How to Utilize SharePoint Online as a Headless CMS

Tuesday, December 15, 2020 12 – 1 PM EDT

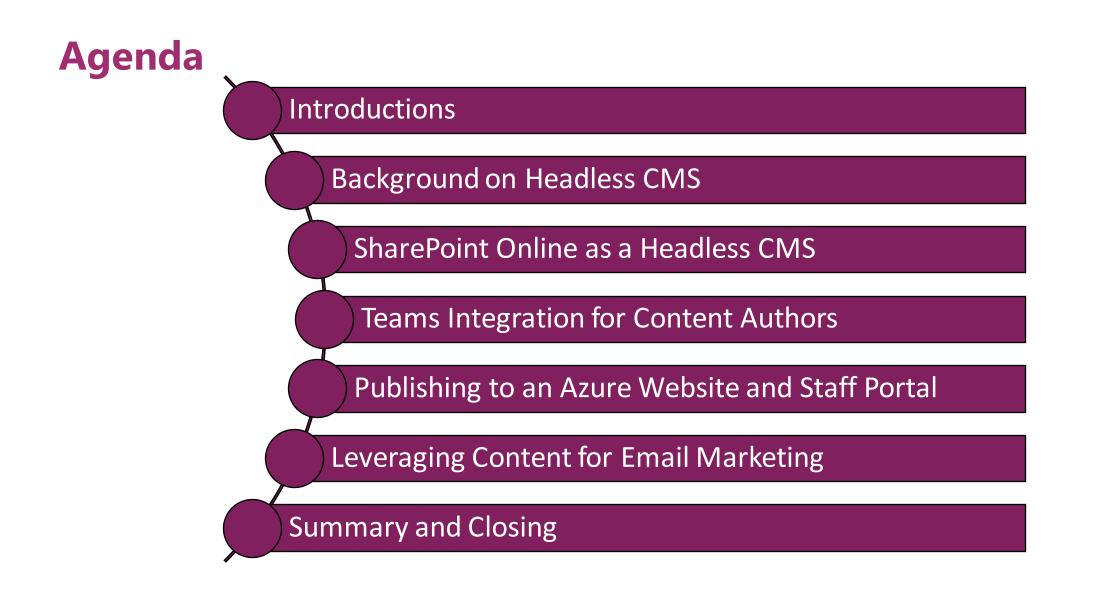


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- President Toronto SharePoint User Group



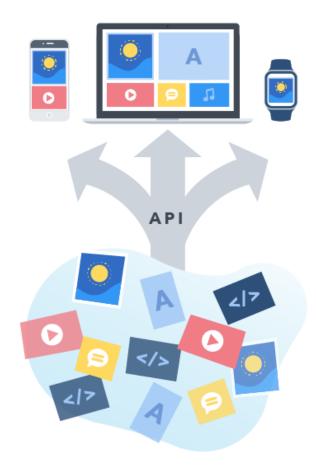


Background on Headless CMS

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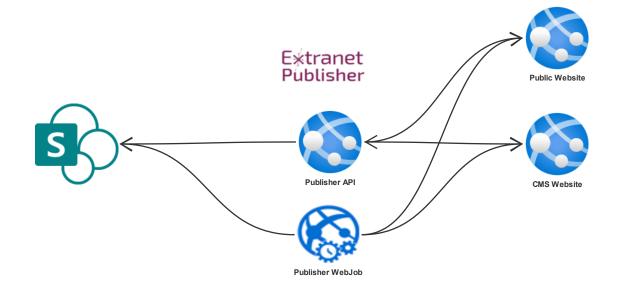
What is a Headless CMS?

- Content Management System (CMS) where the content repository (the body) is separated from the presentation layer (the head)
- Content is just content, which ideally is well structured, and it can be presented in any number of ways
- Same content can be used for your:
 - Public Website
 - Staff or Vendor Portal
 - Mobile Apps
 - Social Feeds
 - Presentation Devices (like TVs in public or event spaces)



Benefits of a Headless CMS

- Promotes a single sourced content strategy where information is created once and used multiple times throughout the organization
- When modifications are made, they are completed once and content is automatically updated to all end-points
- Decouples technology decisions on how to deliver the content from the content itself



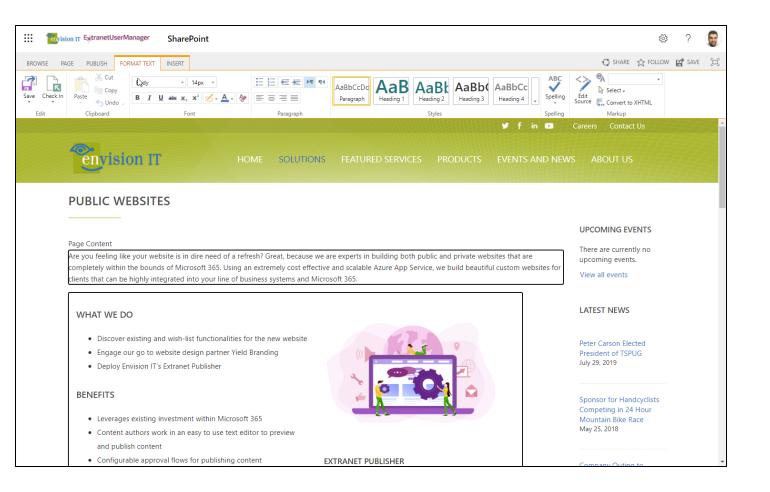


SharePoint Online as a Headless CMS

ExtranetUserManager

Limitations of SharePoint Online for Content Authoring

- Content Authoring and Repository coupled together
- First version of Extranet Publisher followed this approach
- SharePoint Online Content Authoring Limitations
 - Limited ability in Rich Text Editor
 - HTML Translations
 - Scripting

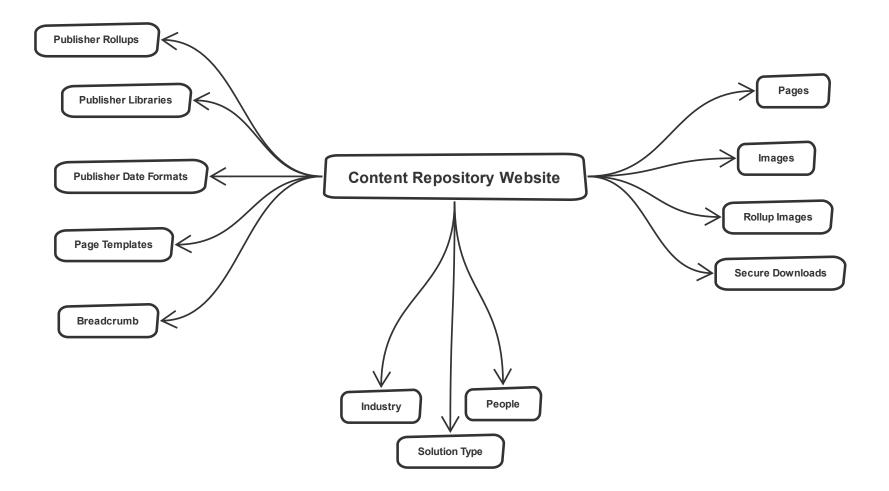


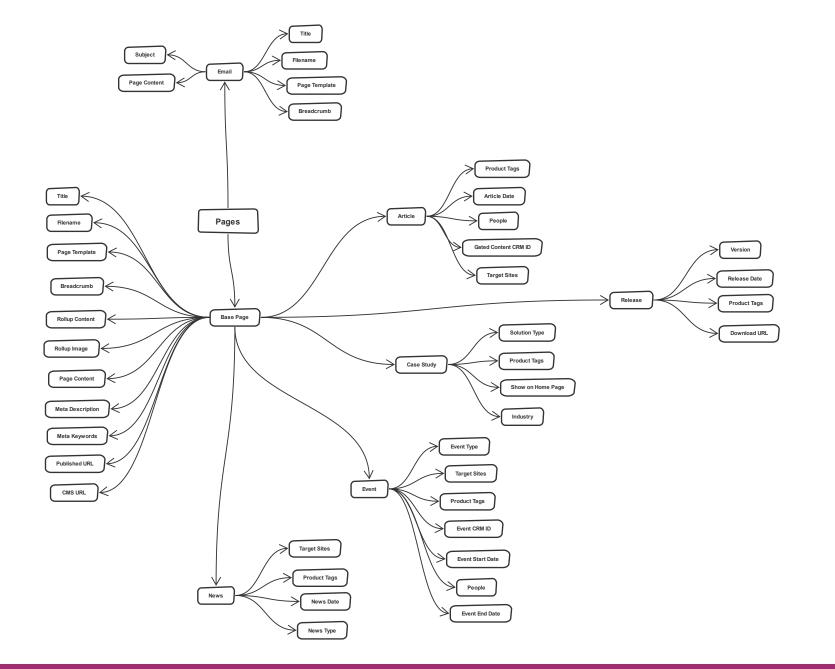
SharePoint Online as a Headless CMS

- Leverages all the features that SharePoint is really good at!
 - Version History
 - Approvals
 - Tagging
 - Metadata
 - Views
 - Lists

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SharePoint Information Architecture – Part One





Teams Lists Integration

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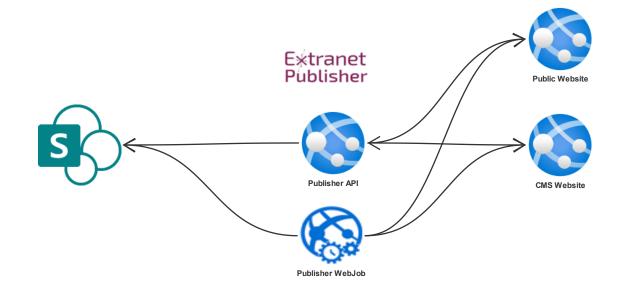
Publishing to an Azure Website and Staff Portal



Publishing to an Azure Website

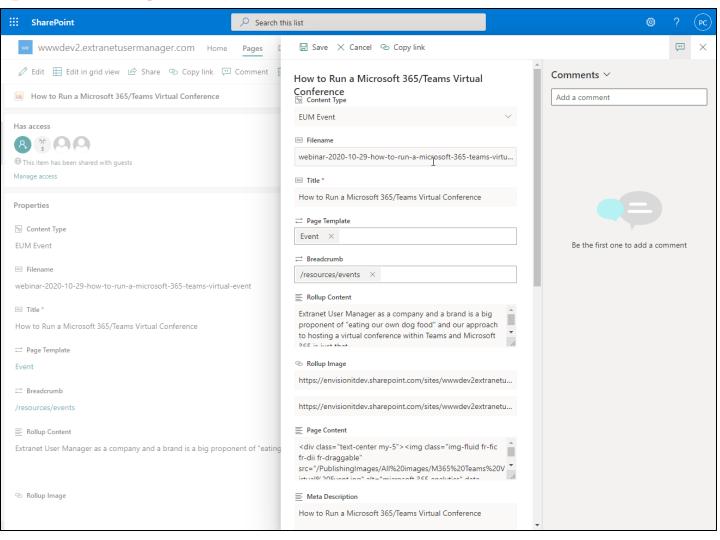
Three different sites:

- Content Repository Website the SharePoint pages list
- CMS Website the Extranet Publisher HTML editor embedded in the website
- Publishing Website approved and published content

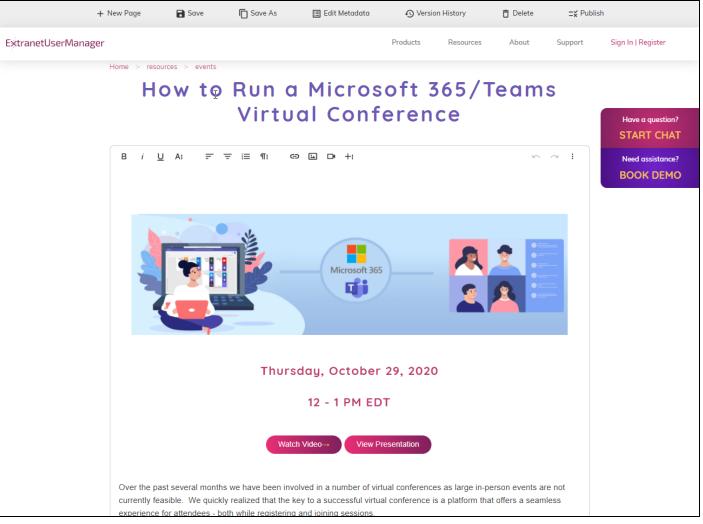




Content Repository Website



CMS Website



https://wwwdev2-cms.extranetusermanager.com/resources/events/webinar-2020-10-29-how-to-run-a-microsoft-365-teams-virtual-event

Publishing Website

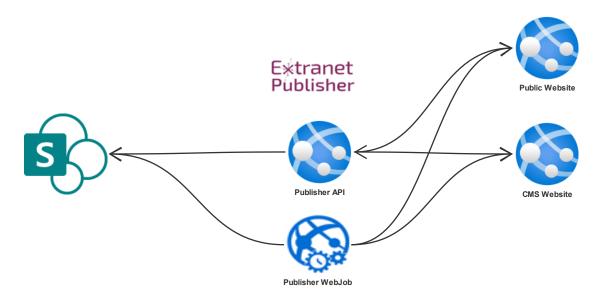


https://www.extranetusermanager.com/resources/events/webinar-2020-10-29-how-to-run-a-microsoft-365-teams-virtual-event

Extranet Publisher

The main capabilities of Extranet Publisher are:

- Simple authoring and publishing of documents and images
- HTML translation and publishing of web pages
- Sitemap.xml auto-generation for search engine optimization
- Generate rollups and related images
- Envision IT (<u>www.envisionit.com</u>) and Extranet User Manager (<u>www.extranetusermanage.com</u>) sites are built using this technology



Leveraging Content for Email Marketing

ExtranetUserManager

Content Creation for Email Marketing

Extran

- Simple authoring of email templates for automated marketing
- Logic App is built to use the email templates
 - Form submission triggers Logic App
 - Search's CRM for Existing Lead or Contact or Create's New Lead
 - Sends Email to user

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| | | | Logan Gu | est Sales and Ma | rketing Manager | | | | | |
| | | | T: (647) 26 | 65-8256 | | | | | | |
| | | | M: (705) 6 | 27-5615 | | | | | | |

Summary and Wrap-Up

- SharePoint Online has a long history of rich support for document management and information architecture
- Leverage this to design your content structure
- Separate the presentation and leverage whichever technology stack you prefer
- Extranet Publisher provides the link between the two

Thank you!

Questions?



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