

Re-engineering the *blog*, field by field.

A field-level map of the blog CMS redesign — what we keep, what we cut, and what we add — so the team knows exactly what changes on the page before anyone touches the live site.

SITE: AIROPS

COLLECTIONS: BLOGS · BLOG CATEGORIES

NO LIVE CHANGES — PLANNING ONLY

AIROPS · BLOG SPEC

LEGEND

BLOG CATEGORIES

BLOGS

FAQ SCHEMA

OPEN ITEMS

01 How to read this

Every field in both collections is tagged with one status. Use the tags to scan quickly — green means it stays, pink means it goes, the rest need a decision or a build.

✓ KEEP

+ ADD

× REMOVE

🔧 CHANGE / REPURPOSE

🚩 FLAG FOR TEAM

02 Blog Categories

Mostly unchanged. We add a multi-line category summary, simplify the three theme colors down to two — one light, one dark (pending final team confirmation) — and keep the illustration and hide controls, with hide surfaced so the team is aware of it.

↳ Blog Categories

8 FIELDS AFTER REDESIGN

slug: categories

FIELD	TYPE	ACTION	NOTES
name	PlainText	✓ KEEP	Category name.
slug	PlainText	✓ KEEP	URL slug.
summary	PlainText · multiline	+ ADD	New field. A multi-line summary describing the category (a sentence or two), used in the redesigned category UI.
theme	Color · pastel	✎ CONSOLIDATE	Part of reducing 3 colors → 2 (one light, one dark), adjustable by the team. Mapping TBD.
theme-pastel-dark	Color	✎ CONSOLIDATE	Part of the 3 → 2 color reduction. One of these three is dropped.
theme-dark	Color	✎ CONSOLIDATE	Part of the 3 → 2 color reduction.
thumbnail-illustration	Image	✓ KEEP	In active use in the new design. Documented so the team keeps populating it.
hide	Switch	▀ FLAG	Kept as-is. Surfaced for the team so everyone knows the toggle exists and what it controls.

COLOR 1 · LIGHT
Used for light surfaces / pastel fills.

COLOR 2 · DARK
Used for dark surfaces / contrast.

FLAG FOR TEAM

We're collapsing the current three theme colors into two named slots — **Light** and **Dark** — that the team can re-map per requirement. Confirm which existing field becomes each, and which one is retired.

The bigger lift. Category becomes multi-reference, all main copy consolidates into one content field, the old per-question FAQ fields and CTA option are retired in favour of a single FAQ schema field and a custom CTA (driven by a new CTA-type switch), and thumbnails standardise to 16:9.

❖ Blogs slug: blog CURRENT: 31 FIELDS			
FIELD	TYPE	ACTION	NOTES
name	PlainText	✓ KEEP	Post title.
slug	PlainText	✓ KEEP	URL slug.
categorie	Reference	🔧 CHANGE	Single Reference → Multi-Reference. A post can belong to multiple categories. Flagged so the team plans for the relationship change.
custom-date	DateTime	🚩 FLAG	Published date shown on the post. Surfaced for team to confirm it's still needed.
refresh-last-updated-date	DateTime	🚩 FLAG	"Updated: [date]" badge. Surfaced for team to confirm keep / remove.
short-description	PlainText	✓ KEEP	Definitely needed.
blog-tl-dr	RichText	✓ KEEP	TL;DR block. Needed.
content	RichText	✓ KEEP	All main blog content lives here after the redesign.
content-part-2	RichText	✗ REMOVE	Not needed. Fold any existing part-2 copy back into content .

FIELD	TYPE	ACTION	NOTES
<code>opengraph-image</code>	Image		OG/social image.
<code>thumbnail</code>	Image		Keep. Standardise to 16:9 ratio for the new layout and slider.
<code>thumbnail-light</code>	Image		Belongs to the normal thumbnail (a light variant of it) — not the slider. With thumbnails standardising to 16:9, this will most probably be deleted.
<code>thumbnail-color</code>	Color · new		New field — documented now, built later if the team needs it. Color control for the thumbnail .
<code>logo</code>	Image		Customer-story logo.
<code>images-carousel</code>	MultiImage		Used for the slider in the new design.
<code>author</code>	Reference → People		Post author.
<code>schema-faqs</code>	MultiReference → FAQs		Replaced by the new single FAQ schema rich-text field (see §04).
<code>cta-card-2</code>	Option		Not used. We build a custom CTA instead (see the two new CTA fields below).
<code>cta-type</code>	Switch · new		New field — "CTA type". Controls which CTA the post shows. Off (default) = Newsletter; On = Book a Demo.
<code>growth-stat</code>	PlainText		Needed for customer stories.
<code>growth-stat-description</code>	PlainText		Needed for customer stories.
<code>featured</code>	Switch		In use.
<code>how-to-section</code>	Switch		In use.

FIELD	TYPE	ACTION	NOTES
most-popular-section	Switch	✓ KEEP	In use.
featured-customer-story	Switch	✓ KEEP	In use.
faq-schema-on	Switch	✗ REMOVE	Obsolete under the new schema approach.
faq---1-question	PlainText	✗ REMOVE	Replaced by FAQ schema field.
faq---1-answer	PlainText	✗ REMOVE	Replaced by FAQ schema field.
faq---2-question	PlainText	✗ REMOVE	Replaced by FAQ schema field.
faq---2-answer	PlainText	✗ REMOVE	Replaced by FAQ schema field.
faq---3-question	PlainText	✗ REMOVE	Replaced by FAQ schema field.
faq---3-answer	PlainText	✗ REMOVE	Replaced by FAQ schema field.
faq-schema	RichText · new	+ ADD	New field. Holds a full JSON-LD <code><script></code> block with all FAQs for the post. Unlimited Q&As, one place. Example in §04.
toc-is-based-on	PlainText	✗ REMOVE	Not needed.

NET CHANGE

Removing 11 fields (content-part-2, schema-faqs, cta-card-2, faq-schema-on, six FAQ Q&A fields, toc-is-based-on, and likely thumbnail-light), adding 3 (faq-schema, cta-type switch, thumbnail-color), changing 2 (categorie → multi-ref, images-carousel → slider), standardising thumbnails to 16:9, and flagging custom-date / refresh-date for a team decision.

Instead of the old fixed three-question fields and the FAQ multi-reference, we use a single rich-text field where the team pastes a complete JSON-LD script. It keeps all FAQ structured data in one place and supports any number of questions.

PASTE THIS INTO THE FAQ-SCHEMA FIELD

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is AirOps?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "AirOps is a content engineering platform that helps marketers create and maintain h
      }
    },
    {
      "@type": "Question",
      "name": "How does pricing work?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Pricing is based on usage tiers. See the pricing page for current plans."
      }
    }
  ]
}
</script>
```

- Add one Question block per FAQ — there's no limit.
- The visible FAQ section on the page is built separately inside content; this field is purely the structured-data script for SEO / AI answer engines.
- Keep name and text values as plain text — no HTML inside them.
- Validate before publishing with Google's Rich Results Test or the Schema.org validator.

05 Open items to confirm

A few decisions need the team before this moves from plan to build.

1

Category colors

Confirm the two-color setup (light + dark) with the team and finalise which existing field maps to each.

2

custom-date & refresh-last-updated-date

Keep both, one, or neither in the new design?

3

Blog thumbnail color field

Documented now — build it only if the team decides they need per-post thumbnail color control.

AIROPS · BLOG REDESIGN SPEC

Planning reference only — no changes have been made to the live site.