Webvanta

Databases for Designers: Using Dynamic Content

Andrew DesChenes

andrew@webvanta.com

888.670.6793

Twitter: @webvanta

Webvanta

Agenda

- Examples of database use

- Why database-driven content is better

- Using built-in database item types

- Creating and using custom item types

- Special offer for webinar attendees

- Q&A

Webvanta

Today's Presenter

Andrew DesChenes
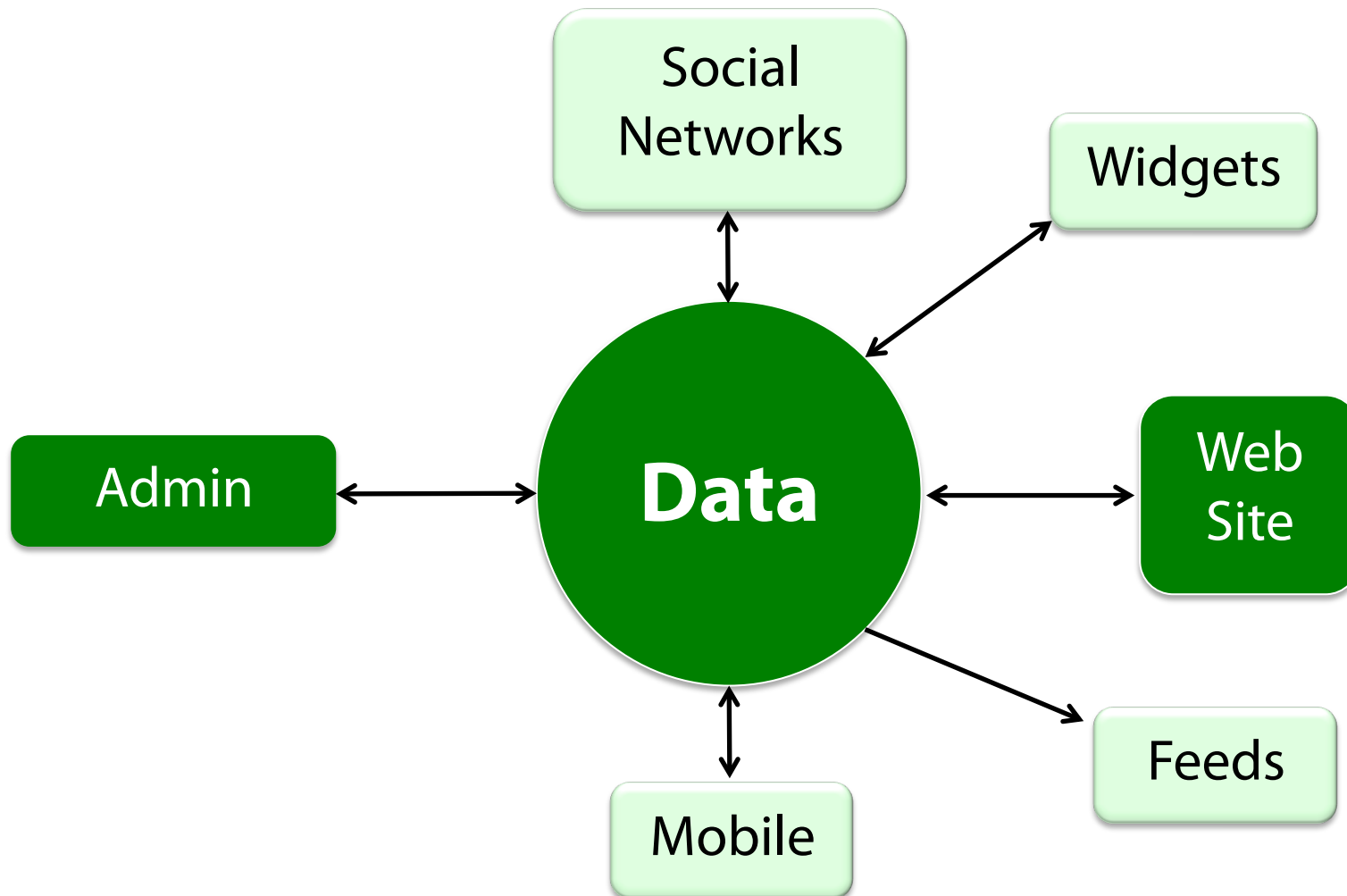Manager, Tech Support

Examples of Database Use

- News items

- Blog posts

- People

- Sidebar items

- Resource links

- Products

- Project profiles

Examples

Webvanta

Why DB Content Is Better

- Separate content and markup for bulletproof editing
  - Content editors deal with content, not pages
- Reuse content on multiple pages
- Automate creation of category and item pages
- Enable RSS feeds, widgets, other repurposing of content

Freeing Your Content

Social Networks

Widgets

Admin

Data

Web Site

Mobile

Feeds

Webvanta

Why Are Database-Driven Sites Not Universal?

- In the past, it has required programming work that raised cost

- Potential security risk if not well implemented

- Additional backup requirements

- Designers not used to thinking this way

Database Structure

- Item types
  - "What kind of thing is this?"
  - Determines what fields are provided
- Categories
  - "What is this about?"
  - Determines where it is used

Webvanta's Built-In Types

- Articles

- Blog Posts

- Events

- Books

- Links

  - Can go by many names

Demo of Standard Item Types

Custom Item Types

- Use any fields you want

- Fieldsets allow repeating sets of fields

- Related items provide connections between items

- Related assets associate with images or other files (e.g., PDFs)

Demo of Custom Item Types

Webvanta

Special Offer for Attendees

- Free 30 minute consultation
  - Discuss your site's content structure and how to craft an effective database approach
  - E-Mail marketing@webvanta.com to reserve your spot
  - No cost and no obligation

Webvanta

Next Steps

- Databases for Designers Part 2 Webinar: www.webvanta.com/webinars

- Follow us on twitter: @webvanta

- Subscribe to our blog: www.webvanta.com/blog

- Get your free "5 Tips for Better Sites" eBook: www.webvanta.com/5tips-ebook