HELPING YOUR TEAM TRANSITION TO GUTENBERG

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IT'S NO GHOUL-TENBERG (IT'S NOT SCARY)

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THIS TALK IS PROBABLY FOR YOU IF...

- YOU HAVE THE CLASSIC EDITOR PLUGIN INSTALLED

- YOU HAVE NO PLANS TO UPGRADE TO GUTENBERG

- YOU HAVE A TEAM OF EDITORS AND WRITERS

- YOU'RE ASKING "WHAT'S GUTENBERG?"

WHAT'S GUTENBERG?

A BRAND NEW EDITOR FOR WORDPRESS (PART OF CORE AS OF DECEMBER 2018)

COMPLETE REPLACEMENT OF THE TINYMCE EDITOR THAT WORDPRESS HAS USED FOR YEARS

AIMS TO BRING AN EVEN MORE WYSIWYG EXPERIENCE TO WP-ADMIN

RICH TEXT AREA -> BLOCKS

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SOME UPGRADE CONCERNS

CODE THAT DEPENDS ON TINYMCE

CODE THAT HOOKS INTO ANYTHING ON THE EDIT POST SCREEN

CUSTOM POST STATUSES, CUSTOM FIELDS META BOX, AND MORE...

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SOME UPGRADE CONCERNS

"WE WON'T BE ABLE TO PUBLISH AT THE SAME PACE"

"EVERYTHING IS IN A DIFFERENT PLACE NOW, HOW WILL WE FIND ANYTHING?"

"WE'VE BEEN DOING IT THIS WAY FOR YEARS, WHY ARE WE CHANGING NOW?"

COMMON PROBLEMS

NOT EVERYBODY IS ON BOARD

TRYING TO DO IT ALL AT ONCE

WAITING TO LONG TO DO ANYTHING (WHICH LEADS TO #2)

SILOS

BUT IT'S NOT ALL BAD...

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NATIVE BLOCKS ARE COOL!

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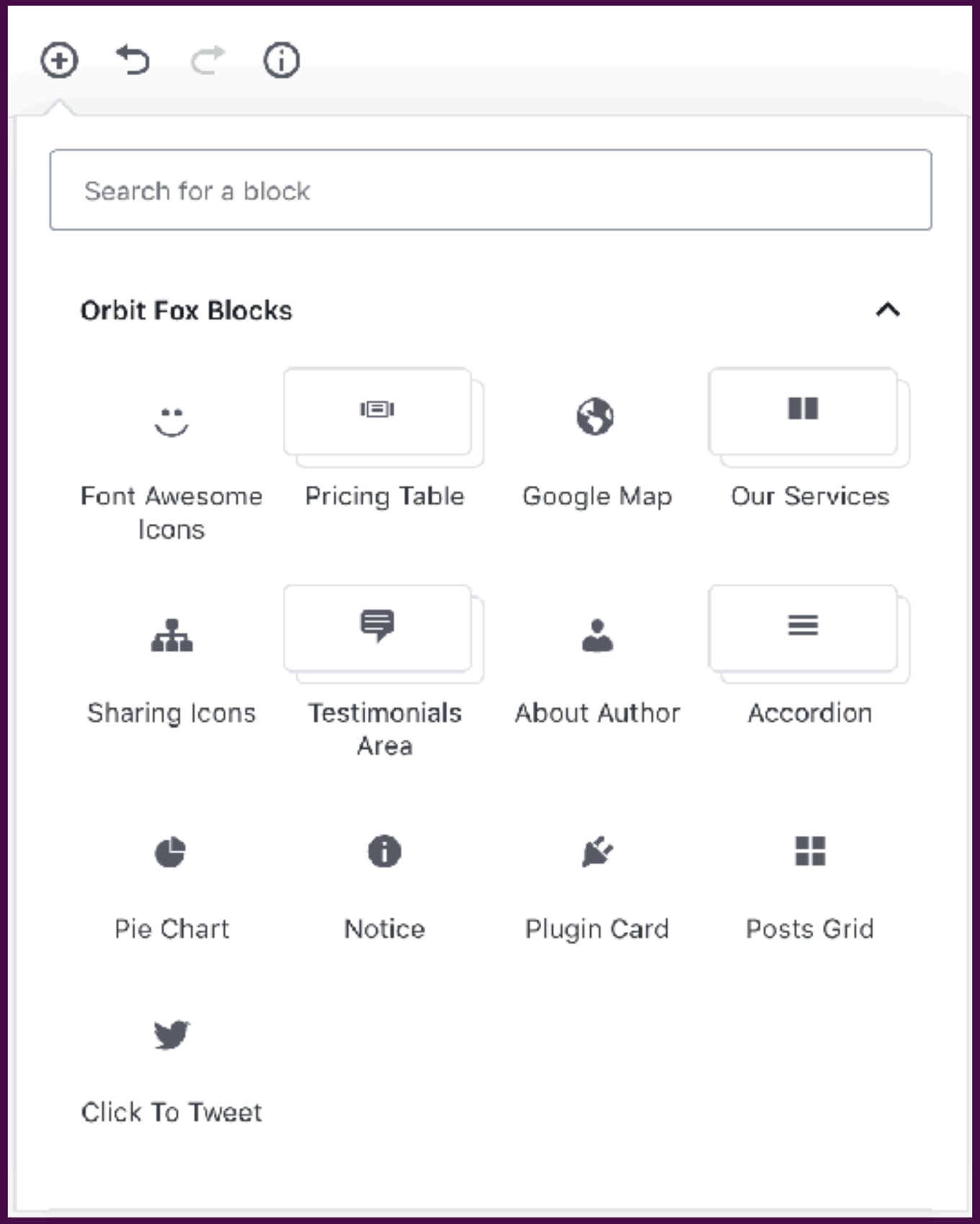

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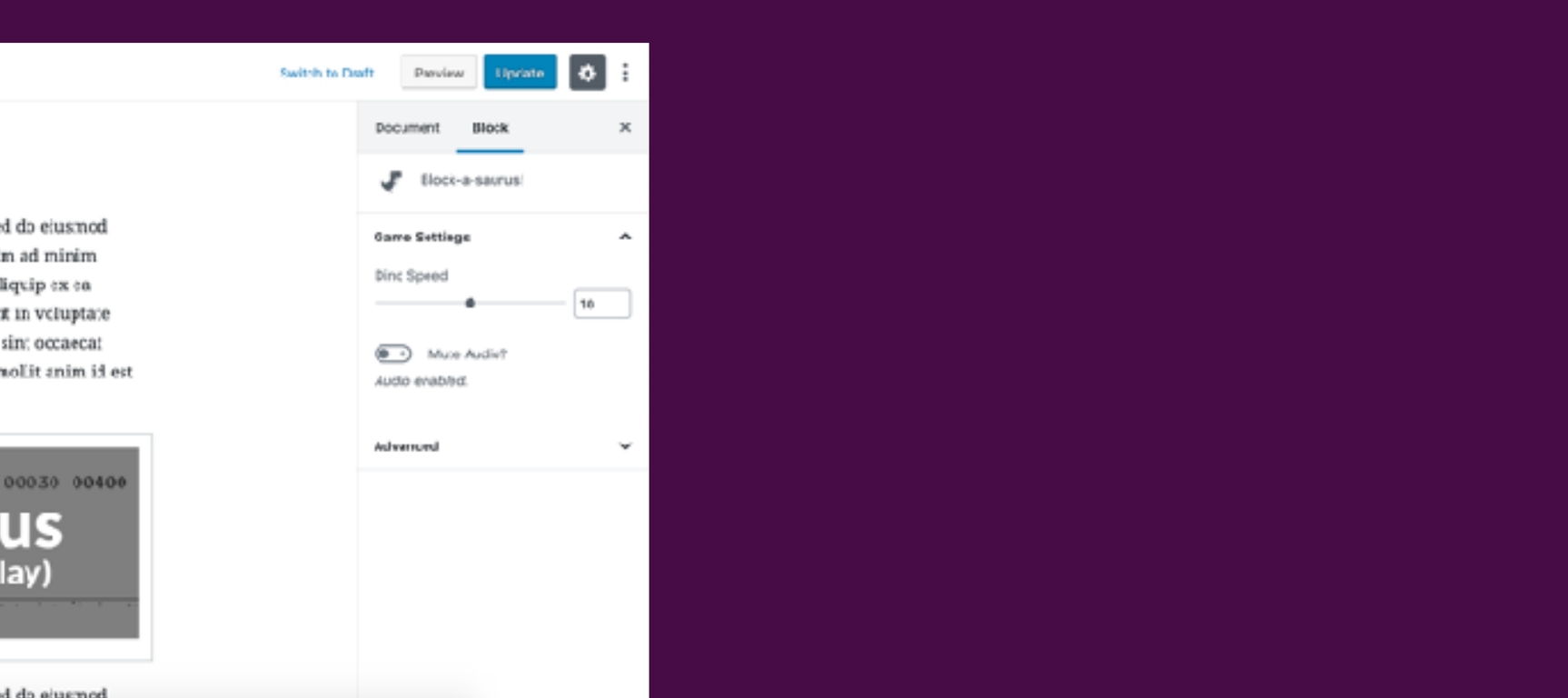
Source: https://gutenberghub.com/10-awesome-gutenberg-blocks-otter-blocks/



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Source: https://wordpress.org/plugins/block-a-saurus

CASE STUDY: DAILY PLANET

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THE DAILY PLANET TEAM

EDITORS

WRITERS

DEVELOPERS

PROJECT MANAGERS

WHERE DO WE START?

WHERE DO WE END?

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A GUTENBERG TEAM

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WHO'S THE GUTENBERG TEAM?

CROSS-FUNCTIONAL TEAM WITH REPRESENTATION FROM EDITORIAL, DEVELOPMENT AND POSSIBLY MANAGEMENT

ONE PERSON (LIKELY A PM OR EDITOR) SHOULD BE THE "GUTENBERG LEAD"

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WHO'S THE GUTENBERG TEAM?

EDITORS

WRITERS

DEVELOPERS

PROJECT MANAGERS

WHO'S THE GUTENBERG TEAM?

GB LEAD/EDITOR

WRITER

PM

DEV

DEV

LET'S GET STARTED

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STEP 0: GET TO 5.0

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WHY?

STEP 0: GET TO 5.0

SPIN UP A STAGING/TEST ENVIRONMENT

INSTALL THE CLASSIC EDITOR PLUGIN

HAVE THE GUTENBERG TEAM TEST IN THIS ENVIRONMENT

WHEN THIS ENVIRONMENT IS STABLE (NOT MUCH SHOULD HAVE CHANGED), DEPLOY THIS ENVIRONMENT TO PRODUCTION

NOW YOU'RE AT LEAST ON A RECENT WORDPRESS

STEP 1: AUDIT

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STEP 1: AUDIT

WRITER/EDITOR WALKTHROUGH

NOTICE ACTIONS TAKEN, INTERFACES THAT ARE MOST USED, ETC.

ALSO, LOOK AT THE CODE

HTTPS://GITHUB.COM/DANIELBACHHUBER/GUTENBERG-MIGRATION-GUIDE

STEP 1: AUDIT

REMOVE CLASSIC EDITOR FROM YOUR STAGING ENVIRONMENT

ARE YOU ABLE TO REPLICATE THAT WORKFLOW?

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STEP 2: REIMAGINE

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STEP 2: REIMAGINE

ARE THERE INTERFACES THAT GUTENBERG MAKES OBSOLETE? (COLUMN EDITOR)

ARE THERE ANY THAT NEED TO BE REIMAGINED? (SHORTCODES->BLOCKS)

NOW YOU KNOW WHAT'S STANDING IN YOUR WAY

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STEP 3: UPGRADE

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STEP 3: UPGRADE

IS THERE A SINGLE, LESS-FREQUENT POST TYPE THAT COULD BE UPGRADED FIRST?

GUTENBERG RAMP

CAN DEFINE GUTENBERG BEHAVIOR EITHER THROUGH ADMIN SCREEN OR CODE (ON STAGING FIRST)

DEMO: GUTENBERG RAMP

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STEP 4: UPGRADE (THE TEAM)

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STEP 4: UPGRADE (THE TEAM)

THE TECHNICAL PROBLEMS WE'VE DEALT WITH SO FAR ARE THE "EASY" ONES

NOW YOU NEED TO START LETTING THE BROADER TEAM KNOW ABOUT THE UPCOMING TRANSITION

STEP 4: UPGRADE (THE TEAM)

ONBOARD COHORTS TO STAGING

DEMO WORKSHOPS

OBSERVE THEIR WORKFLOW ON THE STAGING ENVIRONMENT

POTENTIALLY SURPRISING FINDINGS

FREQUENTLY ASKED QUESTIONS

CONVERTING OLD CONTENT TO BLOCKS?

ARE WE HIRING DIFFERENT KINDS OF DEVELOPERS NOW?

CAN’T WE JUST KEEP “OLD WORDPRESS?”

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WHAT MAKES A SUCCESSFUL TRANSITION?

GO SLOW, BUT START NOW

HAVE A DEDICATED TEAM (INTERNAL OR EXTERNAL)

MAKE SURE EVERYONE IS (OVER) PREPARED

USE THE COMMUNITY

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QUESTIONS?

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