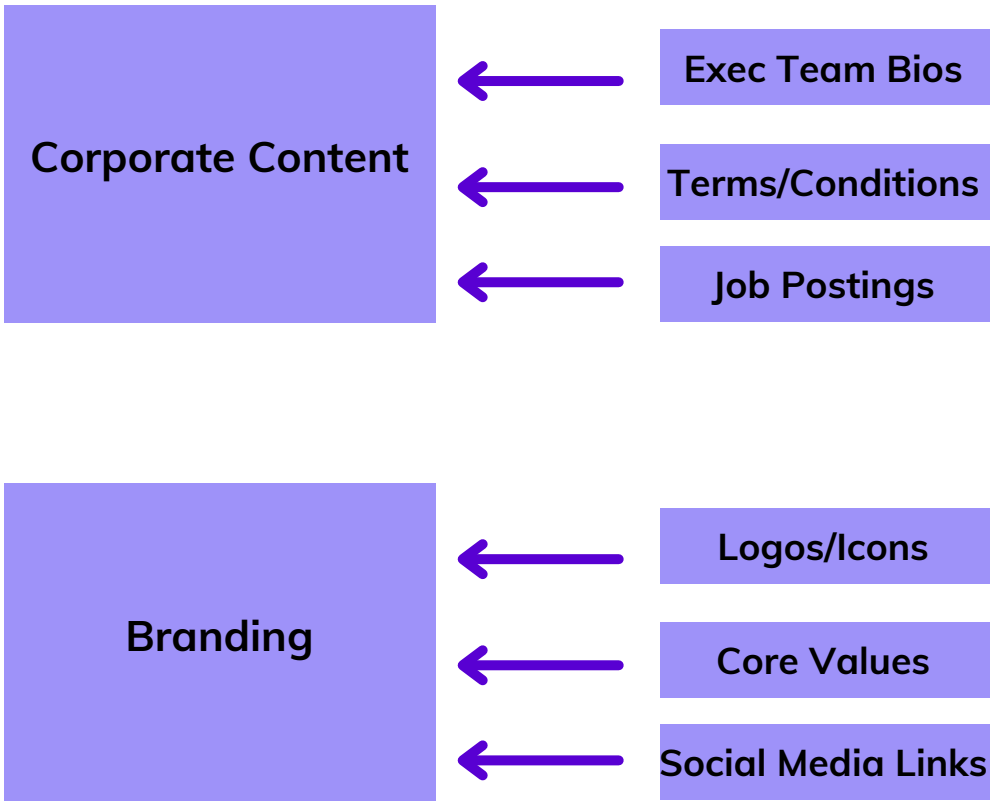
First, as an example, we'll take a look at the components of a Content Architecture. We see 2 distinct layers of components – Shared Content and Pages.

The ability to architect and manage your content without worrying about its delivery is a huge bonus with a headless CMS. Its ease of use allows developers to build out content and its interface for your front-end users without the complexities that come with it. Content editors can relate their content types in different ways, but the interface usability also allows them to manage their content however they'd like.


Content Definitions
Simple fields
Images
Attachments
Custom fields
Linked content
Shared Content Lists
Shared Content Items
Digital Channels
Sitemaps
Page Templates
Module zones
Pages
Module Definitions
Modules

What is Shared Content?

The Shared Content section acts much like a Content Database: it provides Content Lists and single Content Items that can be referenced by name and reused anywhere you like. Consider the previous example with 3 Instances, the first of which was the Main Instance including Corporate Content and Branding. Here's how we might use that Main Instance.



We've determined that we want to have Executive Team Bios, Terms & Conditions, and Job Posting under the Corporate Content umbrella. Those will likely be a List (bios), an Item (terms and conditions document/copy), and a List (job openings) respectively. Similarly, we've determined the kinds of Content that we feel should live under Branding. You can easily brainstorm this kind of Content with your teams internally and come up with all sort of Content that is important to you, then organize effectively.

Next, it will be time to decide what data in each of those content types you need to capture, what those data types are, and how they might relate to each other. We won't look into that level of planning in this document since it is a whole topic on its own and different in every organization.

Channels, Sitemaps, Pages, and Modules

Content Architecture really shines through the clouds by allowing you to create multiple ad-hoc hierarchical structures. That's a fancy way of describing a "Sitemap," which we use to define and manage Pages within a specific Digital Channel on a Website. Sure, we want to be able to use the Content we need to, but often the primary output is a *website*.

Giving your team an easy way to find, edit, approve, and publish pages on your website is often a top-level priority for marketing teams, so getting this portion of the Architecture right is imperative.
The important elements of the sitemap structure are:

- **Digital Channels**
  - These are the top-level grouping that a sitemap can live under. You can use it to delineate anything that needs its own hierarchy.
- **Sitemaps**
  - Each Channel can have 1 sitemap, but a sitemap can have as many pages as you need, and each page can have as many nested pages underneath it as you determine.
  - This provides an amazing amount of flexibility for your Content Team to create the overall structure of your website.
- **Page Templates**
  - A Page Template allows us to delineate the named areas where content can be dropped into on a given page. This might be a Top Section / Bottom Section, Left / Right Section, or maybe Column 1 / Column 2.
  - This gives the Editor much more control over the presentation of the content without having access to any code, or indeed any development experience at all.
- **Module Definitions**
  - A Module Definition is very similar to a Content Definition that you'd use for a Shared Content Item, except that it's specifically designed for use on a page.
  - When an Editor is building a page using a page template, they will have the ability to choose from any of the Module Definitions we set up.
- **Pages**
  - This is it! This is where all your hard work in the setup and configuration of your data model starts to really pay off.
  - Adding a Page to the Sitemap allows your Content Editor to define the navigation structure and hierarchy of content on your website. Choose a Template, drop some Modules in the available Zones, and you are off and running.

Build With Agility CMS >

Headless CMS Use Cases:

Okay, so a headless or decoupled CMS can store content and delivery it anywhere via APIs, unlike a traditional CMS, which was built to send content to one or two specific types of the front end. But what does that actually look like in practice?

Visit Orlando

Visit Orlando, the official tourism association for Orlando, Florida - home to Disney World and one of the most visited tourist destinations in the US - wanted to increase their engagement, conversion rate metrics, and ticket sales.

To achieve this goal they wanted to manage their content across various channels and personalize marketing campaigns for a targeted audience.

Visit Orlando was severely hampered by an inefficient ticket management system and process and needed to revamp its entire digital strategy and bring everything under one umbrella.

Through Agility's Headless CMS they now have a multi-site, multi-channel content management system and a new ticket sales and POS solution. Their team is now able to focus on adding new properties onto the platform, both as new website instances or as digital channels.

"In December, my team had taken a 4-day weekend for Thanksgiving for the first time in many years, thanks to Agility CMS!"

- Shawn Hart, Director of Web Development & Enterprise Applications Visit Orlando



VisitOrlando

Visit Orlando: 20% increase in revenue with agile Headless Commerce

Agility helped Visit Orlando reduce manual processes and increase revenue by 20%.

10%
Conversion rate increased

20%
Online Revenue Increased

25%
Online engagement increased

Cineplex: Ultimate Performance, Scalability and Usability for Movie Theater Giant

"With Agility we can decouple content from code, allowing content editors to work on their updates while we focus on what really matters: making our platform better for our users." - Vinícius Philot, Frontend Web Developer

1.6M	90k	+15%
Daily Page Views	App Installs	Ad Revenue

Cineplex

Cineplex, a leading name in the Film Entertainment and Content, Amusement and Leisure, and Media sectors, accommodates over 70 million guests per year on its digital platforms.

The initial challenges Cineplex faced was a system that didn't allow freedom of design and was extremely limiting in terms of performance, scalability, usability, and multilingual capabilities.

They needed to improve the overall customer experience across various channels and improve conversation rates.

Agility's CMS has allowed Cineplex to increase the scalability of the site and to optimize its hosting resources.

The latest iteration utilizes a new hosting environment across load-balanced servers for optimal site speed and performance.

The site is now handling more traffic with less CPU load than in previous years.



"The platform provides a consistent user experience for our content team to easily make updates to movie/theatre details, content and metadata, news, blogs, contests and more."

- Jeffrey Kent, Former Chief Technology Officer at Cineplex



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Agility CMS is a Content Management System (CMS) with built-in Hybrid components for better Editor Experience.

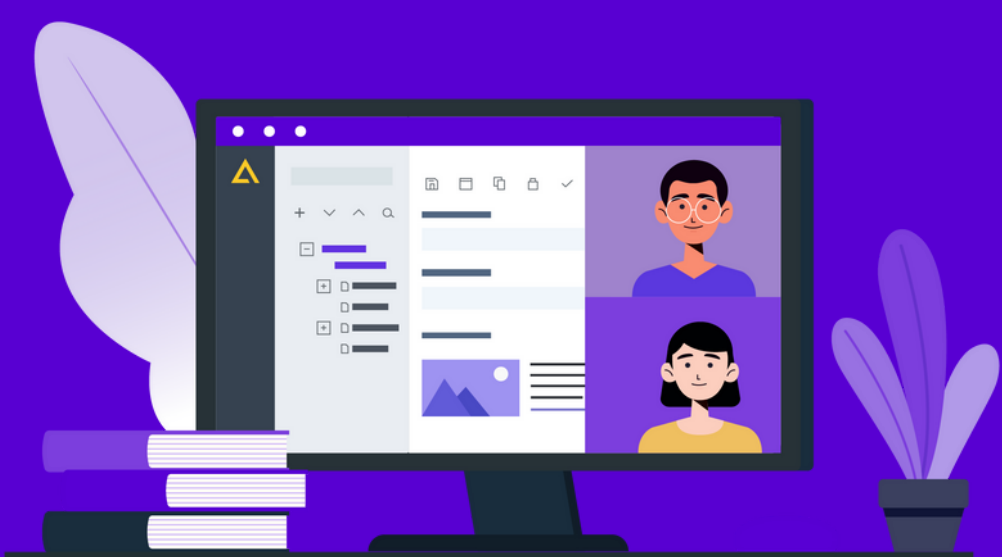
The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

Agility is proprietary CMS with full Support and Security that gives creative freedom to both Developers and Marketers and eliminates friction between the teams.

Developers have full freedom to use any coding language and any framework and code and define custom Page Templates and Module Definitions.

These pre-defined custom Modules and Page Templates are available to the Marketing Teams to effortlessly create a variety of pages to meet their fast-changing needs and market requirements. Agility CMS believes in Content First Approach and heavily invests in helping clients to build future-proof Content Architecture.

Book a Demo >



Agility CMS Differentiators

- *It is a modern Enterprise-grade Composable DXP with flexible Headless approach in its heart.*
- *Unlike many other Headless CMS, Agility CMS also offers tools for Enterprise teams to effortlessly manage content delivery to websites and apps like Page Management, Sitemaps, Content Modelling.*
- *With Page Management built-in, developers don't have to build an entirely new way to manage pages and routing. At the same time, marketers can easily edit content across a variety of channels without any coding experience.*
- *Agility CMS provides enterprise-level security and support, it is SOC2 compliant.*
- *Agility CMS is Jamstack friendly and allows to start quickly with your favorite frameworks and deploy with a few clicks.*

Details



License Model: *Agility CMS is a multi-tenant SaaS platform, and hosted on MicrosoftAzure Cloud*



Price: *Starts with FREE Developer Edition. Paid plans have extensive TRIAL.* *Learn more.*



Key Components: *Page Management, Content Relationships, Content Modelling, POS, Search, User Generated Content, Personalization, Digital Asset Management. Unlimited content models, Locales, API calls,*



Upgrades: *Automatic, monthly platform updates.*

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