

What is a modular content platform?

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Headless CMSs come with the thought that [well-modeled content](#) is much easier to work with and manage. While that's true, they sometimes don't think of the experience for content authors. Do you spend your time navigating within all of your content? Is the content creation process full of obstacles? Those are the typical problems that modular content platforms, such as Kontent.ai, address.

Key takeaways

- Modular content platforms add a business layer on top of the technical principles of headless CMSs.
- Modular content platforms combine the structure of headless CMSs and a pack of business functionality of traditional CMSs.
- Kontent.ai can offer, for example, advanced [workflows](#), [collaboration](#) features, [content governance](#) functionality, and Web Spotlight.

Modular content platform is headless on steroids

Modular content platforms build upon the headless CMS principles, so **you get all of the benefits**. [Integrations](#), strong developer experience, [modeled content](#) with implemented brand guidelines, and the list could continue.

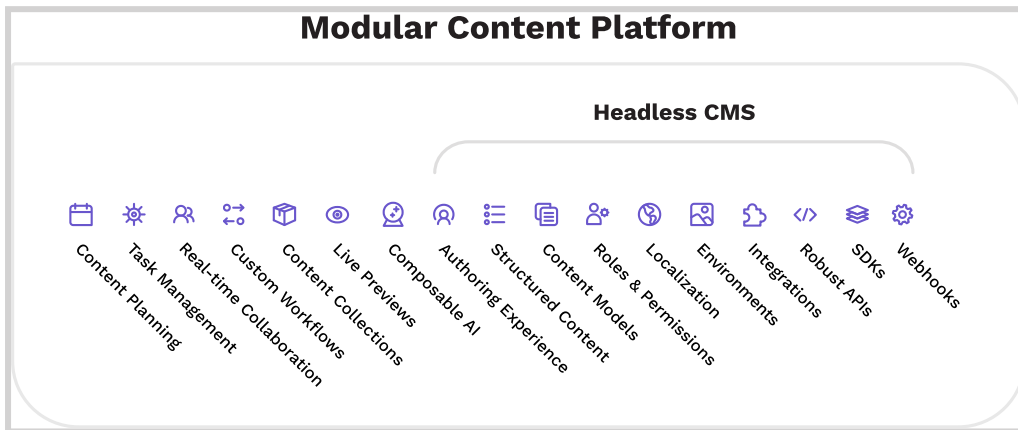
However, while traditional CMSs don't possess the same qualities, they're often more mature in content creation. Advanced [workflows](#), [collaboration](#), [content planning](#), or [previews](#) are typically parts of the authoring experience that headless CMSs don't cover that well.



Modular content platforms use the pros of the headless approach but realize that only robust authoring experience can enable **centralized content management throughout the whole**

production process, from planning to optimization and assessment.

This way, modular content platforms can be described as an **authoring- and management-friendly extension to headless**.



Collaboration means better content

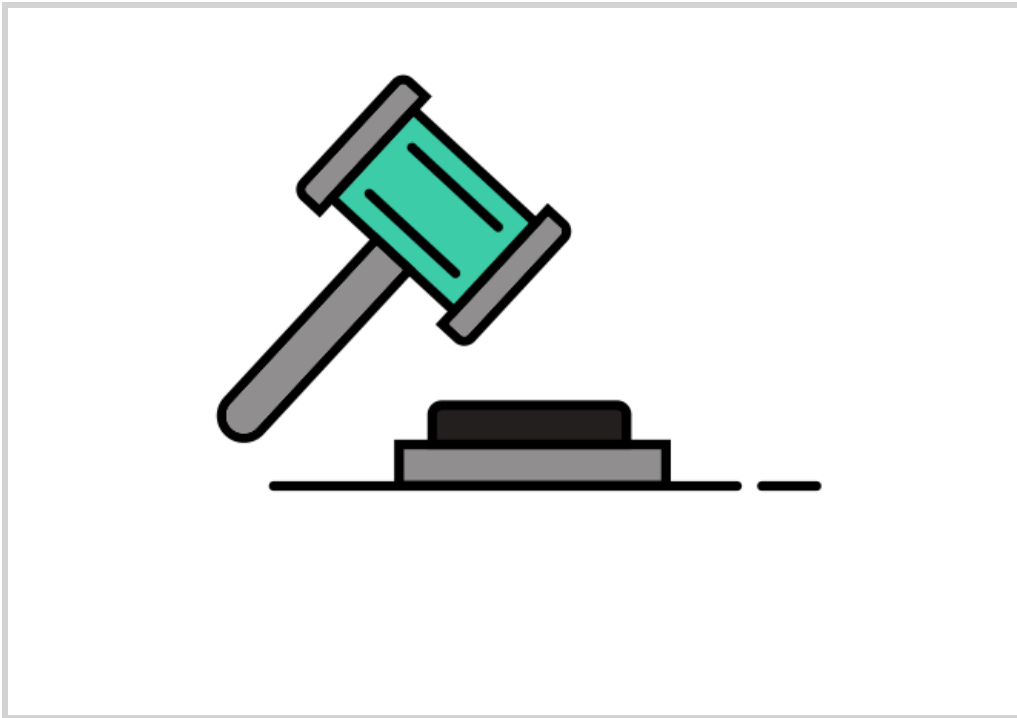
The “modular” part of modular content platforms means that you **structure your content and pull it into whatever system whenever you need to**. Instead of authors working with multiple single-channel CMSs or being assigned to one of them, your **content sits in a single collaborative hub**, Kontent.ai.

This enables easier and more frequent collaboration. Getting the benefits of multiple perspectives, using more areas of specialty, and even targeting a wider audience are just some of the collaboration benefits.

Going further into the authoring experience, **Kontent.ai offers [simultaneous editing](#)** as one of its modular content platform features.

Be in charge of your content

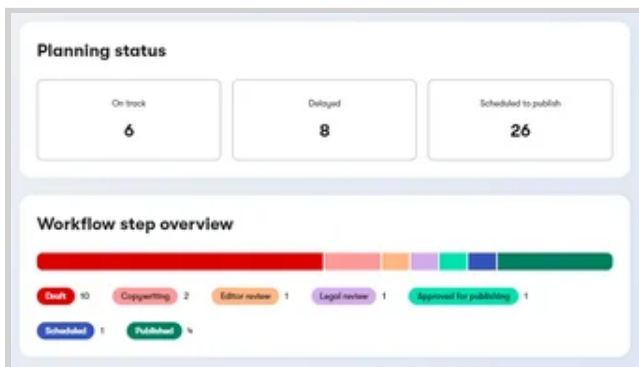
Gone are the days when CMSs were just storage for content without any options to govern the authoring process. Modular content platforms offer ways to **establish and report on the content creation process**, and it also enables **content planning and scheduling**.



Kontent.ai supports advanced [workflows](#) that serve in the creation process. Content managers can watch how their team performs using the [editorial calendar](#).

Identify the friction points

With tools like the editorial calendar, content managers can **optimize the content creation process** directly in the one and only content hub. This way, everyone can stay up to date on all their projects.

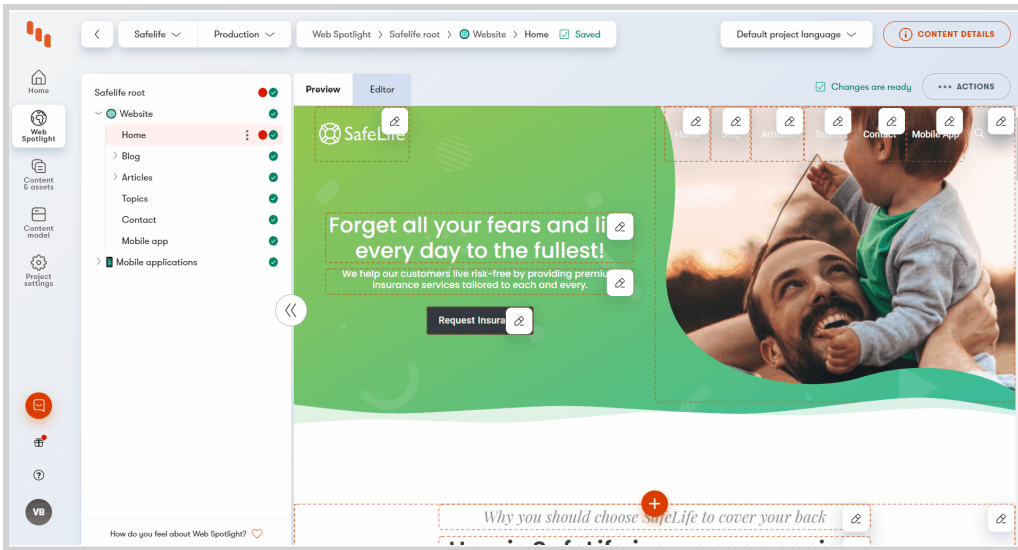


Having the plans and the actual content in one app gives you an opportunity to **make sure your content strategy is being implemented correctly**. You can see how your team develops the plans and step in to address any bottlenecks in your process.

Put your web in the spotlight

Headless CMSs typically see the content only interlinked but hierarchically equivalent. However, if your project isn't suitable for such a non-hierarchical structure, it's more complicated for content creators to find the right content.

Even in these omnichannel times, **website presence often plays the main part**. That's why Kontent.ai, as a modular content platform, offers [Web Spotlight](#). Web Spotlight is an optional part of Kontent.ai where you can **see your content in its page tree navigation as on any website**.



If your project is website-focused, Kontent.ai will look very similar to a traditional CMS. This will help you:

- Transition your authors into a CMS working similarly to your previous system.
- Get all of the benefits of modular content platforms and headless principles.

Enjoy a content-first process

To sum up, modular content platforms take the architecture of headless CMSs and build the whole business layer on top of that. When managers can focus on the process, authors on the content, and developers on the technology, you get:

- **A consistent digital experience**
- **Agile content that's ready for the future**
- **A clear overview of every step along the way**

What's next?

[Start your free trial](#)

- [Learn more about headless CMSs](#) in our free micro-course.
- [See a list of features](#) you get with Kontent.ai.
- [Set up Kontent.ai](#) so that it brings you all the benefits.