

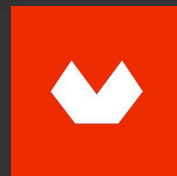
# Gutenberg en grandes medios

Ignacio Cruz · @igmoweb

# Hola

- Ignacio Cruz · @igmoweb
- Web Engineer en Human Made
- Profesor de Domestika
- Teleco Técnico por la UMA

# Human Made



WELCOME

TO

THE  
**Sun**

WALK  
TALL



# Editorial en The Sun

600 noticias por semana

160 empleados

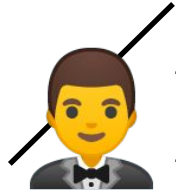
1 millón de visitas al día (con picos muy variables)

Miles de juegos de palabras

#WCMálaga







**Lo clásico y lo nuevo**





## Lo clásico

- **Lento** y doloroso.
  - Poco visual.
  - Baja **integración externa**.
  - Difícil para **coordinarse**.
  - Muy dado a **errores**
  - Arriesgado para el **departamento legal**.
-

## Ventajas

- Flexible
- **Rápido** una vez cargado
- Análisis de texto en **tiempo real**
- Más **interacción** con el usuario
- Fácil de integrar con **servicios externos**

## Desventajas

- Más **caro** de desarrollar
  - Equipo con **experiencia**
- 





... couple moaned in the statement that neither the Queen nor the government owned the word "royal" across the world after agreeing to alter their



... expert Richard Fitzwilliams today told The Sun Online the online declaration showed just how unhappy the couple were with the arrangements.

The statement's underlying message is they are very, very unhappy with this arrangement. "completely unnecessary."

... couple agreed to:

... r new life will start in Spring 2020 and be reviewed after 12 months

### Sections

All Sections Most Used

- 8800
- AAA Simple layout
- Ally Rosss
- App
- Athletics
- Beach
- Betting Tips
- Bizarre

[+ Add New Section](#)

### Topics

*Separate topics with commas*

### Hashtags

*Separate tags with commas*

[Choose from the most used tags](#)



# NewsPress

#WCMálaga

WordCamp Málaga 2020



**h Markle and Prince Harry blasted for ‘completely  
ssary’ statement after Queen’s Sussex Royal ban**

Image



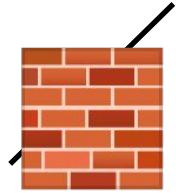
**Meghan Markle and Prince Harry released a lengthy statement to reveal  
details about their future away from the Royal Family**

HORSE RACING

#### Publication Checklist

2 of 9 items completed.

- ! **Teaser headline and kicker**  
**be longer than 90 characters**
- ! **Title cannot be longer than**  
**characters**
- ✗ Not published to Apple News
- ✗ **Article byline missing or empty**
- ✗ Off-platform image missing
- ✗ **Social headline 80 max**
- ✗ Tags missing
- ✓ Image alt texts and captions
- ✓ No legal warnings



# El tema de los bloques

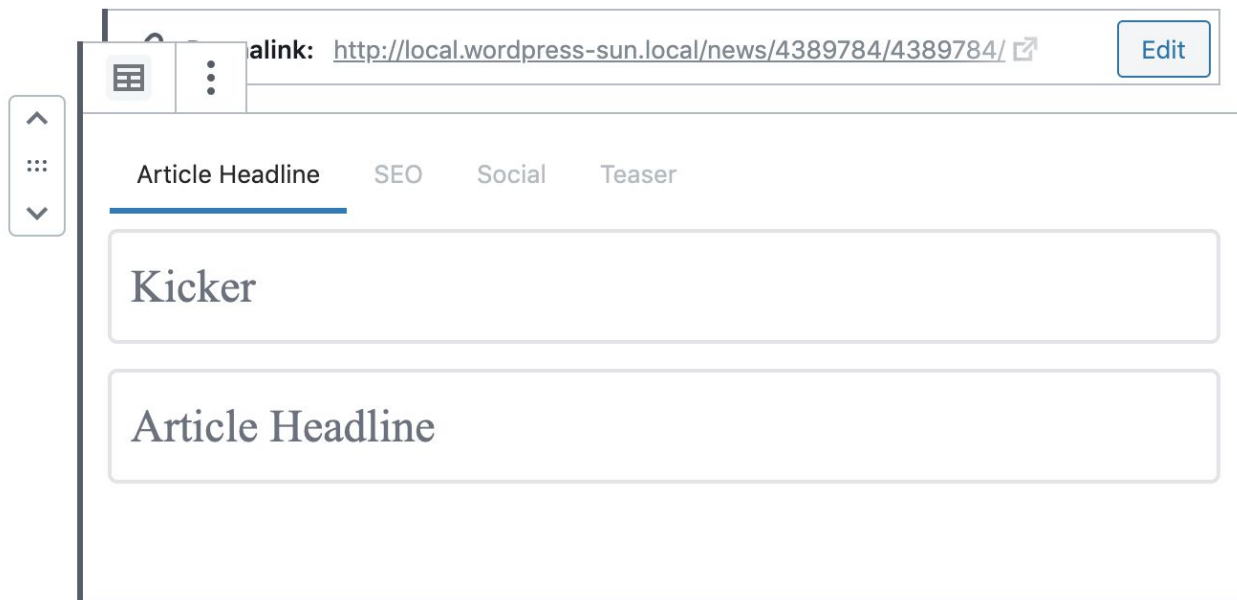
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# Bloques que van y vienen

Bloque especiales para The Sun: Layouts, Brightcove (vídeo), etc.

Bloques que se van, casi todos excepto encabezados, listas, citas, shortcodes y algunos embeds.

# ¡Fuera título!



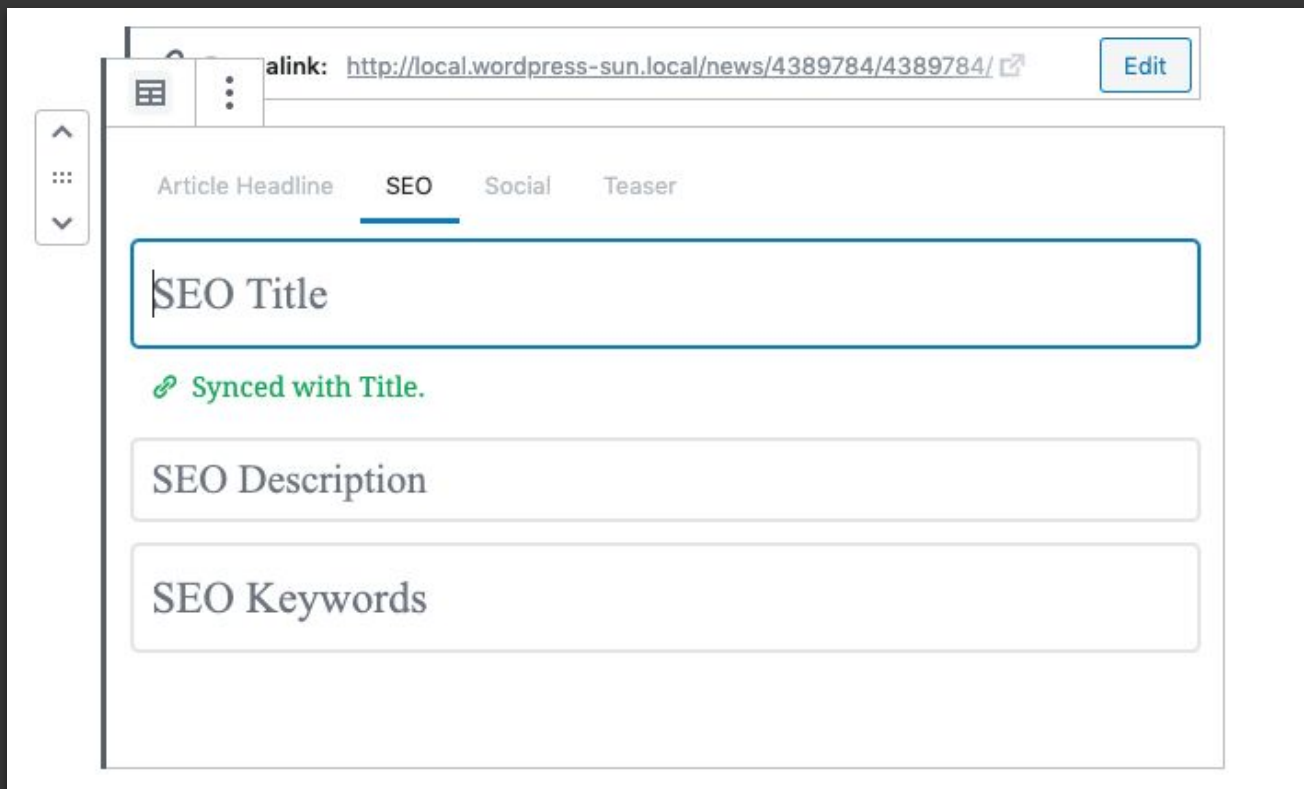


¡Fuera título!

## **BRAND STAND** Meghan & Harry moan about Sussex Royal brand ban after Queen hires top lawyers

THE Duke and Duchess of Sussex have been forced into an embarrassing climbdown after spending tens of thousands of pounds on their Sussex Royal website and trademarks. It is the latest humiliation for the couple after Megxit.

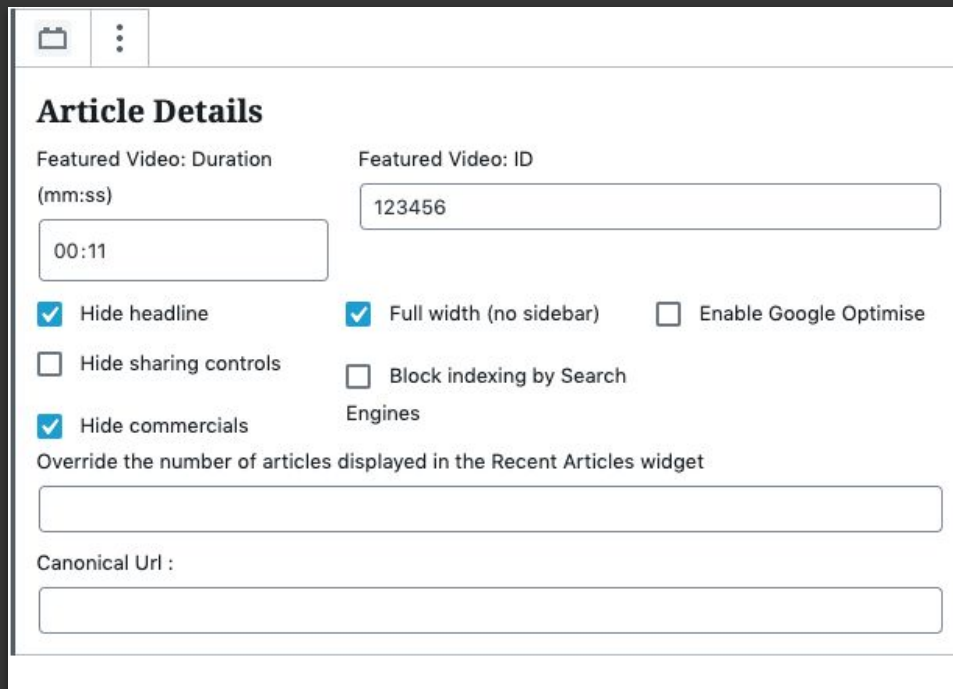
# ¡Fuera título!



# Metabloques

**El problema:** Demasiada información para tan poco espacio en la barra lateral.

**Solución:** Bloques que no renderizan pero guardan información como metadatos.



The image shows a screenshot of the 'Article Details' widget settings in a WordPress sidebar. The widget is titled 'Article Details' and contains several settings:

- Featured Video: Duration (mm:ss):** A text input field containing '00:11'.
- Featured Video: ID:** A text input field containing '123456'.
- Hide headline:** A checked checkbox.
- Hide sharing controls:** An unchecked checkbox.
- Hide commercials:** A checked checkbox.
- Full width (no sidebar):** A checked checkbox.
- Enable Google Optimise:** An unchecked checkbox.
- Block indexing by Search Engines:** An unchecked checkbox.
- Override the number of articles displayed in the Recent Articles widget:** A text input field.
- Canonical Url:** A text input field.

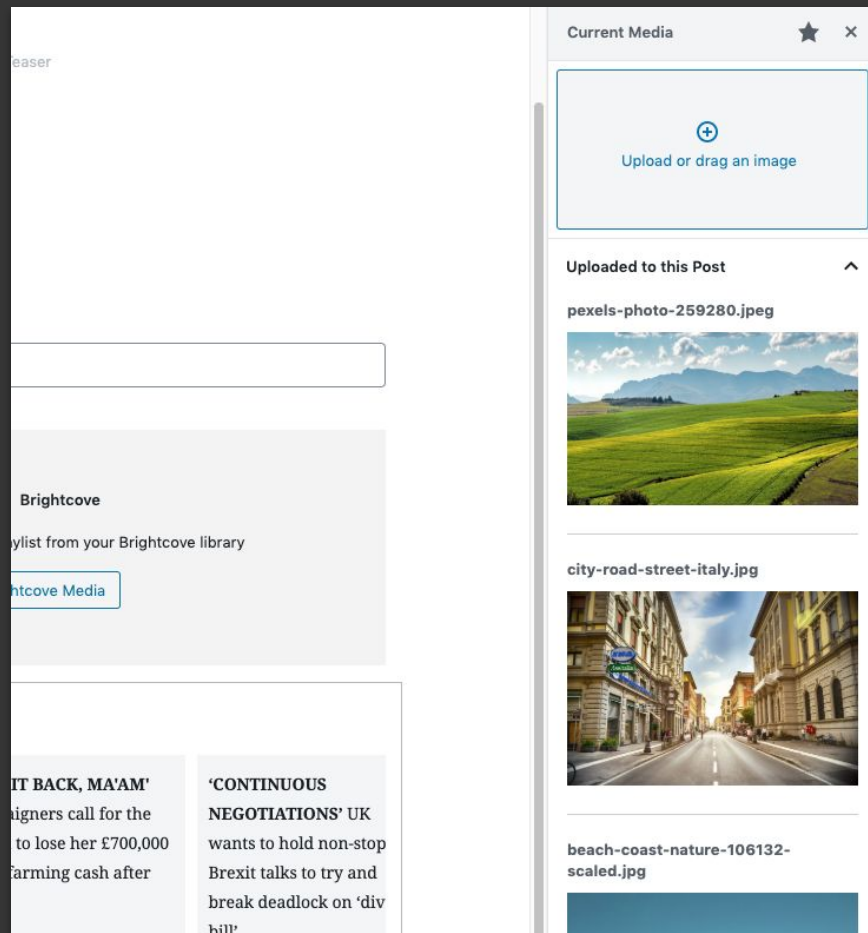


# Plugins y sidebars

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# Media sidebar

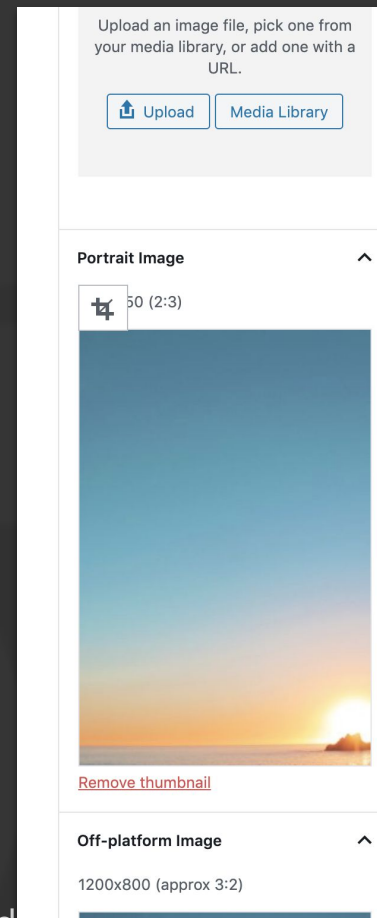
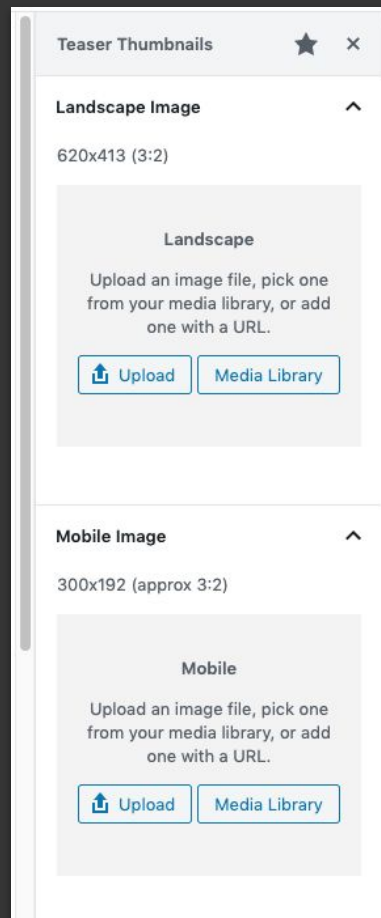
- Gutenberg no deja ver las imágenes subidas al post actual.
- **Media Sidebar:** Lista imágenes y permite subir nuevas





# Thumbnails

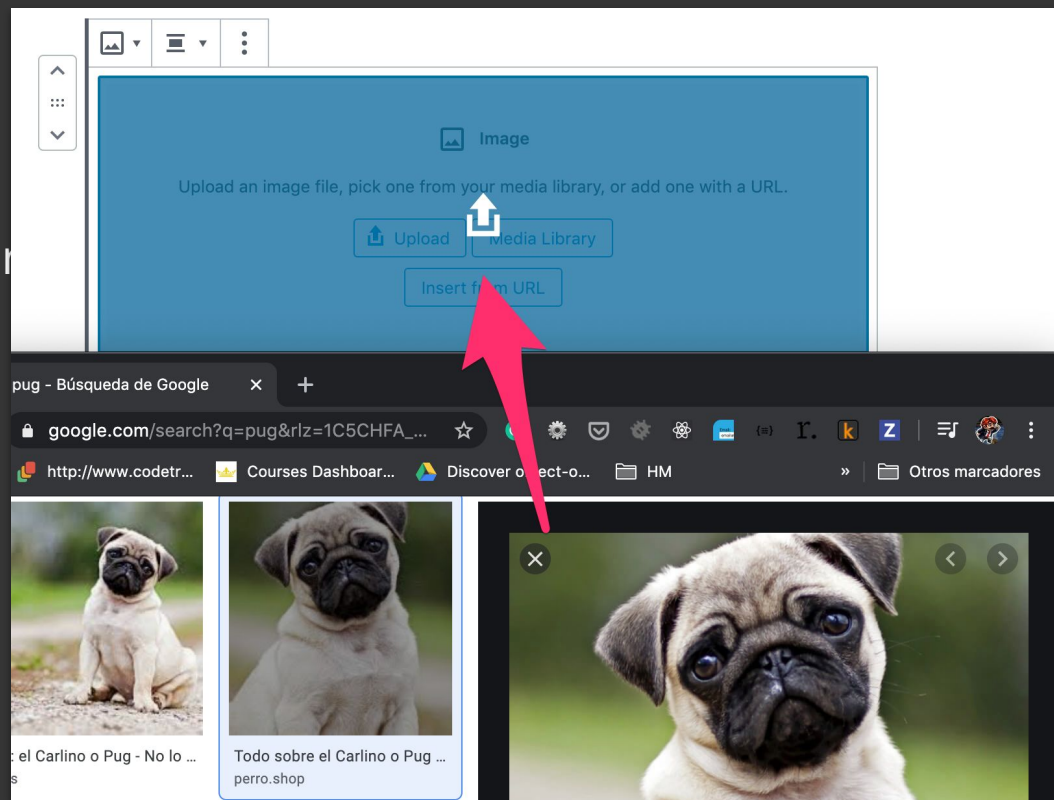
- Diferentes imágenes destacadas dependiendo del dispositivo o zona: Móvil, retrato, Hero...
- Posibilidad de recortar
- Arrastrar y soltar



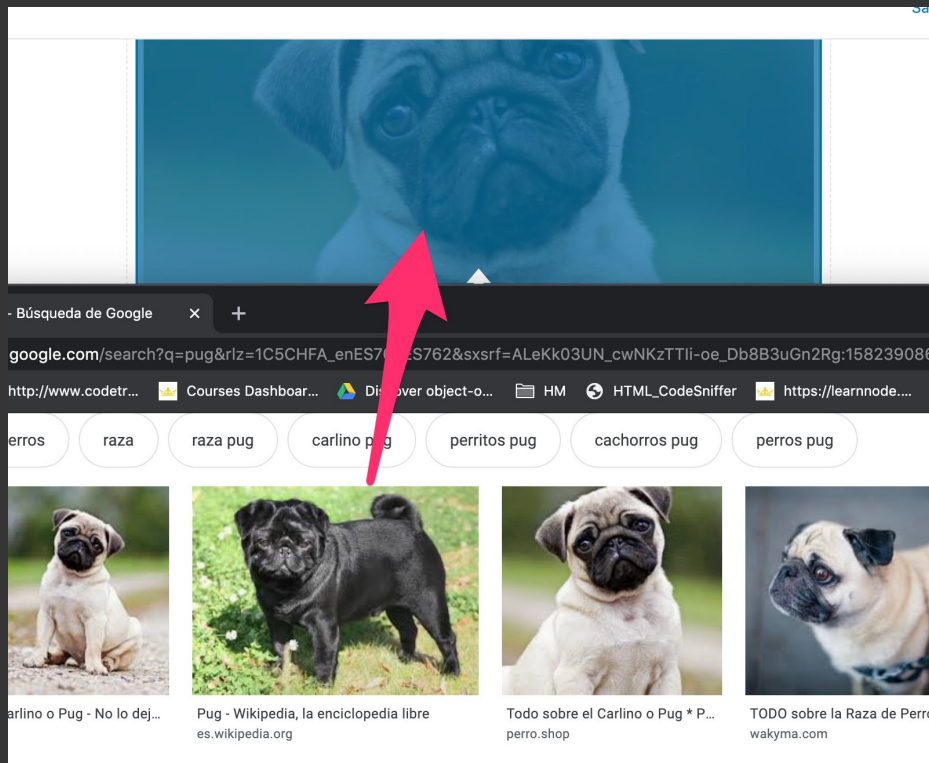
# Bloque de imagen y CHP

CHP (banco de imágenes): Arrastrar y soltar

También arrastrar desde otra pestaña del navegador



# Bloque de imagen: cambio rápido de imagen





# Los platos fuertes

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# Análisis en tiempo real

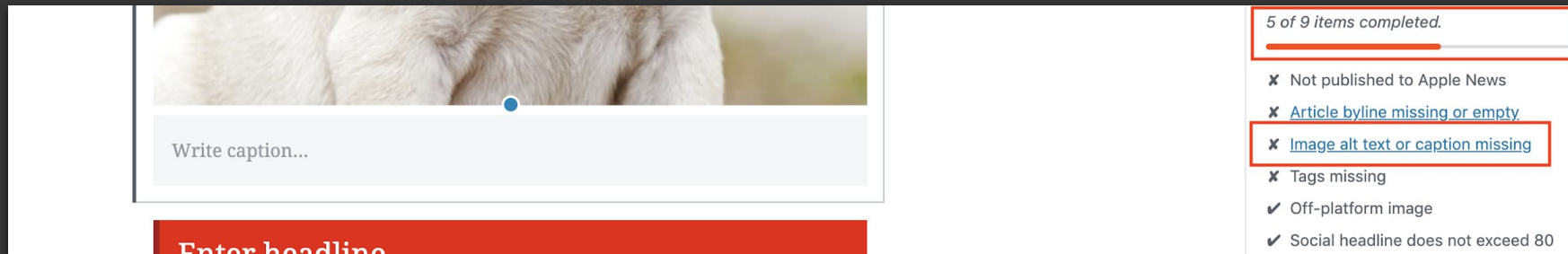


# Lista de comprobación (Publication Checklist)

Una ayudita antes de publicar

- ¿Faltan etiquetas que asignar?
- ¿Existen imágenes sin texto alternativo?
- ¿Están todas las imágenes destacadas asignadas?
- ¿Qué tal el SEO?
- En resumen: ¿Qué falta antes de publicar?
- Posibilidad de prevenir la publicación.

# Lista de comprobación (Publication Checklist)

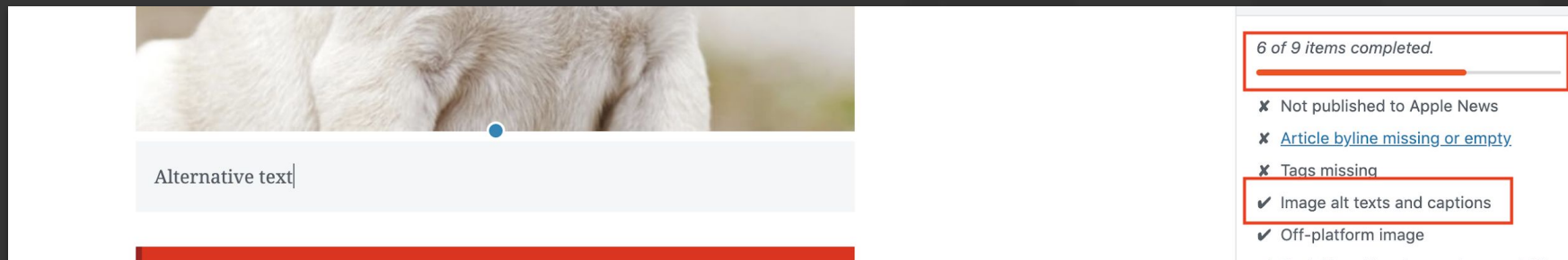


Write caption...

Enter headline

5 of 9 items completed.

- ✗ Not published to Apple News
- ✗ [Article byline missing or empty](#)
- ✗ **Image alt text or caption missing**
- ✗ Tags missing
- ✓ Off-platform image
- ✓ Social headline does not exceed 80

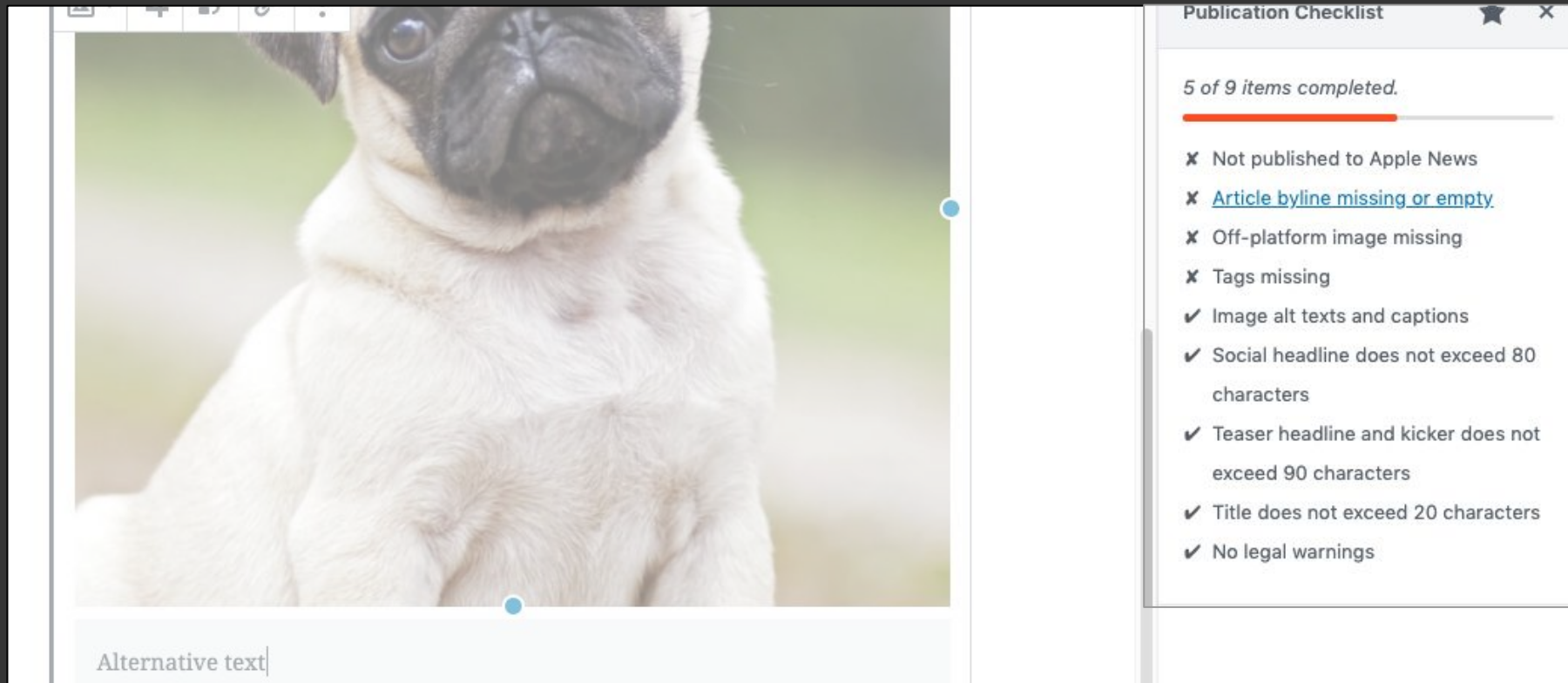


Alternative text

6 of 9 items completed.

- ✗ Not published to Apple News
- ✗ [Article byline missing or empty](#)
- ✗ Tags missing
- ✓ **Image alt texts and captions**
- ✓ Off-platform image

# Lista de comprobación (Publication Checklist)



The screenshot displays a web editor interface. On the left, a large image of a pug puppy is shown. Below the image, the text "Alternative text" is visible. On the right, a "Publication Checklist" panel is open, showing a progress bar and a list of 9 items. The first five items are marked with a red 'X', indicating they are not completed. The last four items are marked with a green checkmark, indicating they are completed.

Publication Checklist

5 of 9 items completed.

- Not published to Apple News
- [Article byline missing or empty.](#)
- Off-platform image missing
- Tags missing
- Image alt texts and captions
- Social headline does not exceed 80 characters
- Teaser headline and kicker does not exceed 90 characters
- Title does not exceed 20 characters
- No legal warnings

# Integración con el departamento legal

Se necesita una forma rápida de interactuar con el departamento legal

Hasta ahora: Tablas Excel, emails, muy propenso a fallos (y denuncias)

¶ ☰ **B** *I* 🔗 ⋮

^  
⋮  
v

Mickey Mous



Legal Workflow



No legal warnings found.

[Request Legal Review](#)

Legal Action Log



WARNING: This article contains the name of companies or people with legal undertakings or pending legal warnings.

[More information...](#)

¶ ☰ **B** *I* 🔗 ⋮

⌆ ⋮ Mickey Mouse ⌇



Legal Workflow ⭐ ✕

There is Legal stuff to solve

- Mickey Mouse

[Request Legal Review](#)

Legal Action Log ⌵

WARNING: This article contains the name of companies or people with legal undertakings or pending legal warnings.

[More information...](#)

¶ ☰ **B** *I* 🔗 ⋮

Mickey Mouse



Legal Workflow



There is Legal stuff to solve

- Mickey Mouse

Request Legal Review

Legal Action Log



## Request Legal Review



From

admin <admin@email.local>

To

admin@email.dev

CC

Enter additional recipients

Subject

Request for Review

Email template legal  
%approve\_link%  
%comment\_link%  
%post\_content%  
%user\_name%

Available placeholders:

[Placeholder 1] [Placeholder 2] [Placeholder 3] [Placeholder 4]

WARNING: This article c

[More information...](#)

¶

Mick

Publish...



Legal Workflow



There is Legal stuff to solve

▪ Mickey Mouse

[Request Legal Review](#)

Legal Action Log





WARNING: This article contains the name of companies or people with legal undertakings or pending legal warnings.

[More information...](#)

☰ ▾ **B** *I* 🔗 ▾ ⋮

↑  
⋮  
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Mickey Mouse



Legal Workflow



There is Legal stuff to solve

- Mickey Mouse

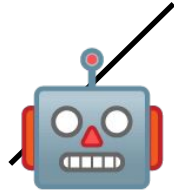
[Request Legal Review](#)

Legal Action Log



No records found.

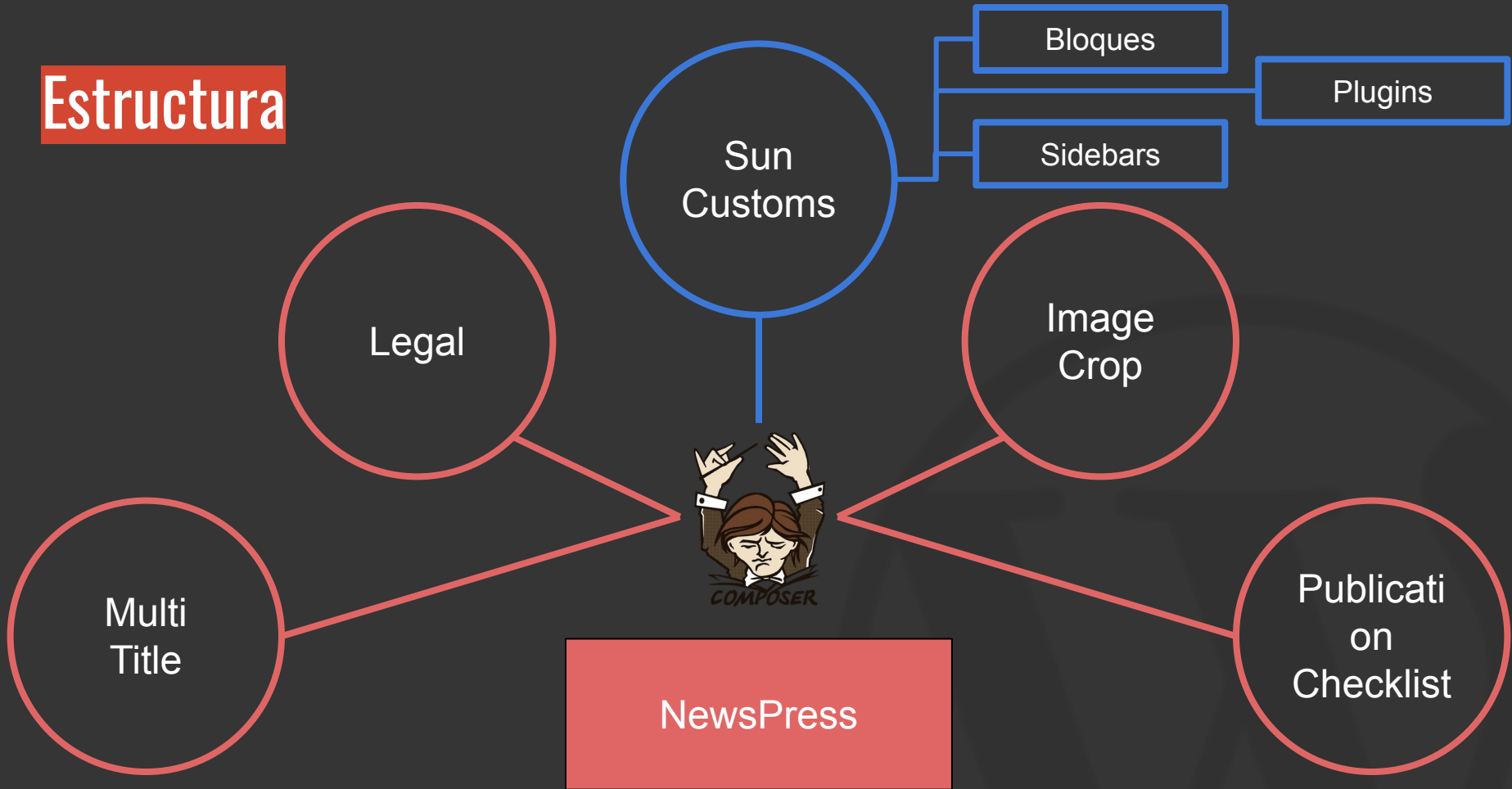




# Tecnicismos

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# Estructura



# Publication Checklist

Extensible y vacío por defecto. Reutilizable.



## Publication Checklist

3 of 8 items completed.

- ✗ Not published to Apple News
- ✗ [Article byline missing or empty](#)
- ✗ Off-platform image missing
- ✗ Tags missing
- ✗ [Legal warnings exist](#)
- ✓ Social headline does not exceed 80 characters
- ✓ Teaser headline and kicker does not exceed 90 characters
- ✓ Title does not exceed 20 characters

# Publication Checklist



<https://github.com/humanmade/publication-checklist>

¿Reutilizable?



NYP  
Customs

Legal

Image  
Crop



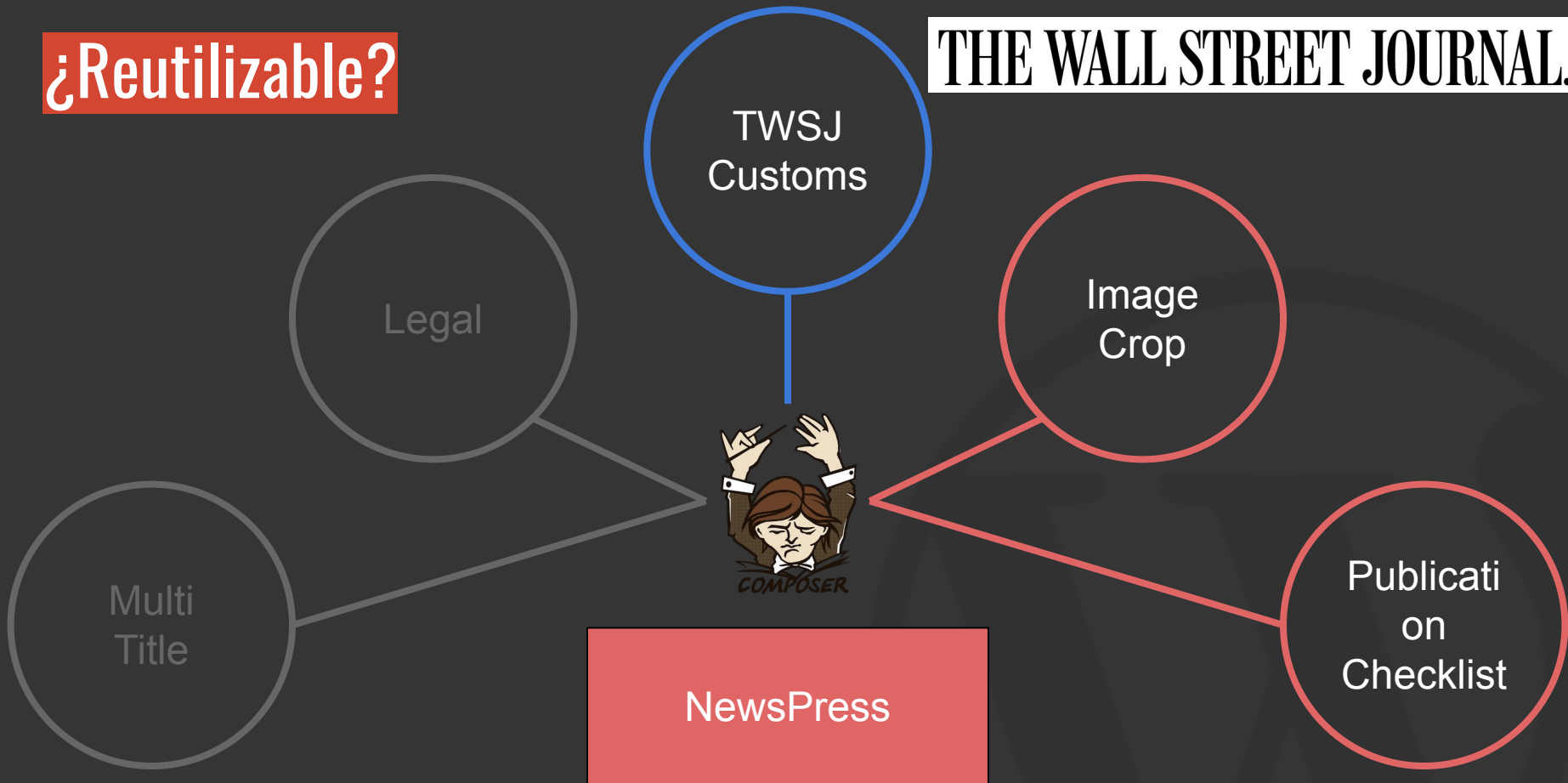
Multi  
Title

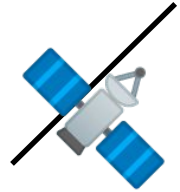
Publicati  
on  
Checklist

NewsPress

¿Reutilizable?

THE WALL STREET JOURNAL.



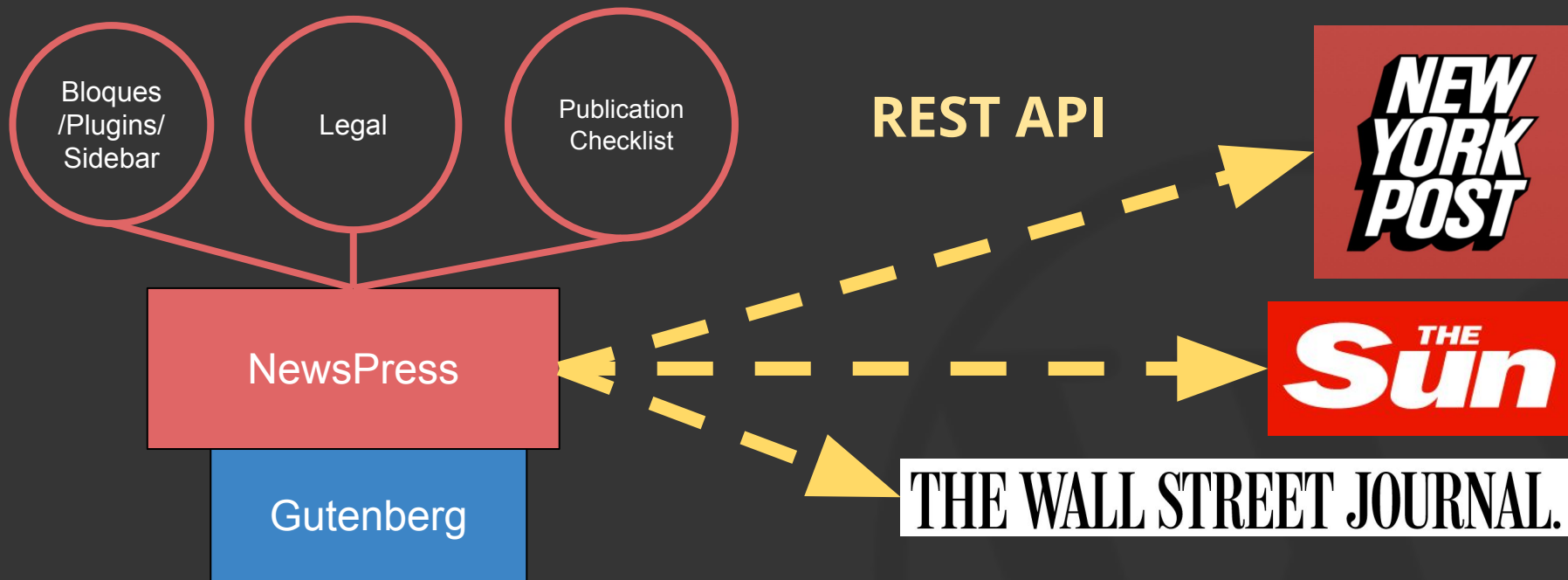


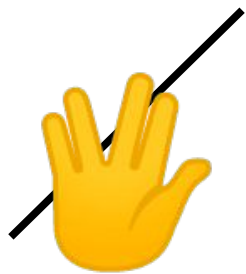
# ¿El futuro?

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# NewsPress pasa a ser un centro de publicación





**¡Gracias!**