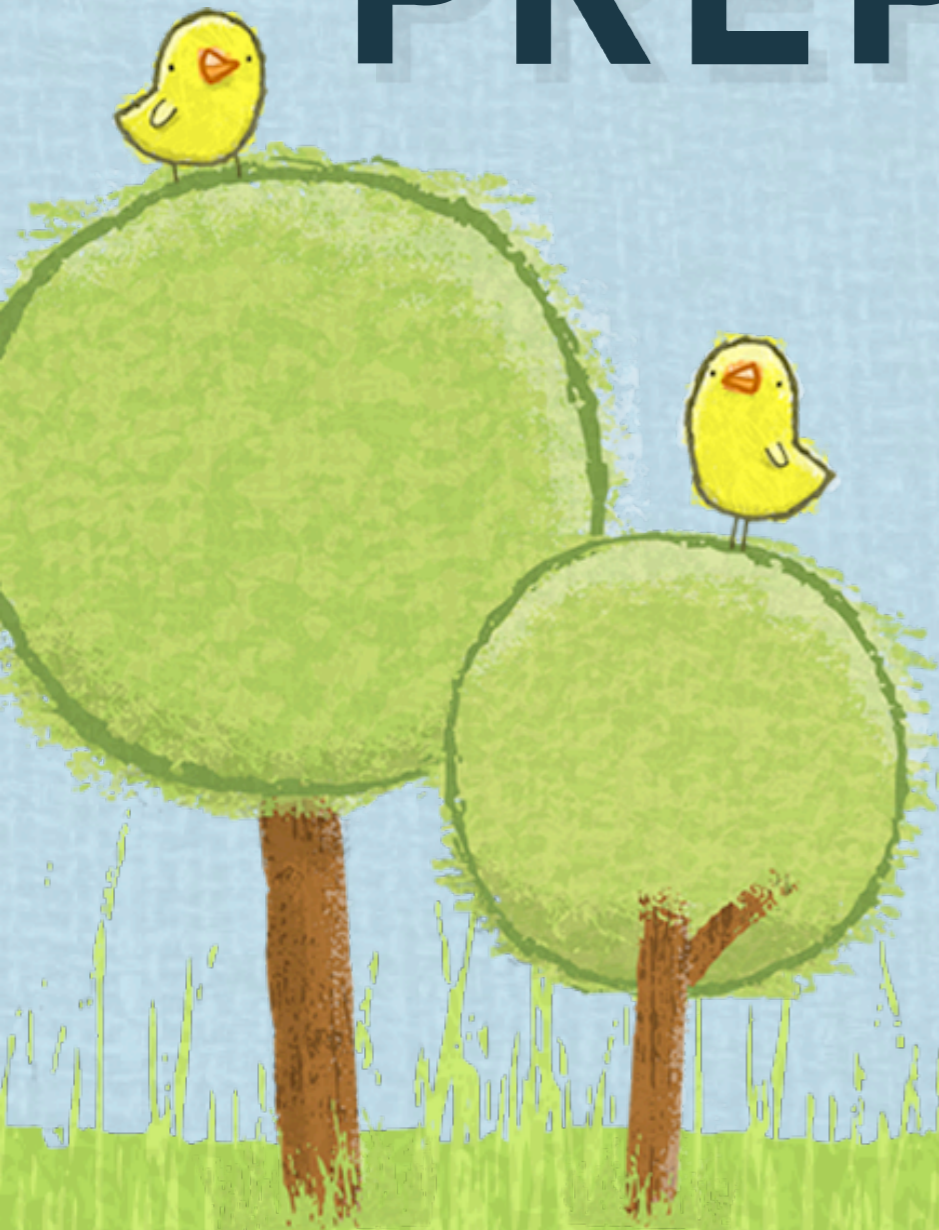


-THE ORIGINAL- HYPERTEXT PREPROCESSOR



Drew McLellan
edgeofmyseat.com
grabaperch.com

PHP Community Conference
22nd April 2011

EVERY LINE OF CODE

-CAN HAVE A-



DIRECT IMPACT

ON USERS

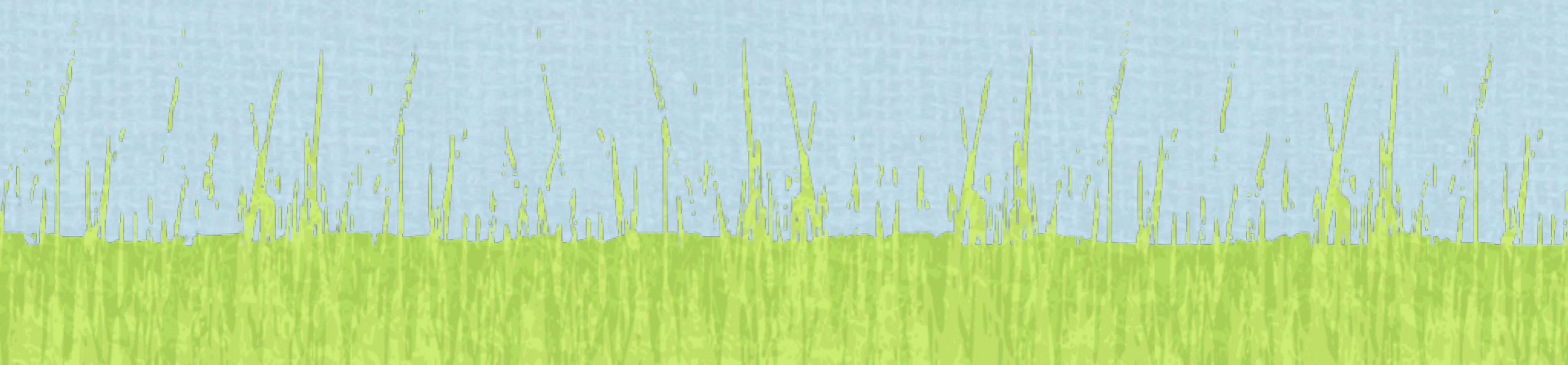
DESIGNING SOFTWARE - FOR - HUMANS



FUNCTIONALITY

- IS NOT -

ENOUGH





REWIND

DUDE!

LIKE WHAT ABOUT

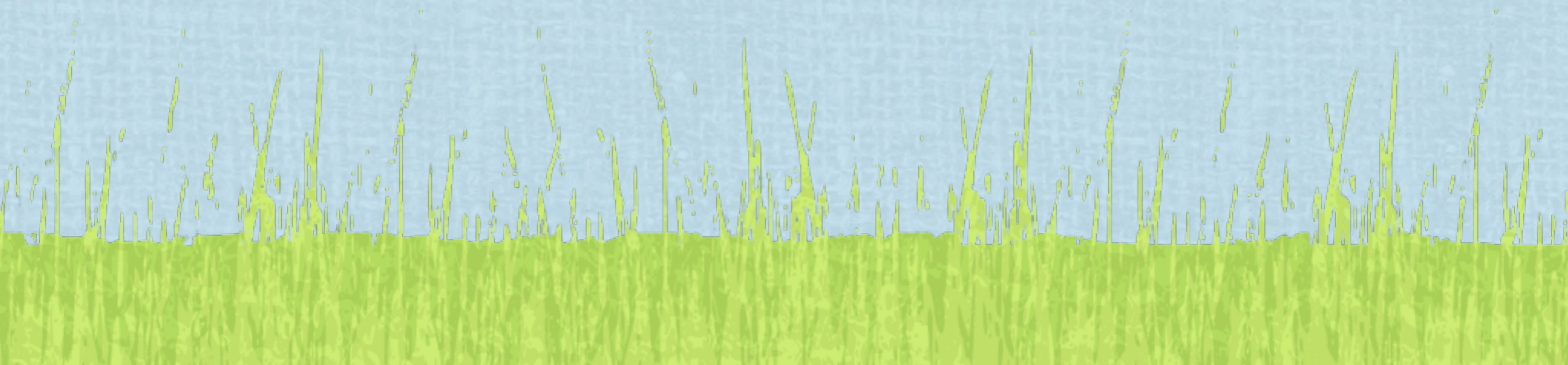
DRUPAL?



“With Wordpress (dont even get me started on Drupal), the learning curve was very high, requiring my clients to learn about posts versus pages versus custom post types.”



D O Z E N S O F
OPTIONS
M I L L I O N S O F
USERS



THERE'S ROOM

- IF YOU CAN BE -

DIFFERENT



L I G H T W E I G H T

PHP CMS

FOR SMALL WEBSITES



LISTEN UP!



CLASS

IN SESSION

- THE MOST -
**DIFFICULT
PROBLEMS**
- ARE THE -
WET ONES



**Support will
kick your ass.**

Jason Fried, 37signals

<http://www.extractable.com/blog/?p=58>

**Helpspot really saved
our ass when it came
to support.**

Todd Dominey, SlideShowPro

<http://5by5.tv/bigwebshow/24>



**SUPPORT
INVOLVES**

- A LOT OF -

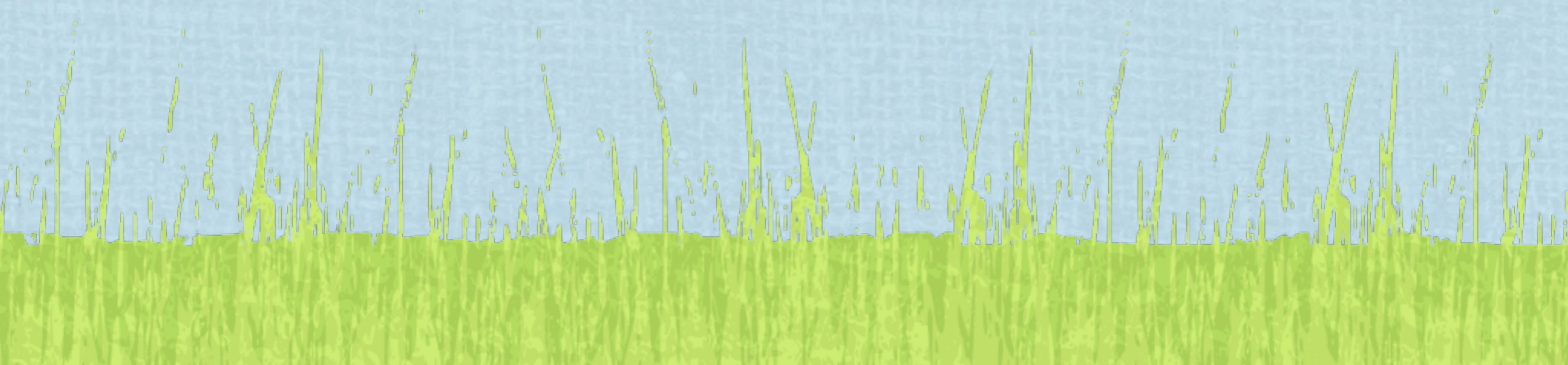
ASSES

MANY
CUSTOMERS
ARE
EXPERIENCING

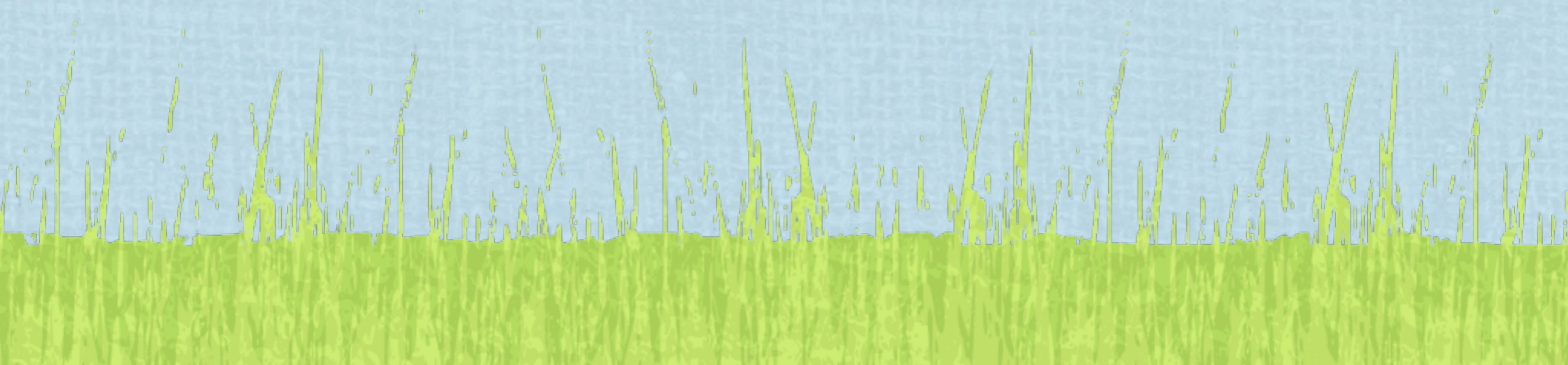




**THEY NEED
A LOT OF
SUPPORT**



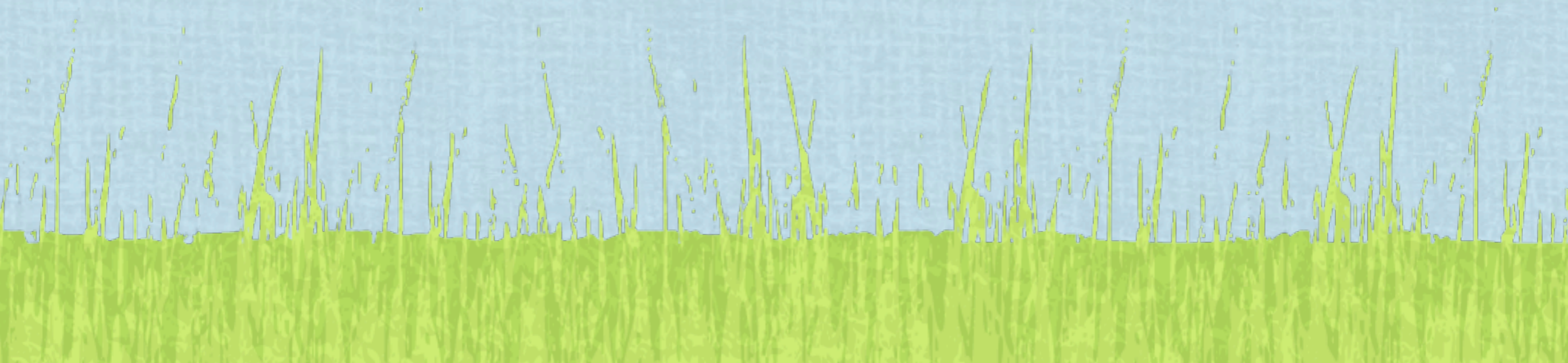
**EACH LICENSE SOLD
30 MINUTES
OF SUPPORT TIME**





- FIND WAYS TO -
REDUCE
SUPPORT
REQUESTS

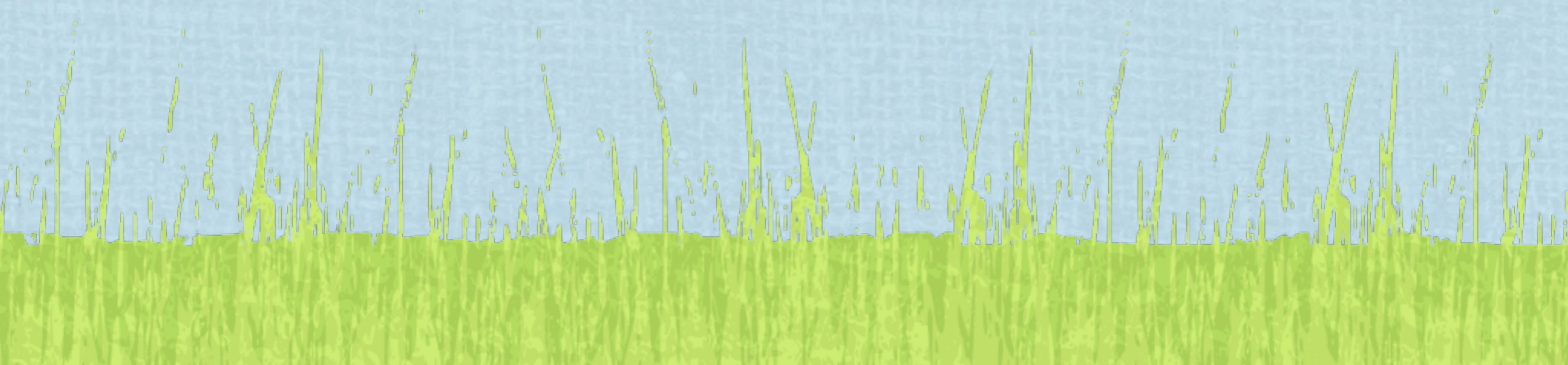
**EVERY REQUEST SHOULD BE
UNIQUE**



**SUPPORT
YOUR
OWN
SOFTWARE**



**- WHEN -
WILL THIS
FAIL?**




Perch Setup

Perch Setup

http://perchdev.swing.eoms/perch/setup/index.php

Google



Your Config File

Copy the following to your clipboard, and paste it into a new file. Save the file as:

`/Users/drew/Sites/eoms/perchdev/public_html/perch/config/config.php`

```
<?php
define('PERCH_LICENSE_KEY', 'ABC123');

define("PERCH_DB_USERNAME", 'root');
define("PERCH_DB_PASSWORD", 'password');
define("PERCH_DB_SERVER", "localhost");
define("PERCH_DB_DATABASE", "perch");
define("PERCH_DB_PREFIX", "perch_");

define('PERCH_EMAIL_FROM', 'drew@edgeofmyseat.com');
define('PERCH_EMAIL_FROM_NAME', 'Drew McLellan');

define('PERCH_LOGINPATH', '/perch');
define('PERCH_PATH', str_replace(DIRECTORY_SEPARATOR, 'config', '',
dirname(__FILE__)));

define('PERCH_RESFILEPATH', PERCH_PATH . DIRECTORY_SEPARATOR . 'resources');
define('PERCH_RESPATH', PERCH_LOGINPATH . '/resources');
?>
```

Note: if you use a visual editor such as Dreamweaver, make sure you paste into *source code view*.

I've done that!


```
define('PERCH_LICENSE_KEY', 'ABC123');

define("PERCH_DB_USERNAME", 'root');
define("PERCH_DB_PASSWORD", 'password');
define("PERCH_DB_SERVER", "localhost");
define("PERCH_DB_DATABASE", "perch");
define("PERCH_DB_PREFIX", "perch_");

define('PERCH_EMAIL_FROM', 'drew@edgeofmyseat.com');
define('PERCH_EMAIL_FROM_NAME', 'Drew McLellan');

define('PERCH_LOGINPATH', '/perch');
define('PERCH_PATH', str_replace(DIRECTORY_SEPARATOR, 'config', '',
dirname(__FILE__)));

define('PERCH_RESFILEPATH', PERCH_PATH . DIRECTORY_SEPARATOR . 'resources');
define('PERCH_RESPATH', PERCH_LOGINPATH . '/resources');

?>
```

Note: if you use a visual editor such as Dreamweaver, make sure you paste into *source code view*.

I've done that!



✘ Sorry, your license key isn't valid for this domain.

Username

Password

Log in

Perch by edgeofmyseat.com



✘ Sorry, your license key isn't valid for this domain.
Log into your [Perch account](#) and add the following as
your live or testing domain: `perchdev.swing.eoms`

Username

Password

Log in

Perch by edgeofmyseat.com

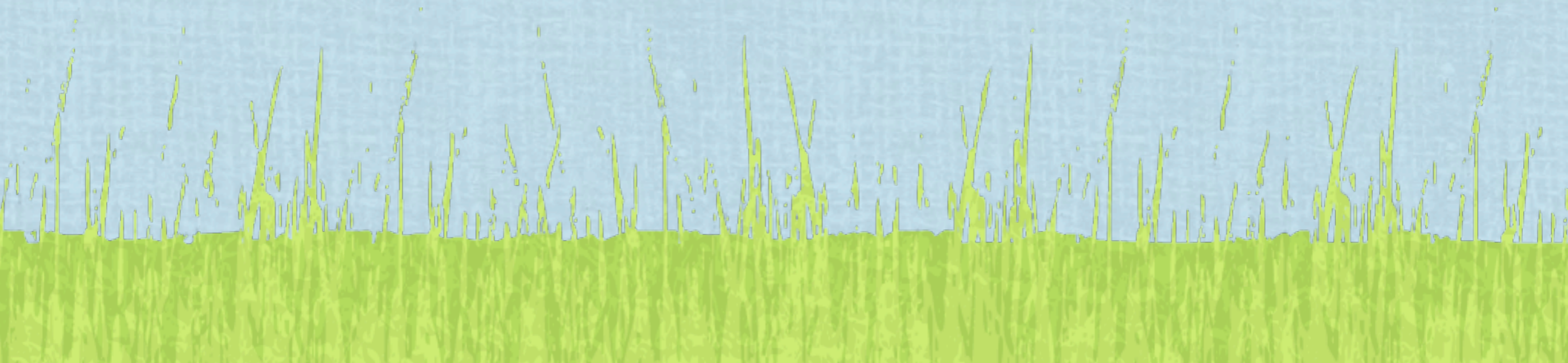


ALL CODE BREAKS.

GREAT CODE

BREAKS WELL

**NOT ALL
ATTEMPTS
ARE SUCCESSFUL**



Perch Setup

Perch Setup

http://perchdev.swing.eoms/perch/setup/index.php?install=1

Installing...

Creating database tables... Could not connect to the database. Please check that the username and password are correct.

Unable to create database tables.

The most likely cause is that your database access details aren't quite right. Please double check them. Note that some hosting control panel software (like cPanel) will prefix the database name with your account name. So if you created a new database called perchdev the full name could be something like accountname_perchdev.

If you're still have trouble, it's possible that the MySQL user hasn't got enough access rights to create tables. Either change this, if you can, or run the following SQL code via a control panel (such as PhpMyAdmin) if you have one. [Then reload this page.](#)

```
CREATE TABLE IF NOT EXISTS `perch_users` (
  `userID` int(10) unsigned NOT NULL auto_increment,
  `username` varchar(255) NOT NULL default '',
  `password` varchar(255) NOT NULL default '',
  `userCreated` datetime NOT NULL default '2000-01-01 00:00:00',
  `userUpdated` timestamp NOT NULL default CURRENT_TIMESTAMP on update CURRENT_TIMESTAMP,
  `userLastLogin` datetime NOT NULL default '2000-01-01 00:00:00',
  `userGivenName` varchar(255) NOT NULL default '',
  `userFamilyName` varchar(255) NOT NULL default '',
  `userEmail` varchar(255) NOT NULL default '',
  `userEnabled` tinyint(1) unsigned NOT NULL default '0',
  `userHash` char(32) NOT NULL default '',
  `userRole` enum('Editor','Admin') NOT NULL default 'Editor',
  PRIMARY KEY (`userID`),
  KEY `idx_enabled` (`userEnabled`)
) ENGINE=MyISAM AUTO_INCREMENT=1 DEFAULT CHARSET=utf8;

CREATE TABLE IF NOT EXISTS `perch_contentItems` (
  `contentID` int(10) unsigned NOT NULL auto_increment,
  `contentKey` varchar(255) NOT NULL default ''
```

Still no luck? [Drop us a line](#) and we'll see if we can help.

**SPEED
OF RESPONSE
IS THE MOST
IMPORTANT
THING**



**TECHNICAL
PROBLEMS**

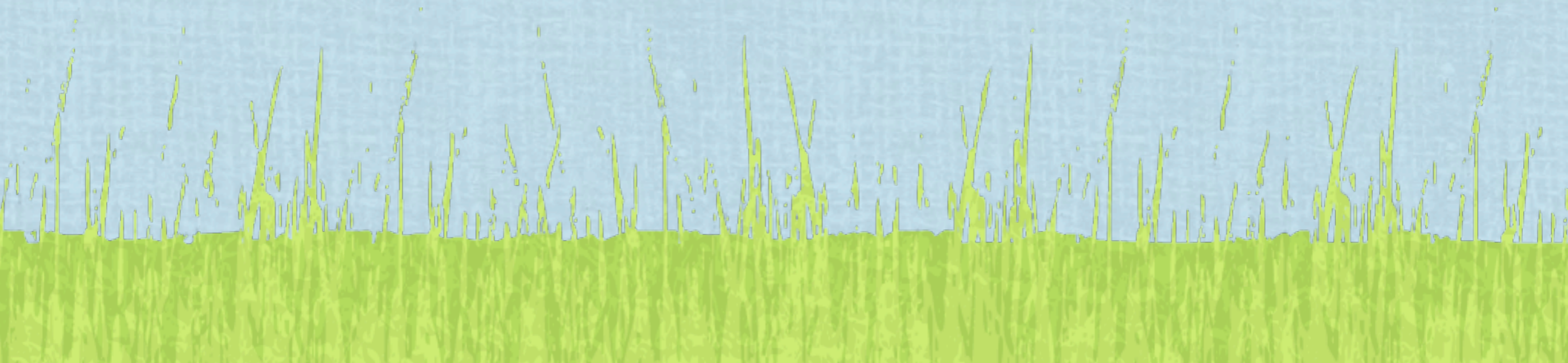
- ARE -

**DIFFICULT
TOO**



PHP5

AS STANDARD



**WE WOULD
LOVE
- TO MOVE TO -
PHP5.3**



THE FAILED PROMISE OF SQLITE





SCHEMALESS STRUCTURED DATA



```
<perch:content  
  type="text"  
  id="heading"  
  label="Main heading"  
  required="true" />
```



```
<h2><perch:content id="heading"  
type="text" label="Heading"  
required="true" title="true" /></h2>
```

```
<p class="date"><perch:content id="date"  
type="date" label="Date" format="%d %B  
%Y" /></p>
```

```
<perch:content id="body" type="textarea"  
label="Body" textile="true"  
editor="markdown" required="true" />
```


**TABLE OF
KEY-VALUE PAIRS**

- OR -

**BIG BLOB OF
JSON**

TABLE OF KEY-VALUE PAIRS



**SCALES UP
WELL**

**CAN BE
FILTERED WITH**

SQL

**- REQUIRES -
HOUSEKEEPING**



**INEFFICIENT
FOR SMALL VALUES**

BIG BLOB OF JSON



**STORE
ANY SHAPE DATA
IN ONE ROW**



**EXTREMELY
SIMPLE**

**CONTENT HAS TO BE
FILTERED IN PHP**

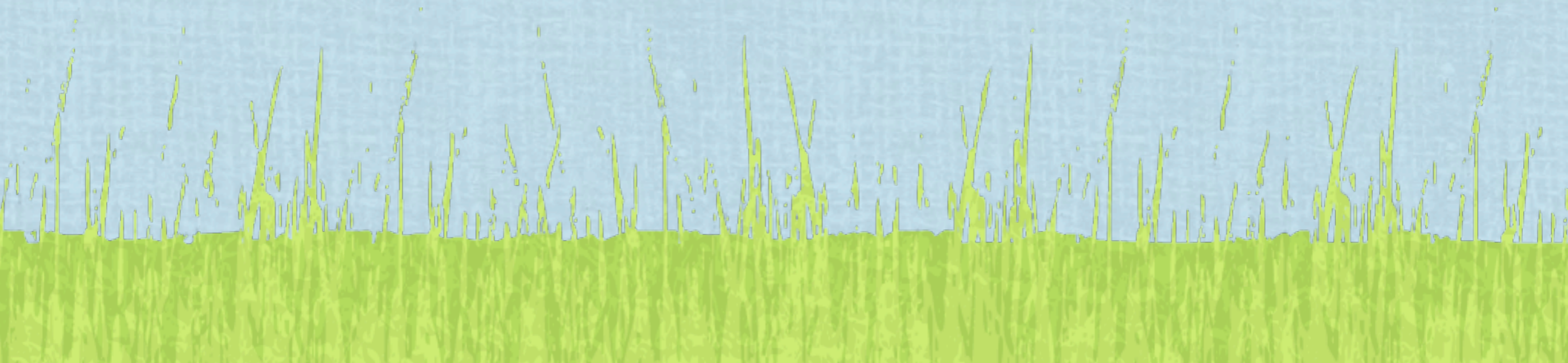
**NATIVE JSON LIBRARIES
ARE NOT YET
UNIVERSAL**


```
CREATE TABLE `perch_contentItems` (  
  `contentID` int(10) unsigned NOT NULL AUTO_INCREMENT,  
  `contentKey` varchar(255) NOT NULL DEFAULT '',  
  `contentPage` varchar(255) NOT NULL DEFAULT '*',  
  `contentHTML` longtext NOT NULL,  
  `contentNew` tinyint(1) unsigned NOT NULL DEFAULT '1',  
  `contentTemplate` varchar(255) NOT NULL DEFAULT '',  
  `contentMultiple` tinyint(1) unsigned NOT NULL DEFAULT '0',  
  `contentAddToTop` tinyint(1) unsigned NOT NULL DEFAULT '0',  
  `contentJSON` mediumtext NOT NULL,  
  `contentHistory` mediumtext NOT NULL,  
  `contentOptions` text NOT NULL,  
  PRIMARY KEY (`contentID`),  
  KEY `idx_key` (`contentKey`),  
  KEY `idx_page` (`contentPage`)  
) ENGINE=MyISAM AUTO_INCREMENT=1 DEFAULT CHARSET=utf8;
```


SO, UM, HOW'S
THAT
WORKING OUT
FOR YOU?



**NON-NATIVE JSON
IS SLOW**



**QUERYING ACROSS
TABLE COLUMNS**

- AND -

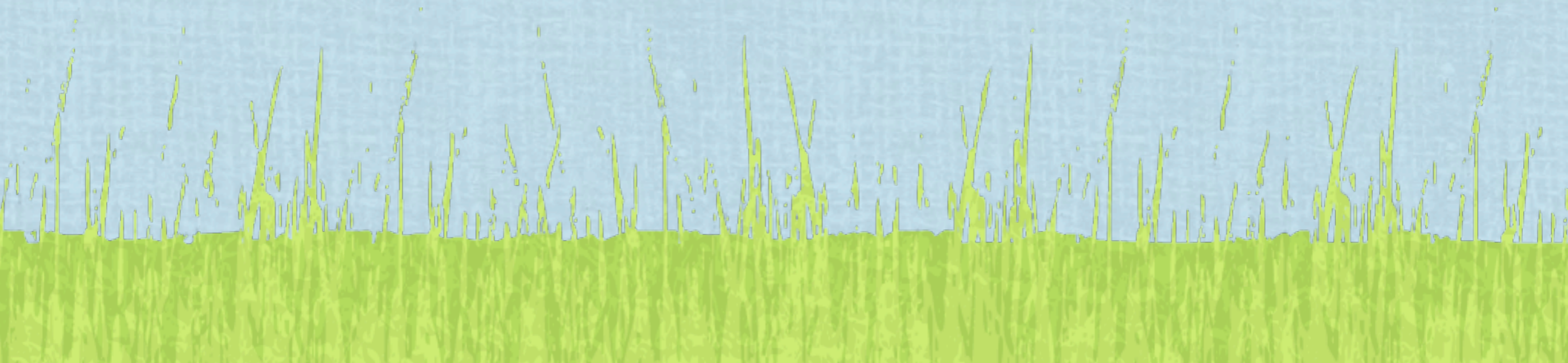
JSON VALUES

- IS A -

TWO STEP PROCESS



**SO WHAT IS
GOOD
ABOUT IT?**





```
{  
  "heading": "Foo",  
  "date": "2011-04-22 10:00:00"  
}
```

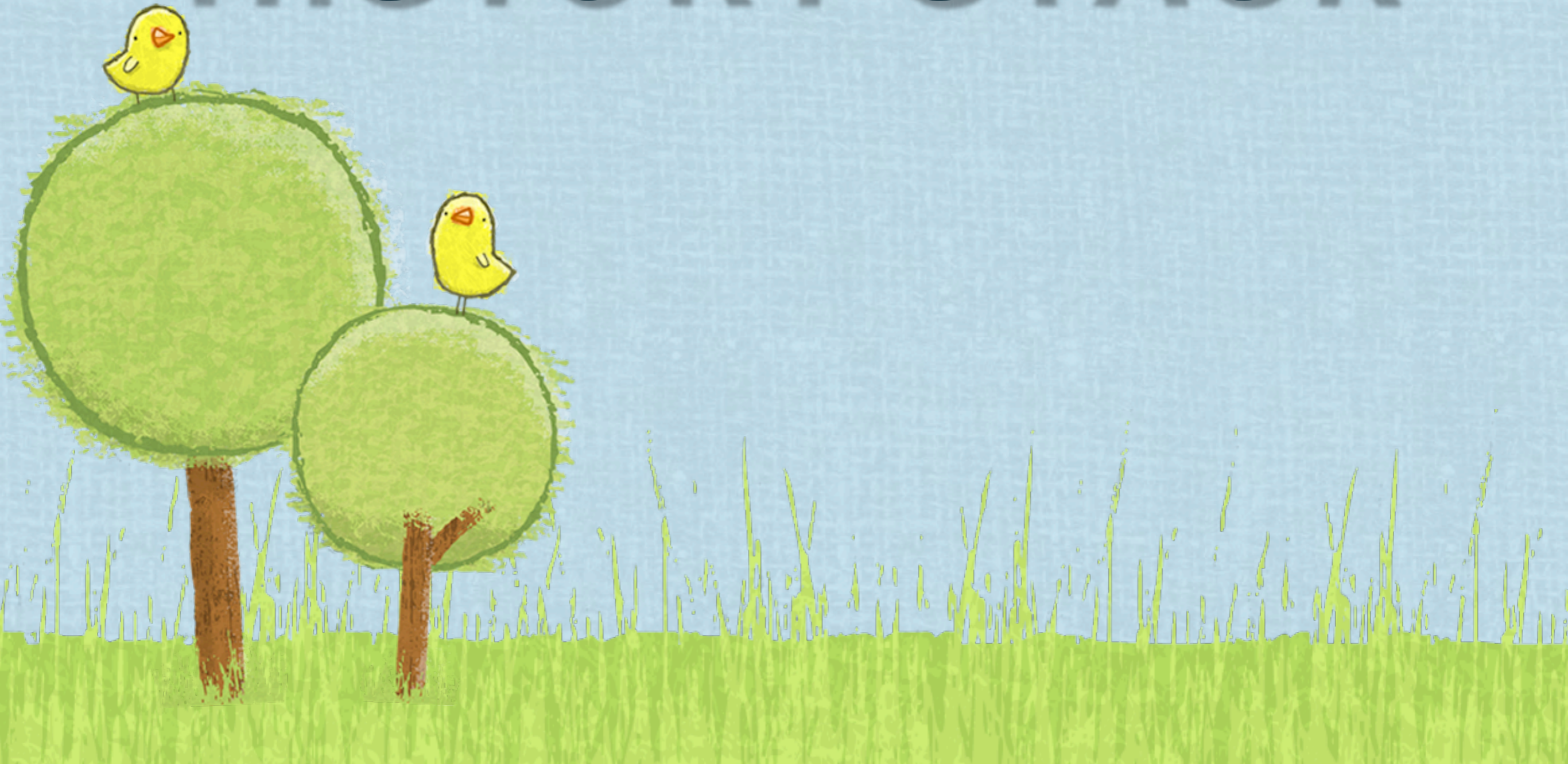


```
[  
  {  
    "heading": "Foo",  
    "date": "2011-04-22 10:00:00"  
  },  
  {  
    "heading": "Foo",  
    "date": "2011-04-22 10:00:00"  
  }  
]
```

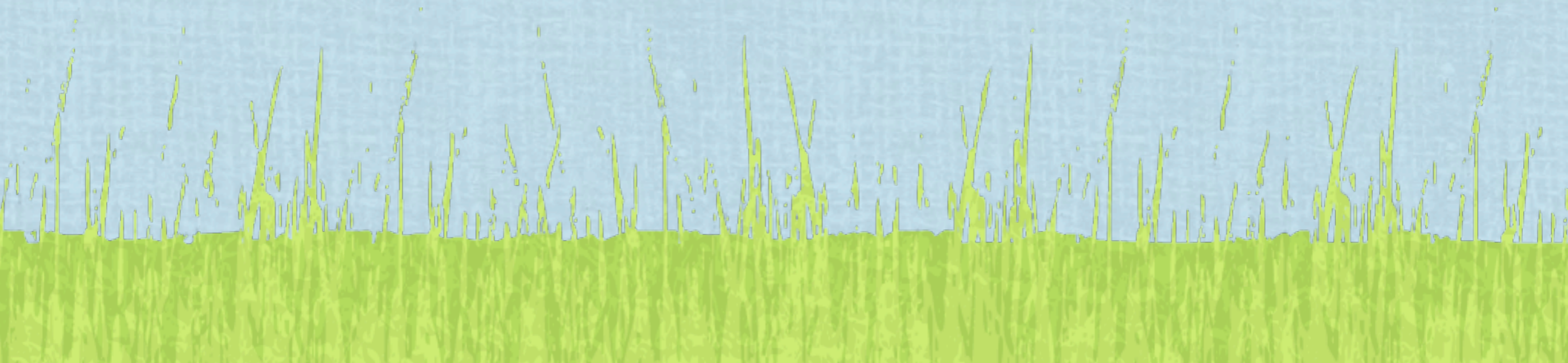


```
[
  {
    "_rev": 1300447544,
    "_content": {
      "heading": "Bar",
      "date": "2011-04-22 10:00:00"
    }
  },
  {
    "_rev": 1293968747,
    "_content": {
      "heading": "Foo",
      "date": "2011-04-22 10:00:00"
    }
  }
]
```


SIMPLE, EFFECTIVE HISTORY STACK



**THEORISING IS EASY
NOTHING BEATS
EXPERIENCE**

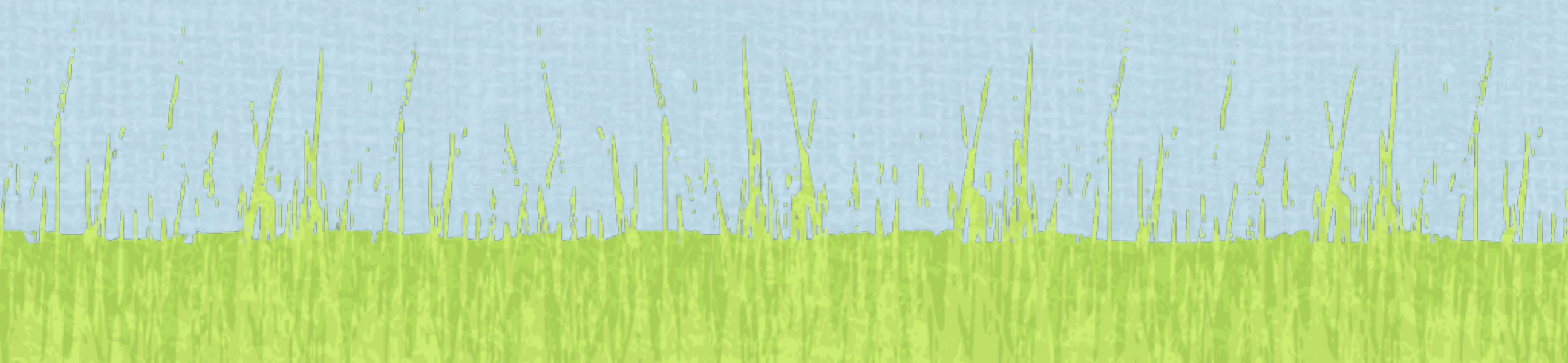


**RUNNING PHP
EVERYWHERE
IS HARD**

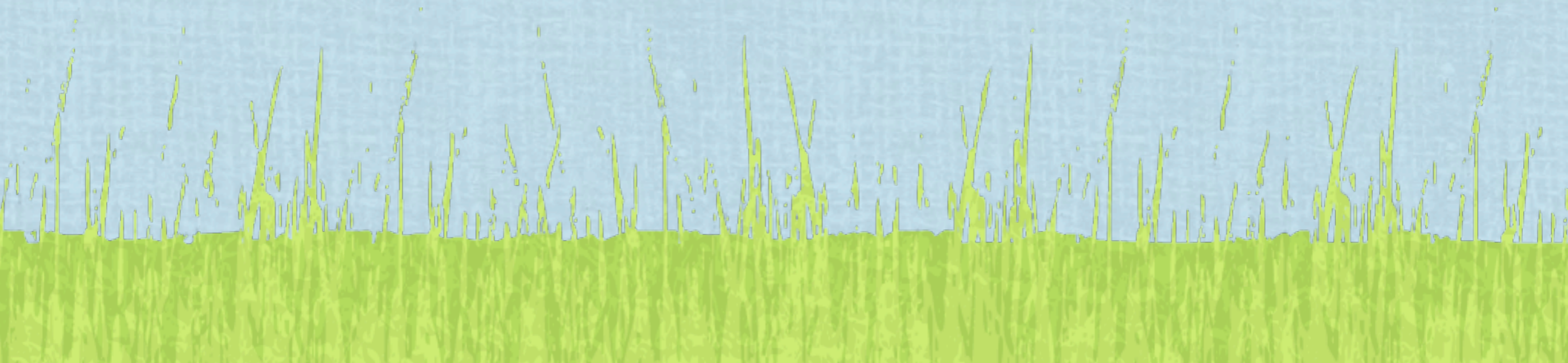




**WE'RE USED TO
CONTROLLED
PLATFORMS**



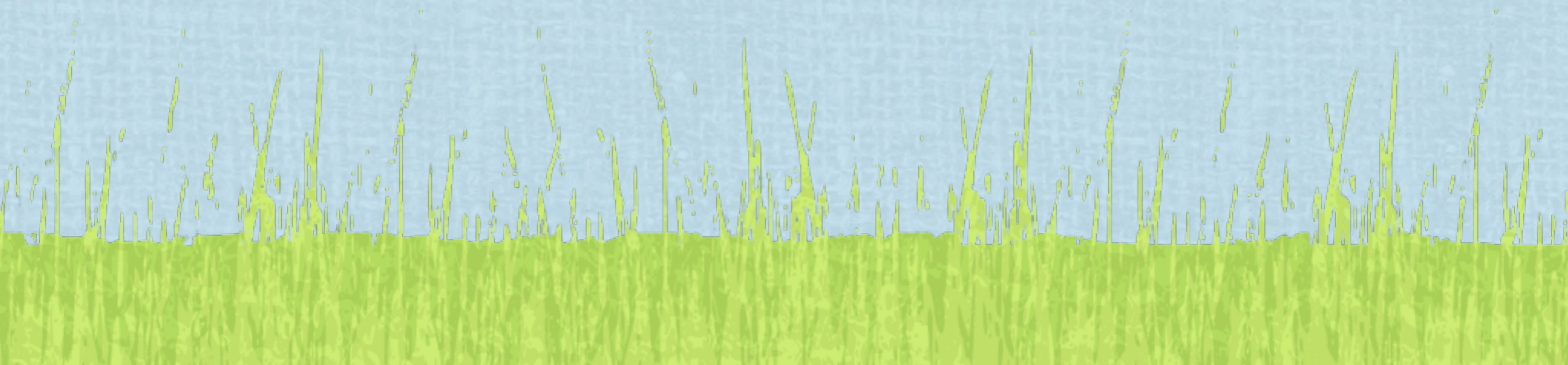
**ALL BETS
ARE OFF**





- CHEAP -
HOSTING
IS CHEAP

**WINDOWS
IS WEIRD**





MIGRATING BETWEEN FILESYSTEMS

- NEVER -
MIX CASE
IN MYSQL TABLE NAMES

- BE -

OPINIONATED

- BUT NOT -

DICTATORIAL










WYSIWYG

- IS -

EVIL



H1 H2 H3 H4 H5 H6  | **B** *I* ~~S~~ |   |   |  

h1. Welcome!

This is an *example* of
"Textile":<http://textileit.com/> mark up.



**But my clients
must have an
editor like Word!**



**IT'S NOT OUR PLACE
TO TELL PEOPLE
HOW TO WORK**





Perch

a really little content management system



[overview](#)

[features](#)

[solutions](#)

[buy](#)

[support](#)

[add-ons](#)

[blog](#)

[log in](#)

add-ons / plug-ins

2 results in Plug-ins

TinyMCE

Type: Plug-in Compatibility: Perch 1.2

The popular TinyMCE WYSIWYG editor for use on textarea editing fields within Perch.

CKEditor

Type: Plug-in Compatibility: Perch 1.2

The popular CKEditor WYSIWYG editor for use on textarea editing fields within Perch.



EDIT IN PLACE

- IS A -

FALSE

PROMISE

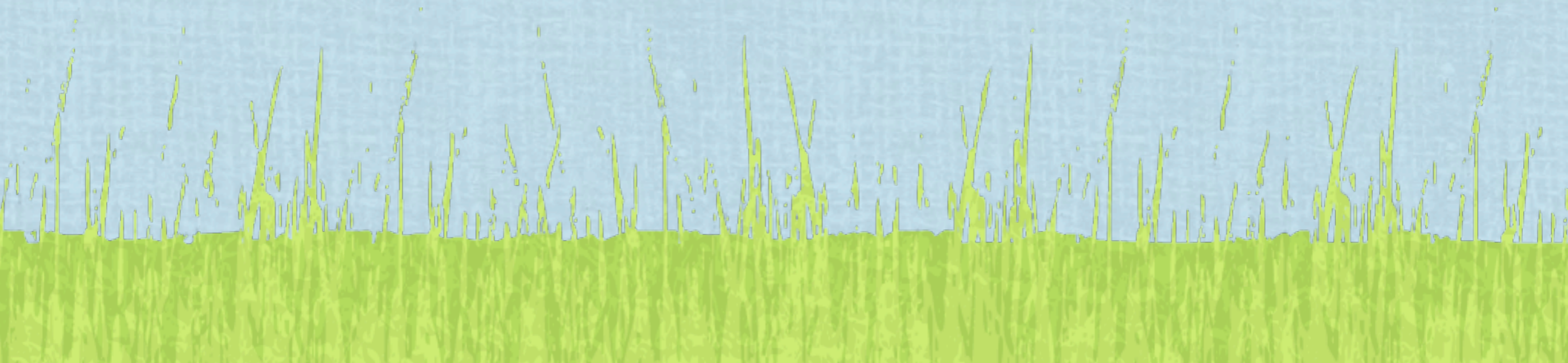
HELP CUSTOMERS
SERVE
THEIR
CLIENTS



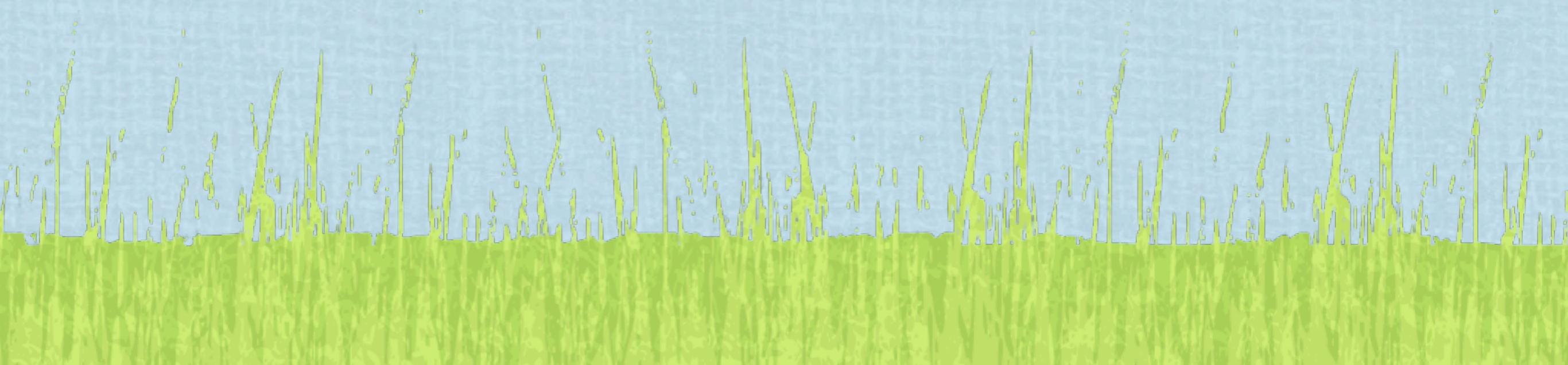


IDENTIFY YOUR CUSTOMERS' PROBLEMS

CONFIDENCE
- IS -
EVERYTHING



EVERY FIELD
- CAN BE -
ANNOTATED



**help="Use the
teacher's
initials from
the timetable."**

Class

Use the teacher's initials from the timetable.

<perch:help>

<p>Confused? Watch

this video:</p>

<video>...</video>

</perch:help>

Manage Content - Perch

Manage Content - Perch

http://perchdev.swing.eoms/perch/apps/content/edit/?id=97

markitup

Content / Editing 'Intro' Region

[My Site](#) [Help](#)

About this region

This region only has a single item. Required fields are marked with an asterisk *.

Options


This region is only available within:

`/banana-vision.php`

[Set your options for this region.](#)

Help

Confused? Watch this video:



Perch

Editing basic content

0:00 2:50

Intro

Class

Use the teacher's initials from the timetable.

Save as Draft or [Cancel](#)

Content

Apps



Users

Settings

My Account

Log out

🌐 My Site

? Help

Page	Region	Type	
Home page	Main heading	Text	Delete
-	Intro	Image Test	Delete
Banana vision	Intro	Foo	Delete
Fda tributes	Tributes	PageContentTribute	Delete
Lang	Main heading en	Text	Delete
-	Intro en	NEW	Delete
-	Main heading fr	Text	Delete



**DRAFTS
PREVIEW
UNDO**

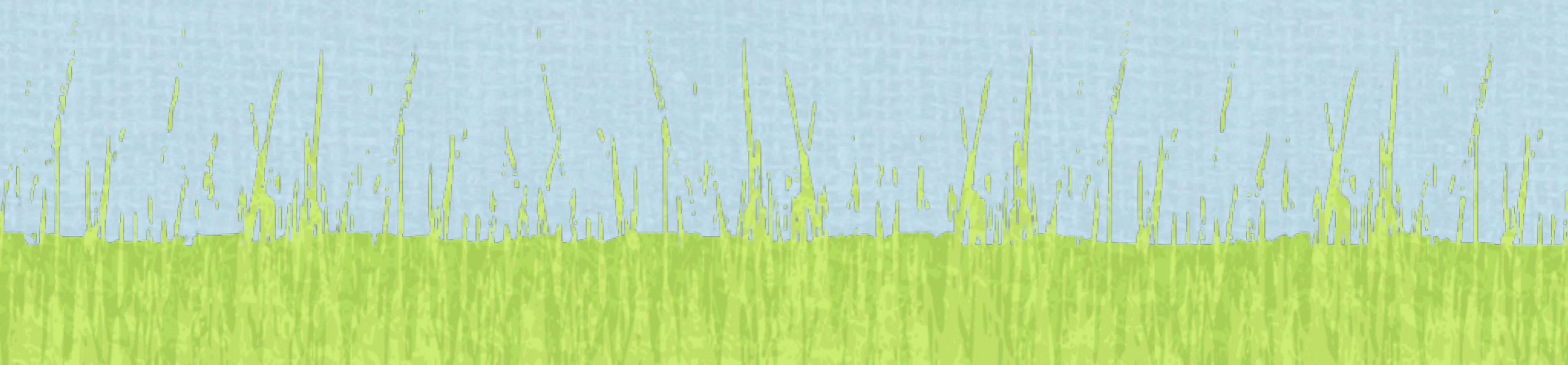
- BE A -
MAGICIAN
NOT JUST
A DEVELOPER



FUNCTIONALITY

- IS NOT -

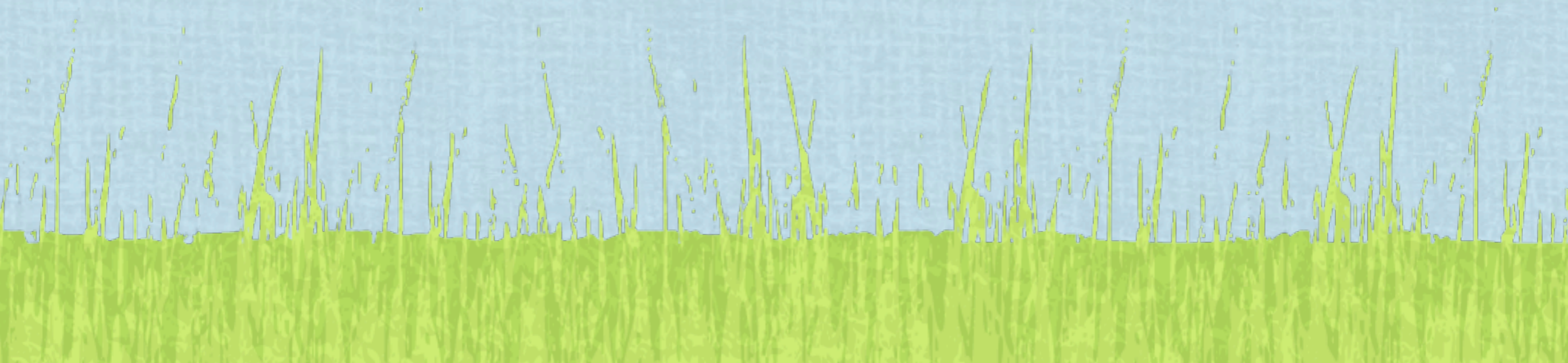
ENOUGH



LEARN TO
ACCEPT
WHEN USERS ARE
HAVING
TROUBLE



**REALLY GREAT
DEVELOPERS
SOLVE PROBLEMS**



**YOU CAN'T
WIN
EVERY USER**



I love the little cms but the one thing I was expecting to get is a license for multiple domain,... if you guys can help with that you will earn a big customer,.. and as of right now I already found 2 more cms just like yours at a lower price but what they take away is in the interface design,.. (which I could care less about it) but you guys still my number 1 option but if you guys can give me a break on that little part for licensing multiple domains that will be very much appreciated,..



- NOT -

**EVERYONE
WILL GET IT**

THANK YOU!

Perch is at grabaperch.com

Slides: <http://lanyrd.com/2011/phpcomcon>

On most things, I am @drewm



QUESTIONS?

