



# How to Utilize SharePoint Online as a Headless CMS

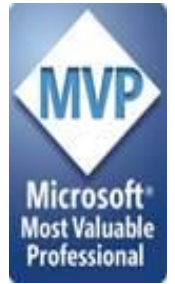
Tuesday, December 15, 2020

12 – 1 PM EDT

# Peter Carson



- President, Extranet User Manager
- Office Apps and Services Microsoft MVP
- [peter.carson@extranetusermanager.com](mailto:peter.carson@extranetusermanager.com)
- [blog.petercarson.ca](http://blog.petercarson.ca)
- [www.extranetusermanager.com](http://www.extranetusermanager.com)
- Twitter @carsonpeter
- President Toronto SharePoint User Group



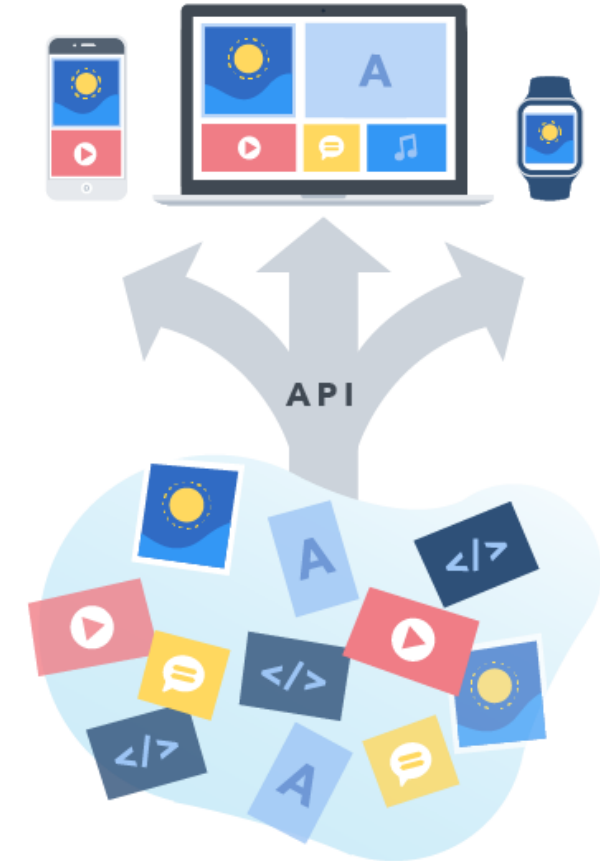
# Agenda



# Background on Headless CMS

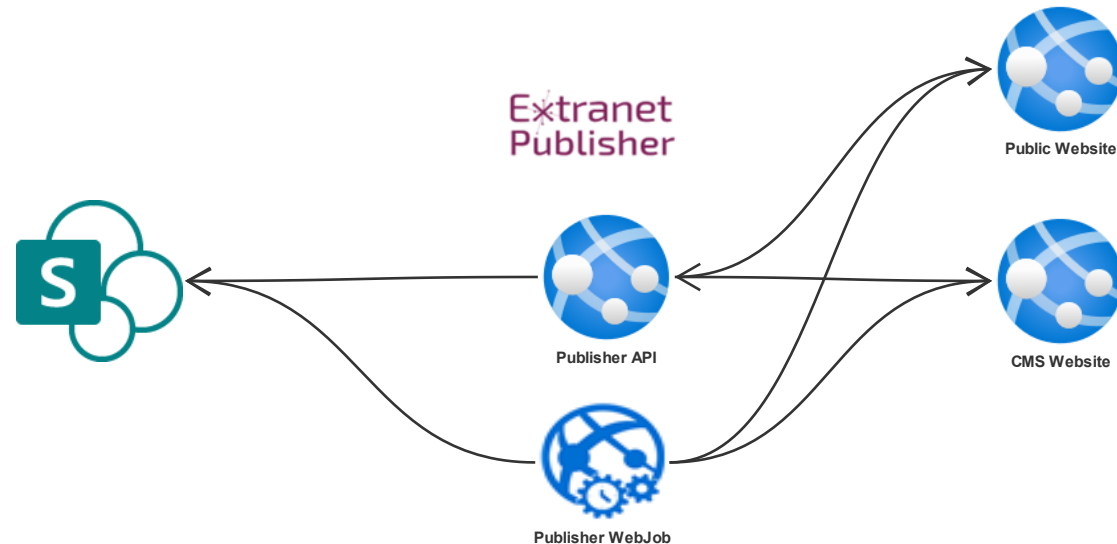
# What is a Headless CMS?

- 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

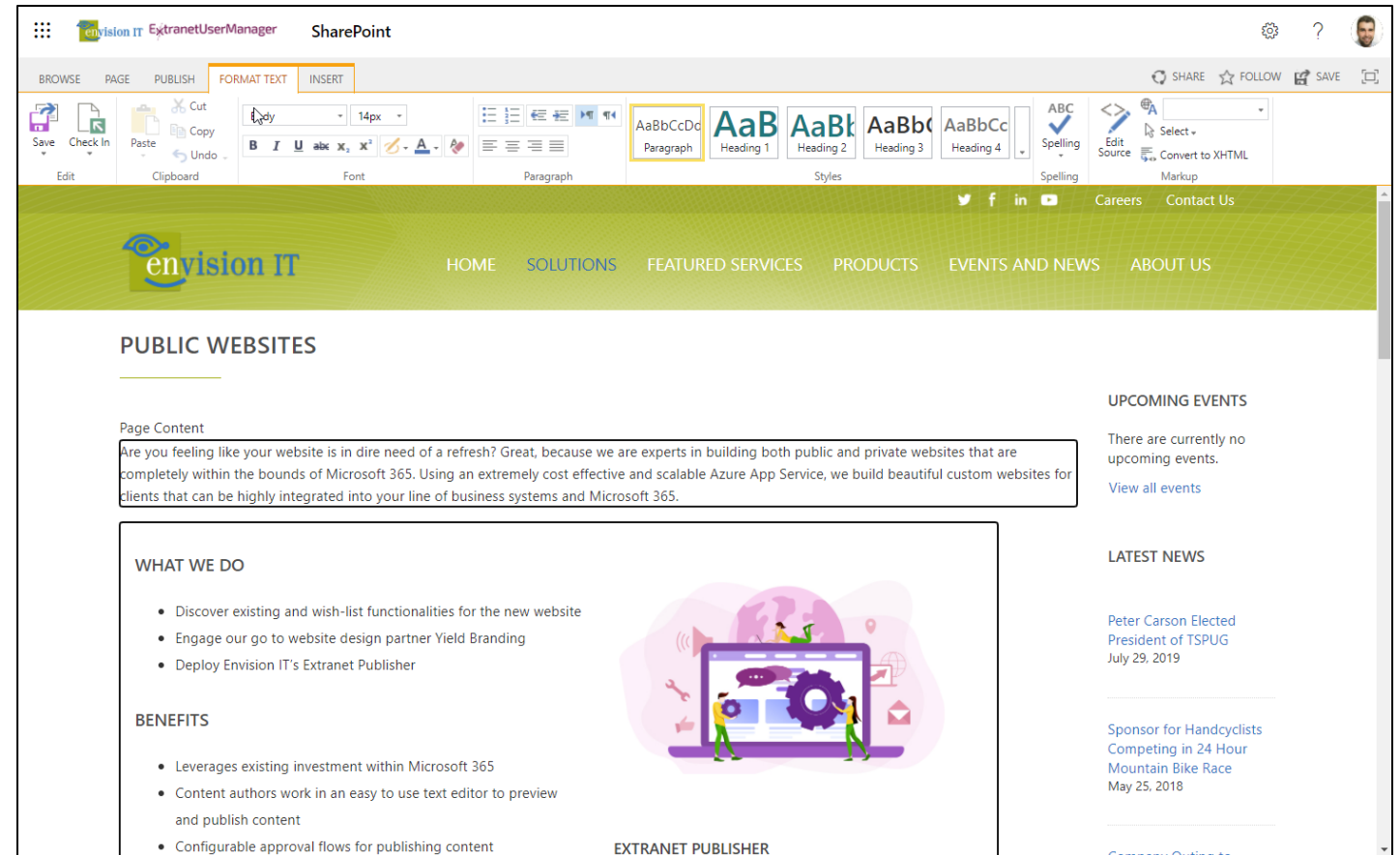
- Promotes a single sourced content strategy where information is created once and used multiple times throughout the organization
- When modifications are made, they are completed once and content is automatically updated to all end-points
- Decouples technology decisions on how to deliver the content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



# SharePoint Online as a Headless CMS

# 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

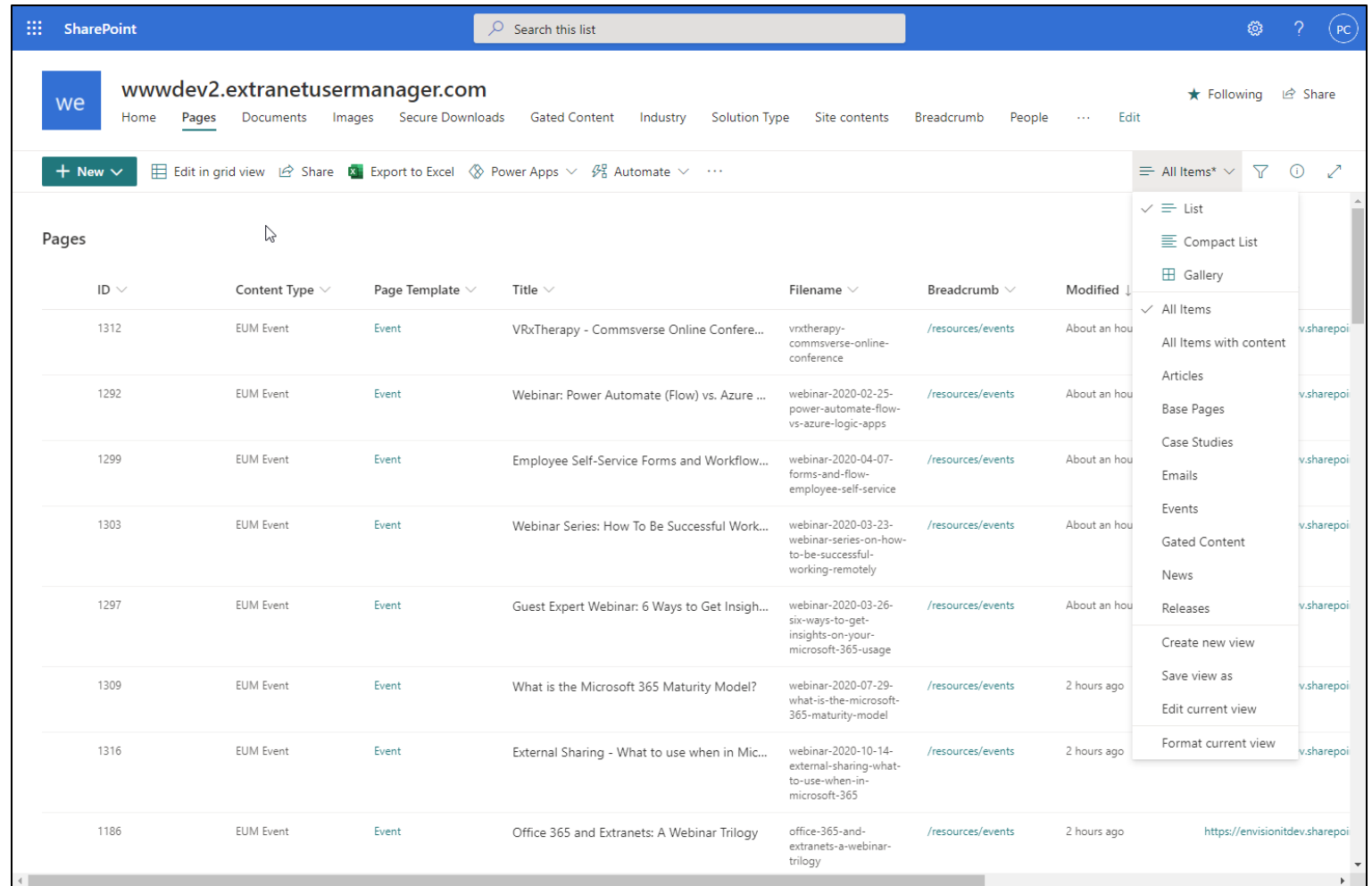




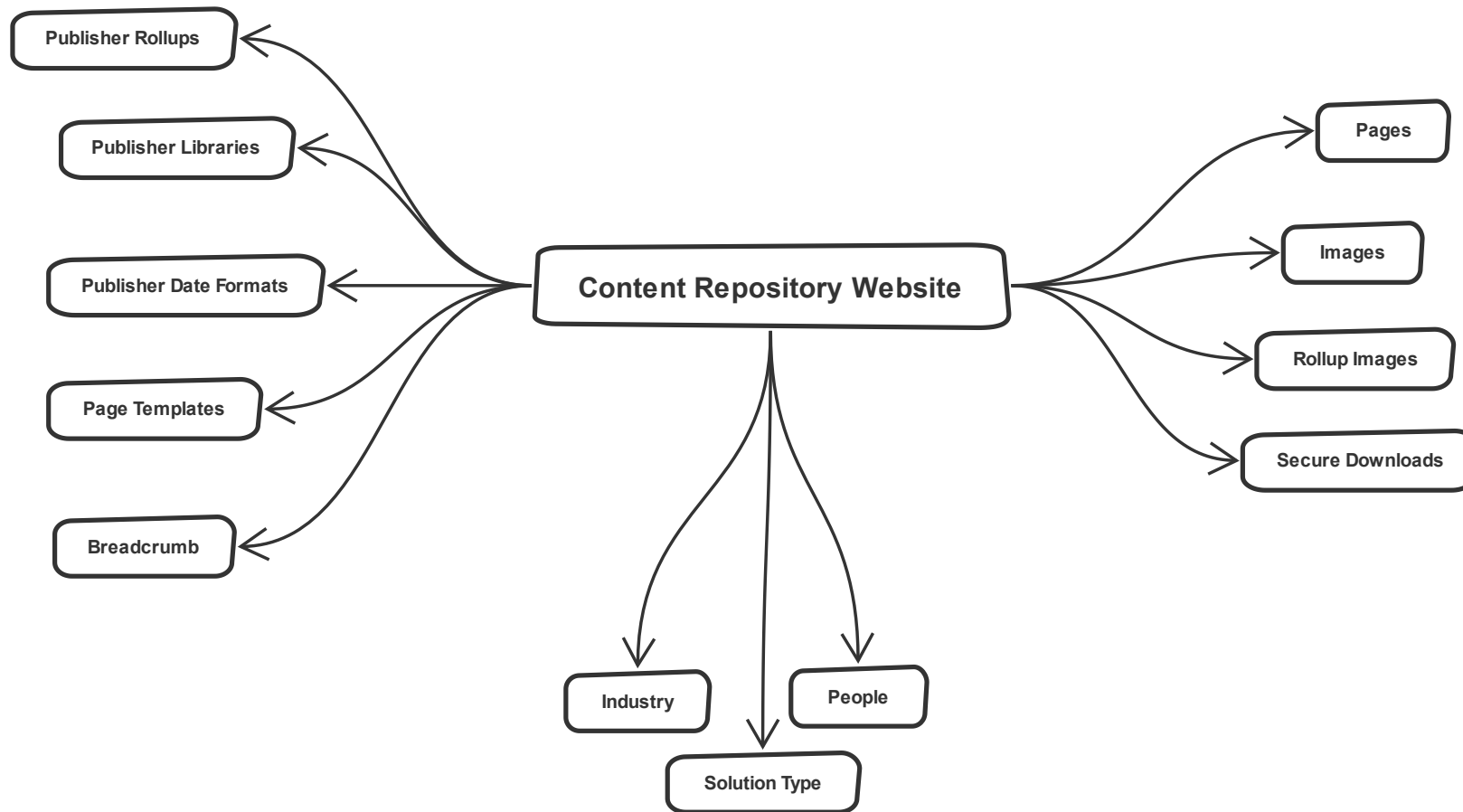
# SharePoint Online as a Headless CMS

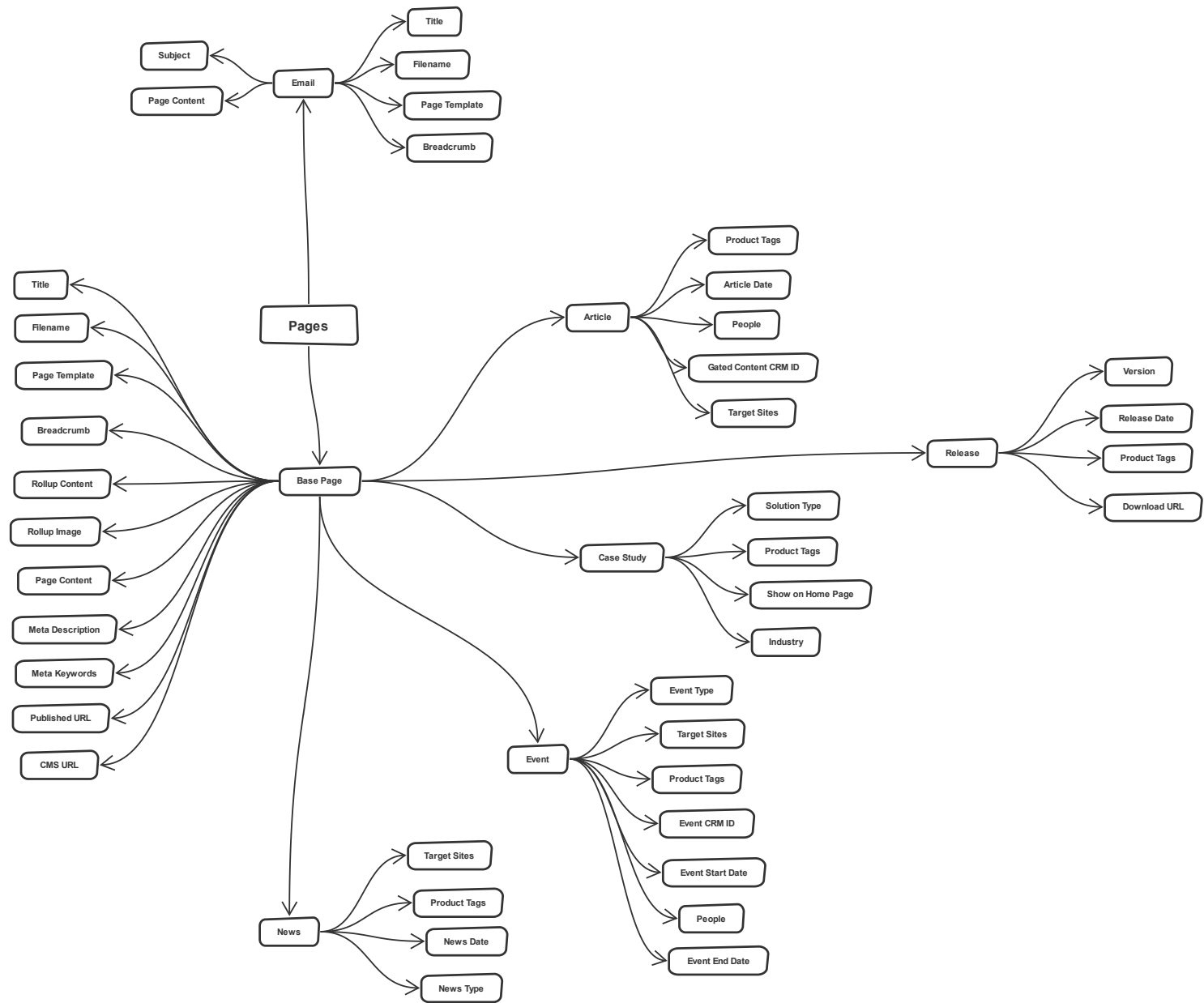
- **Leverages all the features that SharePoint is really good at!**

- Version History
- Approvals
- Tagging
- Metadata
- Views
- Lists



# SharePoint Information Architecture – Part One





# Teams Lists Integration

The top screenshot shows the Microsoft Teams interface with the 'General' channel selected. The 'Pages' tab is active, displaying a list of items. The list has columns for ID, Content Type, Page Template, Title, Filename, Breadcrumb, Modified, and Rollup Image. The items are as follows:

ID	Content Type	Page Template	Title	Filename	Breadcrumb	Modified	Rollup Image
1374	EUM Base Page	Base Page	Archived Events	archived-events	/resources/events	4 days ago	
1373	EUM Base Page	Base Page	Archived Articles	archived-articles	/resources/articles	4 days ago	
1372	EUM Base Page	Base Page	Resources	index	/resources	4 days ago	
1371	EUM Base Page	Base Page	Industry	index	/resources/industry	4 days ago	
1370	EUM Base Page	Base Page	Emails				
1369	EUM Base Page	Base Page	News				
1368	EUM Base Page	Base Page	Case Study				
1367	EUM Base Page	Base Page	Article				
1366	EUM Base Page	Base Page	Events				
1365	EUM Case Study	Case Study	Bizerte				
1364	EUM Base Page	Products - EUM	Product				
1363	EUM Email	Email	The Ultimate				
1362	EUM Email	Email	Teams				

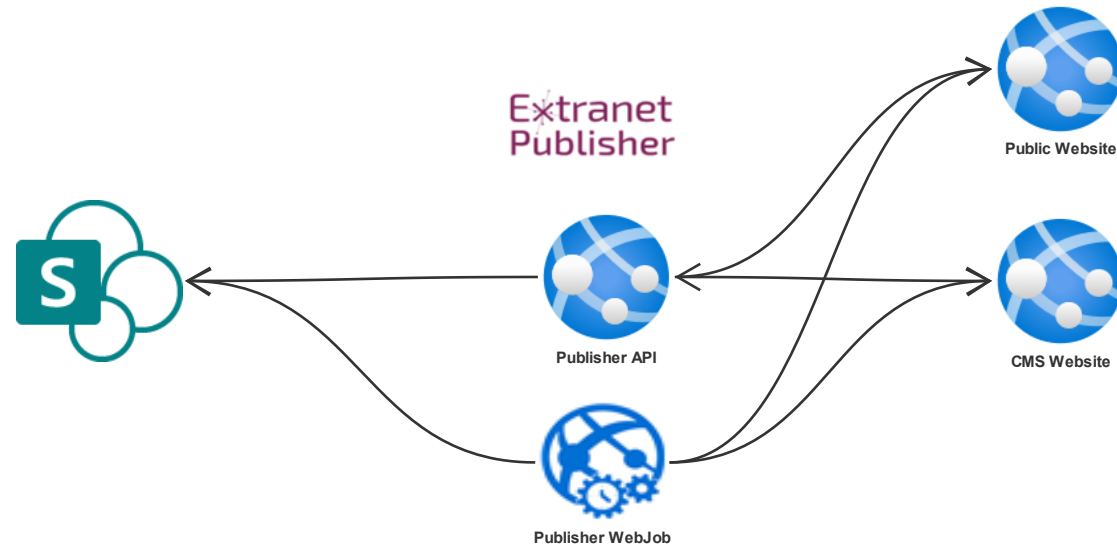
The bottom screenshot shows the 'Add Item' dialog for a new item. The title is 'Teams Day Online Powered by EUM'. The content type is 'EUM Case Study'. The filename is 'teams-day-online-powered-by-eum'. The page template is 'Case Study'. The breadcrumb is '/resources/case-studies'. The rollup content is 'We connected with Russ Basiura from Modern Workplace Summits and explained how we could make better a Microsoft Teams share'. The meta description is 'Teams Day Online Powered by EUM'. The meta keywords are 'Enter value here'. The solution type is 'Select an option'. The product tags are 'Extranet User Manager'. The 'Show On Home Page' checkbox is checked. The 'Industry' dropdown is 'Select an option'. The 'Attachments' section is empty. The 'Save' button is highlighted.

# Publishing to an Azure Website and Staff Portal

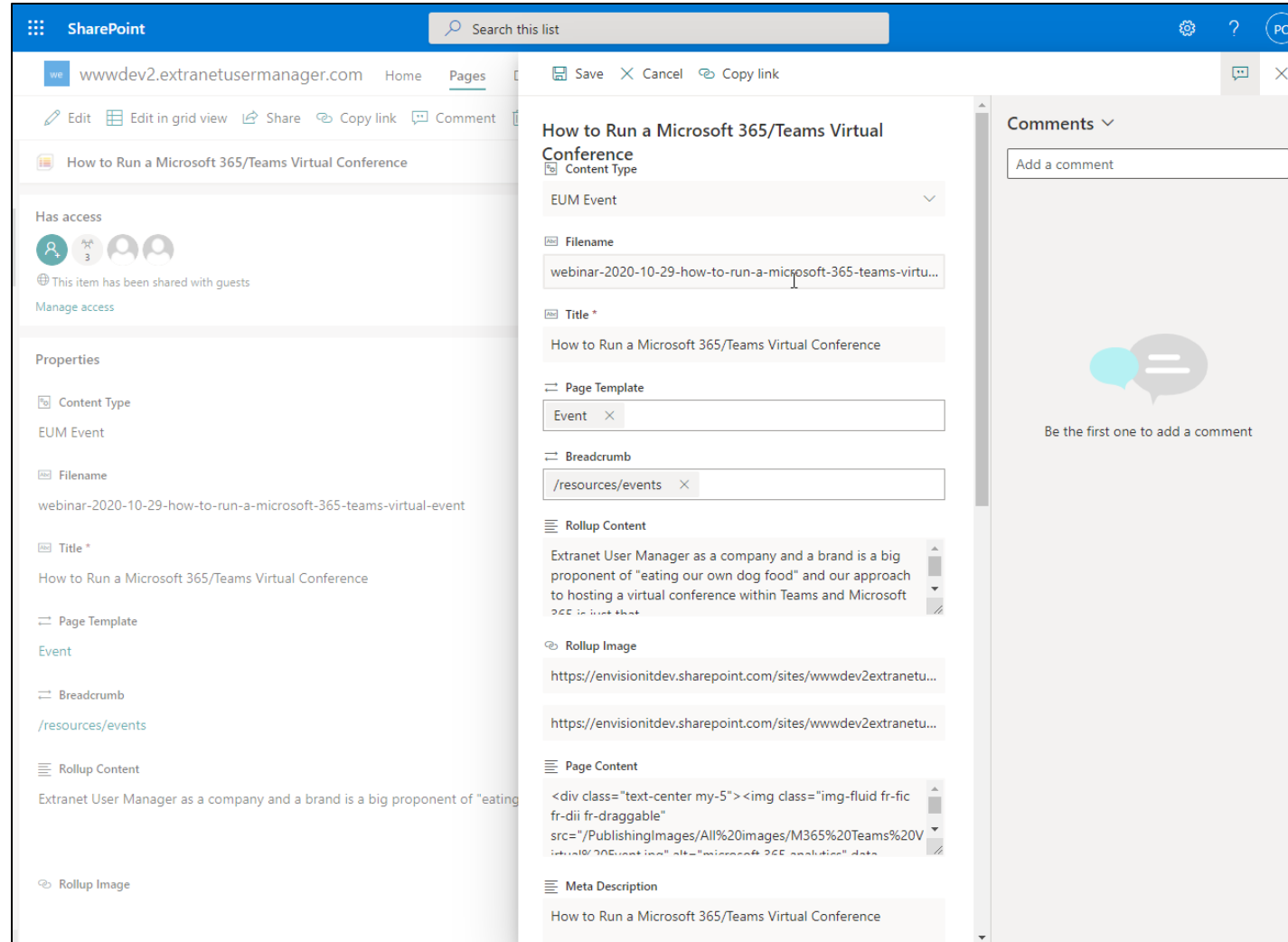
# Publishing to an Azure Website

Three different sites:

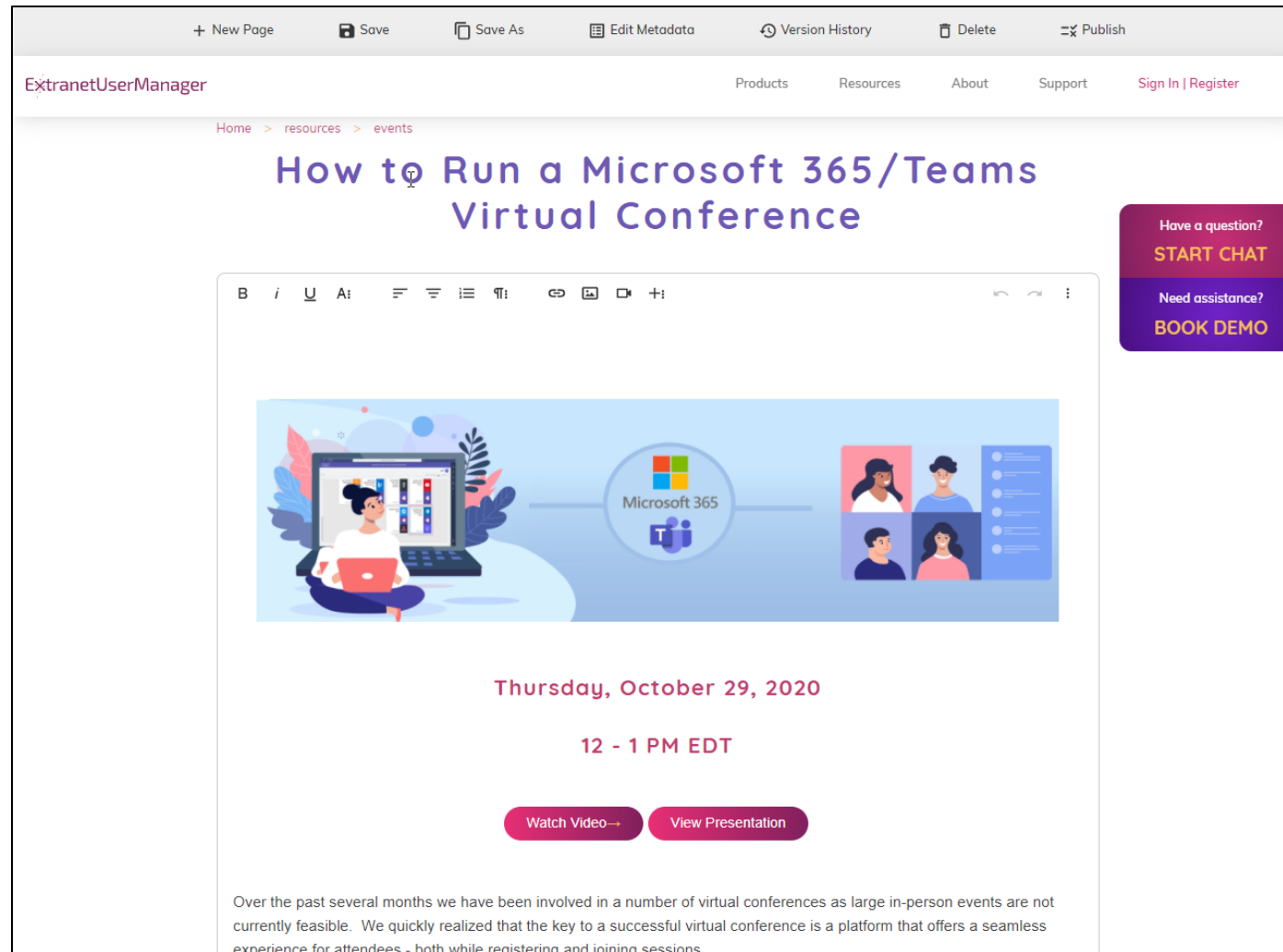
- **Content Repository Website** – the SharePoint pages list
- **CMS Website** – the Extranet Publisher HTML editor embedded in the website
- **Publishing Website** – approved and published content



# 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

ExtranetUserManager

ProductsResourcesAboutSupportSign In | Register

Home > Resources > Events

## How to Run a Microsoft 365/Teams Virtual Conference



Have a question?  
START CHAT

Need assistance?  
BOOK DEMO

Thursday, October 29, 2020

12 - 1 PM EDT

Watch Video→

View Presentation

Over the past several months we have been involved in a number of virtual conferences as large in-person events are not currently feasible. We quickly realized that the key to a successful virtual conference is a platform that offers a seamless experience for attendees - both while registering and joining sessions.

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

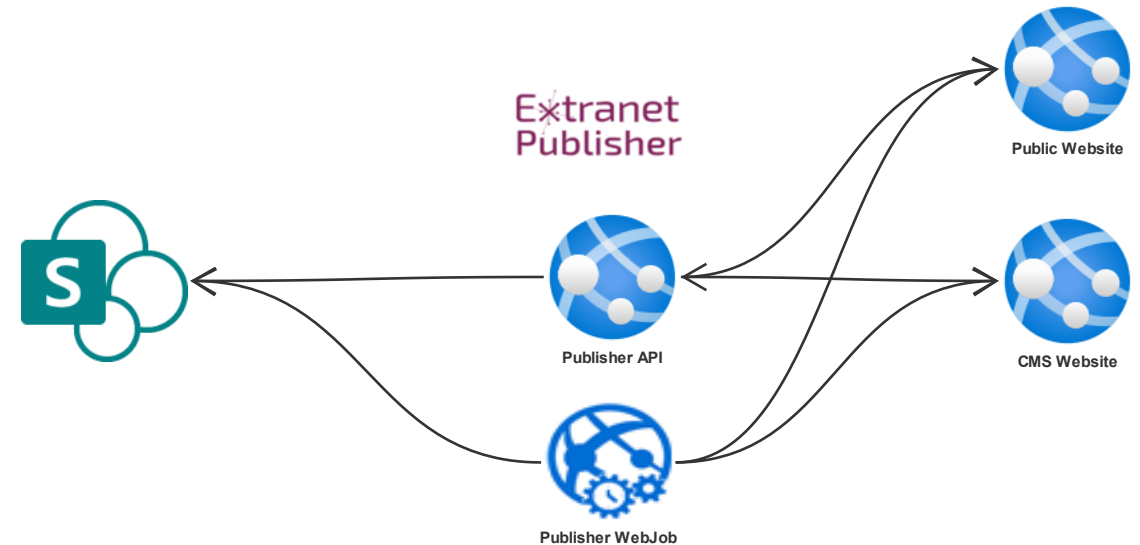
ExtranetUserManager

<http://eum.co>

# Extranet Publisher

The main capabilities of Extranet Publisher are:

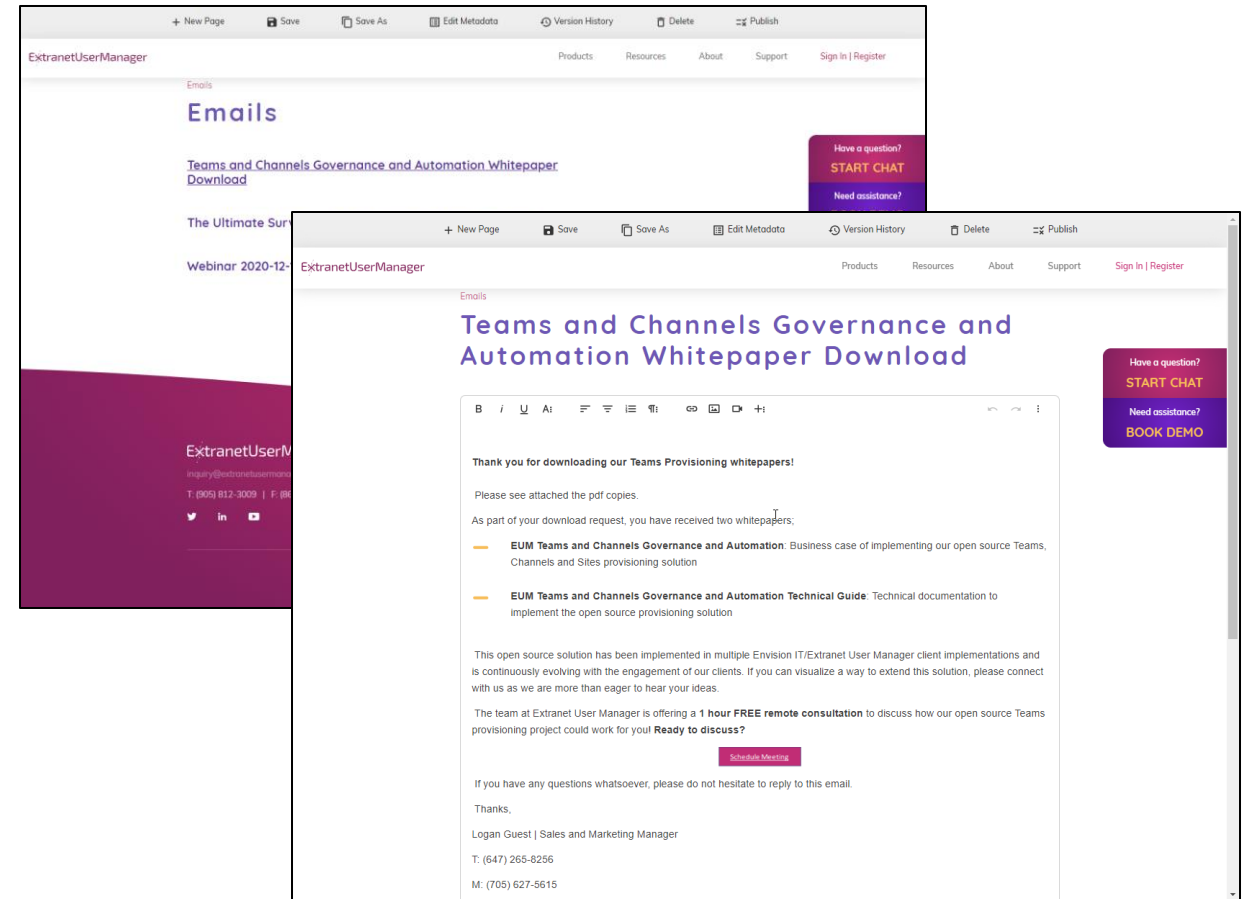
- Simple authoring and publishing of documents and images
- HTML translation and publishing of web pages
- Sitemap.xml auto-generation for search engine optimization
- Generate rollups and related images
- Envision IT ([www.envisionit.com](http://www.envisionit.com)) and Extranet User Manager ([www.extranetusermanage.com](http://www.extranetusermanage.com))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



# Leveraging Content for Email Marketing

# Content Creation for Email Marketing

- 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



# 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?

