



The future *of WordPress*

Ciao!



Sono Francesca Marano

- WordPress core team lead at Yoast
- Release co-lead WordPress 5.3 and 5.4

$$5.3 + 5.4$$

How does change happen

1

Businesses

2

Community

3

Modernisation

2020–2021
5.6 to 6.0

Coming up next

WordPress 5.6 – Mid December 2020

Security matters

- Iterate on plugin and themes auto-updates
- Auto-updates for core major releases
- ~~Drop PHP 5.6~~

It can be done!

Security matters

- Iterate on plugin and themes auto-updates
- Auto-updates for Core major releases
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Speed matters

- Lazy-loading images
- Add support for PHP 8.0. Eventually.

Accessibility matters

- Improve accessibility, always.

The WP Campus Gutenberg accessibility report

Gutenberg has *significant and pervasive accessibility problems* [...] severe in nature.

Organizations which have high risk profiles should consult legal counsel before using it and may want to choose to use the legacy editor instead.

The W₃C decision



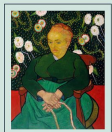
Accessibility, Speed, Blocks Matter

Twenty Twenty-One is a blank canvas for your ideas and it makes the block editor your best brush.

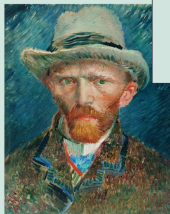
With new block patterns, which allow you to create a beautiful layout in a matter of seconds, this theme's soft colors and eye-catching — yet timeless — design will let your work shine.

Take it for a spin! See how Twenty Twenty-One elevates your portfolio, business website, or personal blog.

Gallery Patterns



Mixed Content




Vincent Willem van Gogh was a Dutch post-impressionist painter who is among the most famous and influential figures in the history of Western art.





The Poplars at Saint-Rémy


Vincent van Gogh
France, 1889

The Starry Night 

The Postman 

The Bedroom 


Wheat Field with Cypresses 

The Drinkers 

Oleanders 

Cypresses 

Irises 

Self-Portrait with a Straw Hat 

Sunflowers 

Text Patterns

A new portfolio default theme for WordPress

Vincent Willem van Gogh was a Dutch post-impressionist painter who is among the most famous and influential figures in the history of Western art.

In just over a decade, he created about 2,100 artworks, most of which date from the last two years of his life. They include landscapes, still lifes, portraits and self-portraits, and are characterized by bold colours and dramatic, impulsive and expressive brushwork that contributed to the foundations of modern art. As his work developed he created a new approach to still life and landscape. His paintings grew brighter in colour as he developed a style that became fully realized during his stay in Arles in the south of France in 1888.

Let's Connect.

[Twitter](#) / [Instagram](#) / [LinkedIn](#)

[Contact@twenty20.com](#)

The Starry Night



Painted in 1889 by
Vincent van Gogh

The Starry Night is an oil on canvas painting by Dutch Post-Impressionist painter Vincent van Gogh. Painted in June 1889, it depicts the view from the east-facing window of his asylum room at Saint-Rémy-de-Provence, just before sunrise, with the

Grapes, Lemons, Pears, and Apples



Painted in 1887 by
Vincent van Gogh

When Van Gogh saw the work of modern French artists in Paris, he realised he would have to change the dark Dutch colours he used in his

The Night Café



Painted in 1888 by
Vincent van Gogh

The Night Café is an oil painting created by Dutch artist Vincent van Gogh in September 1888 in Arles. Its title is inscribed lower right beneath the signature. The painting is owned by Yale University and is currently held at the Yale University Art

Self Portrait with a Straw Hat



Painted in 1887 by
Vincent van Gogh

When Van Gogh saw the work of modern French artists in Paris, he realised he would

Still Life



Painted
Vincent

Van Gogh's life's "color" was a combination of them against of color, he with bold



Performance



Accessibility



Best Practices



SEO



0-49



50-89



90-100

What's next?



Gutenberg (WordPress) phases

1

The editor

2

Full site
editing

3

Collaboration

4

Multilingual

Gutenberg (WordPress) phases

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Concerns

Full site editing - concerns

The future of WordPress theme shops

Full site editing - concerns

What it means for old themes

Stay in the loop

- <https://gutenbergtimes.com>
- <https://fullsiteediting.com>
- [https://make.wordpress.org \(/Core /Design /Accessibility /Themes\)](https://make.wordpress.org/Core/Design/Accessibility/Themes)

Beyond 2020



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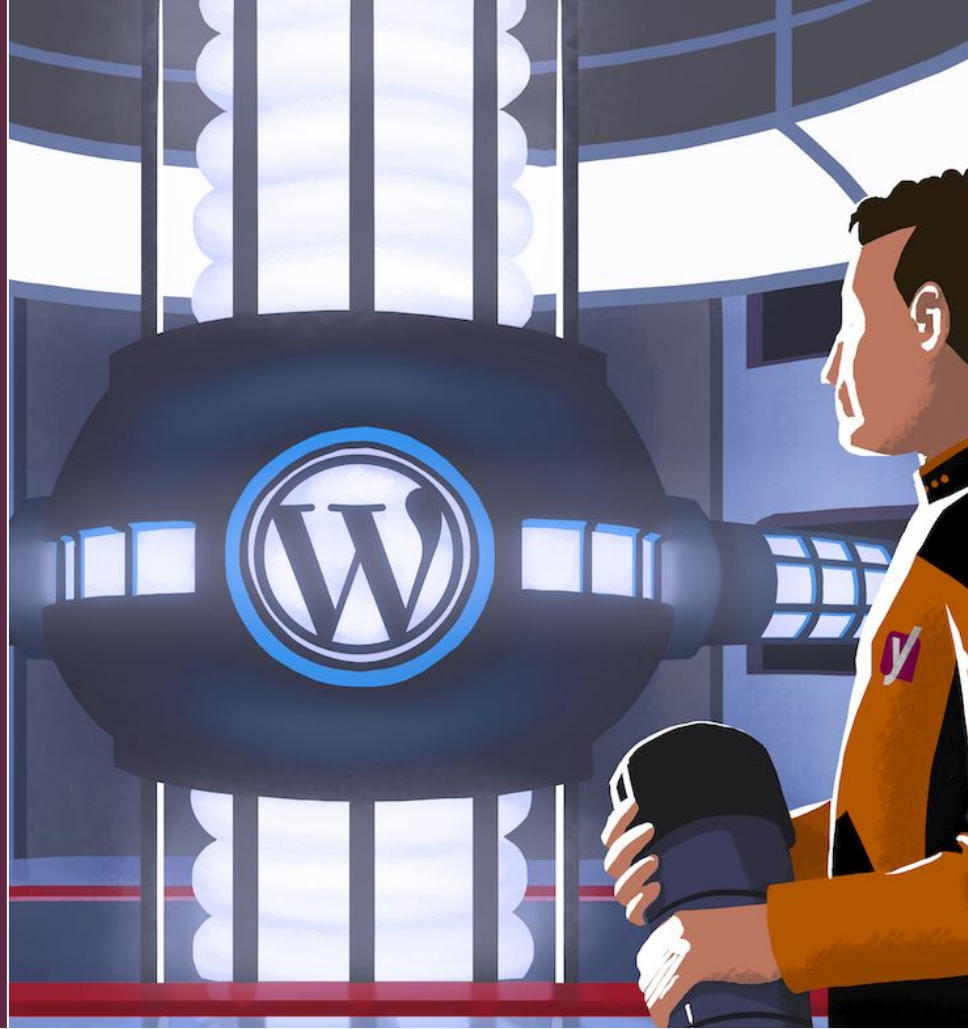
3

Collaboration

4

Multilingual

More than
Code



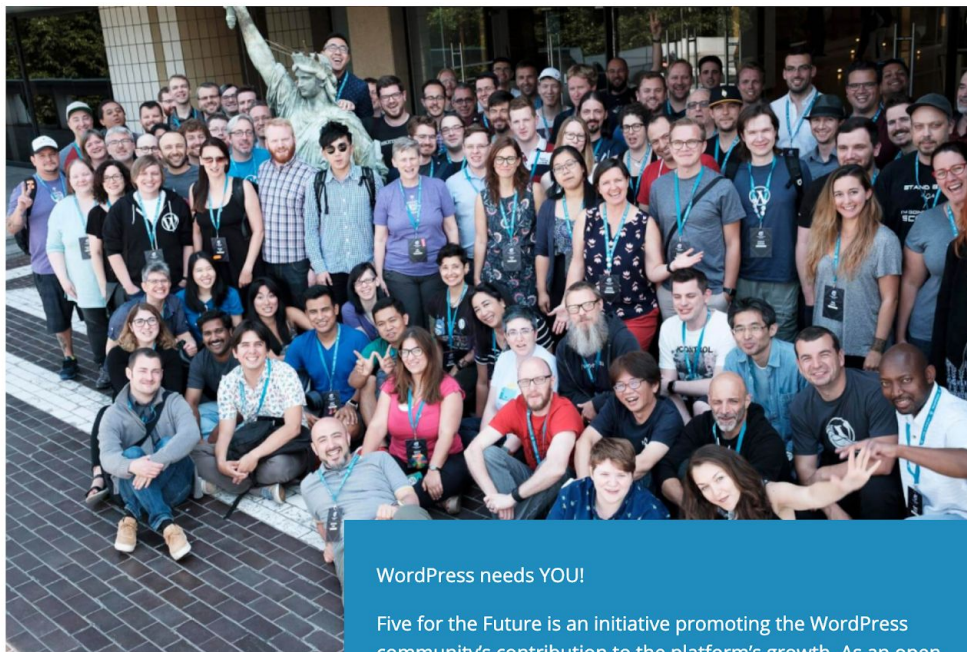


<https://make.wordpress.org>

Five for the Future

WordPress fuels more than a third of the web. Are you a part of it?

Ready to get started? Contribute as an [individual](#) or as an [organization](#).



WordPress needs YOU!

Five for the Future is an initiative promoting the WordPress community's contribution to the platform's growth. As an open source project, WordPress is created by a diverse collection of people from around the world.

But wait! There is more :)



Inclusion



Diversity



Sponsorship

Hopes and *Dreams*





Helen 侯-Sandí
@helenhousandi



Tell me what you dream of seeing in WordPress, whether your jokes or your most serious hopes, I'm not making product decisions so this doesn't constitute a promise, I just want to hear about it and get my brain back into that mode again :)



Carolina Nymark
@carolinapoena



What's on your wish list for the next default [#theme](#)?
[#WordPress](#) 🤔



Francesca Marano 15:10

[@here](#) I am finalising a talk about The Future of WordPress



Francesca Marano 15:11

If I asked you what do you expect it to be, what would you say?

- Translated into many more languages so that people from all over the world can use it and contribute to it
- Multilingual in its Core, including fallback languages

- Eco-conscious and sustainable
- Privacy related tools and functionality
- Better performance
- Better SEO out of the box

- More competition from other platforms
- Fully accessible
- wp-admin as a Single Page Application
- Application of blockchain

“I would love WordPress to become easier in the future. It is still rather hard for nontechnical people to get started. Also, I think the platform has grown despite its marketing and not because of it. So, in the future of WordPress I would love to have a consistent story, and a consistent strategy”

Marieke van de Rakt, Yoast CEO (aka my boss lady)

The Future is *bright*

Contribute
selfishly and generously

*“Every good work of software
starts by scratching a
developer’s itch”*

Eric S. Reymond, the Cathedral and the Bazaar

Let's continue the conversation

Where?

Online

- . Yoast booth
- . Yoast.com

🐦 @FrancescaMarano

🐦 @Yoast



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