

# WordPress as Data

# 5 Years In

---

K. Adam White • @KAdamWhite

*Human Made*

# Power Ambitious Digital Experiences with Supercharged WordPress

THE ALTIS DIGITAL EXPERIENCE PLATFORM

The most powerful WordPress-based solution for SME and Enterprise on the market today.





danielbachhuber

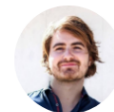


← Ryan!

rmccue



rachelbaker



← Joe!

joe hoyle



BE-Webdesign



← Me!

kadamwhite



schlessera



websupporter



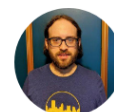
ntwb



tlovett1



westonruter



Shelob9



nylen



Soean



pento



NikV



ahmadawais



patrickgalbraith



afurculita



danielpunkass



tobych



EdHurtig



pollyplummer



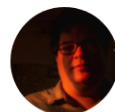
tierra



nullvariable



mayukojpn



osiux



thiago-negri



staylor



ericandrewlewis



krogsgard



kjbenk

# *Hi, I'm KAdam!*

---

2014–2016	WP-API plugin contributor/advocate
-----------	------------------------------------

---

2016 ✨	csv,conf,v2 speaker 🙋
--------	-----------------------

---

Late 2016	Coordinated merge effort
-----------	--------------------------

---

2017–2019	REST API lead maintainer
-----------	--------------------------

Current lead maintainer  
is [@TimothyBJacobs](#)

**what has changed**

**since 2016?**

*Gutenberg*

# Say Hello to the New Editor

*It's a whole new way to use WordPress. Try it right here!*

We call the new editor Gutenberg. The entire editing experience has been rebuilt for media rich pages and posts. Experience the flexibility that blocks will bring, whether you are building your first site, or write code for a living.



Do more with fewer plugins.



Create modern, multimedia-heavy layouts.



Work across all screen sizes and devices.



Trust that your editor looks like your website.

*Gutenberg is available as part of WordPress 5.0 and later. The [Classic Editor](#) plugin allows users to switch back to the previous editor if needed. Future development will continue in the [Gutenberg](#) plugin.*

what have we *learned*

**since 2016?**



When proposing a change,

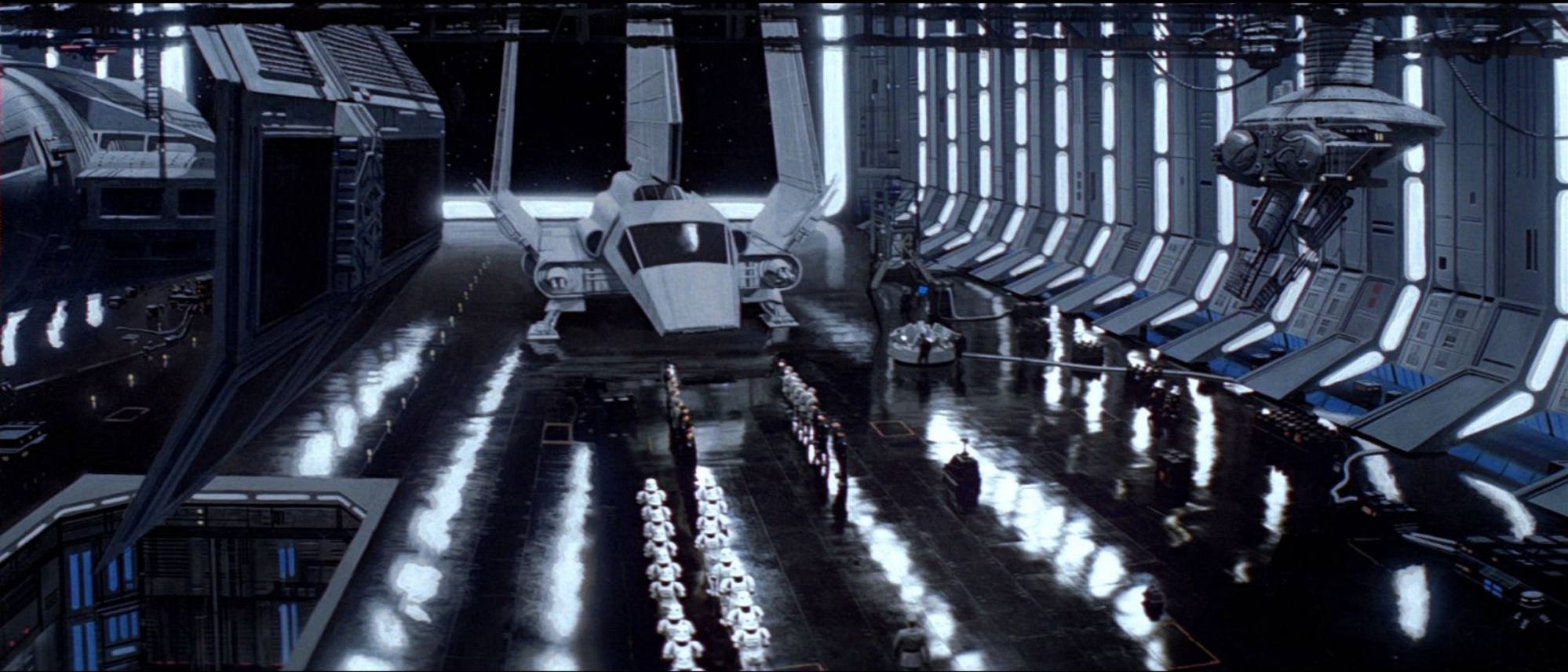
*know why*

**SOCIETY IF WP HAD A REST API**





**SOCIETY IF IT *DOESN'T* GET ONE**





*“who is this for?”*

*If this doesn't end up in core,  
we'll start rolling our own API  
for stuff. Others will too.  
Interoperability won't be there...*

*~ @joostdevalk, Oct 12, 2016*

# *interoperability*

A strong foundation for plugin interaction

# Conditional Merge

*and metrics for success*

- Plugin utilization
- Distributed theme utilization
- Custom development implementations
- Core development and feature projects



*One feature project within  
three major releases*

(thanks for the save, Gutenberg 😊)

*should we have waited?*

An API contract is a

*standard*

Does your data API plan for

*versioning*

how granular are users'

*capabilities*

*who can access the data?*

*who can modify it?*

## adapted Hyper Schema's targetSchema

```
{
  "rel": "https://api.w.org/action-publish",
  "title": "The current user can publish this post.",
  "href": "https://www.kadamwhite.com/wp-json/wp/v2/posts/{id}",
  "targetSchema": {
    "type": "object",
    "properties": {
      "status": {
        "type": "string",
        "enum": [ "publish", "future" ]
      }
    }
  }
},
```

adapted Hyper Schema's `targetSchema`,  
exposed as `apiResource._links`

 `_links` property on a WP object



**Data's only as  
good as what you  
can do with it**

We dragged our heels on providing options for

*authentication*

At time of merge...

Core: *Cookie & Nonce*

Plugins: *Basic Auth, Application  
Passwords, JWT, OAuth 1.0a, OAuth  
2, Central Broker...*

insufficient *docs*

no *examples*

This one's on me, as the component lead:

*I let “perfect” be  
the enemy of “good”*

# *WordPress 5.6 "Simone"*

Application Passwords added

**December 2020**

One Final Lesson

*burnout*

*heroic underdogs*

**considered harmful**



*signals from project  
leadership carry weight*

# Goals:

- Components own their own endpoints
- API team serves as documentation & standards body

*Empower contributors*

*Recognize burnout*

*Bigger than us*

*worth it?*

# Curb Cut Effect

*...to me, [the REST API] means  
“I can talk to WordPress, too.”*

~ Ashley Kolodziej, Boston University, LoopConf 2018

# *summary*

- Know why the data standard matters
- Plan for versioning from Day 1
- Understand the nuances of permissions & access
- Provide a documented authentication solution
- It's never "us vs them":  
FOSS is a community effort
- Curb cutting effect

# thanks-for-having-me.csv

- Slides: [kadamwhite.github.io/talks/2021/csvconf](https://kadamwhite.github.io/talks/2021/csvconf)
- API Handbook: [developer.wordpress.org/rest-api](https://developer.wordpress.org/rest-api)
- Contribute: [make.wordpress.org](https://make.wordpress.org)
- Us: [humanmade.com](https://humanmade.com)

*Questions?*