WordPress or Drupal (or Both)

A Framework for Client CMS Decisions

Who Are We?

Drew Gorton

Director of Agency and Community Outreach, Pantheon

Gene Bernier

CTO, Cheeky Monkey Media

Topics

- Cheeky Monkey: Agency Perspective
- WordPress + Drupal: Why?
- Practical Guidance
- Challenges of Doing Both
- Pantheon Benefits
- Questions

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Cheeky Monkey - Agency Perspective

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Gene + Cheeky Monkey

Helping people find their problems and solving them with technology

- Gene: path to CTO
- Cheeky Monkey today
- 20ish people
- Non-profits, Universities, Medium-size business
- Measuring and making improvements
- Long-term Relationships

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Evolution of the Monkey

How We Got Here

- Started: WordPress
- Then Drupal + some WordPress
- Then almost all Drupal
- Then “Why are we worrying about the technology?”
  - Stop saying no to interesting projects
  - Strategists > Technologists

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WordPress + Drupal: Why?

Different Mental Models

Metaphors for Non Geeks

- WordPress ≈ Transformer
- Drupal ≈ Lego
- WordPress ≈ Modular home
- Drupal ≈ Custom home

Strengths

Drupal + WordPress = Better

- Provide more solutions
- Stop saying ‘No’ to good clients
- Focus on building relationships

Moving Between Both

WordPress for Drupal people

- No Views (!)
- Good plugins are often Freemium
- Overriding is easier in Drupal
- Nicer, more polished UI!
- Plugins are solutions - they work or don’t

Moving Between Both

Drupal for WordPress people

- Views (!)
- Modules are NOT solutions
- Markup and PHP in different places
- Many built in hooks to override All The Things
- More flexibility out of the box

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WordPress or Drupal?

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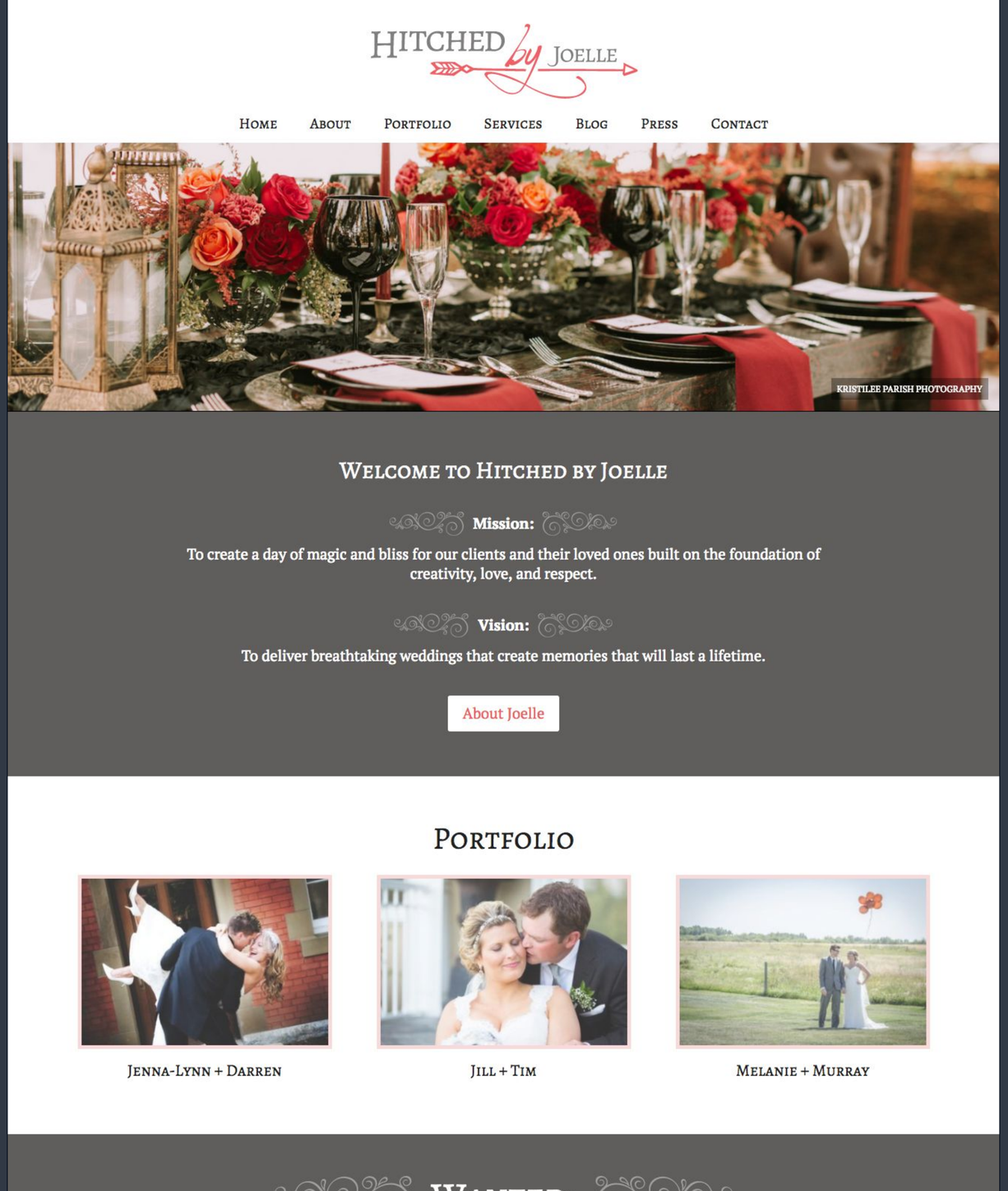
Can You Tell a WordPress site from a Drupal site?

Don’t judge a book by it’s cover

Can you tell the difference?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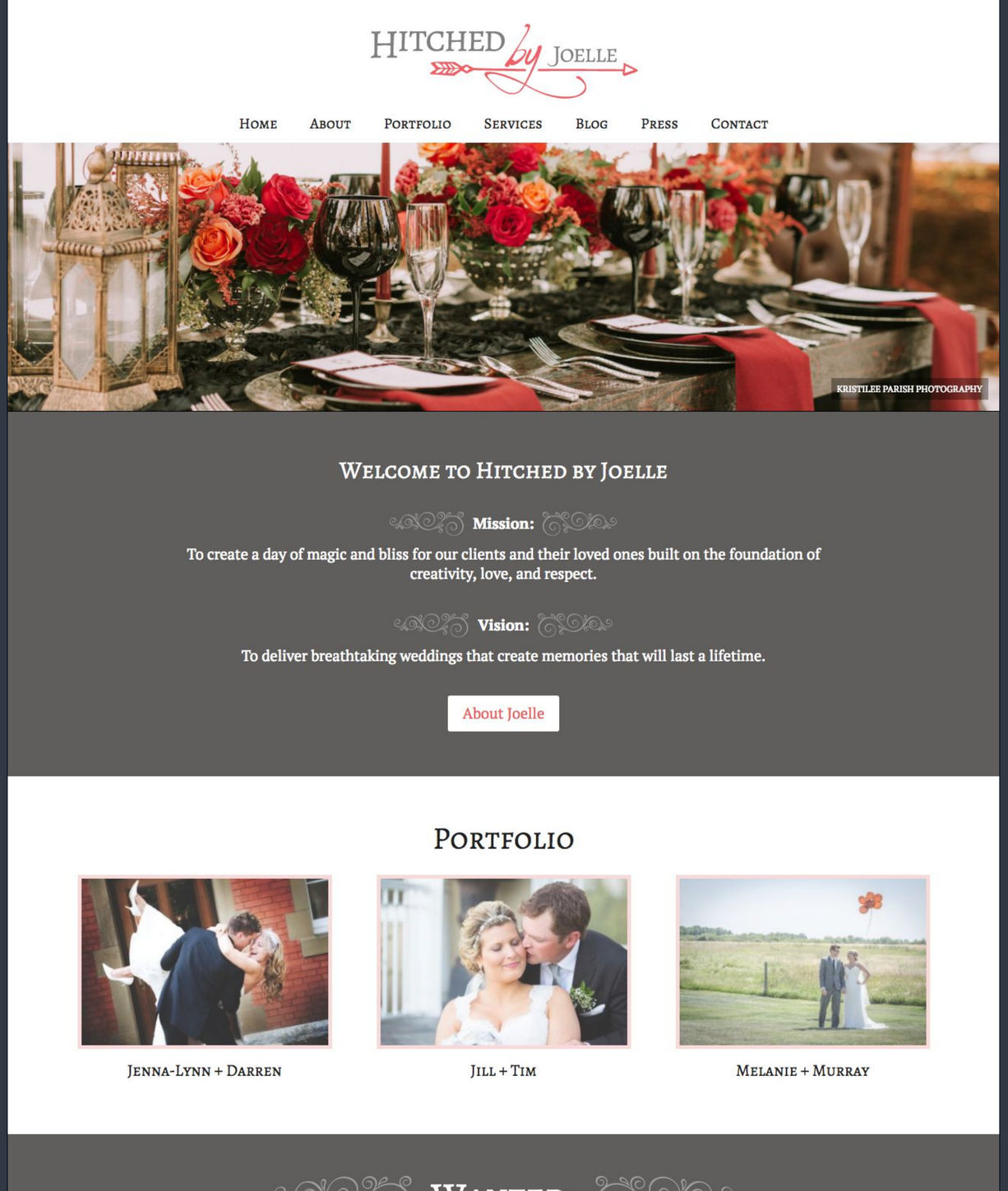
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Are you ready for more than just a website?

Does your website really work? Tempt your visitor to engage? It should, and it can. The Monkeys believe your organization has a unique message that deserves to be shared. Simply. Effectively. Thoughtfully.

That's where we come in. Technically, the Monkeys design and develop websites (*we love Drupal and WordPress*), but that's not our passion. We're passionate about your success. We listen to your story, your triumphs, and your frustrations. We immerse ourselves into your organization and invest in your future. Your success becomes our success - and *trust us, the Monkeys love to win.* Join us as we guide you on a transparent, collaborative, and, dare we say, delightful journey through the jungle. *And by jungle we mean a creative website project, but let's be honest, the jungle sounds more fun.*

Tell us your story

Explore

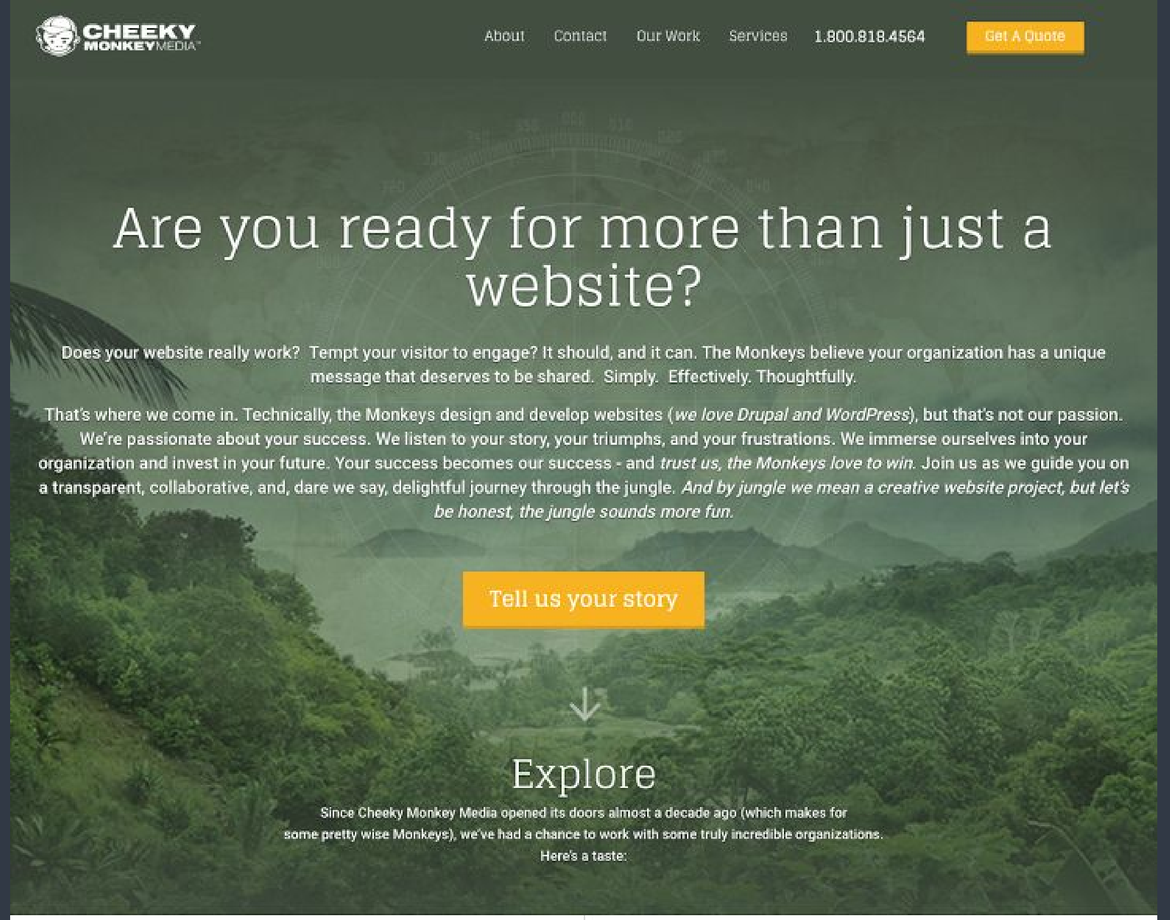
Since Cheeky Monkey Media opened its doors almost a decade ago (which makes for some pretty wise Monkeys), we've had a chance to work with some truly incredible organizations. Here's a taste:

Drupalcon LA

The Drupal Association turned to CMM as their design partner for the 2015 DrupalCon in L.A. From t-shirts and bags, to on site banners and programs, we managed it all. View Project

Sportmed BC

The western Canadian based non-profit SportMedBC engaged CMM to not only redesign their Drupal site but to simplify processes... making it easier for organizers and participants to manage their events. View Project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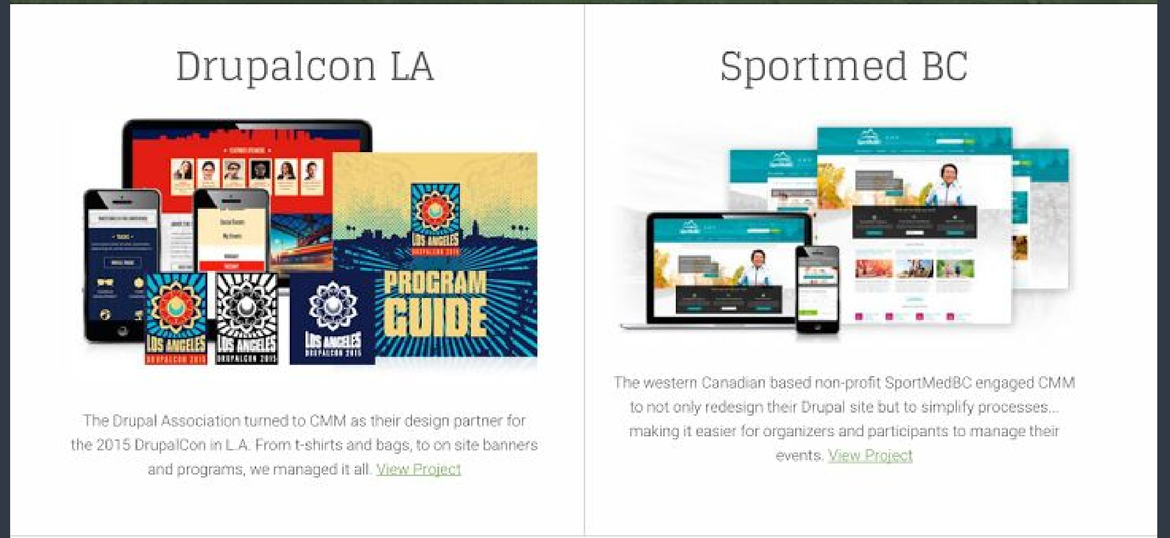
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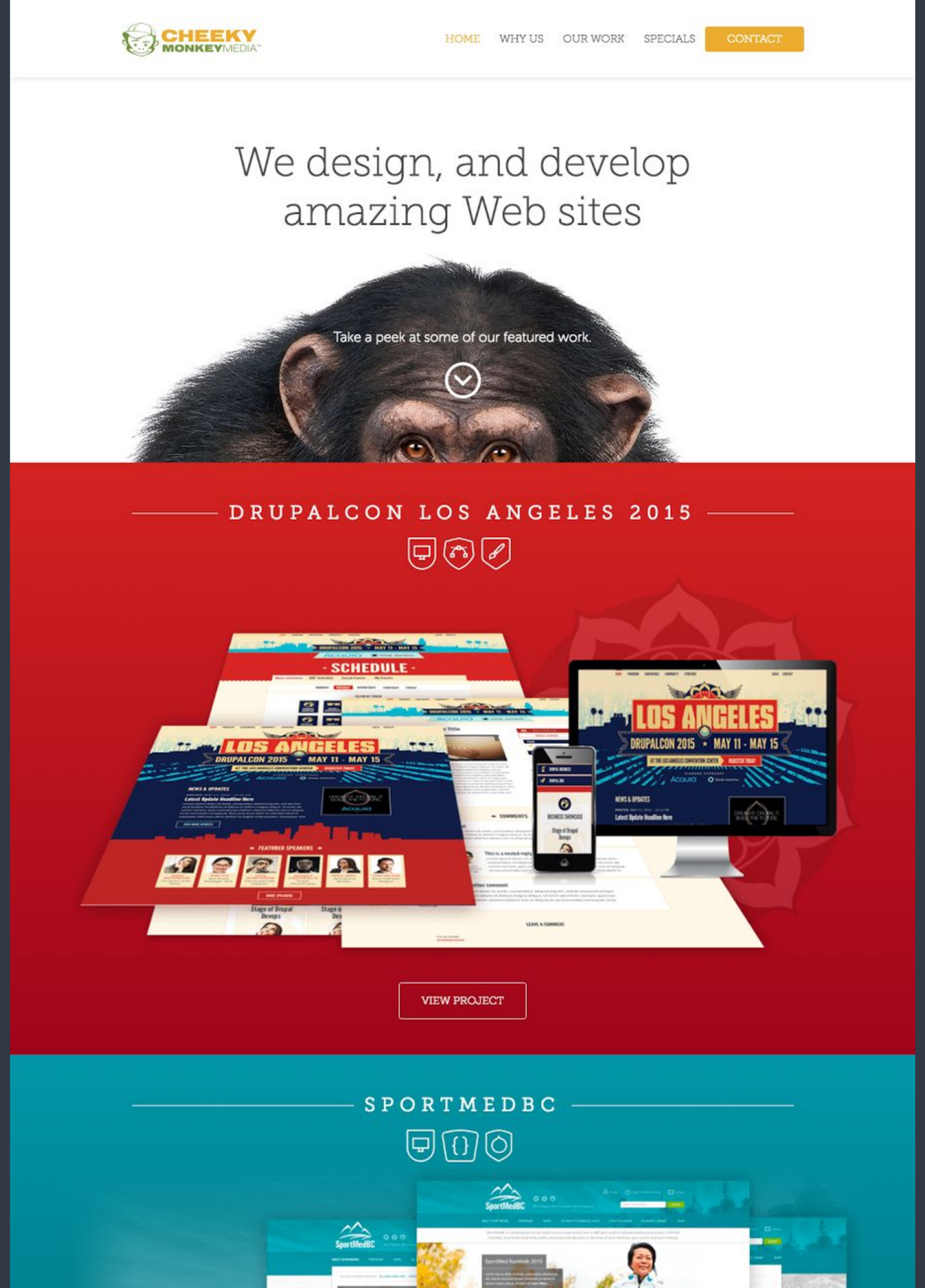
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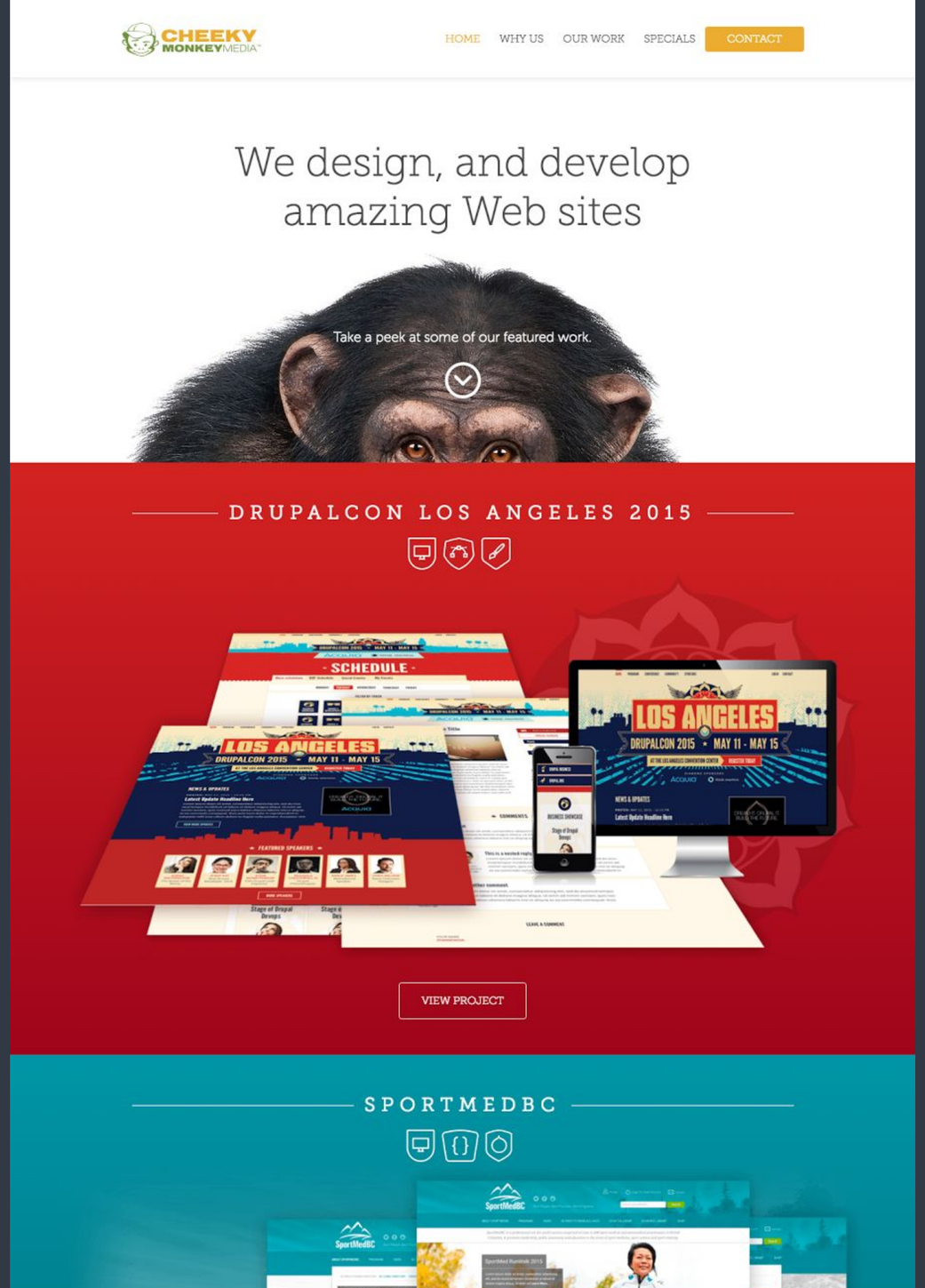
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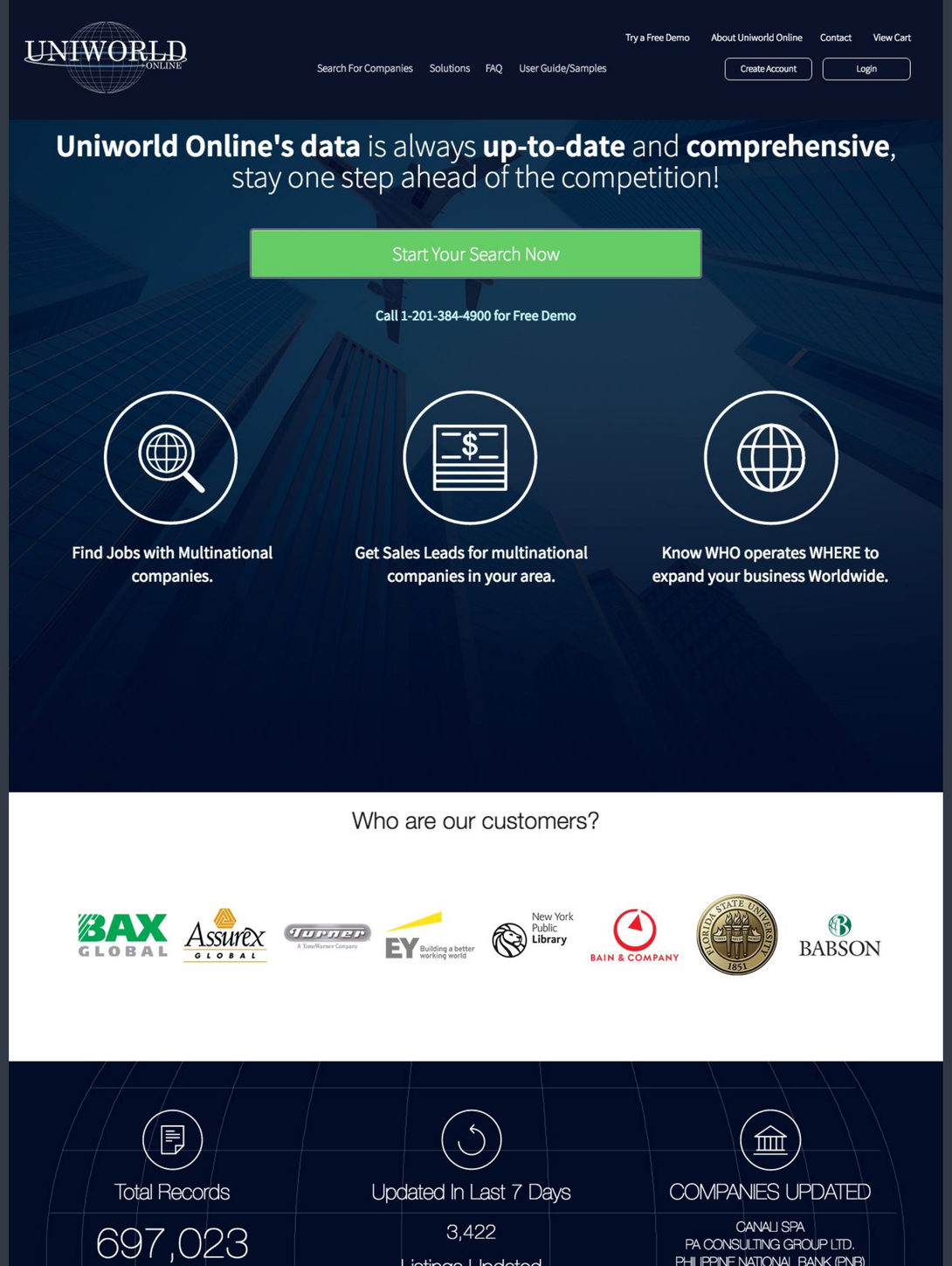
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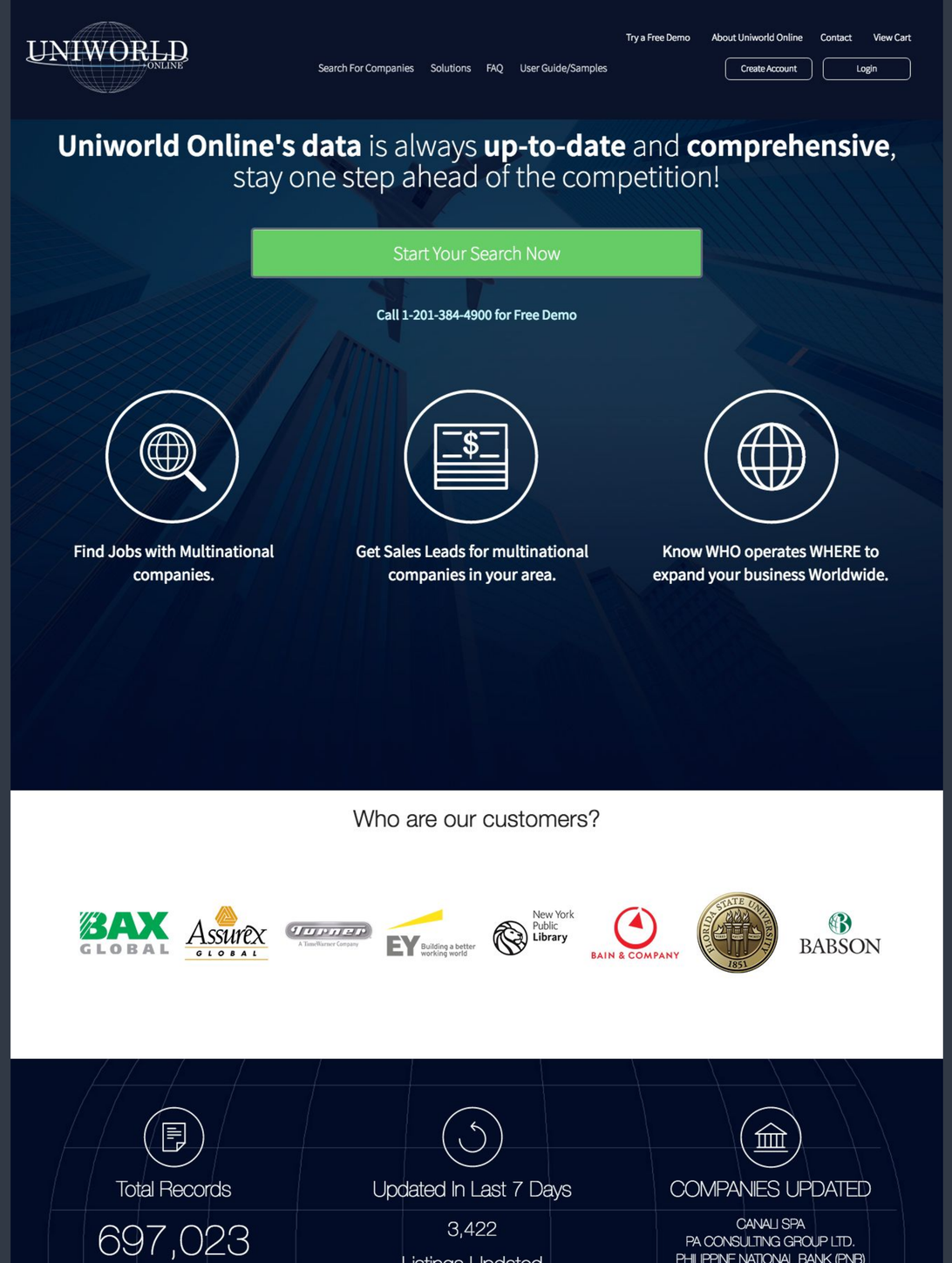
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Can You Tell a WordPress site from a Drupal site?

Don’t judge a book by it’s cover

- It shouldn’t matter what platform you use
- Provide solutions with ROI
- Who really cares?

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Practical Guidance

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WordPress or Drupal?

Hold up, ask a better question!

☑ or ☑

- **Better questions = Better results**
- **First question** != Drupal or Wordpress?
- **Better:** “Here are my problems. What should I do?”
- **Better:** “I’m not sure about my problems. Can you help me find and solve?”
- **Clients need ROI**
- **Solutions** not websites

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When We Use Them

WordPress or Drupal?

- **WordPress**
  - To hit lower budgets
  - If they just need a brochureware site
  - When the content structure is simple
  - If the solution needed is readily available in the community
- **Drupal**
  - When the solution calls for complicated data relationships
  - Building custom business applications
  - If we need to combine multiple integrations into the end solution

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Challenges of Doing Both

Cross-Training Our Team

Challenges We Faced

- How? Force :)
- Hire Drupal/WordPress Developers to flesh out the team
- Focus on solutions instead of building websites

Cross-Training Our Team

Pushback

- **Drupal to WordPress:** Fought back
- **WordPress to Drupal:** Easier path
- Resolve by serving the Client

Gray Zone

WordPress and Drupal Overlap…
and that's Ok

- Same site != same investment on either platform
- Examples we've debated:
  - Simple shopping sites
  - Heavy content sites with a mid-range amount of content types
  - Budgeting

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Pantheon Benefits

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Pantheon + Drupal + WordPress

Even Better Together

- Shared Best-Practices Workflows
- Easy Team Management
- Scalability
- Security
- Reliability

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Questions?