

Unlocking the Full Potential of Umbraco

Building Friendly Content Editor Experiences

Umbraco is called
~~**"The Friendly CMS"**~~
"The Potentially Friendly CMS"

What we will cover

- Mostly common sense
- What tools does Umbraco provide OOTB
- Some 3rd party packages that can we use
- Tips on how to help make the backoffice experience part of your development process

Structure

DocTypes

Settings

Document Types

Blocks

Settings

Block Default Settings

Call to Action Block

Give My View Popup Block

Heading Block

Latest News Block

People List Block

Reusable Call to Action Block

Text Block

Compositions

Block List - Default - Compositi...

Call To Action Composition

Hero Banner Composition

Page Settings Composition

Lists

Items

Call To Action

Person

Call To Action List

People List

Pages

Content Page

News Page

Project Page

Error Page

Form Page

Give My View Form Page

Homepage

Landing Page

News Landing Page

Projects Landing Page

Settings

Site Settings

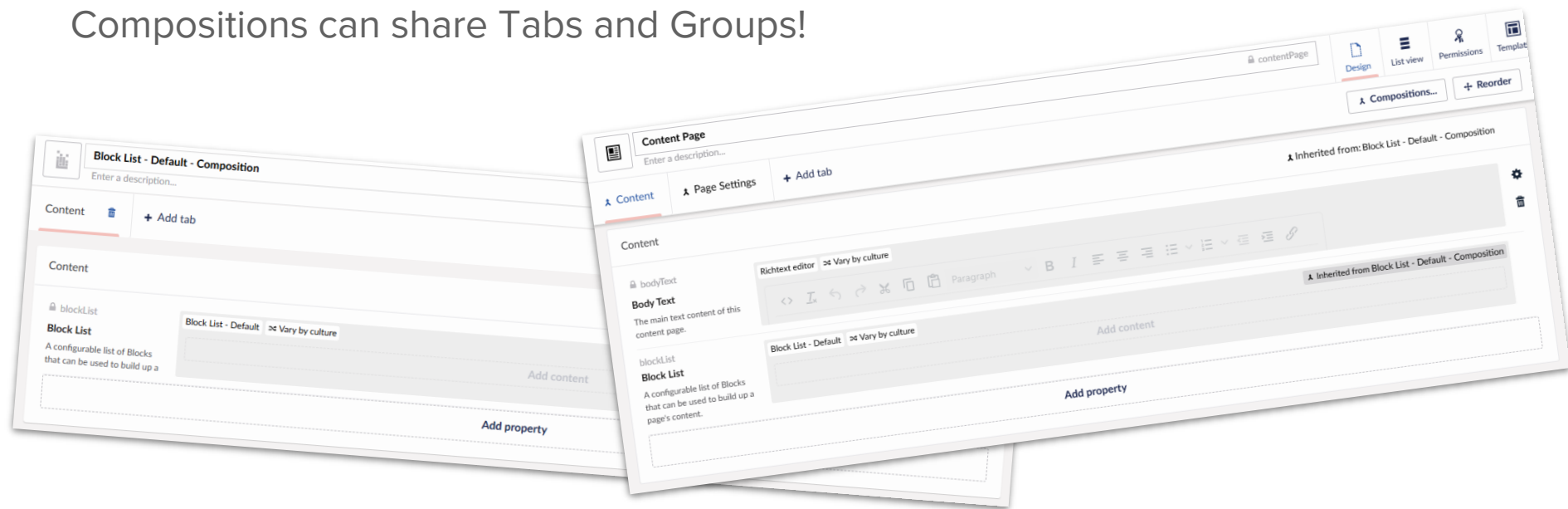
KISS
YAGNI
DRY
Yourself”

- “Keep It Simple Stupid”
- “You Aren't Gonna Need It”
- “Don’t Repeat

Compositions

SEO, Grid, Settings etc..

Compositions can share Tabs and Groups!





SEO Composition

Enter a description...

seoComposition



Design



List view



Permissions



SEO



+ Add tab

Compositions...

+ Reorder

pageTitle

Page Title

The title of the page, this is also the first text in a google search result. The ideal length is between 40 and 60

Textstring Vary by culture



seoMetaDescription

Meta Description

A brief description of the content on your page. This text is shown below the title in a google search result and also used for Social Sharing

Textarea Vary by culture



seoMetaKeywords

Meta Keywords

Keywords that describe the content of the page. This is considered optional since most modern search engines

Tags Vary by culture

Type to add tags (press enter after each tag)...



umbracoNavihide

Hide in Navigation

If you don't want this page to appear in the navigation,

True/false



Add property

Models Builder - Compositions

```
21  /// <summary>Landing Page</summary>
22  [PublishedModel("landingPage")]
23  public partial class LandingPage : PublishedContentModel, IBlockListDefaultComposition, IHeroBannerComposition, IPageSettingsComposition
24  {
```

```
// Model is an IPublishedContent object
if (Model is IHeroBannerComposition heroBanner)
{
    var title = heroBanner.HeroBannerTitle;
}
```

Nested DocTypes

Use to make variants of DocTypes.

Unique Icons, Specific Properties, List Views etc...



Landing Page



News Landing Page



Blog Landing Page



Content Page



News Page



Blog Post

Models Builder - Nested

```
21    /// <summary>News Landing Page</summary>  
22    [PublishedModel("newsLandingPage")]  
23    public partial class NewsLandingPage : LandingPage  
24    {
```

DocType Permissions

Do the content editors need the ability to create certain DocTypes?

This screenshot shows the Umbraco CMS interface. The top navigation bar includes links for Content, Media, Settings, Packages, Users, Members, Forms, and Translation. The left sidebar shows a tree view of the site structure, with 'Home' selected. The main area displays the 'Create' menu, which lists various document types: Content Page, Landing Page, Blog Landing Page, News Landing Page, Form Page, and Error Page. The 'Content Page' option is highlighted with a blue border.

This screenshot shows the Umbraco CMS interface, similar to the one on the left. The top navigation bar and left sidebar are identical. The main area displays the 'Create' menu, which lists various document types: Content Page, Landing Page, and Form Page. The 'Content Page' option is highlighted with a blue border.

Tabs and Groups

Tabs and Groups

Helps avoid a wall of properties.

Use Tabs to group properties by usage (e.g. Content, SEO, Page Settings etc..)

Move lesser-used properties away from the main content

Make sure the most commonly used properties are easily available, in the first tab, so that the content editor doesn't have to go hunting for them.

The screenshot displays the Aspire Systems content editor interface. At the top, there is a search bar labeled 'Privacy statement' and a navigation bar with icons for 'Content', 'Redirects', 'Info', and 'Actions'. Below this, a tabbed interface shows 'Grid', 'Hero Banner', 'SEO', and 'Page Settings' (which is currently selected). The 'Page Settings' tab contains several sections: 'Browser title' with a text input field and a description 'Overrides the node name as the browser title'; 'Hide from navigation' with a checked toggle switch and a description 'Hide this page from all site navigation including top nav and side nav. Still accessible by URL when published'; 'Alternate URL name' with a text input field and a description 'Provide a different URL name to what is created by default by the name of the node'; and 'Redirects' with a table and a description 'There has not yet been added any redirects to this page.' The table has columns for 'Original URL', 'Type', and 'Redirected To'. There are buttons for 'Add new redirect' and 'Reload'.

Original URL	Type	Redirected To
There has not yet been added any redirects to this page.		

Labels, Descriptions and Icons

Aliases are for
Developers

Labels are for
Content Editors


Hero Banner Composition

Enter a description...

Content 

+ Add tab

Hero Banner


 heroBannerTitle

Textarea - Hero Banner Title
 ⌵ Vary by culture

Hero Banner Title
 If left blank, the content node name will be used instead


 heroBannerSubtitle

Textarea- Hero Banner Subtitle
 ⌵ Vary by culture

Hero Banner Subtitle
 Enter a description...


 heroBannerImage

Media Picker - Hero Banner Image

Hero Banner Image
 Enter a description...


Hero Banner Composition

Enter a description...

Content 

+ Add tab

Hero Banner


 heroBannerTitle

Textarea - Hero Banner Title
 ⌵ Vary by culture

Title
 If left blank, the content node name will be used instead


 heroBannerSubtitle

Textarea- Hero Banner Subtitle
 ⌵ Vary by culture

Subtitle
 Enter a description...


 heroBannerImage

Media Picker - Hero Banner Image

Image
 Enter a description...

Hero Banner

Hero Banner Title

If left blank, the content node name will be used instead

The Umbraco Community

Hero Banner Subtitle

Lorem ipsum dolor si amet!

Hero Banner Image



Hero Banner

Title

If left blank, the content node name will be used instead

The Umbraco Community

Subtitle

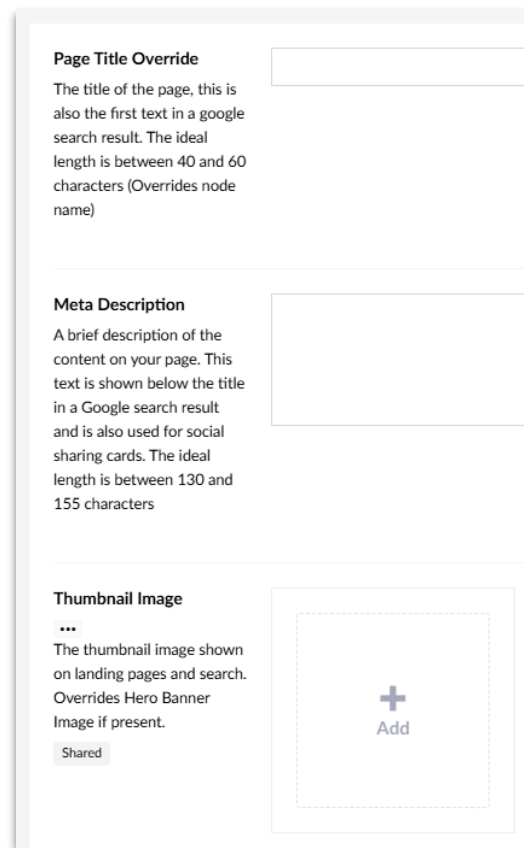
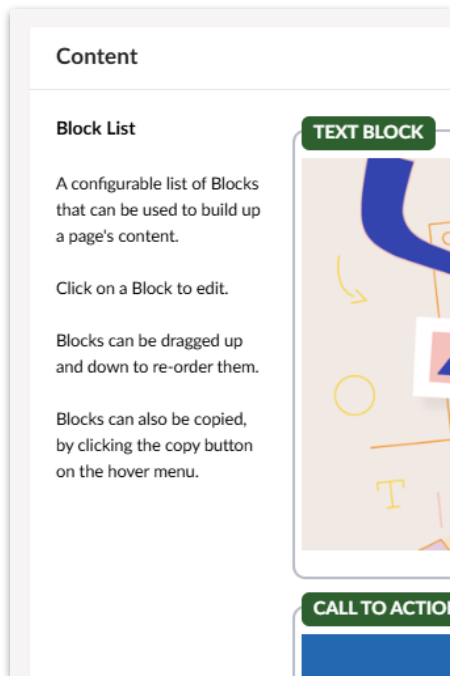
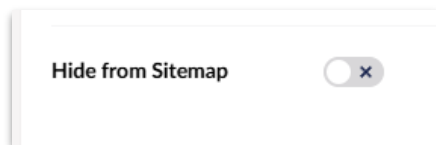
Lorem ipsum dolor si amet!

Image



And don't skip the descriptions!

- Is a property used as a fallback or an override? State it in the description
- Make sure they are written in an Editor Friendly way, avoid developer slang
- Not every property needs a description



Descriptions support basic Markdown

Old backoffice

```
This is bold
```

```
This is italic
```

```
[This is an absolute link] (https://google.com)
```

```
[This is a relative link] (/umbraco#/media)
```

```
--
```

```
![Image alt text] (https://media.giphy.com/media/bezxCUK2D2TuBCJ7r5/giphy.gif)
```

Descriptions support basic Markdown

New backoffice

```
This is bold
```

```
This is italic
```

```
[This is an absolute link] (https://google.com)
```

```
[This is a relative link] (/umbraco#/media)
```

```
<details>
```

```
! [Image alt text] (https://media.giphy.com/media/bezxCUK2D2TuBCJ7r5/giphy.gif)
```

```
</details>
```

v13

v17

Content

Block List

...

This is **bold**

This is *italic*

[This is an absolute link](#)

[This is a relative link](#)

[Read more](#)

en-GB

Content

Block List

...

This is **bold**

This is *italic*

[This is an absolute link](#)

[This is a relative link](#)



[Close](#)

en-GB

Content

Block List

This is **bold**

This is *italic*

[This is an absolute link](#)

[This is a relative link](#)

► Details

Content

Block List ...

This is **bold**

This is *italic*

[This is an absolute link](#)

[This is a relative link](#)

▼ Details

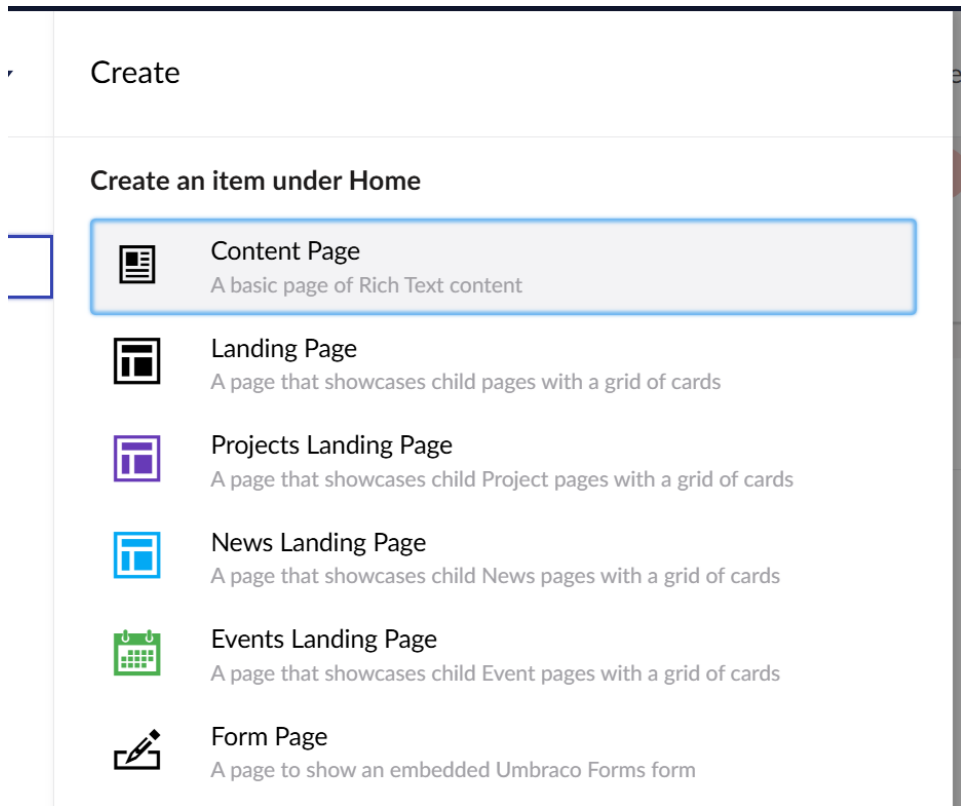


DocType Descriptions

We know what the DocTypes are, but would a newly hired Content Editor know?

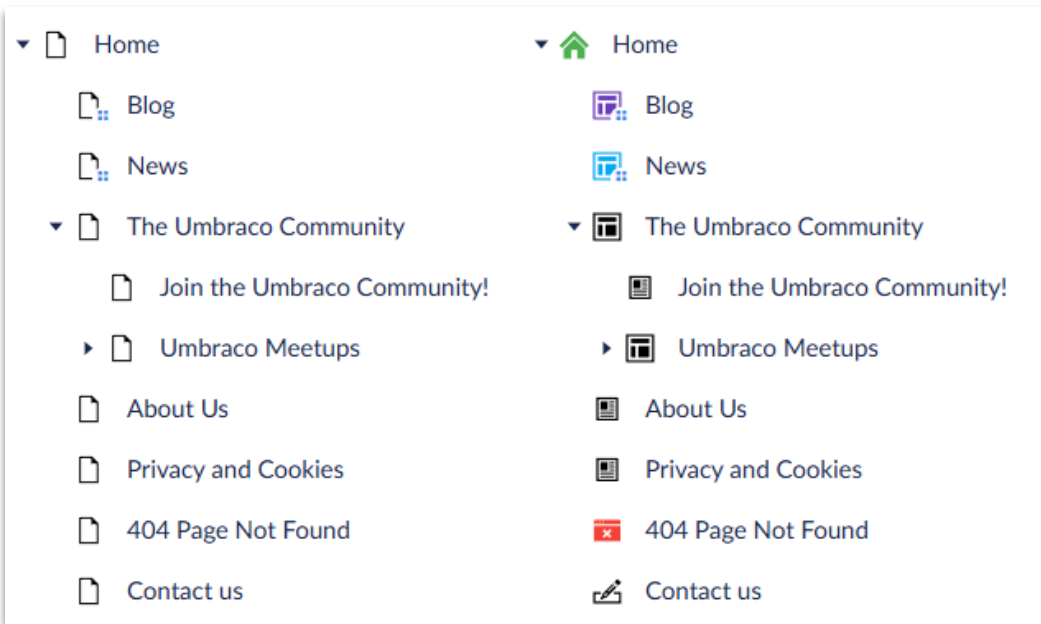
Keep them clear, short and concise!

Use MCP to do a first draft pass



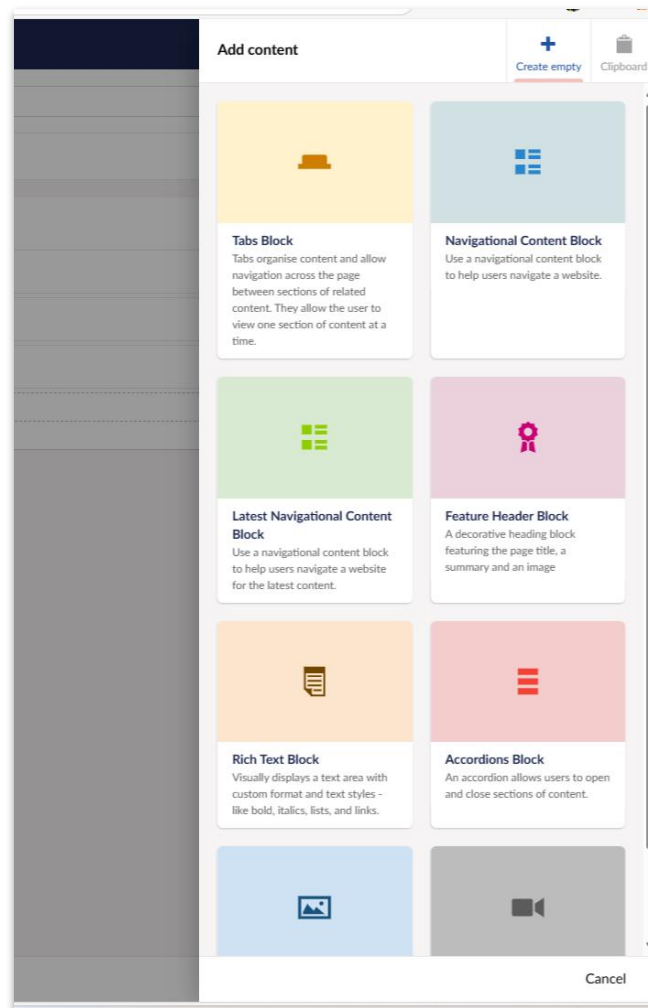
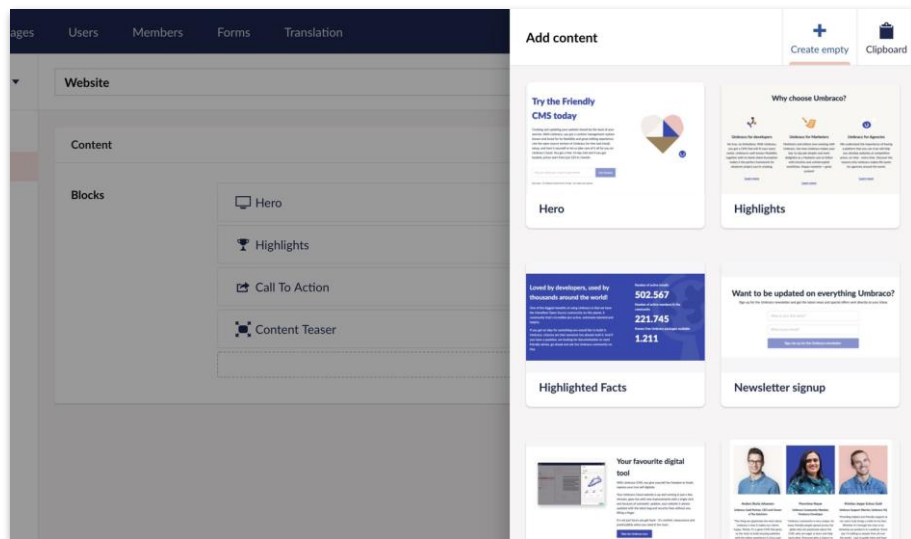
Don't forget the icons!

Make it easy for your content editors to distinguish the different content types, so they can quickly find what they're looking for.



Blocks blocks blocks!

- Descriptions
- Icons
- Thumbnails



1. Visual Cues for Cognitive and Learning Disabilities
2. Support for Users with Low Vision
3. Assistance for Users with Dyslexia

Extending and Customising the Backoffice

Custom Property Editors

You can usually get by with the default Property Editors.

But sometimes you might need something more bespoke!

CTA Style*



Heading Type*

H2

H3

H4

Side Image Position*



Custom Dashboards, Sections & Content Apps

Provide extra functionality to the client, tailoring the backoffice to their needs.

Extracts Manager

The apps below can be used to generate and download extracts of data from this site.
Some of these extracts can take some time to generate, therefore an email notification will be sent once the extract is complete.

Members	Document Library	Shield Library	Banner Shields
Generate Extract Download Latest Extract Last generated: Mar 10, 2023 3:33:41 PM	Generate Extract Download Latest Extract Last generated: Mar 2, 2023 9:48:14 AM	Generate Extract Download Latest Extract Last generated: Mar 2, 2023 12:52:55 PM	Generate Extract Download Latest Extract Last generated: Feb 21, 2023 6:52:45 PM

Info Hub

Generate Extract **Download Latest Extract**

Last generated: Mar 2, 2023 9:48:40 AM

 Content Media Settings Packages Users Members Forms Translation Extracts Manager **Update Tool**

 **Update Tool**

Choose a file

No file chosen

Import

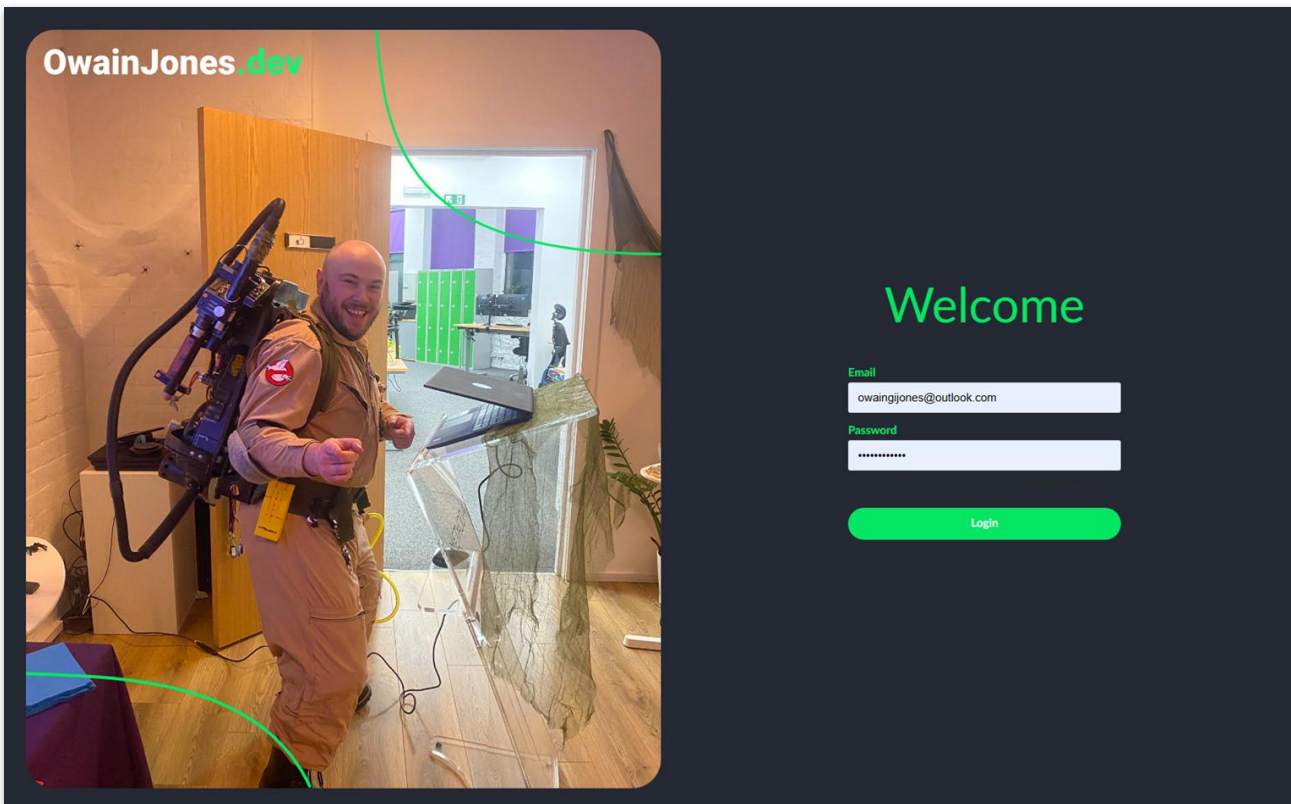
The number of  currently stored is **118286**

Please use this tool to update the  list.
The latest  export file must be either a .txt or .csv in the following format:

User Numbers,
123456,123456
123456,123456
123456,123456

Custom Login Screen

It's a small thing, but it really does add that nice “cherry on top” to your projects!





Croeso Welcome

Email

Password

[Forgotten password?](#)

Login

Notification Handlers

- Automate the creation of nodes
- Block the deletion of important nodes
- Fill in the values of Read Only properties

The screenshot displays the Aspire Systems CMS interface. The top navigation bar includes links for Content, Media, Settings, Packages, Users, Members, Forms, and Translation. The left sidebar shows a 'Content' menu with 'Home' and 'Recycle Bin' options. The main content area is divided into three sections:

- Welcome**: A section for getting started and managing redirect URLs.
- Recent activities**: A list of recent activities from all users in the back office. The list shows several entries where an administrator moved content to the recycle bin, including '404 Not Found', 'News', 'Blog', 'Yes', 'Reusable Call to Actions', 'People Profiles', and 'Site Settings'.
- Pending content**: A section showing published content with changes that have not been scheduled for publishing. It includes a list of pending content items and a 'Your recent activity' section showing the user's own recent activities.

On the right side of the interface, there is a vertical list of notification counts:

- 11 Published content nodes
- 7 Nodes in recycle bin
- 0 Members on website
- 0 New members last week

3rd Party Packages



The Dashboard - Markus Johansson

The welcome dashboard is the first thing your content editors see, and the default one is mostly useless to them, so let's replace it with something much more useful!

The dashboard is divided into three main sections:

- Recent activities:** Shows recent activities from all users in the back office.
 - June 16, 2020 11:53 AM: Admin saved and published [About this Starter Kit](#).
 - June 10, 2020 5:48 PM: Markus Johansson saved and scheduled [Contact](#) for publishing at June 10, 2020 5:48 PM.
 - June 10, 2020 5:26 PM: Markus Johansson saved and published [Home](#).
 - June 10, 2020 5:20 PM: Markus Johansson saved and published [About Us](#).
 - June 10, 2020 3:57 PM: Markus Johansson saved and published [This will be great](#).
 - June 10, 2020 3:57 PM: Markus Johansson saved and published [Another one](#).
 - June 10, 2020 1:34 PM: Markus Johansson moved [Todo list for the Starter Kit](#) to [recycle bin](#).
 - June 8, 2020 10:04 PM: Admin saved and published [My Blog Post](#).
 - June 8, 2020 10:04 PM: Admin saved and published [About Us](#).
- Unpublished content:** Shows unpublished content that has not been scheduled for publish.
 - June 16, 2020 11:53 AM: Saved and published [About this Starter Kit](#).
 - June 9, 2020 5:43 PM: Saved and published [Home](#).
 - June 8, 2020 10:04 PM: Saved and published [Contact](#).
 - June 8, 2020 10:04 PM: Saved and published [This will be great](#).
 - June 8, 2020 10:04 PM: Saved and published [Another one](#).
 - June 8, 2020 10:04 PM: Saved and published [My Blog Post](#).
 - June 8, 2020 10:04 PM: Saved and published [Blog](#).
 - June 8, 2020 10:04 PM: Saved and published [Todo list for the Starter Kit](#).
 - June 8, 2020 10:04 PM: Saved and published [About Us](#).
- Your recent activity:** Shows your own recent activities. (This section is currently empty in the screenshot).

On the right side, there are four summary cards:

- 23 Published content nodes
- 1 Nodes in recycle bin
- 0 Members on website
- 0 New members last week

The left sidebar contains navigation links: Home, Products, People, About Us, About this Starter Kit (highlighted), Blog, Contact, and Recycle Bin.



Contentment - Lee Kelleher

A collection of super useful property editors to really tailor your backoffice to your client's needs!



Child page cards

The children of this landing page will appear, as a list of cards, between the *Body Text* and *Block List* sections of the page.

The ordering of the child pages can be changed in the Content Tree on the left.

Show child page cards



Child page cards will not be shown

Meta Data

Alt Text (English)

Alt Text (Cymraeg)

How to write Alternative Text

Information on how to write alternative text can be found here: [WebAIM: Alternative Text](#)



Alternative text serves several functions:

- Screen readers announce alternative text in place of images, helping users with visual or certain cognitive disabilities perceive the content and function of the images.
- If an image fails to load or the user has blocked images, the browser will present the alternative text visually in place of the image.
- Search engines use alternative text and factor it into their assessment of the page purpose and content.

Attribution (English)

Images should be attributed to their creator as per the license agreement under which they were procured.

<> I*  

Attribution (Cymraeg)

Images should be attributed to their creator as per the license agreement under which they were procured.

<> I*  

How to attribute images

Unless you're using an image that has been published under a [Creative Commons Zero](#) (CC0) license, attribution is a legal requirement. The Creative Commons (CC) framework defines attribution as giving "appropriate credit," which some people mistakenly believe is open to interpretation. In fact, what CC means is TASL, a simple and flexible method that accounts for the requirements of the various CC licenses.

To make sure images are correctly attributed, include the following details and make sure they are clearly displayed by the relevant image (ideally directly underneath):



- Title: The title of the image.
- Author: The name of the creator.
- Source: The URL where the image is hosted (plus optional link to author profile).
- License: The type of Creative Commons license it is available under, including a [link to the relevant license](#).

According to Creative Commons, an [ideal example](#) of TASL would be:

"[Winter in town](#)", by [David J](#), licensed under [CC BY 2.0](#)

Heading Block



Content



Settings

Content

Heading*

Umbraco Meetups

Heading Type*

H2

H3

H4

What are HTML Headings?

HTML headings are defined with the <h1> to <h6> tags.

Search engines use the headings to index the structure and content of your web pages.

Users often skim a page by its headings. It is important to use headings to show the document structure.

<h1> headings should be used for main headings, followed by <h2> headings, then the less important <h3>, and so on.

A

Nest headings by their rank (or level). The most important heading has the rank 1 (<h1>), the least important heading rank 6 (<h6>). Headings with an equal or higher rank start a new section, headings with a lower rank start new subsections that are part of the higher ranked section.

Skipping heading ranks can be confusing and should be avoided where possible: Make sure that a <h2> is not followed directly by an <h4>, for example. It is ok to skip ranks when closing subsections, for instance, a <h2> beginning a new section, can follow an <h4> as it closes the previous section.



Skybrud Redirects - Anders Bjerner

Gives your content editors the ability to create, edit and delete custom redirects!

Content
Media
Settings
Packages
Users
Members
Forms
Translation

Content
Getting Started
Redirect URL Management
Redirects

Home
Recycle Bin

Redirects

All sites
All types
Type to search...
Add new redirect
Reload

ID	Site	Original URL	Redirected to	Created	Updated		
2	All sites	/batjan	→ Media: Jan Skovgaard	2020-02-19 23:14	2020-02-19 23:14	Edit	Delete
1	All sites	/hest	→ Content: About Us	2020-02-19 22:55	2020-02-19 22:55	Edit	Delete

Showing 1-2 of 2 - Page 1 of 1
Previous 1 Next



Block Preview - Rick Butterfield

Re-use your frontend views and styles as the backoffice block previews!

Eliminates the need to maintain a completely separate set of preview files!

Content

Block List

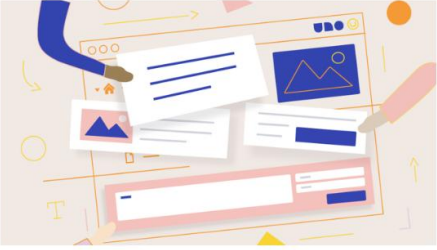
A configurable list of Blocks that can be used to build up a page's content.

Click on a Block to edit.

Blocks can be dragged up and down to re-order them.

Blocks can also be copied, by clicking the copy button on the hover menu.

TEXT BLOCK



This Text Block has the image on the left!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

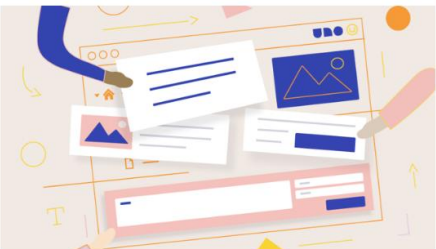
- One
- Two
- Three

TEXT BLOCK

This Text Block has the image on the right!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- One
- Two
- Three



HEADING BLOCK

This is a H2 Heading

HEADING BLOCK

This is a H3 Heading

```
public class BlockItemTagHelper : TagHelper
{

    [HtmlAttributeNotBound]
    [ViewContext]
    public ViewContext ViewContext { get; set; }
    private HttpRequest Request => ViewContext.HttpContext.Request;

    public string BlockName { get; set; }

    public override void Process(TagHelperContext context, TagHelperOutput output)
    {
        output.TagName = "div";

        if (Request.IsBlockPreviewRequest())
        {
            output.AddClass("block-preview", HtmlEncoder.Default);
            output.PreContent.SetHtmlContent($"<span class=\"block-preview__name\">" +
                $"{BlockName}" +
                $"</span>");
            output.PreElement.SetHtmlContent("<div class=\"block-preview-spacer\"></div>");
            output.PostElement.SetHtmlContent("<div class=\"block-preview-spacer\"></div>");
        }
    }
}
```

Content

Block List

A configurable list of Blocks that can be used to build up a page's content.

Click on a Block to edit.

Blocks can be dragged up and down to re-order them.

Blocks can also be copied, by clicking the copy button on the hover menu.



This Text Block has the image on the right!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- One
- Two
- Three

This is a H2 Heading

This is a H3 Heading

This is a H4 Heading

Add content

This Text Block has the image on the left!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- One
- Two
- Three



Content

Block List

A configurable list of Blocks that can be used to build up a page's content.

Click on a Block to edit.

Blocks can be dragged up and down to re-order them.

Blocks can also be copied, by clicking the copy button on the hover menu.

TEXT BLOCK



This Text Block has the image on the left!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- One
- Two
- Three

TEXT BLOCK

This Text Block has the image on the right!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- One
- Two
- Three



HEADING BLOCK

This is a H2 Heading

HEADING BLOCK

This is a H3 Heading

How do you ensure that your devs consider the backoffice experience?

Definition of Done

Make it part of your PR Reviews



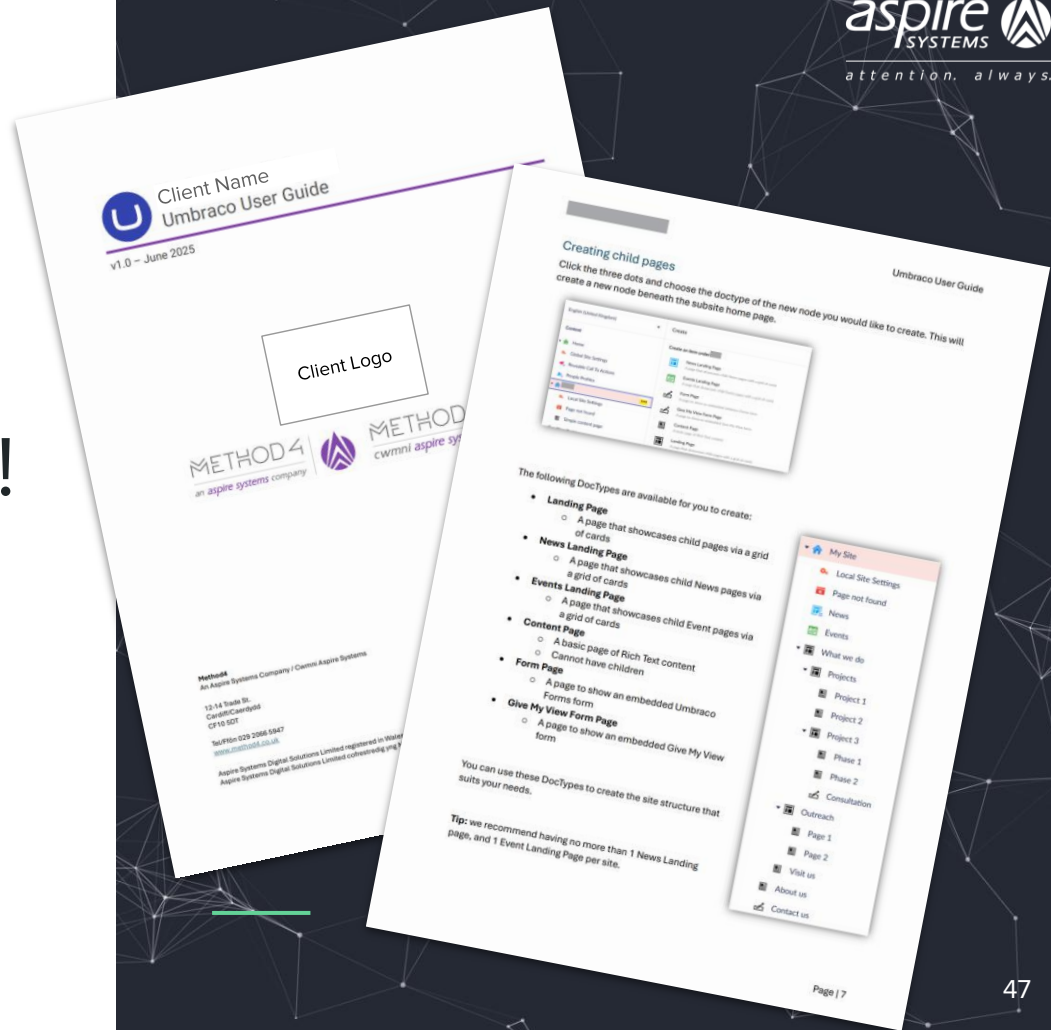
Does the Pull Request contain new DocTypes and properties? Then as part of the review, you should:

- Check if they have appropriate labels and descriptions
- Check if they made use of existing compositions
- Check if the DocType is structured nicely using groups and tabs

Get Feedback Early!

The best way to know if your Umbraco setup is editor-friendly is to ask the people using it!

Create a user guide!



By putting in the time and effort to think about the needs of content editors, we can make Umbraco truly live up to its "Friendly CMS" label.

~~"The Potentially Friendly CMS"~~
"The Definitely Friendly CMS"

24 Days In Umbraco

Dec 18, 2024 by Owain Jones

How to Make Umbraco Truly Friendly!

[Backoffice](#) [Content](#) [Developer](#) [v13](#) [v14](#) [v15](#)

Umbraco is widely known as "The Friendly CMS." But, as much as I love Umbraco, I think a more accurate label might be "The Potentially Friendly CMS." While Umbraco provides the foundation and tools for a friendly content editor experience, it's up to us as developers to fully utilise these resources to make the backoffice experience intuitive and enjoyable for our content editors.



www.24days.in/umbraco-cms



www.aspiresys.com/uk

Owain Jones

Lead Full Stack .NET Developer @ Aspire Systems

Umbraco Certified Master

5x Umbraco MVP

owainjones.dev



Diolch!
Tack!
Thank you!



OwainJones.dev

