

What is a Content Management System?

What is a CMS?

- A Content Management System (CMS) is usually implemented as a Web application, for creating and managing HTML content.
- Used to manage & control dynamic information.
- This can include, images, videos, music, documents, text



Media Library

All (96) | [Images](#) (89) | [Unattached](#) (55)

Bulk Actions



Apply

Show all dates



Filter



File



[Tybee Island](#)
JPG



[Edit](#) | [Delete Permanently](#) | [View](#)



[Maggie at the Beach](#)
MP4

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of [plugins](#) and [themes](#) available to transform your site into almost [anything you can imagine](#). Over 25 million people have chosen WordPress to power the place on the web they call "home" — we'd love you to join the family.

Ready to get started?

WordPress Books



News From Our Blog

The Annual WordPress Conference: WordCamp SF 2011

Mark your calendars: WordCamp San Francisco, the official annual WordPress conference, will be August 12-14, 2011. This year will mark the 5th anniversary of WordCamp, and as always will feature Matt Mullenweg's "State of the Word" address as well as a variety of amazing speakers that

It's Easy As...

1

[Find a Web Host](#) and get great hosting while supporting WordPress at the same time.

2

[Download & Install WordPress](#) with our famous 5-minute installation. Feel like a rock star.

3

[Read the Documentation](#) and

WordPress Users



People

10



Get MORE:

— ACL, SEO, Speed, Power, Control, Options —

Joomla is a free, open-source content management system (CMS) and application framework that powers 2.6% of the entire web. With a vibrant volunteer community, user-friendly features and plenty of power, Joomla is perfect for your site! Learn more about 1.6 ...

[Download](#)
[Demo](#)

or [Download Joomla! 1.5](#)

Joomla! Announcements



Monday, 10 January 2011

Joomla!® 1.6 Has Arrived!

Joomla!® 1.6.0 is now available for immediate download. This new version of Joomla includes more power,...



Sunday, 09 January 2011

The Official Joomla! Book is Available at Amazon. In October 2010 Joomla!Press, an alliance between Open Source Matters and Pearson Publishing, was announced...

Community News

Get Involved!

Here are a few places to get started.

The [forums](#) are where to meet other community members, get help, and help others.

[Translation Teams](#) need volunteers and new language contributions are always welcome.

The [issue trackers](#) for Joomla! are





We're celebrating the launch of Drupal 7

Now easier to use, more flexible and more scalable, Drupal is an open source content management platform powering millions of websites and applications. [Learn more about Drupal 7](#)

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Refine your search

- ☒ All
- ☐ Modules
- ☐ Themes
- ☐ Documentation
- ☐ Forums & Issues
- ☐ Groups

[Drupal Homepage](#)

[Login / Register](#)

Why Choose Drupal?

Use Drupal to build everything from personal blogs to enterprise applications. Thousands of add-on modules and designs let you build any site you can imagine.

Drupal is free, flexible, robust and constantly being improved by hundreds of thousands of passionate people from all over the world. Join us!

[Get Started with Drupal](#)

Sites Made with Drupal



LCDTV.net - New Online Magazine Using Drupal 6

Drupal is used by some of the biggest sites on the Web, like [The Economist](#), [Examiner.com](#) and [The White House](#). Read more [Drupal success stories](#).

Develop with Drupal

7,612 [Modules](#) This week
925 [Themes](#) 2,212 [Code commits](#)
3,892 [Active devs](#) 7,208 [Issue comments](#)

[Drupal Core](#)
[Security Info](#)
[Developer Docs](#)
[API Docs](#)



DRUPALCON CHICAGO
MARCH 7-11 2011

**Can you think
of any
others?**

Where can a CMS be used?

- Corporate Websites
- Corporate Intranets
- E-commerce & online reservations
- Small business websites
- Non-profit & Community based sites
- Online magazines, newspapers & publications
- Personal homepages

Main points of a CMS

- Pages are edited online via a browser
- Pages can be edited, added or deleted and go live immediately

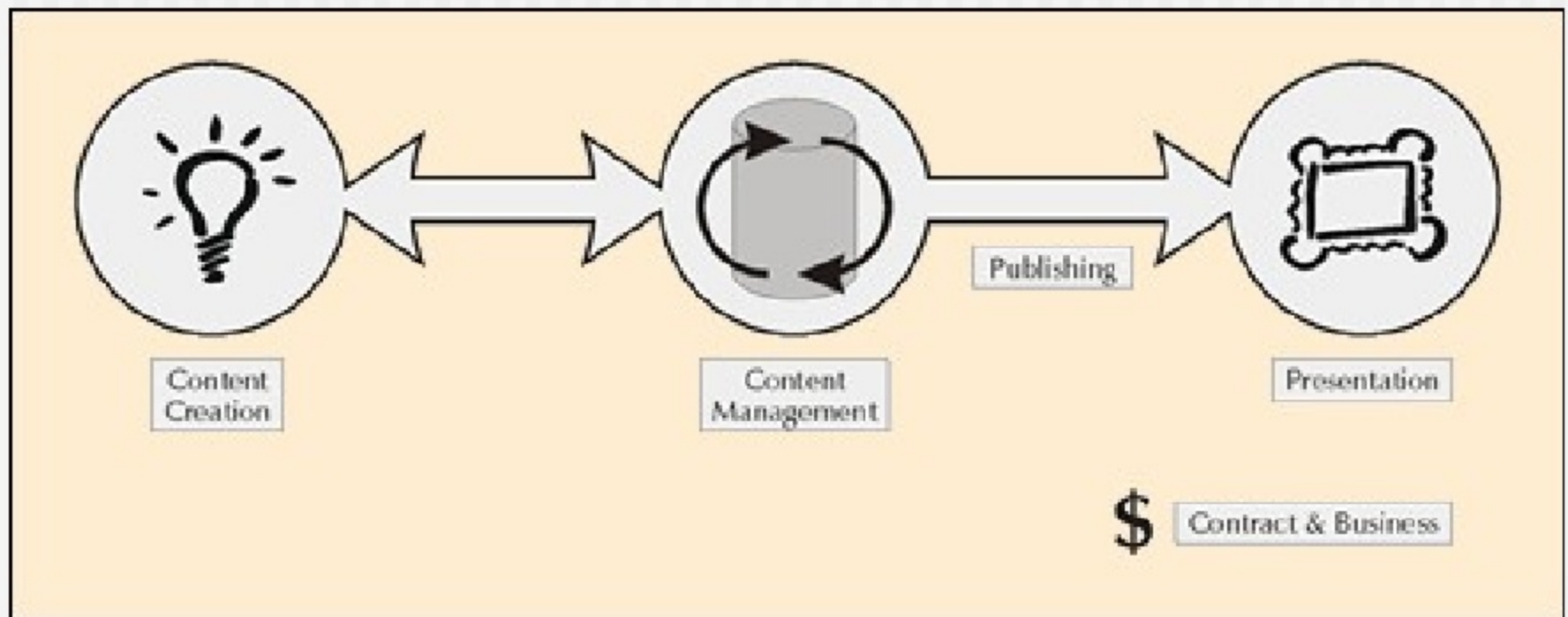


A simple WordPress content management system can even be updated from an iPad or iPhone

How a CMS works

- Until 1996 most people managed their websites by editing HTML files and uploading them to web servers
- Today CMS usually run on a database (most common ones being MySQL, used in conjunction with PHP programming language)

Anatomy of a CMS



The CMS manages the entire lifecycle of pages, from creation to archival

Anatomy of a CMS

- The functionality of a CMS can be broken into four main components:
- Content Creation
- Content Management
- Publishing
- Presentation

Content Creation

- The front end of a content management system is an easy to use authoring environment, designed to work like Word.
- Enables the user to create new pages or update content without having to know HTML
- Often drop & drag functionality to re-arranging pages and how they link together

Add and Arrange Page Elements

Click, and drag to rearrange page elements on your blog.

[SAVE](#)[CLEAR EDITS](#)[PREVIEW](#)



Navbar

[Edit](#)

Articles Make Money (Header)

[Edit](#)

Blog Posts

[Edit](#)

[Add a Page Element](#)

HTML/JavaScript [Edit](#)

Programming Guides [Edit](#)

Blog Archive [Edit](#)

[Add a Page Element](#)

Videos [Edit](#)

HTML/JavaScript [Edit](#)

Click to Subscribe to Blog ... [Edit](#)

Place Your Ads Here [Edit](#)

HTML/JavaScript [Edit](#)

Content Management

- Once a page has been created, it is saved into a central repository in the CMS
- The repository allows the user to:
 - Keep track of all the versions of the page
 - Ensure only users who have the right access can change sections of the site
 - Integrate with existing information sources and IT systems

Publishing

- Once the final content is in the repository, it can then be published to the website.
- The powerful publishing engines allow the appearance and page layout of the site to be applied automatically during publishing.

Publishing

- The CMS lets the graphic designers and web developers specify the appearance that is applied by the system
- Ensures that the pages are consistent
- Allows authors to concentrate on writing the content, by leaving the look of the site entirely to the CMS

Presentation

- The content management system can also provide a number of features to enhance the quality and effectiveness of the site itself.
- Examples include building the site navigation for you (taken from structure of the repository), supporting multiple browsers, accessibility issues and interactivity.

Goals of a CMS

- Increased Flexibility of Website
- Improve Information Accuracy
 - Accurate
 - Up-to-date
 - Comprehensive
- Support Marketing
- Reduce Duplication of Information
- Improve Customer Experience

Goals of a CMS

- Support Sales
- Streamline information updates
- Support website growth

**CMS can
increase
resilience to
change**

Business Goals of CMS

- Improve business responsiveness
- Improve publishing process
- Reduce legal exposure
- Capture business knowledge
- Improve knowledge sharing
- Support knowledge discovery
- Improve staff efficiency

Business specific goals / benefits of CMS

- Reducing customer support costs
- Reduce publishing costs
- Reduce website maintenance costs
- Increase website audience
- Reduce duplication of information
- Increase flexibility of site
- Improve customer experience

Measuring the success of CMS business goals

- Web usage statistics
- Printing & Distribution costs
- Call centre usage
- Turnaround time for publishing new material, or implementing changes
- Customer satisfaction
- Development time for new pages
- Cost of Training

One last piece of advice

- Take your time to determine your business requirements before selecting your CMS
- There is no 'one-size-fits-all' solution.
- Allocate time and resources to select the best possible solution.
Comprehensively evaluate products on the market against each other.

Websites for you to Explore

- Top 10 Most Usable Content Management Systems
<http://net.tutsplus.com/articles/web->

Conclusions & Questions

- Have you got anything you would like to share?
- Is there anything that is concerning you at the moment?

INTERNET TECHNOLOGIES - USEFUL RESOURCES

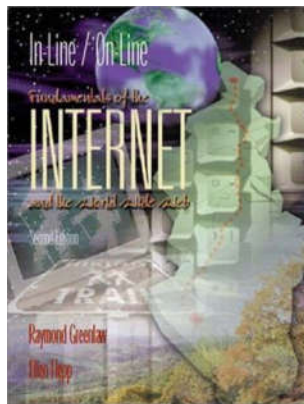
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The following resources contain additional information on Internet Technologies. Please use them to get more in-depth knowledge on this topic.

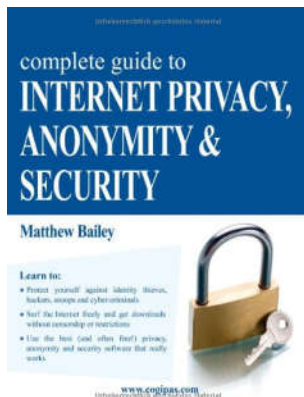
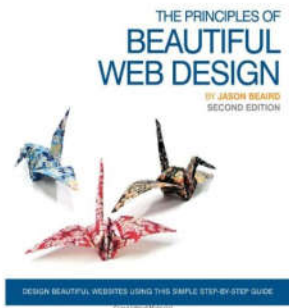
Useful Links on Internet Technologies

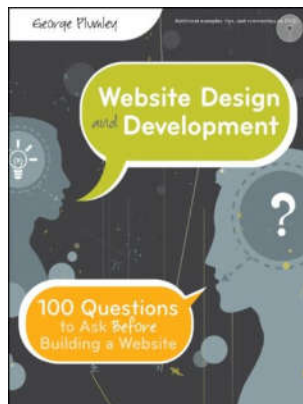
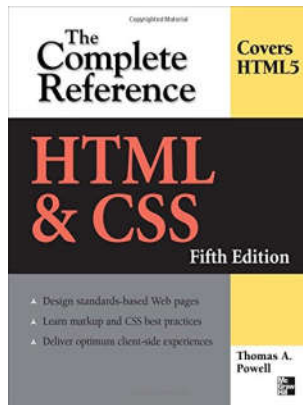
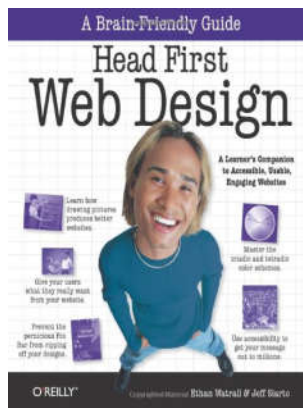
- [World Wide Web Consortium](#) – This page contains Standards for web design and applications, web architecture, and other web technologies.
- [Internet on Wikipedia](#) – The wikipedia page on Internet Fundamentals
- [Web development on Wikipedia](#) – The wikipedia page on Web Development
- [Internet Security on Wikipedia](#) – The wikipedia page on Internet Security

Useful Books on Internet Technologies



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