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Microsites

An Option for Drupal Multisite Development

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U.S. DEPARTMENT OF
ENERGY

Check out the Hackpad!

- https://drupalgovcon2016.hackpad.com
- #drupalgovcon

What's PNNL?

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- Pacific Northwest National Laboratory
  - Department of Energy Laboratory
  - Located in Eastern Washington
- Research
  - Biology and Biochemistry
  - Chemistry
  - Clinical Medicine
  - Engineering
  - Environment and Ecology
  - Geosciences
  - Materials Science
  - Microbiology
  - Pharmacology and Toxicology
  - Physics

What's PNNL?

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How do we Drupal?

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- Team of 15+
  - Developers / Site Builders / Themes
  - Testers
  - Project Managers
- 50+ Drupal 7 Projects in Production
  - All for government clients (including ourselves)
- Mostly External Work
- Agile: Large Scale Scrum Team
  - 3 Teams
  - 3-week Sprints
  - ~12 Projects

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What is a Microsite and why should you care?

Case Study

Department of <something>
Program 1
Program 2
Program 3
Program 4

Really the question is:

How do you share information between multiple websites?

Option 1: Separate Websites

- Case Study: Five separate doc roots + databases with no connectivity

- Pros:
  - Can reuse base templates, Features, etc.
  - Generally cheaper to develop (up front)
  - Simple Information Architecture
- Cons:
  - Content will diverge (and won't be kept in sync)
  - Limited searchability

Option 2: API Driven Websites

- Case Study: Five separate doc roots + databases with connectivity

- Pros:
  - Forced separation, clear roles and responsibilities
  - Can replicate content across sites
- Cons:
  - More complex to build
  - Content migration model is very complicated

Option 3: Multisite

- Case Study: One doc root but separate databases and domains for each website.

- Pros:
  - Single, shared code base
  - Patching and updates are centralized for all sites
- Cons:
  - Separate databases
  - Separate domains
  - Bugs impact all sites
  - 1-off customizations are difficult

Option 4: Microsite

- Case Study: One website with landing pages and separate areas for each “program” site

- Pros:
  - Single code base
  - Content is easily reusable
  - Single copy of content throughout (easily searched, related)
- Cons:
  - Information architecture
  - More complicated to build
  - One offs are harder

Reusable Components

- **Content**
  - Fields
  - Search
  - Taxonomy
- **Look / Feel**
  - Menus
  - Template
  - Logos
  - Views & Blocks
- **Users**
  - Roles
  - Permissions

Microsites: Toolbox

- Common and robust Information Architecture with at least one commonly Referenced Entity
- Flexible / Well thought out design
- Context

Microsites: Fun stuff you can do

- Reusing content
- Reusing landing pages
- Cloning / reusing views

Here are some tools to help…

Microsites: The Solution

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- Use Taxonomy to differentiate
  - Term reference field is unlimited cardinality
  - Landing pages use taxonomy-related blocks
  - We'll call it Organization taxonomy for ease
    - Could be team, department, program, or other division
    - On content, the Organization term-reference field is required

Microsite: Path

- This is KEY
- Makes logo, block and breadcrumbs switching possible
- Mix of node URL assignment and PathAuto patterns

Microsite: Menus

- Individual menus per Organization
- Menu blocks placed by path

Microsites: Logos

- Create logo block for each microsite in custom module
  - Use hook_block_info() to create block

```php
/**
 * Implements hook_block_info().
 */

function mymodule_block_info() {
  $blocks['organization_logo'] = array(
    'info' => t('Organization Logo'),
  );
  $blocks['nat_security_logo'] = array(
    'info' => t('National Security Logo'),
  );
  $blocks['energy_envir_logo'] = array(
    'info' => t('Energy & Environment Logo'),
  );
```

Microsites: Logos - continued

- Use hook_block_view() to return rendered block

```
break;
case 'organization_logo':
$output = "<a href='$base_url'><img src='$base_url/sites/all/themes/images/logo.png' alt='PNNL Logo'></a>";
  $block['subject'] = null;
  $block['content'] = $output;
  break;
```

- Add block in header region for all pages within the microsite's path

Microsites: Homepages

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- All fields added to general Landing Page content type
  - Simplicity added with Conditional fields
- Views display content based on taxonomy

Microsites: Breadcrumbs

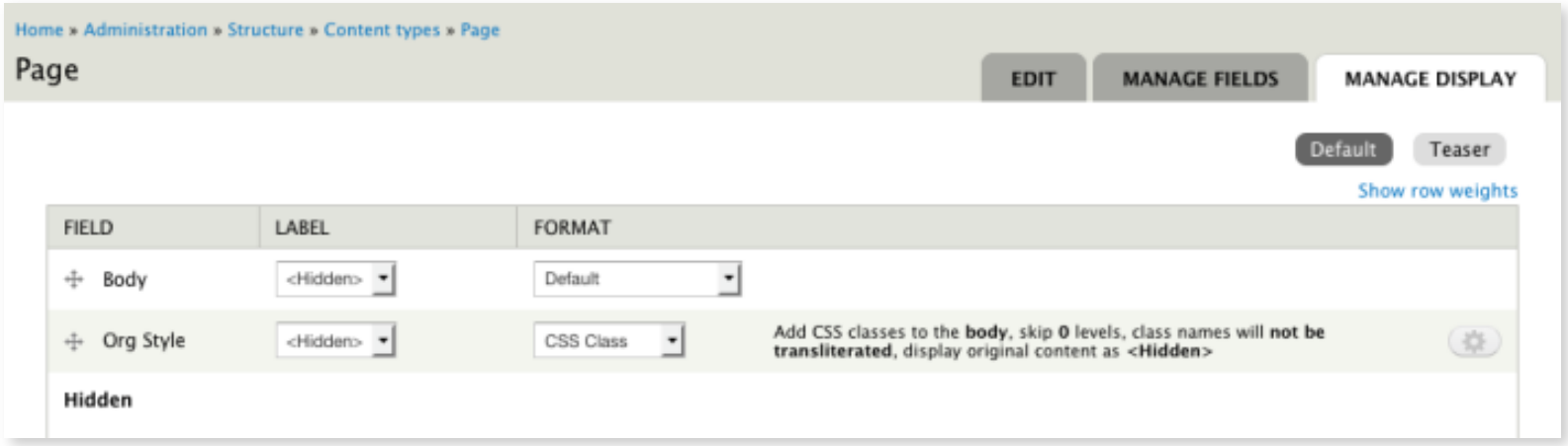
- Code in template.php to custom set breadcrumbs
  - Home (parent) > Organization (child program) > Title
  - Custom breadcrumbs

Microsites: Add CSS Class

- Add microsite class to each node for styling
  - PHP
  - Field Formatter CSS Class module

Microsites: Breadcrumbs

- Field Formatter CSS Class
  - Module to add a class to any page, node, entity, field, etc.
    - Uses field type of list, taxonomy, text or option field
    - Configure the entity to add class to on Manage Display tab
- Add class to your content based on Organization taxonomy



Microsites: Going Further

- Use Organic Groups (OG) module
  - Break up content permissions based on Organization
  - For example, you have Content Manager, Author, and Editor for each organization assigned to content
    - Energy Author, Energy Editor, Energy Content Admin
    - Security Author, Security Editor, Security Content Admin
    - Once content is assigned within an org, only those content members can create, edit, administer content

Microsites: Going Further

- Paragraphs module to enable flexible page design
- Field Format CSS Class module to offer content styling/placement options on the page
- Infinitely flexible in fields, design and architecture

Microsites: Same field, different layouts

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A Whopper of a Page

Section Title

Bacon ipsum dolor amet fatback alcatra salami chuck, pork turducken kevin. Tenderloin bresaola biltong fatback, ribeye shoulder swine ham hock bacon brisket pig drumstick porchetta ham.

First Column
Bacon ipsum dolor amet fatback alcatra salami chuck, pork turducken kevin. Tenderloin bresaola biltong fatback, ribeye shoulder swine ham hock bacon brisket pig drumstick porchetta ham.

Second Column
Bacon ipsum dolor amet fatback alcatra salami chuck, pork turducken kevin. Tenderloin bresaola biltong fatback, ribeye shoulder swine ham hock bacon brisket pig drumstick porchetta ham.

Third Column
Bacon ipsum dolor amet fatback alcatra salami chuck, pork turducken kevin. Tenderloin bresaola biltong fatback, ribeye shoulder swine ham hock bacon brisket pig drumstick porchetta ham.

Open Accordion Item

I am above the fold content
Bacon ipsum dolor amet fatback alcatra salami chuck, pork turducken kevin. Tenderloin bresaola biltong fatback, ribeye shoulder swine ham hock bacon brisket pig drumstick porchetta ham. Ball tip beef ham hock frankfurter, landjaeger drumstick tri-tip bresaola turducken alcatra t-bone.

I'm Closed

Some more Closed

Just a lonely button

A Whopper of a Page

Open Accordion Item

I am above the fold content
Bacon ipsum dolor amet fatback alcatra salami chuck, pork turducken kevin. Tenderloin bresaola biltong fatback, ribeye shoulder swine ham hock bacon brisket pig drumstick porchetta ham. Ball tip beef ham hock frankfurter, landjaeger drumstick tri-tip bresaola turducken alcatra t-bone.

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Third Column
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Fourth Column
Bacon ipsum dolor amet pork belly biltong pancetta spare ribs beef. Flank filet mignon prosciutto tri-tip porchetta chicken meatloaf, pork chop beef kevin pork. Pork loin leberkas biltong, salami beef rump doner brisket shoulder.

Section Title

Bacon ipsum dolor amet fatback alcatra salami chuck, pork turducken kevin. Tenderloin bresaola biltong fatback, ribeye shoulder swine ham hock bacon brisket pig drumstick porchetta ham.

Just a lonely button

Microsites: Disclaimer

- You should NOT do this at all times. It's not a common approach, but quite useful when needed

Questions?

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