

THE WP REST API AS THE FOUNDATION OF THE OPEN WEB

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Chicago

City in Illinois

Chicago, on Lake Michigan in Illinois, is among the largest cities in the U.S. Famed for its bold architecture, it has a skyline punctuated by skyscrapers such as the iconic John Hancock Center, 1,451-ft. Willis Tower (formerly the Sears Tower) and the neo-Gothic Tribune Tower. The city is also renowned for its museums, including the Art Institute of Chicago with its noted Impressionist and Post-Impressionist works.

Weather: 76°F (24°C), Wind SW at 8 mph (13 km/h), 68% Humidity

Local time: Thursday 1:31 AM

Population: 2.705 million (2015)

Incorporated (city): March 4, 1837

Mayor: Rahm Emanuel

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Chicago officially the City of Chicago, on Lake Michigan in Illinois, is one of the largest cities in the United States. At a 2017 estimate population of 2,716,450, it is ...

State: Illinois

Counties: Cook, DuPage

Named for: Miami-Illinois: shikaakwa; (wild oni... Elevation (mean): 594 ft (181 m)

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Chicago Things to Do, Events, Restaurants, Hotels & Vacation Planning

<https://www.choosechicago.com/>

There are plenty of fun things to do in Chicago and we're here to help you plan your next vacation or business trip to our fair city. Explore the official tourism ...

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Things to do in Chicago



Millennium Park

Green space with art, theater & ice rink



Willis Tower

Super-tall skyscraper with city vistas



Navy Pier

Destination with rides, shops & food



875 North Michigan Avenue

Sky-high city views from 94th-floor deck

[Chicago travel guide](#)

City of Chicago

<https://www.cityofchicago.org/>

Welcome to the official City of Chicago Website. The source for information about City services, departments, programs and initiatives, and officials for Chicago ...

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Plan a trip

[Chicago travel guide](#)

[3-star hotel averaging \\$192, 5-star averaging \\$400](#)

[Upcoming Events](#)

Colleges and Universities: [University of Chicago](#), [MORE](#)

Did you know: Chicago has the world's eighth-busiest city airport system by passenger traffic annually (102,479,419). [wikipedia.org](https://en.wikipedia.org)

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**MANY SYNDICATION METHODS
(FBIA, AMP, ETC...) FORCE YOU
TO ADAPT YOUR CONTENT TO
THE FORMAT**

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ENTER THE WP REST API

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WP REST API

AVAILABLE IN CORE AS OF 4.7 (DEC 2016)

STANDARDIZED PROTOCOL

LOTS OF CONTENT ENDPOINTS OUT OF THE BOX, BUT CAN ALSO BE EXTENDED

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OUTPUTS:



(H/T - [HTTPS://TWITTER.COM/DDARRKO/STATUS/729610423226470400](https://twitter.com/DDARRKO/status/729610423226470400))

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WP REST API (CONT'D)

OUTPUTS JSON, WHICH CAN BE EASILY PARSED IN MOST LANGUAGES

**LETS WORDPRESS FOCUS ON WHAT IT DOES BEST AND
ALLOWS FOR OTHER INTERFACES TO HANDLE
PRESENTATION**

**INSTEAD OF MOBILE-FIRST OR PRINT-FIRST YOUR
WORKFLOW BECOMES CONTENT-FIRST**

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**THE WEB IS NOT JUST A BROWSER
ON A DESKTOP ANYMORE**

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SO WHAT IS IT?

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LET'S LOOK AT SOME EXAMPLES

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SINGLE PAGE APP WITH DECOUPLED BACKEND

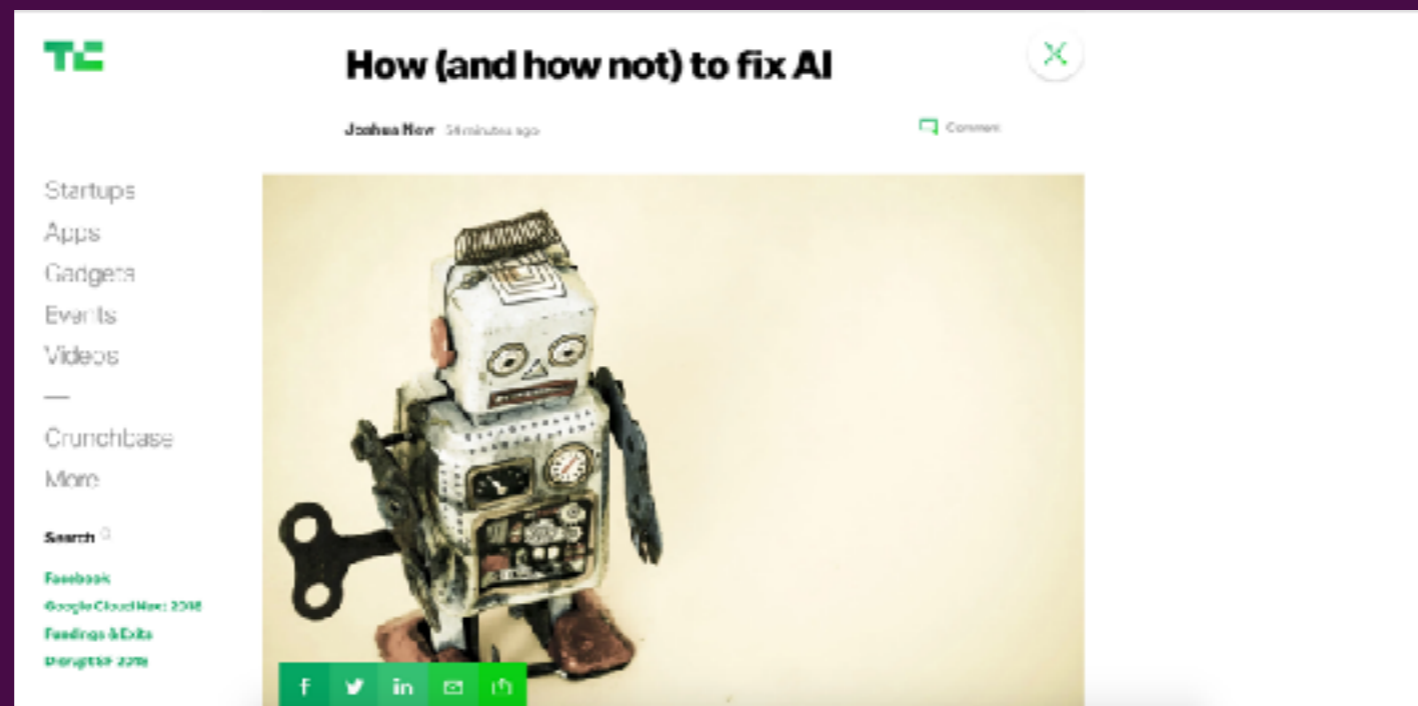
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TECHCRUNCH.COM



“TO THAT END, WE DECIDED TO MAKE A NEW FRONTEND IN THE FORM OF A SINGLE PAGE STYLE REACT APP, DECOUPLED FROM ITS WORDPRESS BACKEND.”

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DEMO: TECHCRUNCH

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API-DRIVEN MOBILE APP

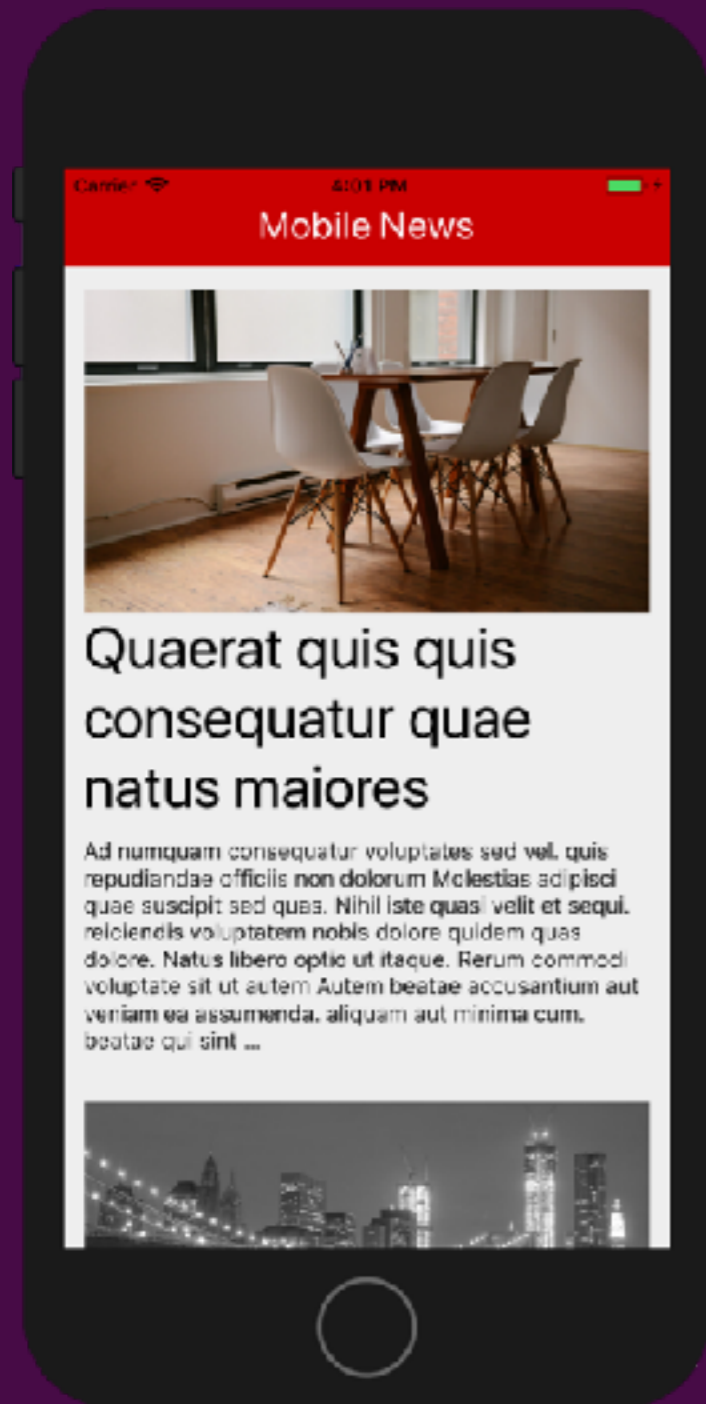
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API-DRIVEN REACT NATIVE



CROSS PLATFORM AND POWERED BY THE WP REST API TO SERVE UP POST CONTENT.

[HTTPS://GITHUB.COM/](https://github.com/)

[ALPHAPARTICLECODE/MOBILENEWS](https://github.com/alphaparticlecode/mobilenews)

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DEMO: MOBILENEWS

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VOICE INTERFACES TO WP

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VOICE INTERFACES

CUSTOM ENDPOINTS CAN POWER INTERACTIVE VOICE SKILLS

PROVIDES A DIFFERENT WAY TO MAKE YOUR CONTENT MORE ACCESSIBLE

LET USERS ACCESS DATA IN A DIFFERENT FORMAT THAN YOUR WEB INTERFACE ALLOWS

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VOICE INTERFACES

IF YOU NEED STANDARD SKILLS (FLASH BRIEFINGS, NEWS, FACTS/QUOTES), ALLEY MAKES VOICEWP

[HTTPS://GITHUB.COM/ALLEYINTERACTIVE/VOICEWP](https://github.com/AlleyInteractive/VoiceWP)

BUT YOU CAN ALSO GO FURTHER AND CREATE A COMPLETELY CUSTOM SKILL

[HTTPS://GITHUB.COM/ALPHAPARTICLECODE/WORDPRESS-ALEXA](https://github.com/AlphaParticleCode/WordPress-Alexa)

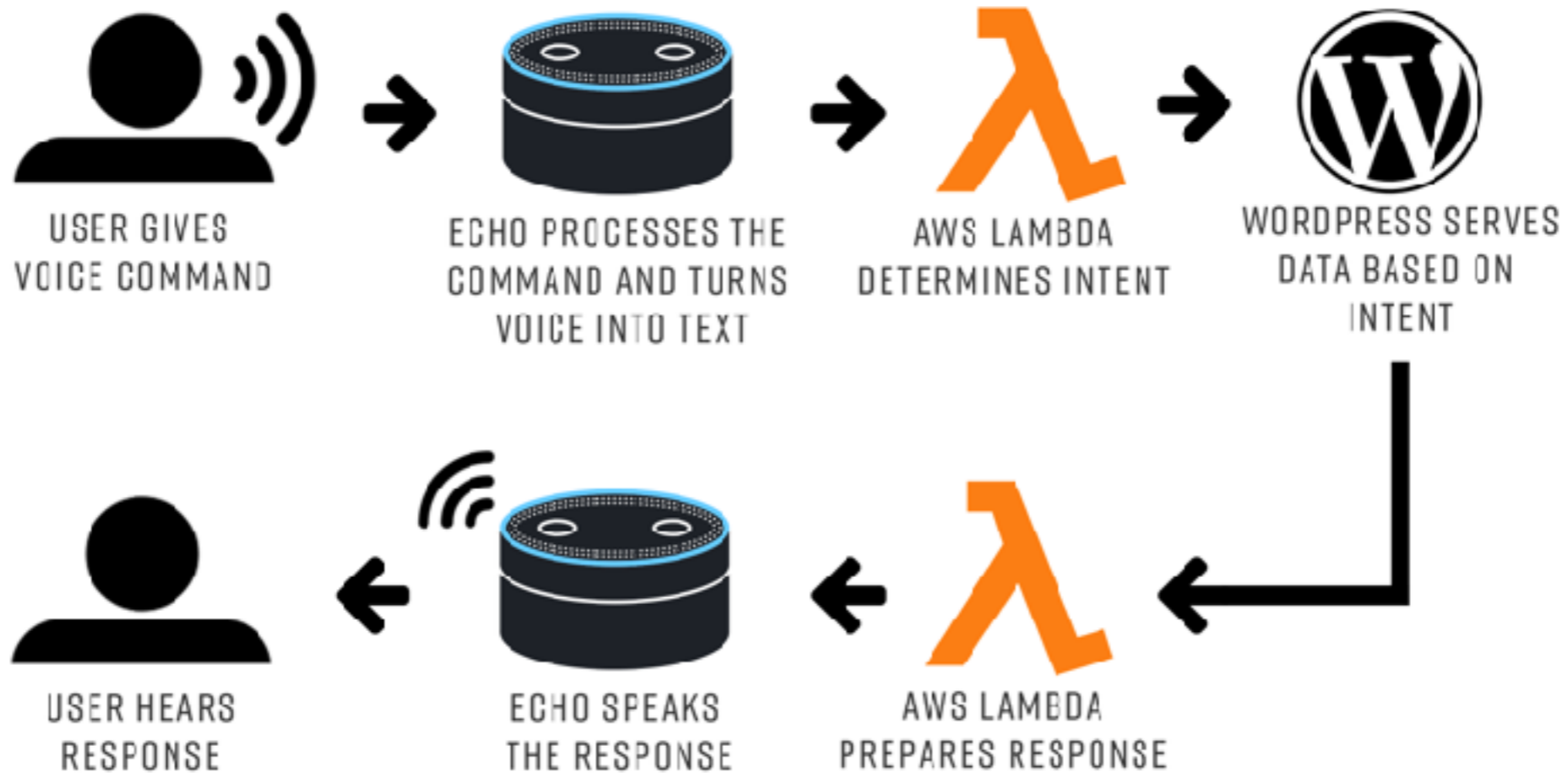
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INFORMATION FLOW IN AN ALEXA SKILL



DEMO: ALEXA -> WORDPRESS

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WEB -> PRINT

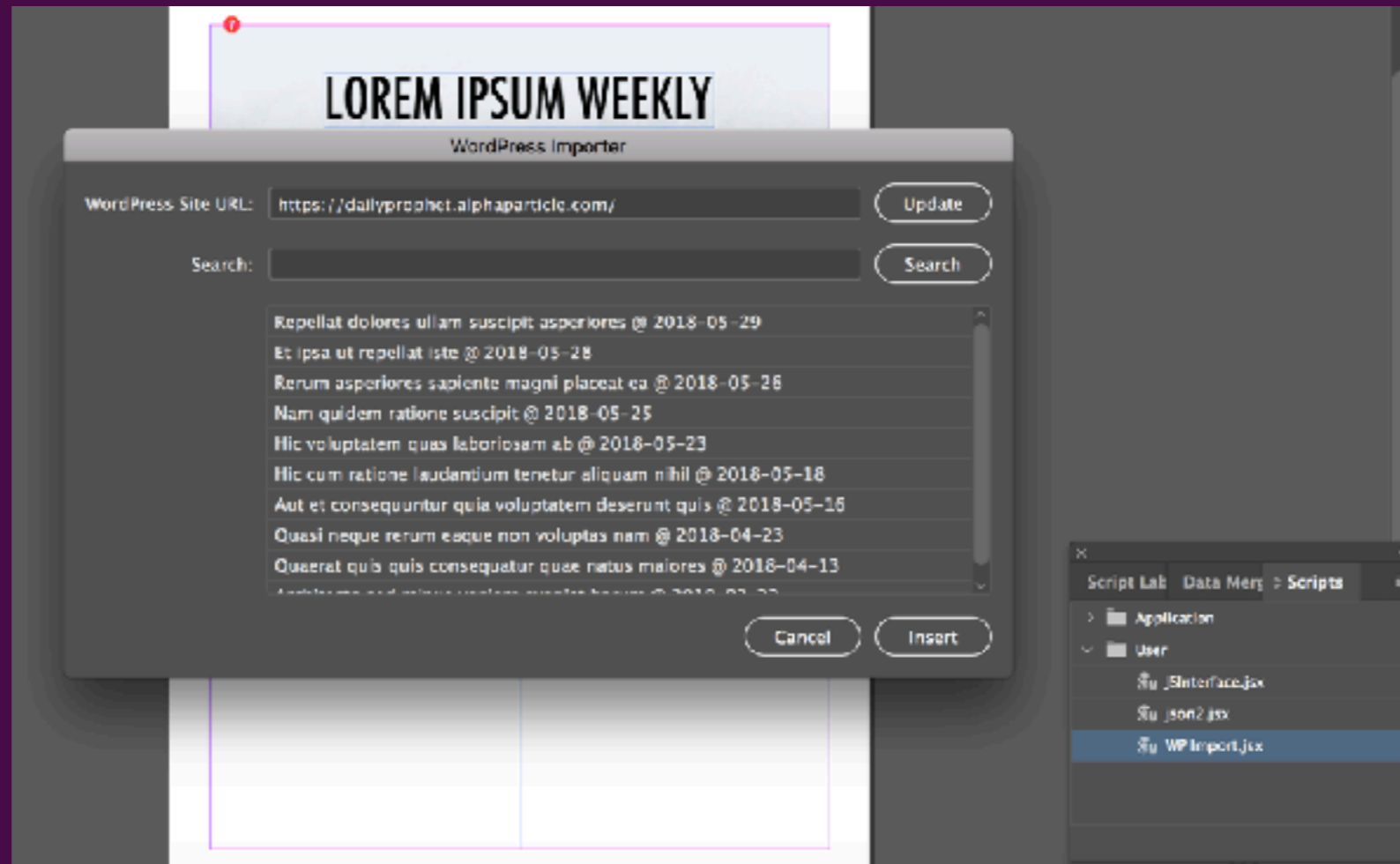
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WP -> INDESIGN



INDESIGN SCRIPT TO PULL WORDPRESS POST CONTENT INTO EXISTING PRINT LAYOUTS

[HTTPS://GITHUB.COM/ALPHAPARTICLECODE/WPRINT/](https://github.com/alphaparticlecode/wprint/)

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DEMO: WP->INDESIGN

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WHAT ABOUT INTERFACES THAT ARE BRAND NEW?

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WORDPRESS AS A CMS FOR INTERFACES OF THE FUTURE

BECAUSE MOST LANGUAGES CAN READ JSON, THIS INCLUSION CAN
HAPPEN NATIVELY

BECAUSE WORDPRESS DOESN'T KNOW ABOUT THE FORMAT, IT
SHOULDN'T CONTROL FORMATTING

“CONTENT FIRST”

[HTTPS://GITHUB.COM/ALPHAPARTICLECODE/VR-REST-API](https://github.com/alphaparticlecode/vr-rest-api)

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DEMO: THE LOFT

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WRAPPING UP

YOU CONTROL YOUR CONTENT, BUT TO BUILD THE OPEN WEB, WE NEED A STANDARD

THIS STANDARD IS A JSON-BASED REST API

SAY YES TO OPEN STANDARDS

ADAPT THE PRESENTATION BASED ON THE FOUNDATION OF A CLEAN, CONTENT FIRST API

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QUESTIONS?

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