

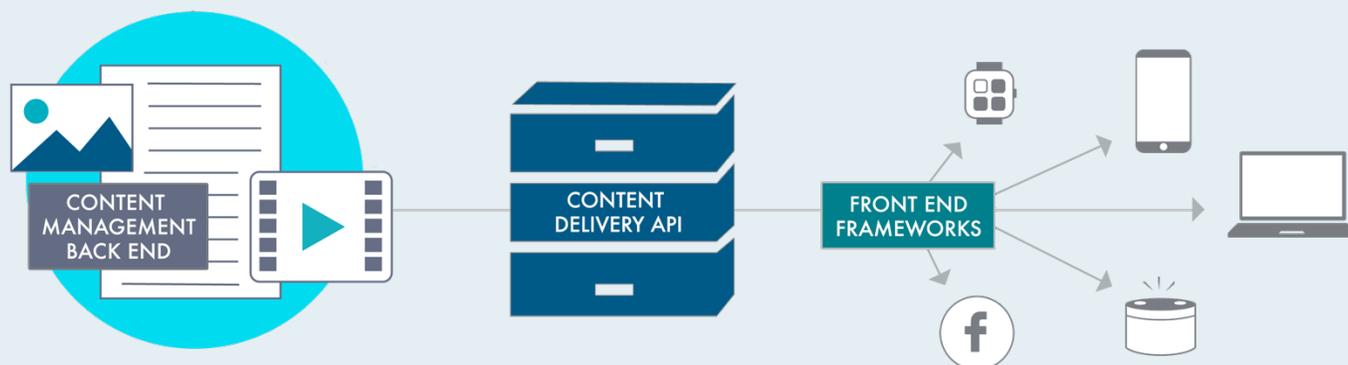
Most businesses require not only a website presence, but the ability to present content on an increasing number of channels. As delivery channels continue to increase in quantity and complexity, a headless CMS presents many advantages.

WHAT IS A HEADLESS CMS? HOW DOES IT DIFFER FROM A TRADITIONAL CMS?

A traditional (or “coupled”) content management system is an all-in-one configuration, in that it combines everything in a single application: the back-end user interface for editors, a content repository, custom code, as well as the templating system that transforms the code and content into how it will be displayed on your website.

By contrast, a Headless CMS model is configured as a **back-end only CMS**, no longer connected directly to the front-end of your website. It is built only as a content repository that makes this content accessible via an API for display on any device. The name “headless” comes from the concept of disconnecting the “head” of the system (the front end website) from its “body” (the back end content repository).

HEADLESS CMS CONFIGURATION



WHAT PURPOSE DOES A HEADLESS CMS SERVE?

By removing the front end, a headless CMS becomes a **content-only data source**, with the sole focus of storing and delivering structured content. This content has no default format to determine how it is presented to the end user. This means the raw content is now *front-end agnostic*, and can be published anywhere, through any framework. Instead of simply appearing on your website, it can be pulled via an API call to display in any channels you want to serve content to (e.g. mobile, apps, smartwatches, entertainment consoles, and home assistants.)

A headless CMS configuration can provide many advantages including, but not limited to:

- The creation of a unified content model across all systems
- The ability for multiple systems to share the same content
- Simplified authoring and publishing workflows
- Control and ownership of content distribution
- Efficiency and cost-savings for content authoring
- Separation of content and presentation

HEADLESS CMS FAQ

BlueModus technology experts, including CTO Dave Conder, Director of Development Mike Wills, and Matías Penela weigh in on the present and future of Headless technology:

What are some of the benefits of using a headless CMS?

One major benefit of using a headless CMS is the ability to have a single central location for content used on many different channels. A company may need a marketing website, mobile application, and social media presence. In a headless CMS, the content for each channel can live in the same place and then be requested by each channel to display relevant content. This approach eliminates duplicate content as well as the need for multiple platforms to manage the same content. **It saves both time and money.**

How do you view the future of this technology?

As the state of digital technology continues to evolve, the distinctions between desktop and mobile websites, as well as other channels will become more blurred. Content will need to exist in multiple channels and platforms, but still be managed centrally. As a result, we'd expect to see more and more headless CMS implementations. With the need for content to be managed centrally, the content itself will become a "metachannel", independent of the actual delivery mechanism.

The separation between content and presentation layers will become more and more apparent, particularly as interactive content like smart search and chat bots become more and more important. **Cutting-edge companies will want to create unique presentation experiences for their users** and re-use the content found in the CMS in as many ways as possible.



Mike Wills, Director of Development

“When using a traditional CMS, content is often stored in a website’s implementation, so if an organization wants to update the site’s design, all this content has to be manually re-entered. However, with a headless CMS, content is separate and organized... meaning a website can be totally destroyed and rebuilt without ever losing the content.

“Another advantage is when sites are designed or re-designed, the creative team can easily import actual, real content into their prototypes, which can improve efficiency in the overall design process. Plus, new templates or channels can be created and applied to the same content without ever reentering the data. The possibilities of how content can be used are endless.”



Would you recommend a headless approach to customers?



Matías Penela, Solution Lead

“It all depends on the need. Generally, any organization with diverse platforms, locations, and use cases can be a good fit for a headless approach. If a company has content that needs to be disseminated across different sites and/or platforms, a headless CMS is the way to go. For example, a client with three different audiences, such as direct consumers, vendors, and partners, could create three unique portals, but the same headless CMS would be responsible for providing the content for each.”

“However, if everything is very atomic and well-defined within a box (such as a ‘brochure-ware’ style website only), then a headless model probably wouldn’t make sense.”

How is BlueModus poised to help customer succeed in a headless CMS approach?



One thing an organization also needs to consider before proceeding with this approach is to understand that a headless CMS by nature does not include the presentation layer —

It will need to be created outside of the CMS and

configured to request the content. This is something that may take getting used to from an organization used to an all-in-one method.

At BlueModus, our solution architects can evaluate your customer journey, associated content, and underlying technology stack in order to develop a sustainable and future-worthy content ecosystem.

To learn more about our services, [visit our website](#) or [contact our strategists](#) to discuss whether a headless CMS may be right for your organization.



Dave Conder, CTO and Founder

“We’re believers in this forward-thinking philosophy and have even adopted a headless approach internally for all our marketing and operations teams. Our technical teams are always looking for ways to help customers move forward with their digital ecosystems, so they may recommend a headless approach for some clients. We’ve already helped several large clients be successful with this model, so we have the experience and knowledge to make it work and really deliver results.”

“While we predict that it may be a couple more years before this headless model becomes truly mainstream, we are strong advocates for this approach and know that BlueModus will be leading the charge.”