

Statamic

A CMS to fall in love with

Martin Keck, [@sisyphos2dot0](#)
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Who am I?

- Building websites and web apps for more than 20 years now - on the side, in agencies, in startups, as a founder, and as a freelancer
- Currently transforming my freelance business to an agency business and after that (hopefully) to a software company building SaaS products only (thus trying to escape the “time traded for money” trap)
- Preferred tech stack in the moment: Laravel, Livewire, Alpine.js, React, Tailwind CSS and of course **Statamic**
- Get in touch: [@sisyphos2dot0](https://twitter.com/sisyphos2dot0), martinkeck.com, codetopia.de

Stata...what?

- Initial idea of the founders: Having not only the code but also the content of a website version controlled
- Thus the name, quote: “It's simply the words Static and Dynamic mashed together. That's what Statamic is – a dynamic platform that performs technological magic with static files.”
- Made a big leap forward with version 3 officially released in August 2020
- Not (yet) very well-known in Germany and Europe, even in the Laravel community (at least to my impression)
- Code available on GitHub, though not free for professional projects (but worth every cent)
- Modern and robust alternative for WordPress, TYPO3, and the likes
- Does not specifically cater to enterprise customers (but is still used by large companies and organizations)

Who uses it?

- [Der Spiegel](#) (Statamic backend customized and maxed out, frontend written in Go)
- [Laravel News](#) (one of Laravel's best known news sites)
- [Fathom Analytics](#) (marketing site for the Google Analytics alternative)
- and many more, from [big to small companies and organizations](#)

Some projects built with Statamic I was involved in:

- [Startup City Hamburg](#) (official web portal about Hamburg's startup scene, credits to [State of Glow](#) as the leading agency behind it)
- [MunichMag](#) (one of Munich's largest online city magazines, co-founded and recently sold it)

Why is it so great?

Statamic is a CMS, editors will love and
developers will at least not hate.

Why is it so great for editors?

- Clean and simple backend UI
- Distraction free content editing
- Full control of content model results in easy to grasp backend forms
- Easy page building, even of complex pages
- Niceties like live preview, revision history, multi-user editing are built-in
- All this results in a great EX (“Editor Experience”)

Why is it so great for developers?

- Ships as a Laravel package, thus full power of Laravel at your fingertips
- Highly customizable and easy to extend to fit your needs
- Flat-file by default makes it more secure, easier to deploy and easier to maintain long-term (although you may use a database if you wish)
- Many features built-in you need to add in other CMS via plugins/extensions (structured content, caching, forms, multi-site/multi-language, APIs)
- Very well documented, very helpful community
- All this results in a great DX

What are the core principles?

- Content modelling: [Collections](#), [Taxonomies](#), [Blueprints](#), [Fieldtypes](#)
- [Navigation](#), [Routing](#) and [Globals](#)
- [Views](#): Layouts, Templates, Partials
- Rendering views: [Antlers](#) vs. [Blade](#)
- Retrieving data: [Tags](#) (most important one: the [Collection](#) tag)
- Manipulating data: [Modifiers](#)
- The “[Stache](#)”, [Caching](#) (half-measure and full-measure aka static caching)
- [Starter Kits](#) and [Addons](#)

How to extend Statamic?

- Create your own [Tags](#) or [Query Scopes](#) and query data with [Content Queries](#)
- Create your own [Modifiers](#) or [View Models](#)
- Create your own [Fieldtypes](#)
- Create [Event Listeners](#)
- Create an [Addon](#)
- ...

Where to get help?

- Documentation at statamic.dev
- Pro license comes with “Basic Developer Support” - make use of it!
- [GitHub Discussions](#) (website forum has been retired in favor of this)
- Very active and helpful community at [Statamic Discord](#)
- Video courses at [Statamic Tutorials](#)
- More and more blog posts, videos and tutorials are being published about Statamic, e.g. at [Teach Steve](#), jacksleight.dev, duncanmcclean.com, stoffel.io

Who to follow?

- Core team: **Jack McDade** (founder, [@jackmcdade](#)), **Jason Varga** ([@jason_varga](#)), **Jesse Leite** ([@jesseleite85](#))
- **Rob de Kort** (creator of [Peak Starter Kit](#), [@studio1902](#))
- **Jonas Siewertsen** (Statamic dev at Der Spiegel, creator of [Statamic Tutorials](#) and initiator of [Statameet](#), [@jonassiewertsen](#))
- **John Koster** (creator of the new Antlers engine, [@johnmkoster](#))
- And many more sharing their Statamic knowledge online, like **Erin Dalzell** ([@emd](#)), **Duncan McClean** ([@_duncanmcclean](#)), **Alexander Stoffel** ([@stoffelio](#)), **Michael Aerni** ([@MichaelAerni](#))
- Find more people worth following in this post: [Statamic Turns 10](#)

Are there any Laravel based CMS alternatives?

- Yes, full-fledged CMS alternatives exist, like [OctoberCMS](#), [Twill](#), or [PyroCMS](#), with OctoberCMS coming closest to Statamic regarding popularity and features, while [Orbit](#) is an interesting alternative if you only need simple CMS functionality for your Laravel based app
- But it seems to me that Statamic is by far the one with the most traction lately and is based on a solid business model, therefore being the best bet if you are looking for a CMS that is still maintained and supported in a view years

Raffle: Want a free Statamic Pro License?

Then tweet one reason why you would want to try it using **#laravelmeetupmunich** and **@statamic**.

Jack McDade, the founder of Statamic, will draw one winner who will receive a free Pro license.

Thank you!

Questions? Remarks? Thoughts?

Want to get in touch?

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