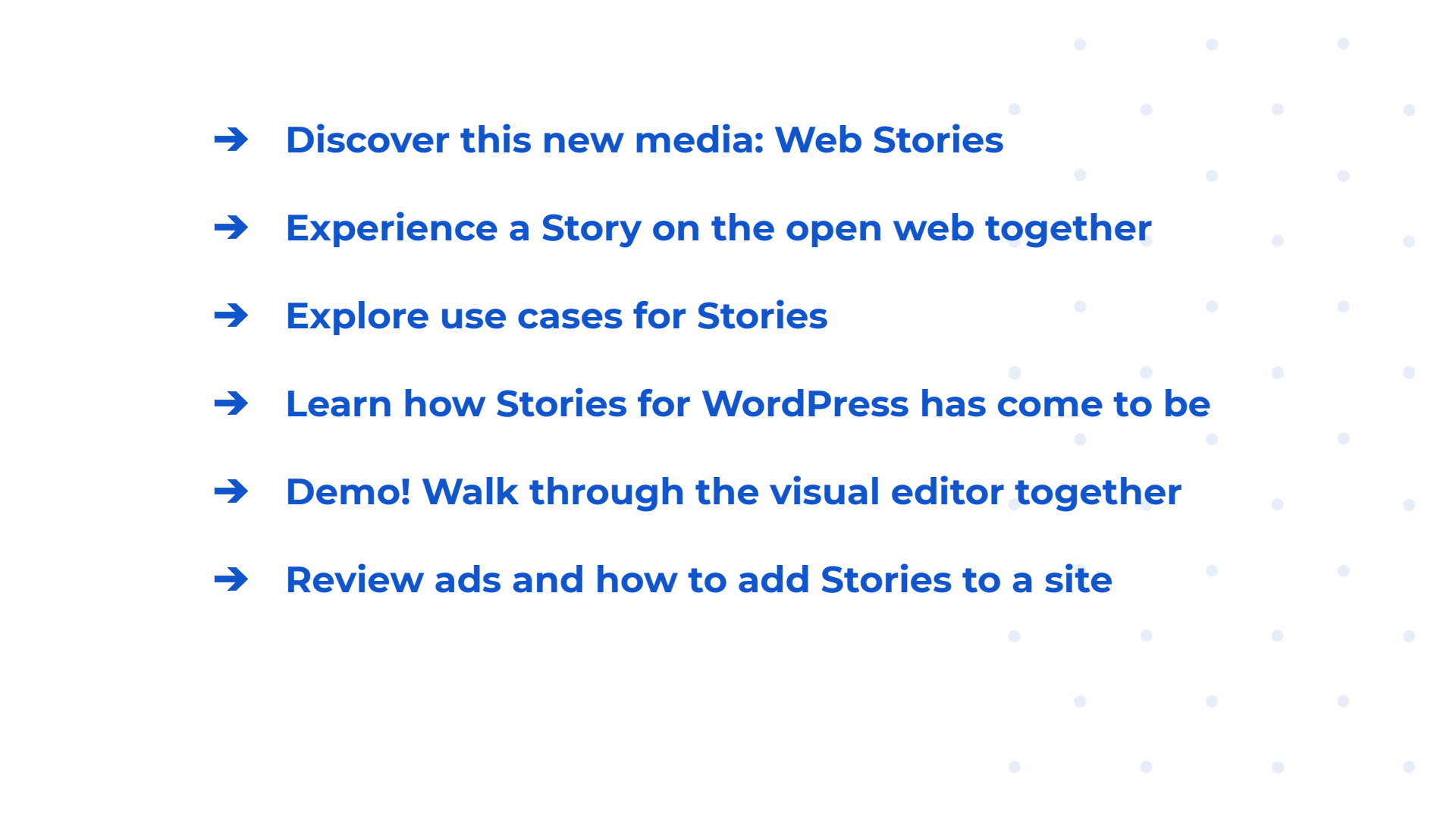




# Introducing Stories in WordPress

**Visual storytelling for the open web**

- 
- A decorative background consisting of numerous small, light blue dots scattered across the white page, primarily concentrated on the right side.
- **Discover this new media: Web Stories**
  - **Experience a Story on the open web together**
  - **Explore use cases for Stories**
  - **Learn how Stories for WordPress has come to be**
  - **Demo! Walk through the visual editor together**
  - **Review ads and how to add Stories to a site**

# What and where are Stories now?

→ Instagram

→

→

→

# What and where are Stories now?

- Instagram
- Facebook
- 
-

# What and where are Stories now?

- Instagram
- Facebook
- Snapchat, TikTok short format video, and so on...
-

# What and where are Stories now?

- Instagram
- Facebook
- Snapchat, TikTok short format video, and so on...
- **NEW:** Stories now live on the open web and they are coming to WordPress next!



How do Web Stories work in WordPress?

Why does it matter?

What problems are we solving for Users?

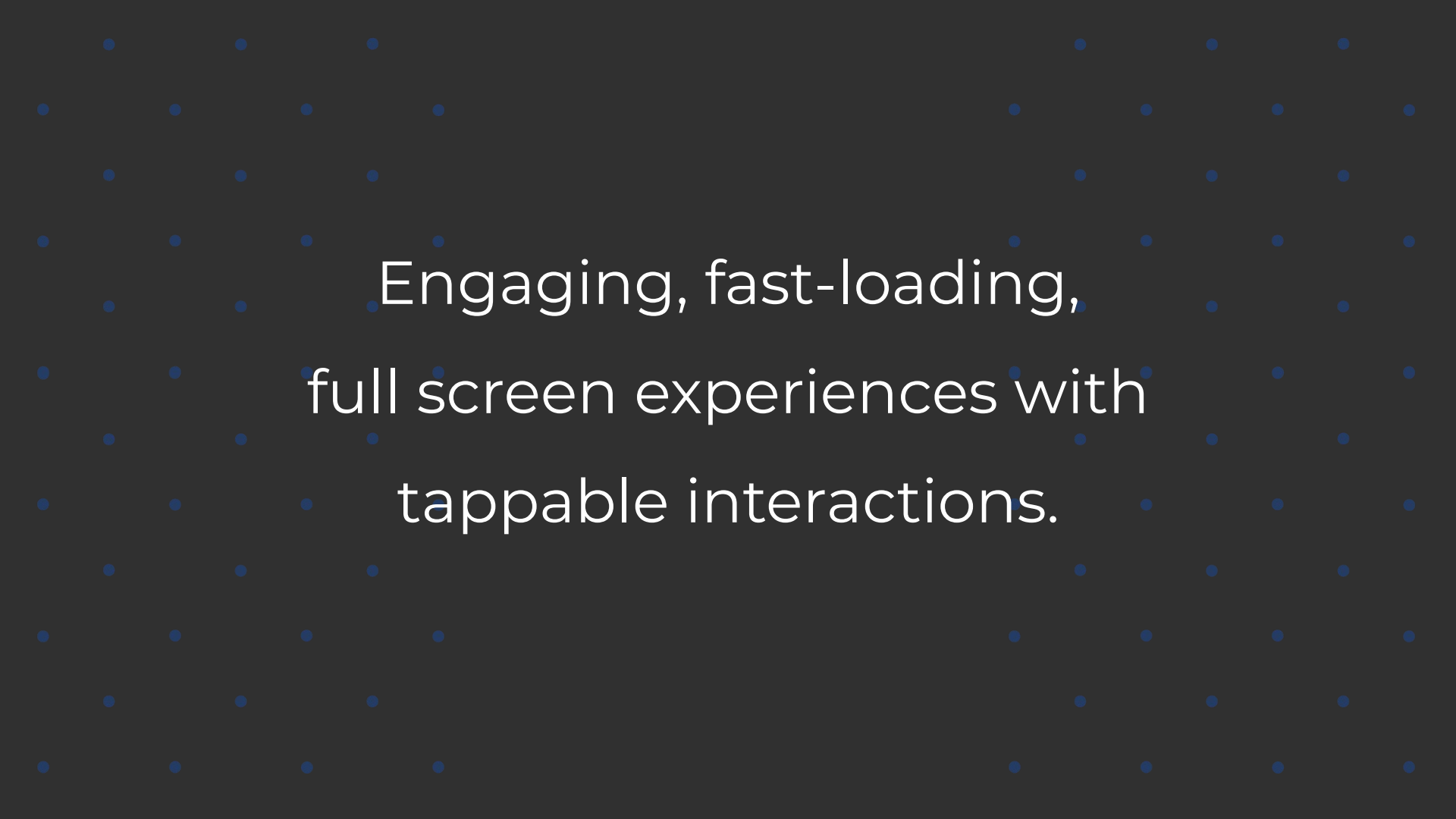
Awesome visual editor in the dashboard  
plugin in WIP





Own your own content!

- The WordPress way...



Engaging, fast-loading,  
full screen experiences with  
tappable interactions.

# Searchable

We want our Stories to be searchable!

**Web stories** appear in Search under Images, Discover, Search, and News

Short format and visual content with ads  
can be a better user experience  
on the web!

# User experience focused design

Research shows us the way

# User experience focused design

Research shows us the way

- Performant
- Accessible
- Secure plus...

# Healthy open web ecosystem

Content creators decide how long the Web Stories lasts.  
No dark patterns.

# Share across platforms & gain SEO benefits

We want maximum SEO benefits for our content creation work.



# Integrate and Share

Publish Web Stories on your site and on your client's sites, beautifully.



# Marketing

So many use cases to highlight!

# Monetization and Ads

# Example from the wild

Link & QR Code  
Audience participation

What media and features can be  
included in a Web Story?

- Video
- Photos
- Text and hyperlinks
- Animations
- Ken Burns effects
- Extensive color palettes & styling with the visual editor
- Attachment pages
- Call to action (CTA button)
- Sidebar & Sharing
- Readiness to publish tabs...



Links in presentation story - interactive experience  
(add as Page Attachment)

Note the Pulitzer prize awarded in early 2019

Demo attachment page



# Use Cases and User Groups for WordPress



# User groups

- Blogs (Hobby & Pastime)
- Business
- Ecommerce
- Membership (Community and Organizations)
- Enterprise (Publishing for example)
- LMS (Learning)
- Higher Education



Specific use cases

# Specific use cases

Travel stories  
"How to" stories (makers, builders, most things)  
Recipes  
Sports Events & Reporting  
Breaking News  
Plant & horticultural indexing  
Educational  
Political Cartoon/ commentary  
Stories for children - picture book  
Learning for children ABC's, language, people, places, things  
Nature  
Fashion  
Popular Culture trends  
Visual blogging (personal & professional)  
Advocating for a cause  
Fundraising  
Community building  
Marketing and Promotional purposes  
Illustrations & animated storytelling  
Invitations  
Ambassadors for eCommerce - (See me climb this mountain, buy these shoes)  
eCommerce  
Historical Lessons  
Interviews  
Social Justice  
Health and Wellness  
Lifestyle  
A single and specific website experience as a story  
Stories that grow with live updates for events and specific live experiences  
Schools + Organizations for community building  
Fan appreciation stories (Lady Gaga love etc)  
Museum and gallery exhibitions  
Event albums - engagements, weddings, etc  
Announcements for events all scales  
Artists & Art  
Hobbies  
A story as a stand-alone Ad  
Photographers & Videographers  
Simple articles  
The digital National Geographic or Life Magazine of the 2020s  
Paid Ambassadors for YouTube and Insta etc...  
Animals  
Humor  
Podcasting attachment page  
10 tips on how to save money for example

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# The Story Behind Stories

# Gutenberg and Proof of concept in 2018

Project Restart  
at  
the beginning of 2019

# Another Restart:

## Moving away from Gutenberg

Why did we choose  
Gutenberg?



Existing block based  
system

Existing needed features

Starting with  
little effort

Why did we move away  
from Gutenberg?

# Design conflicts

Working “against”  
Gutenberg



[Switch to Draft](#)

#### Block navigation

¶ Paragraph

¶ Paragraph

¶ Paragraph

¶ Paragraph

# World!

Hello

Hello

Hello

 Start writing or type / to choose a block

# Hello world!



## ELEMENTS

¶ Block nav!

¶ Text

¶ Text

¶ Text

¶ Text

PAGE 1

Write text...

Write text...

Write text...



Not being in control  
of the tool

# Implementation overview

Options we considered

# 1. Continuing as-is

## 2. Reusing parts of Gutenberg

### 3. Start from scratch

Choice: React App

# Connection to WordPress





The WordPress way...

# Using templates

Having something of value to say

How the Web Stories tool helps to create beautiful stories:

# Walk-through Demo

# 3 types of ads

- A page in a story - like in a magazine
- 
-

# 3 types of ads

- A page in a story - like in a magazine
- An entire story can be an ad
-

# 3 types of ads

- A page in a story - like in a magazine
- An entire story can be an ad
- Affiliate links

# How to integrate Stories into your blog

# Work In Progress: Web Stories Plugin



Legacy: via AMP plugin

Do I need an AMP  
compatible website?

# Embedding Stories to your posts

+

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↷

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≡

stor

×

Widgets

^

Latest Stories

Document

Block

×

Latest Stories

Display your most recent stories.

Latest Stories Settings

^

Order by

Newest to Oldest

▼

Number of items

2

# Hello world!

miina • October 28, 2019 • 1 Comment • Edit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ultricies nulla ligula, a rutrum ligula sodales ac. Donec consectetur augue purus, sed interdum elit tincidunt ac. Etiam est diam, molestie eget ipsum et, laoreet maximus risus. Aliquam sed purus ultrices, fringilla ipsum sollicitudin, sollicitudin sem. Fusce in tincidunt ipsum, ut aliquam orci. Nunc tempor, nibh id viverra egestas, turpis tellus tincidunt libero, vel laoreet nunc metus quis lectus. Nullam mollis maximus nibh, et volutpat tortor sodales quis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Proin lectus arcu, pretium id justo sed, convallis imperdiet tellus. Maecenas volutpat varius ornare. Mauris sit amet fermentum tellus, sed gravida dui. Donec ex eros, gravida a malesuada eu, convallis non lorem. Etiam vestibulum nibh in aliquet consequat.



Awesome Story 1



miina • 2 months ago



Hello!



miina • 3 months ago

Future planned features

# Shared open template library

AI features



This presentation was  
built with Stories!

# Presentation link

Special thank you to XWP, Google &  
WordCamp Asia 2020

Cathi Bosco

@BeTheBreeze

Miina Sikk

@MiinaSikk

