



# Next Generation CMS

## Content Modeling

# Content in a Traditional CMS vs. a Headless CMS

## Traditional CMS:

- Begins with the question: "What template do you want to use?"
- Limits content and design enhancements by forcing content to “fill in the blanks” of a limited set of web-focused display templates

## Headless CMS:

- Begins with the question: "What do you want to say?"
- Empowers authors and designers to optimize user experiences by allowing content to exist outside of templates

**con-tent**

*noun:* the textual, visual, and auditory information that shapes a user experience

A **content model** documents all the **types** of content within a **CMS** to make sure it's effectively configured for **multiple channels**.

# An Effective Content Model

- Streamlines content creation by establishing relationships between shared content components that can be reassembled as needed
- Facilitates OpCo-specific customization without having to recreate near-identical elements
- Simplifies content maintenance by allowing common components to be used across multiple content pieces
- Enables an omni-channel experience to deliver targeted content to our users based on their personal needs



# Establishing Content Structure

Creating a content model begins with understanding content based on its parts

- All content has its own set of parts that make it unique.
- Some of these parts might be shared across content.
- Looking at content in this way is key to building a content model because it helps us establish Content Types.

PRESS RELEASE
Contact Info
Headline
Summary
Location
Date
Body Text
Boilerplate

OpCo Communications  
555-555-5555  
[comms@opco.com](mailto:comms@opco.com)

## Energy Breakthrough Means Big Savings for Customers

*The U.S. Energy Information Administration says it has estimated that 4.65 billion tons of "cascading" energy from the renewable gas sector is used to power 1.8 million U.S. households each year.*

**Springfield (Oct. 20, 2022)** - Even though that figure is relatively small and the industry is not showing any real signs of waning, it will likely prove very significant in 2050.

By then, as the country transitions from coal-fired power plants to nuclear in power plants, much of that energy system could be consumed by the grid by the world's people, according to Energy Information Administration's latest report.

For now, the U.S. government is trying to turn green gas into cheap energy that consumers would want and would want to buy in the future.

While there has been some promise that green energy could become a reality sometime in the next few decades, many consumers and the energy companies that produce those energy will have to contend with lower-than-expected consumer expectations of renewable energy prices.

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*OpCo is the largest regional natural gas and electric utility. OpCo is a subsidiary of Exelon Corporation (Nasdaq: EXC), the nation's leading competitive energy provider. Engage with the latest OpCo stories and connect with OpCo on Facebook, Twitter, Instagram, and YouTube.*

# Content Types:

## The building blocks of a Content Model

Content types allow us to do two primary things:

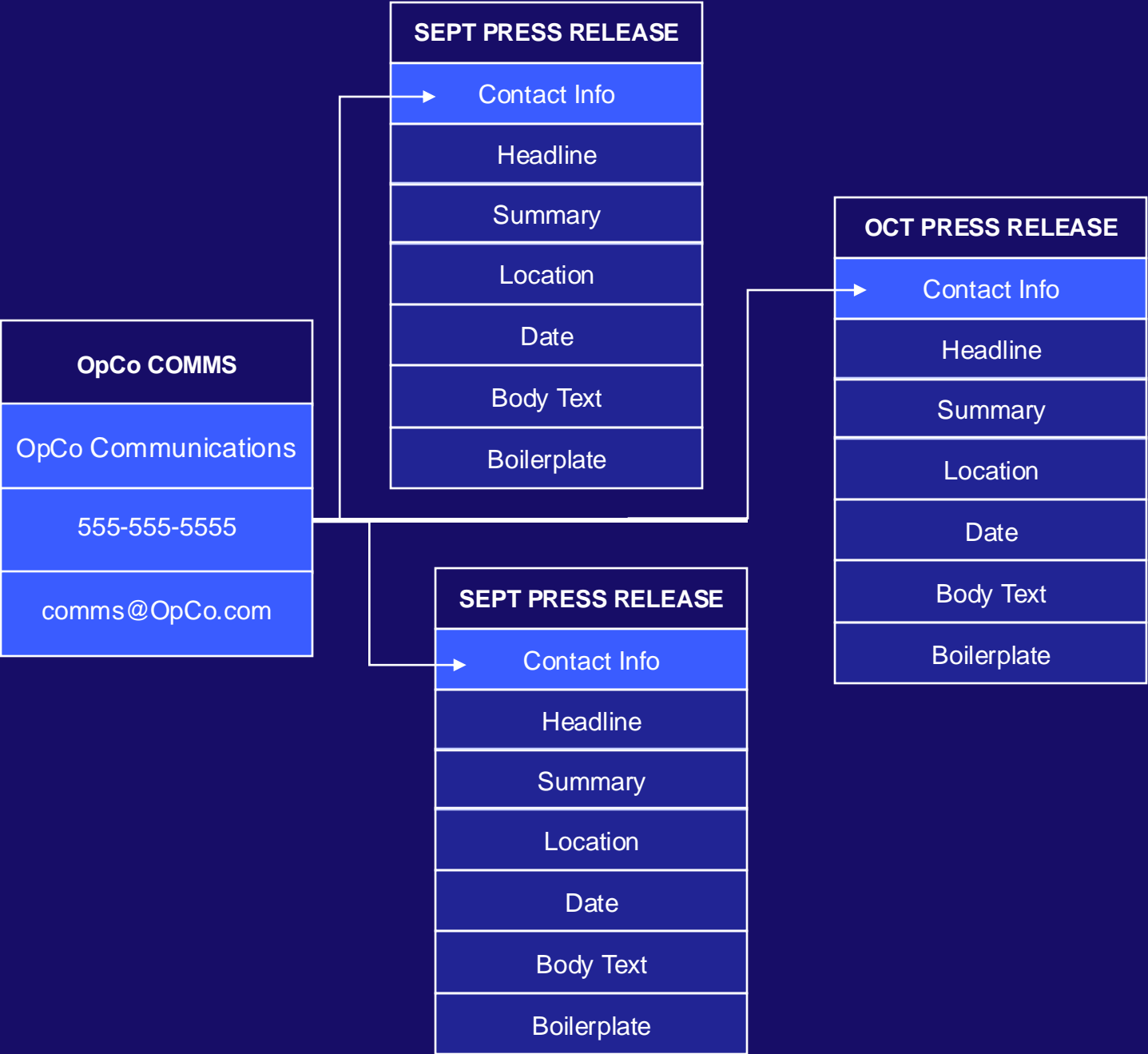
- Create modular units of content that we can use to construct larger content pieces.
- Establish relationships between these modular units.



# Content Types in Practice

The content model formalizes the relationships between Content Types in the CMS.

Each "Press Release" may need its own custom body text, but the contact info can be distributed across all of them from a reference to a single "Department" in the CMS.



# The Content Model and Multi-Channel Distribution

In today's information landscape, customers are accessing content from different places.

- The content model allows us to create, store, and access content that's untethered to its visual representation, so we can leverage technology to deliver our content to every channel. This ensures that customers get information that's consistent, relevant, targeted, and timely.





# Key Takeaways

- The headless CMS enables a content-first approach to content management and creation, which increases our content's longevity, flexibility, scalability, and reusability.
- The content model provides structure to our content by establishing Content Types and defining their relationships to one another.
- The structures defined in our content model allow us to leverage technology to deliver content to our users in whichever channels they're most comfortable.

# FAQ: From Content Type To End User

A FAQ Content Type is built into the content model.

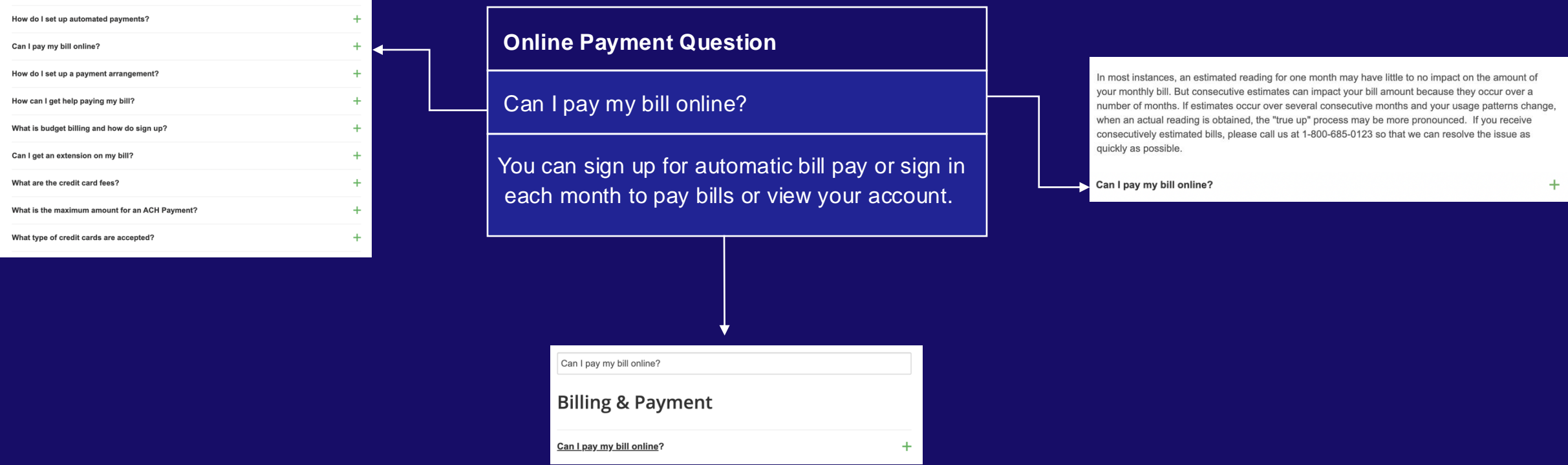
FAQ
Question
Answer

This enables the creation of a custom FAQ Question/Answer pair.

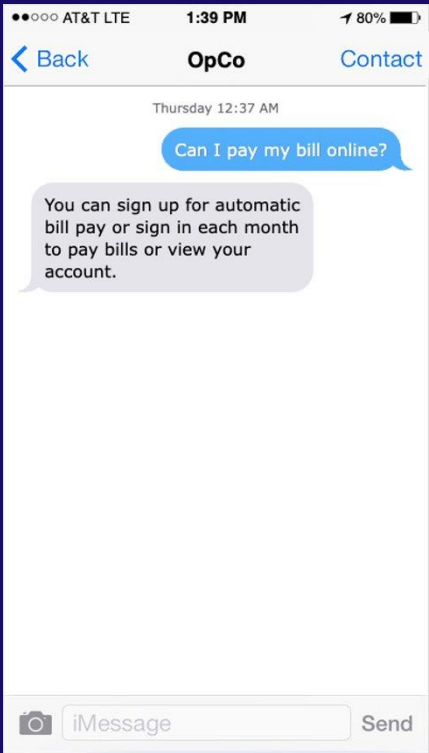
Online Payment Question
Can I pay my bill online?
You can sign up for automatic bill pay or sign in each month to pay bills or view your account.

# FAQ: From Content Type To End User

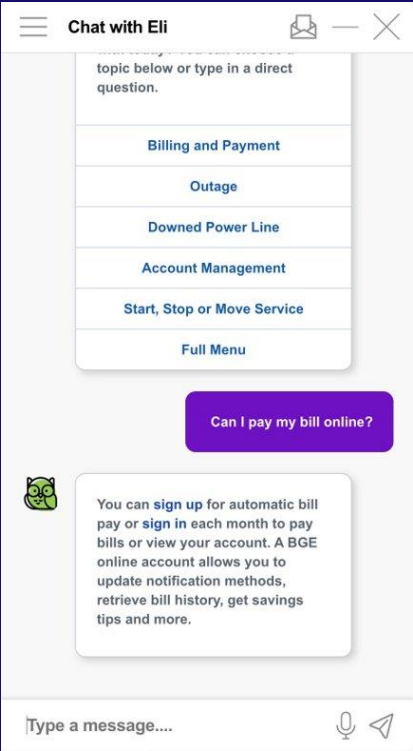
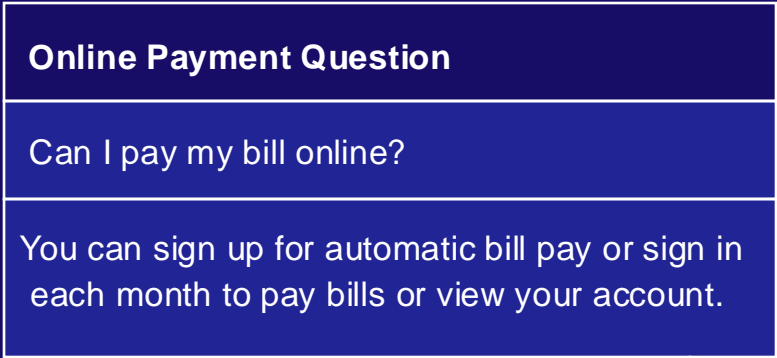
On the web, on mobile, and in apps the FAQ can be added via a reference to supplement selected product pages, collected in an automatically updated landing page, or accessed via search.



# FAQ: From Content Type To End User



The answer alone can be accessed and delivered to customers to provide hands-off support via chat, text, or even voice assistants.



You can sign up for automatic bill pay or sign in each month...

