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How Technology Has Shaped the Power Dynamics Between Designers, Developers, and Marketers

Jason Cohen

Chief Innovation Officer

WP Engine

@asmartbear

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Figure 5.1: WebCrawler search results circa 1995.

Google!
Search the web using Google!
10 results
Google Search
I'm feeling lucky
Index contains ~25 million pages (soon to be much bigger)
About Google!
Stanford Search Linux Search
Get Google! updates monthly!
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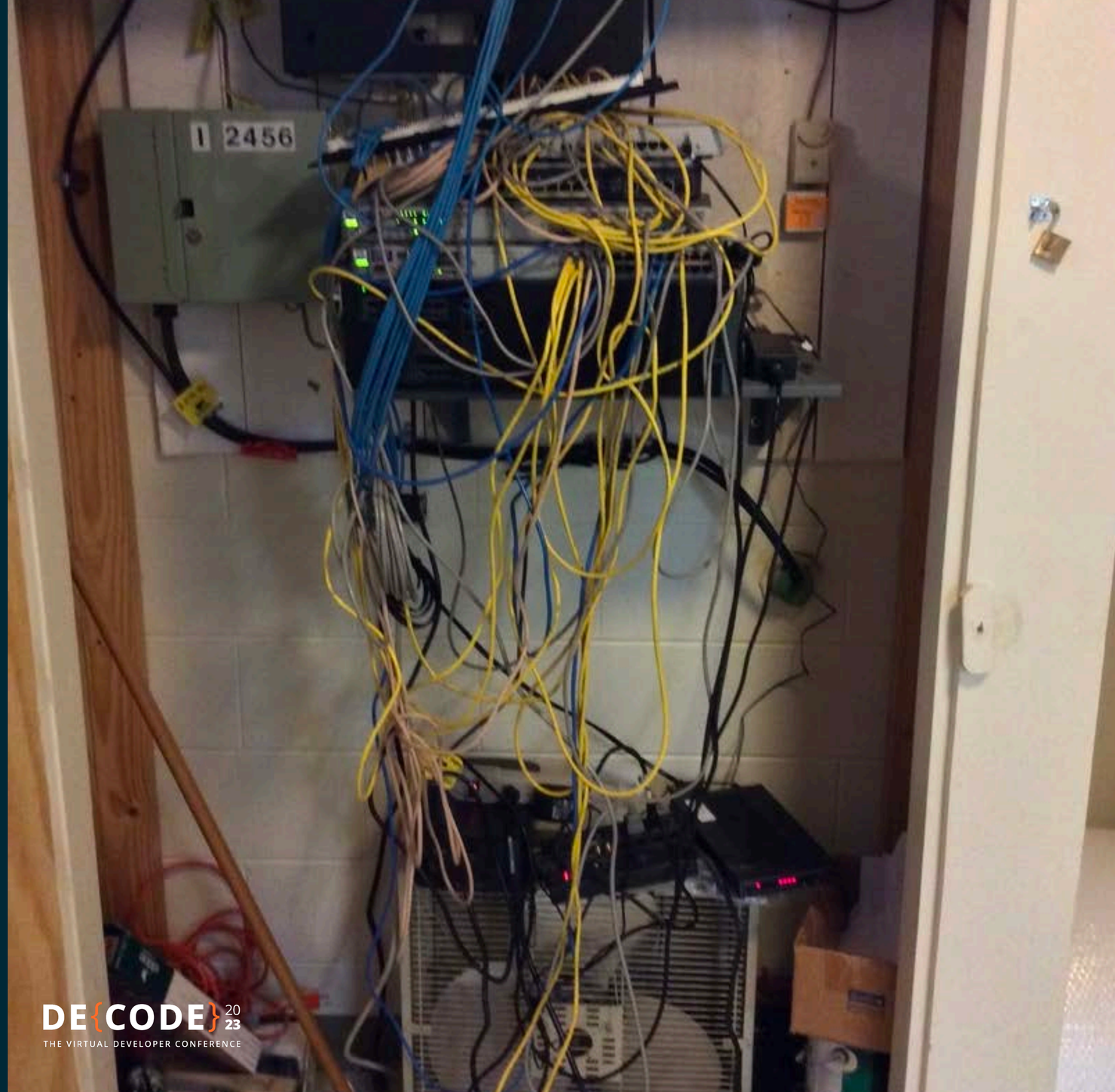
Servers in a closet



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Look at how far we've come...

1996

2021

Look at how far we've come...

1997

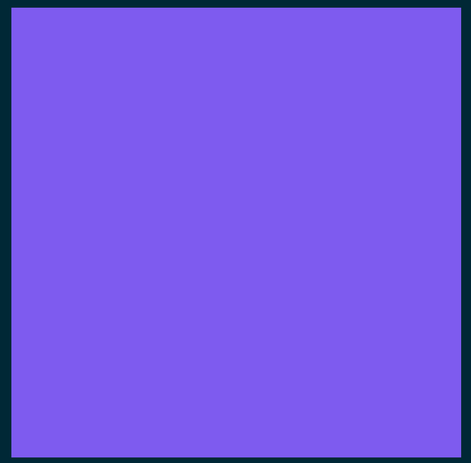
what can I do?

2023

what can't I do?

The website power dynamic of:

The past



Developers

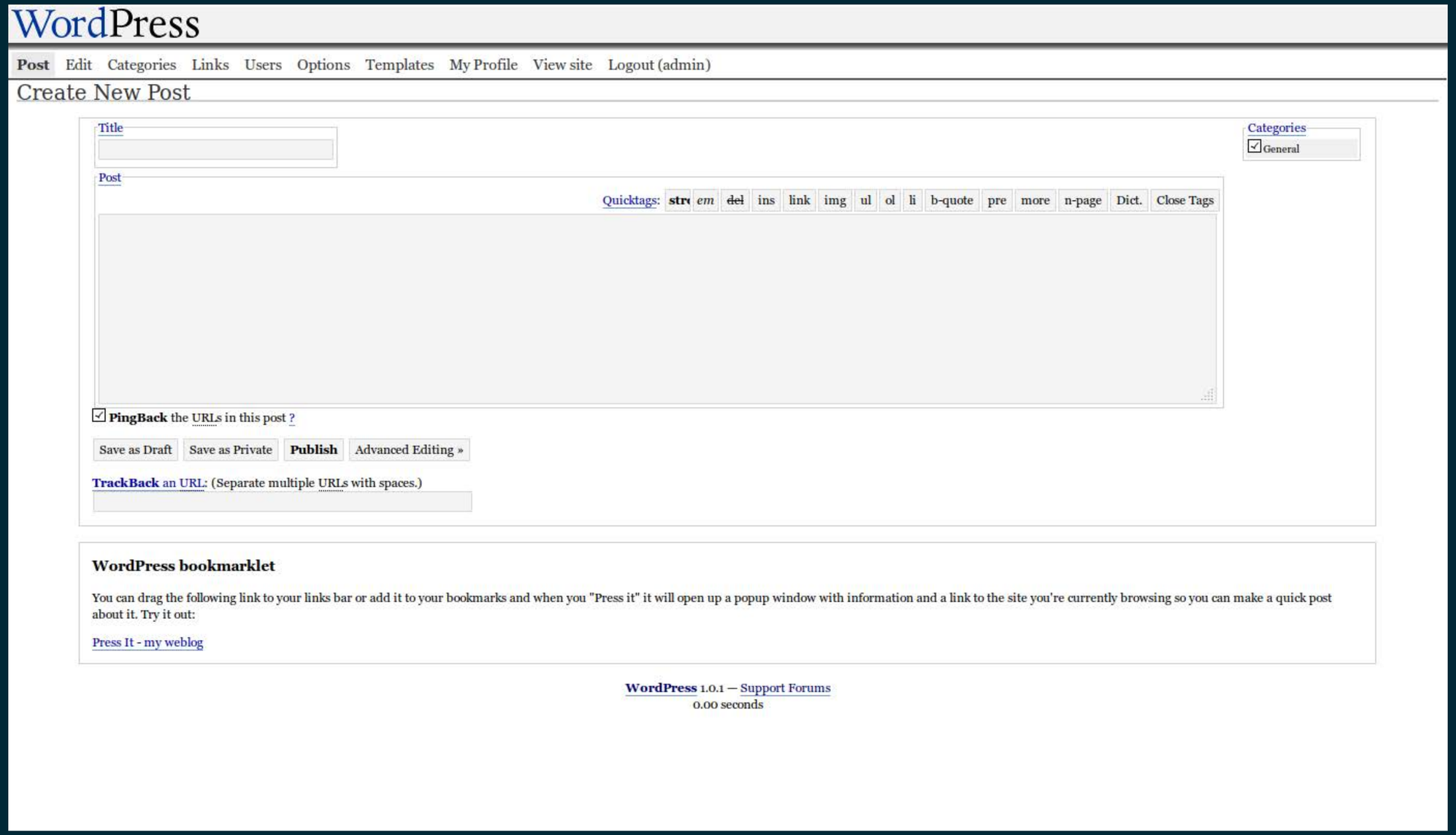
Designers

Site Owners/Marketers

Developers

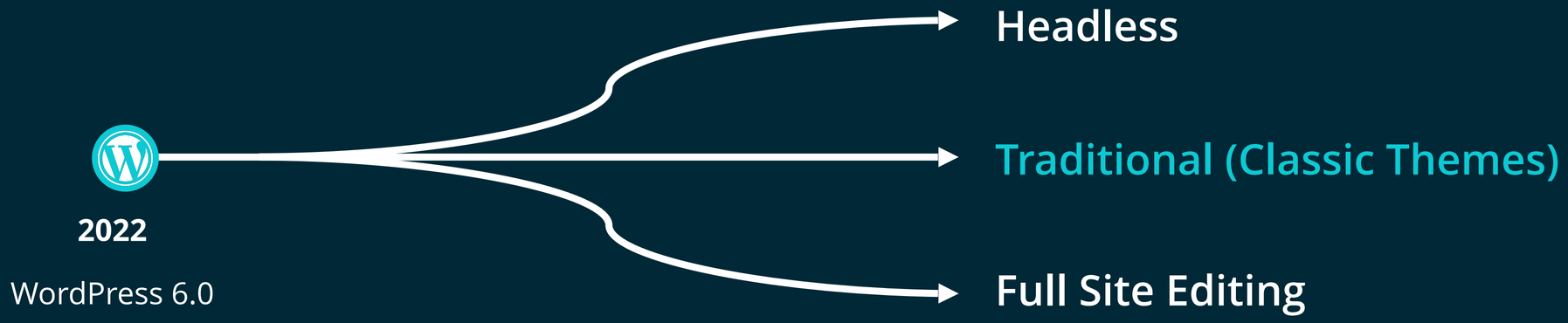
Designers

Site Owners/Marketers


WordPress
Post Edit Categories Links Users Options Templates My Profile View site Logout (admin)
Create New Post
Title
Categories
General
Post
Quicktags: str em del ins link img ul ol li b-quote pre more n-page Dict. Close Tags
PingBack the URLs in this post ?
Save as Draft Save as Private Publish Advanced Editing »
TrackBack an URL: (Separate multiple URLs with spaces.)
WordPress bookmarklet
You can drag the following link to your links bar or add it to your bookmarks and when you "Press it" it will open up a popup window with information and a link to the site you're currently browsing so you can make a quick post about it. Try it out:
Press It - my weblog
WordPress 1.0.1 — Support Forums
0.00 seconds

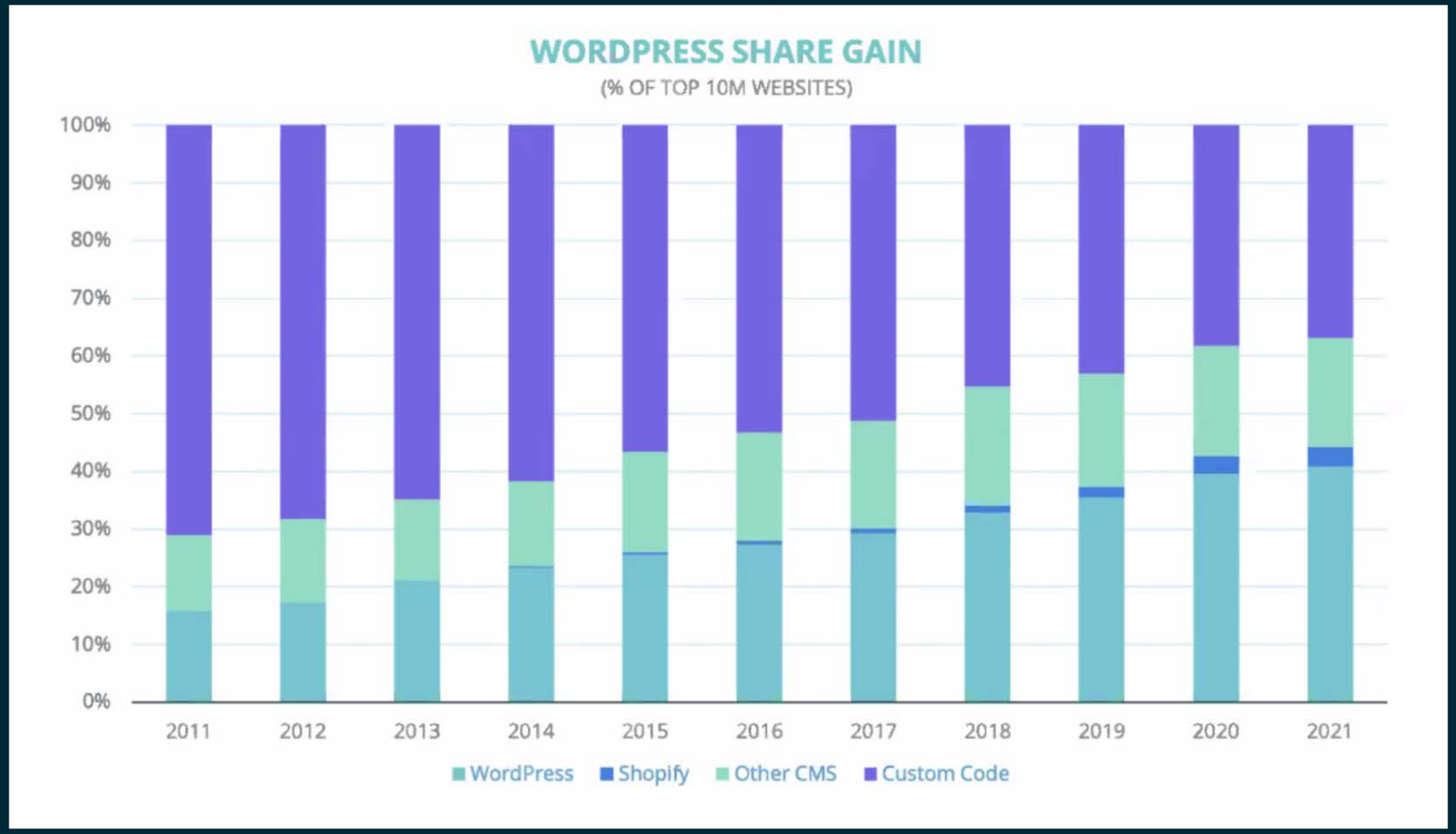
The website power dynamic of:

The present


2022
WordPress 6.0
Headless
Traditional (Classic Themes)
Full Site Editing

20TH
ANNIVERSARY

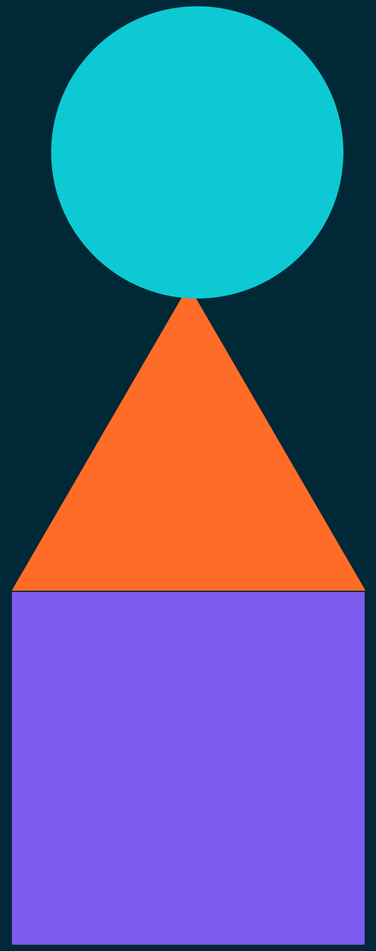
WordPress is eating the internet...



Site Owners/Marketers

Designers

Developers

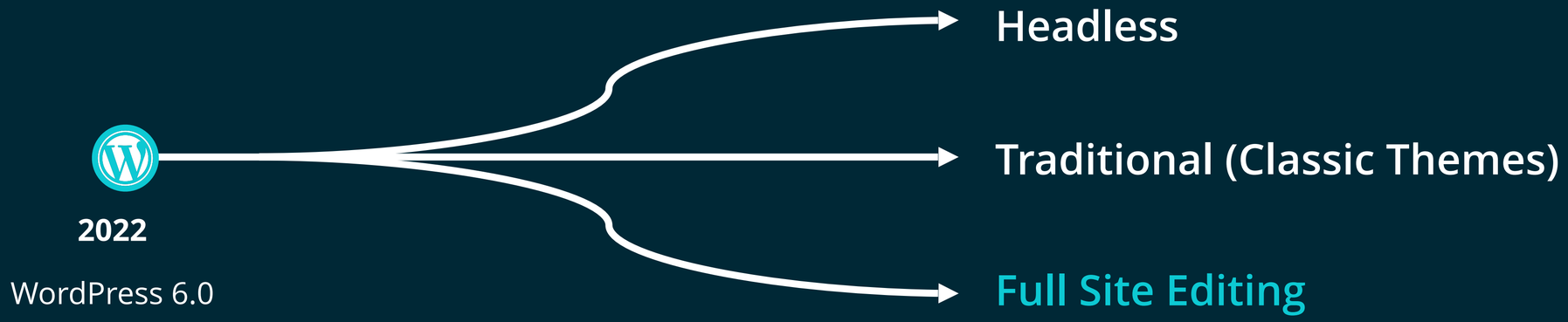


menus

multi-site

SEO tools

forms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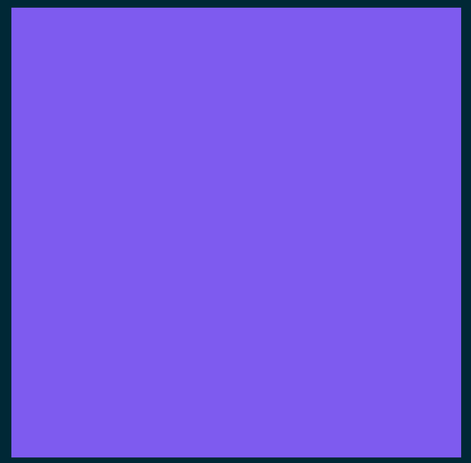
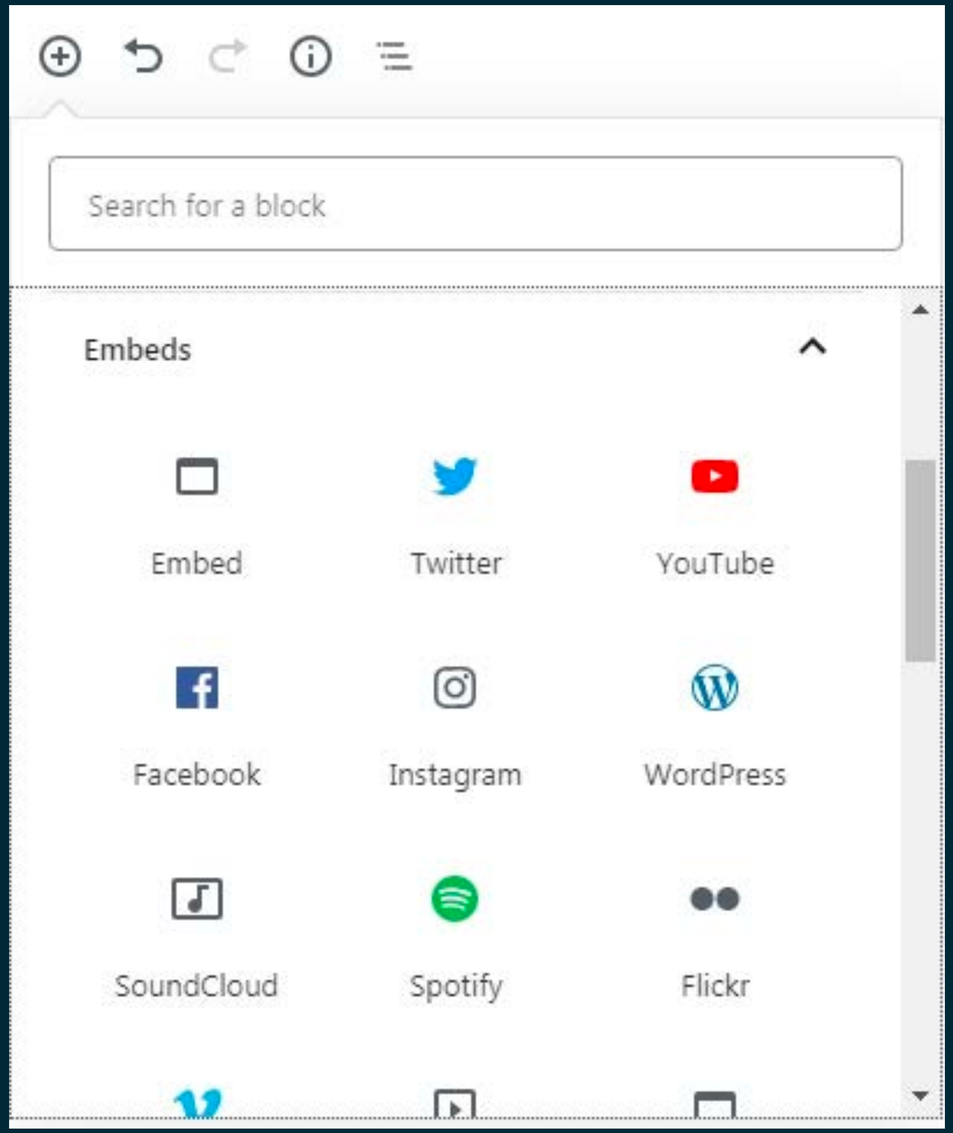
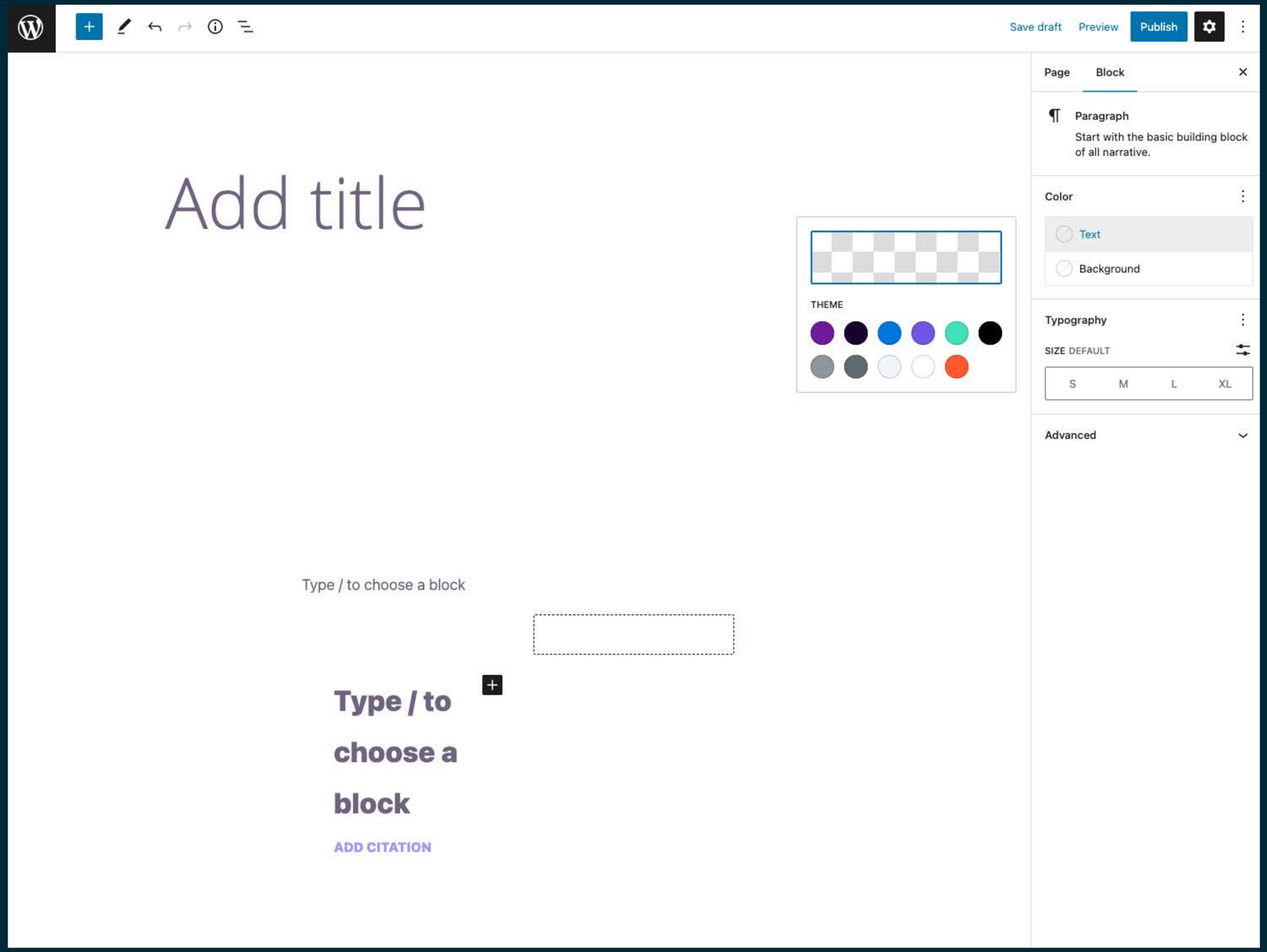


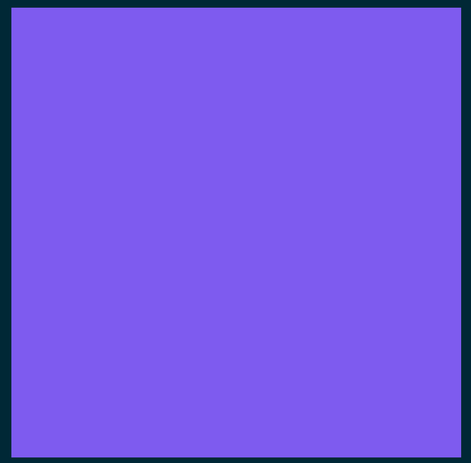
Developers

Designers

Site Owners/Marketers


Search for a block
Embeds
Embed
Twitter
YouTube
Facebook
Instagram
WordPress
SoundCloud
Spotify
Flickr


Save draft
Preview
Publish
Page
Block
Paragraph
Start with the basic building block of all narrative.
Color
Text
Background
THEME
Typography
SIZE DEFAULT
S
M
L
XL
Advanced
Add title
Type / to choose a block
Type / to choose a block
ADD CITATION



Developers

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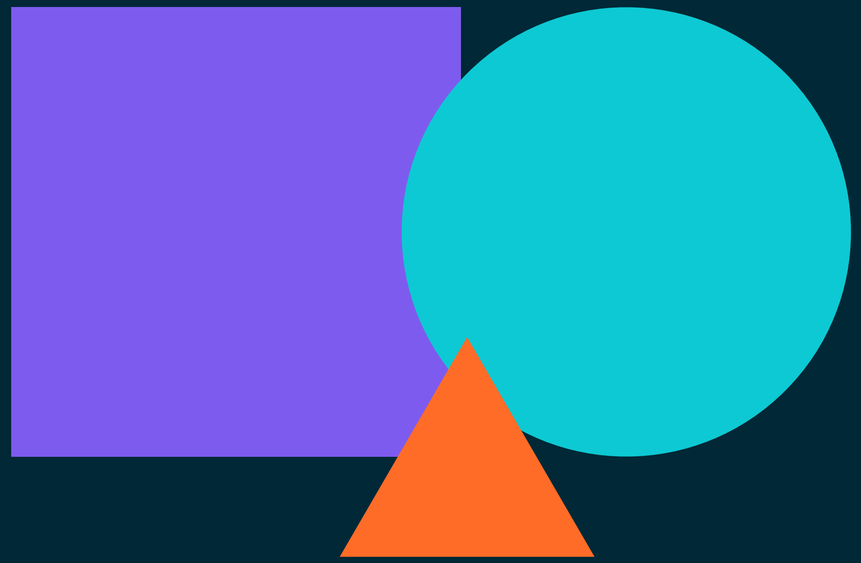
Site Owners/Marketers



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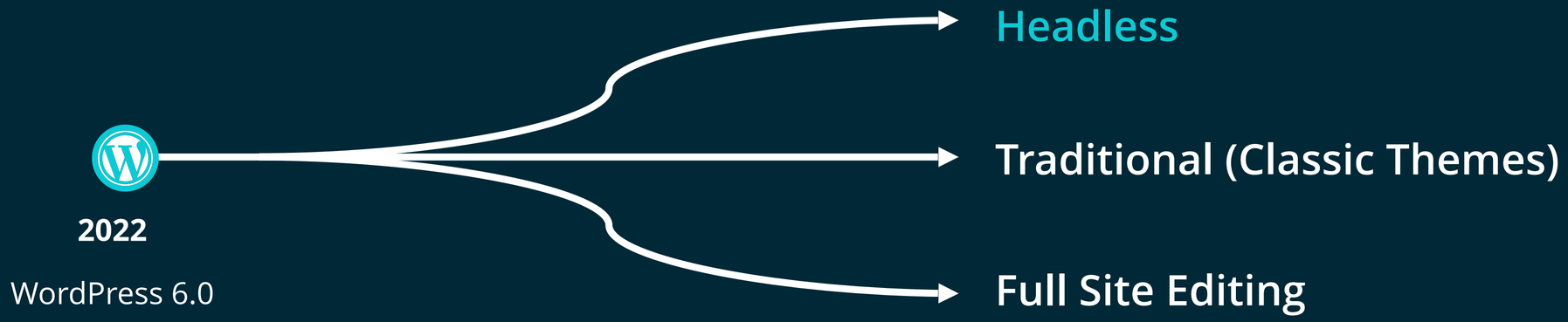
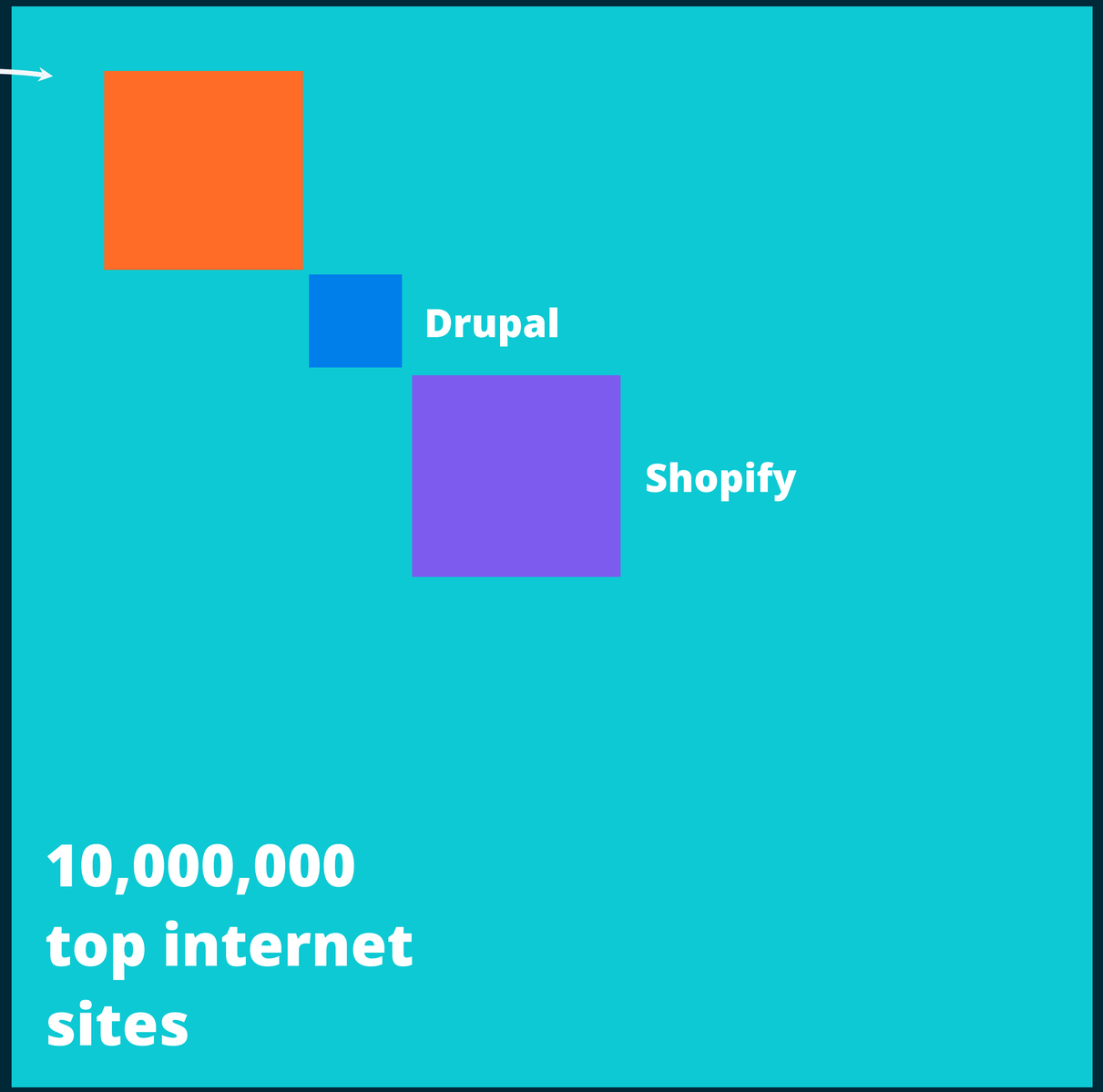

2022
WordPress 6.0
Headless
Traditional (Classic Themes)
Full Site Editing

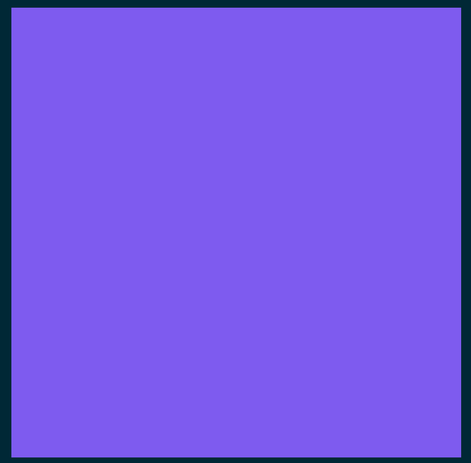
3% of the top 10M sites on the internet are on are headless

Fewer than that are WordPress-headless.



The website power dynamic of:

The near future



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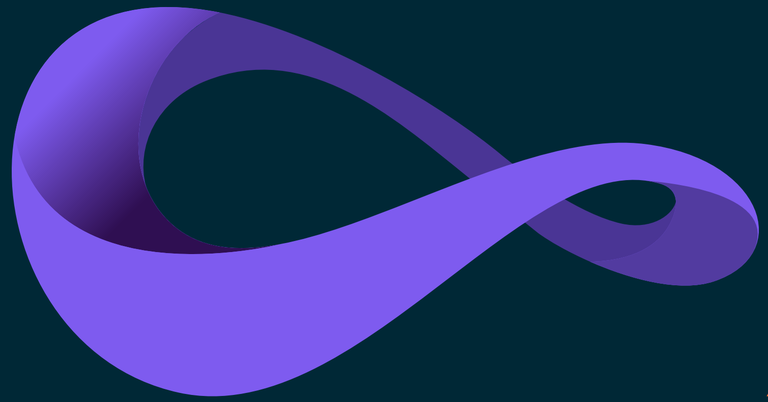
Site Owners/Marketers



Developers

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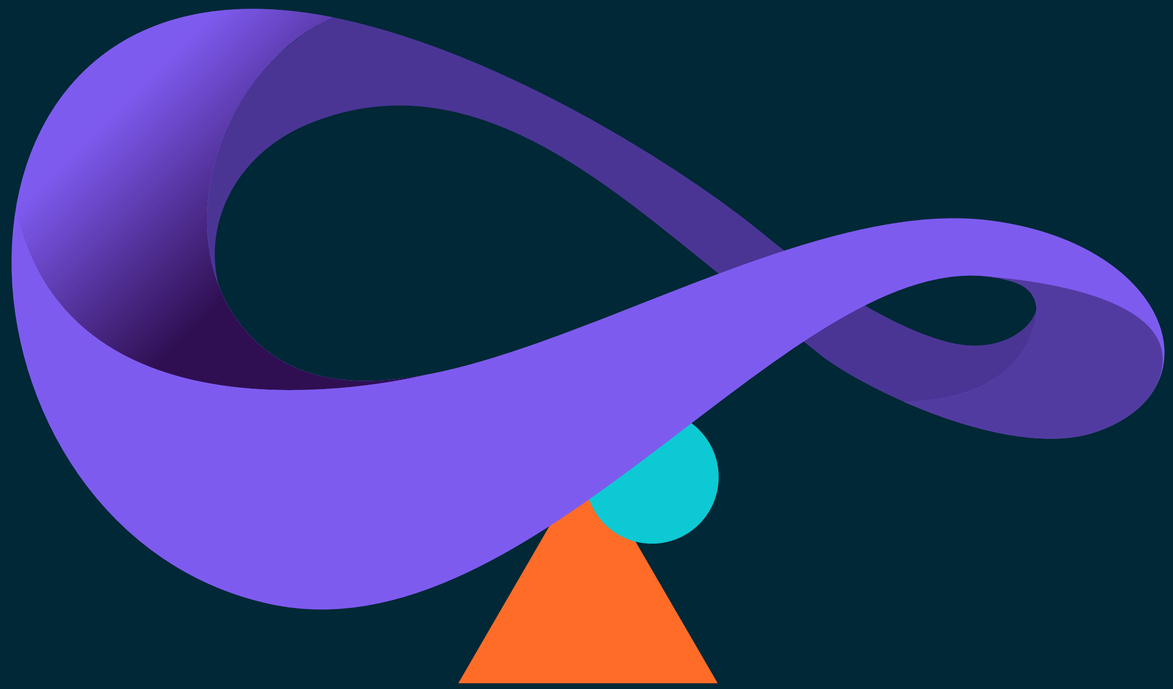
Site Owners/Marketers



Developers

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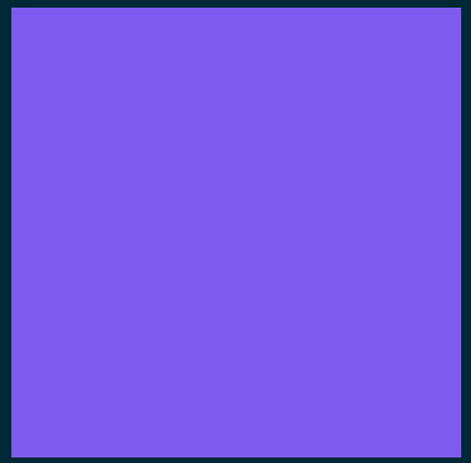
Site Owners/Marketers



Developers

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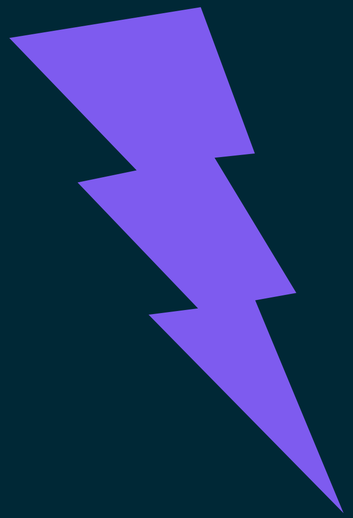
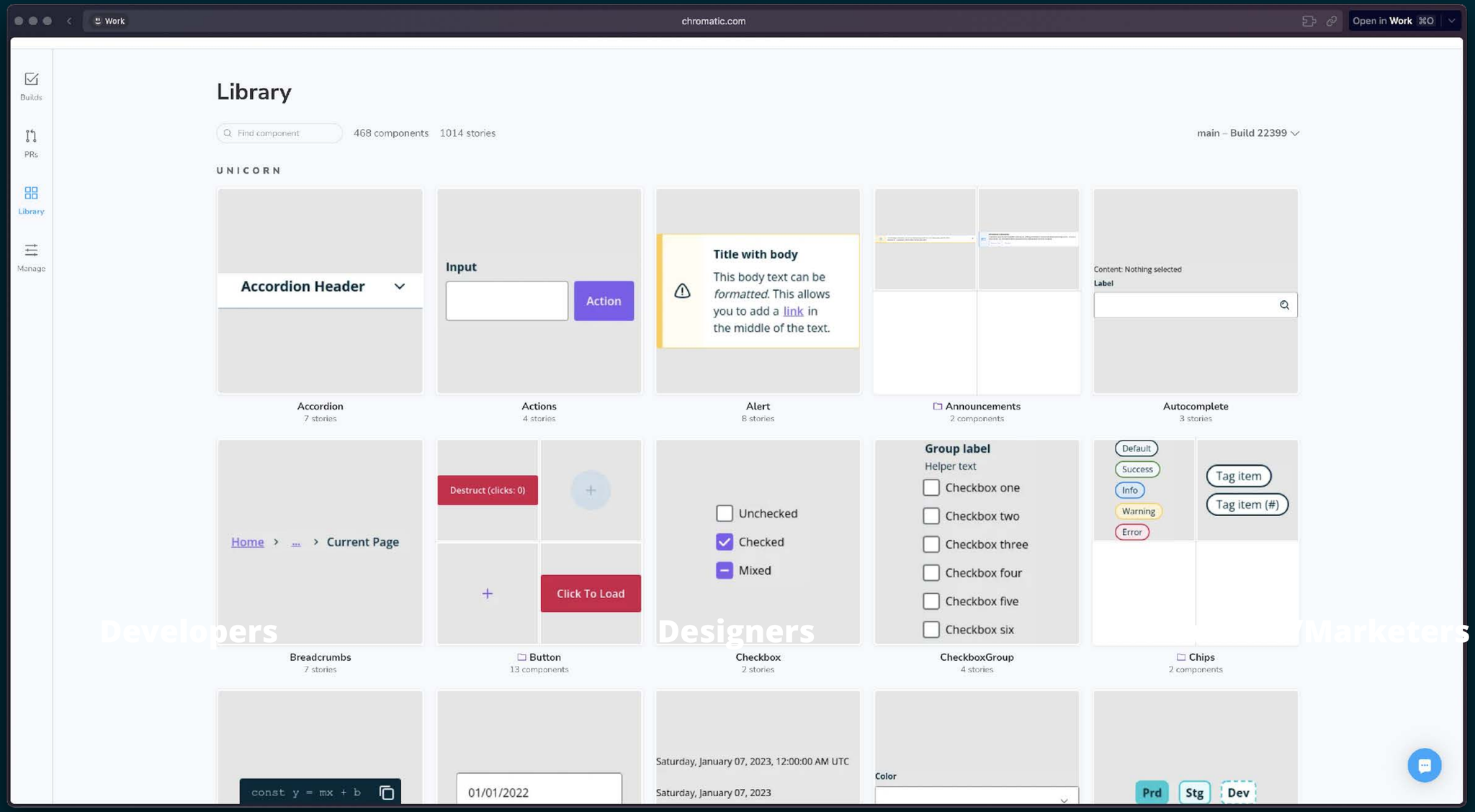
Site Owners/Marketers



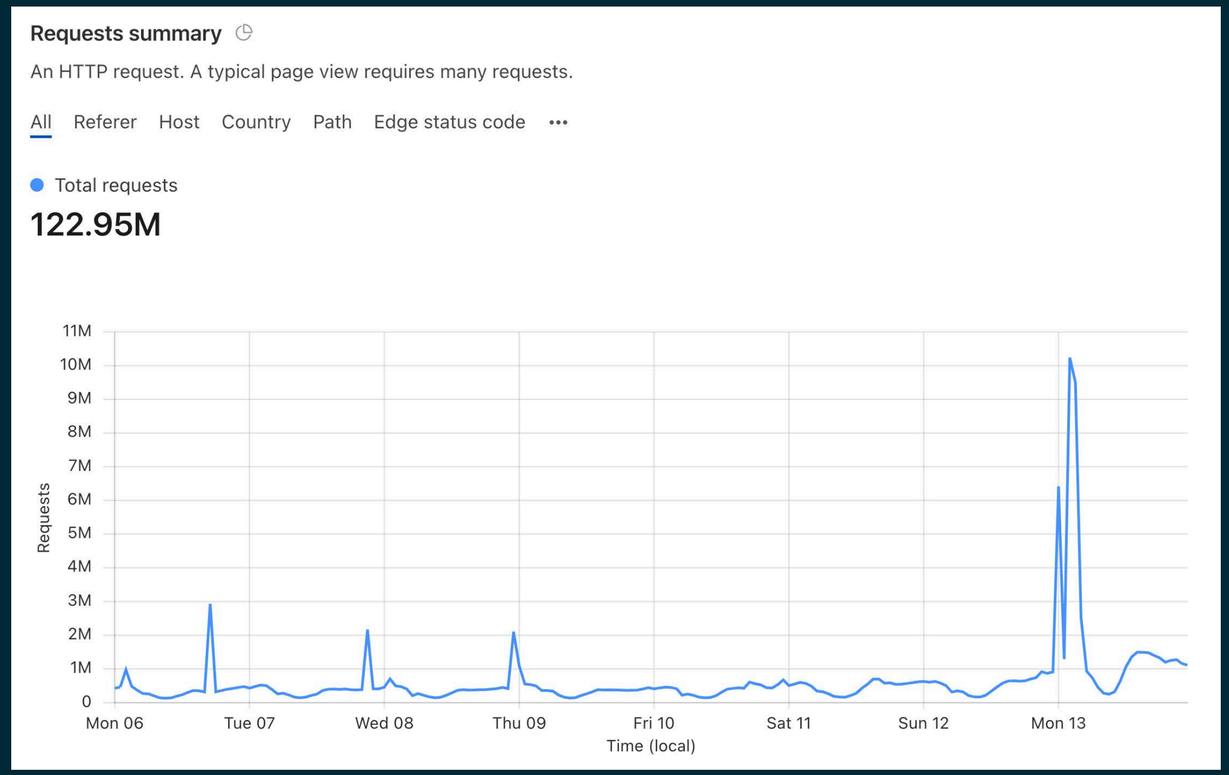
Developers

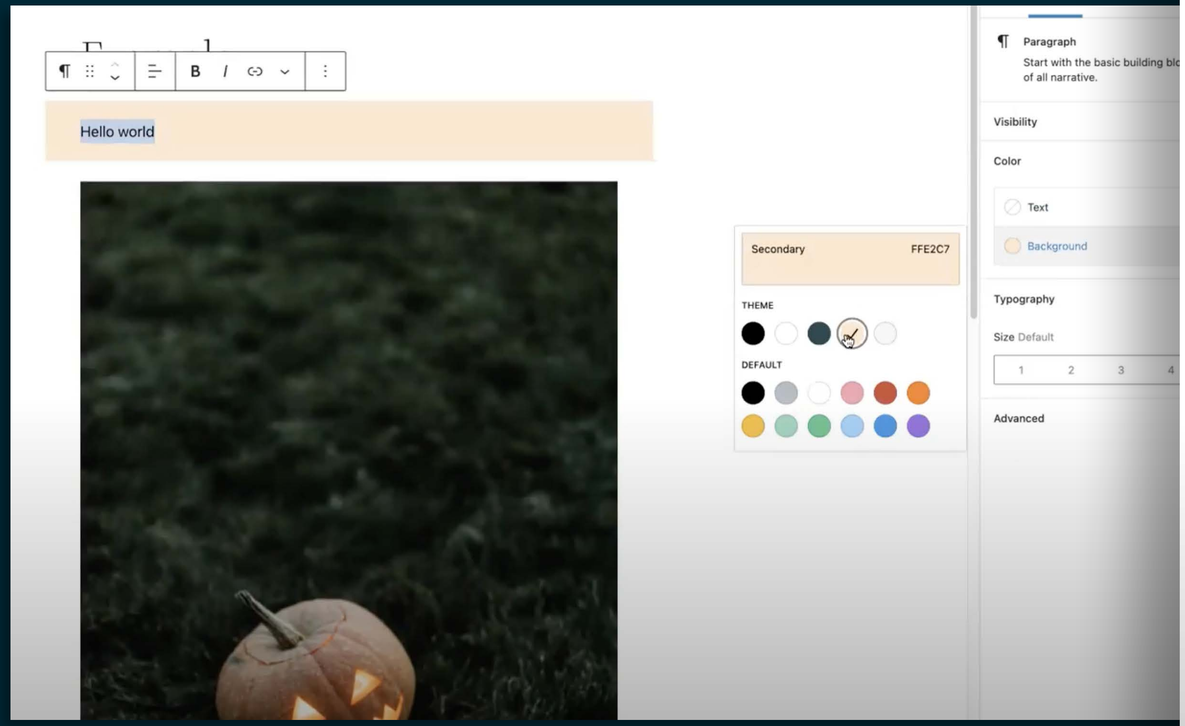
Designers

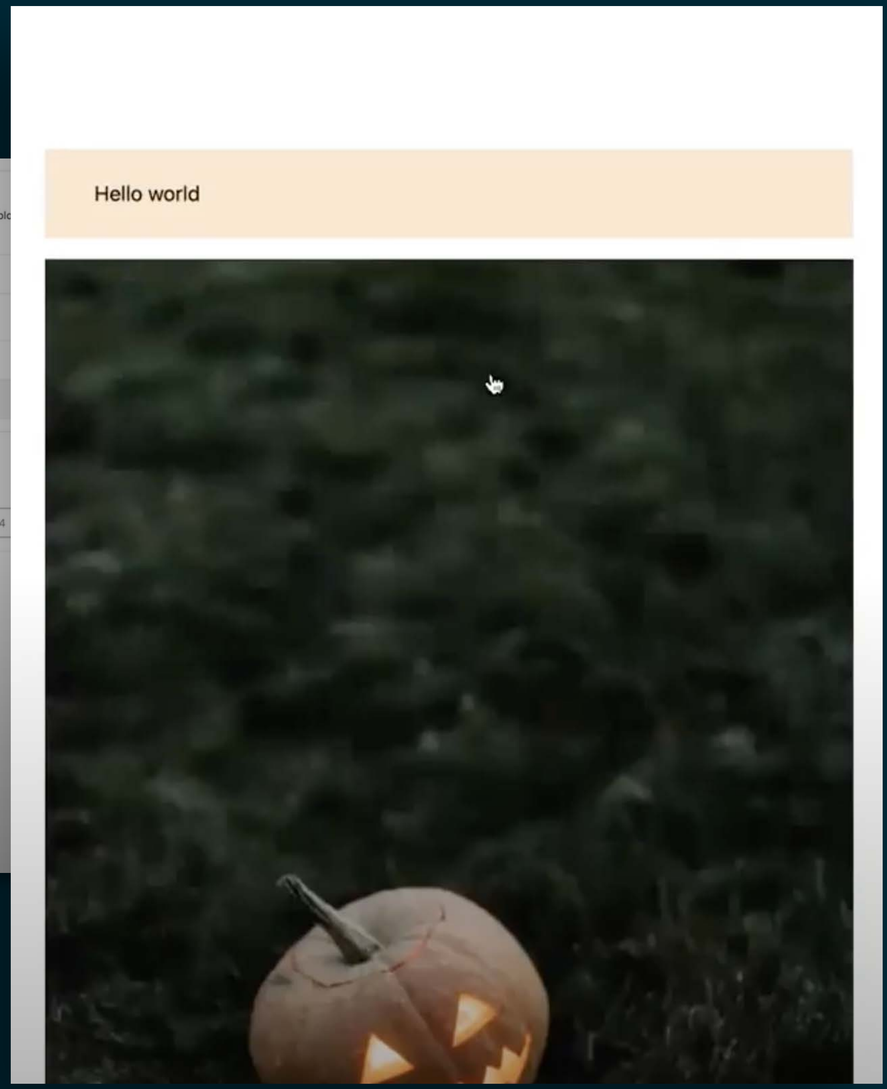
Site Owners/Marketers

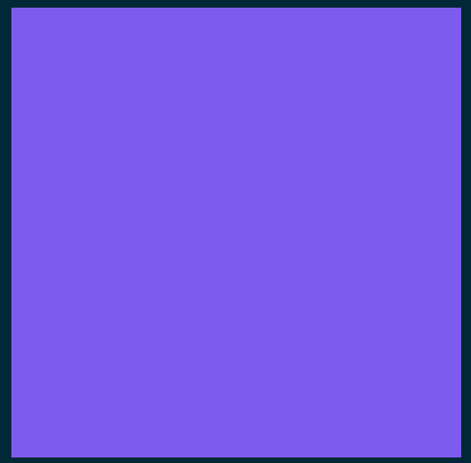


Developers Designers Marketers


Requests summary
An HTTP request. A typical page view requires many requests.
All
Referer
Host
Country
Path
Edge status code
Total requests
122.95M
11M
10M
9M
8M
7M
6M
5M
4M
3M
2M
1M
0
Requests
Mon 06
Tue 07
Wed 08
Thu 09
Fri 10
Sat 11
Sun 12
Mon 13
Time (local)


Hello world
Paragraph
Visibility
Color
Text
Background
Typography
Size Default
Advanced
Secondary
FFE2C7
THEME
DEFAULT


Hello world



Developers

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Designers

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The website power dynamic of:

The future

integrated design system

integrated test suites

expanding blocks into multi-language/locale

more power to the marketer in the CMS

AI

Great sessions today:

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Thank you.

Jason Cohen

Chief Innovation Officer

WP Engine

@asmartbear

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