

Chapter One

Introduction to CMS with WordPress

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What is content?

1. It is data or information embodied
2. It is in essence , any type or unit of digital information
3. It cab be text , images, graphic, video , sound, documents, recodes, tasks ,forum ,blog ,wiki post ,forms ,surveys , and etc..
4. It can be anything that is likely to be stored and managed in an electronic format.

Content's requirements

- ☐ Structured data
- ☐ Centralized publishing
- ☐ Auditing/ version control
- ☐ Workflow & business process Management
- ☐ Taxonomy and search
- ☐ Collaboration and others

What does the management of content refer to ?

- ❑ It refers to the process of storing content via rules and process or workflows in such a way that centralized/ technical and decentralized /non- technical staff can create , edit, manage and publish content
 - often with associated workflows so that the content is deemed to be managed rather than unmanaged where it is located
- ❖ B/c the information being managed is digital in nature
 - the method of managing is also typically conducted electronically

Content management(CM)

- ❑ It refers to the end-to-end process of sourcing, creating, managing , and delivering content.
- ❑ It standards for the management of any content ranging from data residing offline on a paper, or in simple word document to a complex high-volume dynamic web publishing, whether as e-catalogues or portals.
- ❑ CM process creates, manages and develops content while maintaining the content separate from its presentation
- ❑ CM integrates traditional document management and web CM

Cond... CM

- ❑ CM helps to scale websites and save on the cost of content change
- ❑ CM helps to fill the gap b/n building the site and keeping the site's content current.
- ❑ CM helps to provide dynamic relevant and timely information
- ❑ CM provides access to escalating unstructured data
- ❑ CM is empowering non-technical content contributors and it removing the burden from the traditional web masters

Cond... CM

- CM as a concept helps
 - Non-technical authors to contribute content
 - Organizations to streamline the workflow
 - Faster updating and managing of unstructured, dynamic content embodied in varied formats
 - Structured and synthesized delivery of content in the format of users' choice
 - Management of both online and offline content

What Is Content Management System/CMS?

- * A CMS is a technical environment (HW, tools and SW) that supports the systematic processing of digital content from authorship to publication
- * CMS is a tool or combination of tools to facilitate the efficient and effective production of the desired web pages using the managed content
- * A CM system is not a piece of software or program you have installed on your pc, but rather a content editing system which you can access on the web.

Cond... CMS

- * CMS can be defined as a tool or software program containing a set of interrelated programs used for creating and managing different digital or online content.
- * Content development has become a sensational means of sharing information over the internet.
- * Even the non-technical users got the ability to publish content easily and quickly on the World Wide Web.
- * It is all possible because of the easy-use of content management tools available and is widely used by firms, news organizations, educational institutions, and other businesses.

Cond... CMS

- * A few years back, the only way for you to develop a website, was to write all the HTML and CSS codes by hand. These days are however over, thanks to the modern and quickly developing content management systems. This article will be a short beginners guide to content managements systems.
- * I will try to explain what CMS is all about, and give you some examples of popular content management systems.

- * A content management system will make your life as a website developer a whole lot easier, as you will not need to be an expert in HTML, CSS, Javascript , PHP and MySQL to make a highly professional website.
- * Writing the code for a whole website by hand is however still a good way of creating websites, since it will allow you to create unique and customized sites.
- * Off course, if you don't have the time nor patience to learn web development languages, then content management systems is the perfect choice for you - especially if your are a beginner!

Types of Content Management

- * Digital Document Management System
- * Digital Records Management System
- * Enterprise Content Management System
- * Web Content Management System
- * Digital Asset Management System
- * Business Management System

Variations	Purpose	Examples
Enterprise Content Management (ECM)	It is a formalized means of organizing and storing an organization's documents, and other content, that relate to the organization's processes.	e.g. Banks use ECM to keep track of checks
Web Content Management (WCM)	Ensures that complex website content is complete, up-to-date and properly linked	e.g. Amazon.com
Digital Document Management (DDM)	Manages complex document-based information so common elements can be reused, and documents can be dynamically assembled for publishing	Management of overlapping and constantly changing information in automobile user manuals
Digital Asset Management (DAM)	Allow a mass of multi-media electronic content (photos, audio, video, etc) to be stored in a way that a proper content can be easily found	Finding artwork for developing advertising creative, archiving news, video clips, etc

Digital Records Management (DRM)	Ensuring that critical records are secure but accessible, and are deleted when should be.	Management of a required documentation at a nuclear power plant
Business Process Management (BPM)	Aligns an organizations business process with the needs of the clients .	Human resources, finance, customer relations, sales and marketing and research

Components of CMS

- * A content management system is composed of two major components. These are:
 - * A content management application (CMA) is a graphical user interface that allows its users to create, delete, modify, and publish content even without the knowledge of HTML or other programming languages that are necessary to create web pages.
 - * A content delivery application (CDA) is responsible for the back-end services. It manages as well as delivers content after framed in the CMA.

Features of CMS

- * **User Management:** This permits the management of user information like the roles of different users allotted to work simultaneously, such as creating or deleting the user, change the username, password, and other related information.
- * **Theme System:** This allows us to modify the site view as well as functionality using stylesheets, images, and templates.
- * **Extending Plugins:** Different plugins are offered, which gives custom functionalities and features to create the CMS site.
- * **Search Engine Optimization:** It is embedded with a lot of search engine optimization (SEO) tools making content SEO more straightforward.
- * **Media Management:** is used for managing the media files and folder, with uploading media contents easy and effortless.
- * **Multilingual:** Translation of the language, as preferred by the user, is possible through CMS.

Advantages of CMS

- * Most of the CMS is open source and is available for free.
- * Easy and quick uploading of media files can be done.
- * Several SEO tools make on-site SEO simpler.
- * Easy customization is possible as per the need of the user.
- * It can modify CSS files as per the design needed by the user.
- * Many templates and plugins are available for free. Customization of plugins is also possible.
- * Content editing is also more comfortable as it uses the WYSIWYG editor.

Disadvantages of CMS

- * CMS software needs a time-to-time update, and hence the user needs to look out for an updated version.
- * The use of different plugins can make your website heavy and challenging to run.
- * CMS hosting is quite expensive.
- * PHP knowledge is required to modify or change the content of website.

Tools

- * Open source (free) content managements systems - which one do you pick?
 - ☐ Now you might be thinking "Which one am I then to choose? Are they all equally good?"
 - ☐ To be honest, it is very much dependant of your individual needs, which one you should choose! Even though they are 100% free, most content management systems has a lot to offer. So the answer must be... try a couple of them out - it wont cost you a cent anyway!
 - ☐ To help you pick out a few to try, we have put together a shot list including a description of some of the most popular systems - Maybe one of them is perfect for you!...
- * Some famous examples of CMS software
 - Wordpress, Drupal, Joomla,¹⁹ and Concrete5

Wordpress

- * Wordpress is one of the most popular content management / blog systems on the market right now. Wordpress is a straight forward and easy to use system, supporting both personal blogs or even fully functional websites.

Plugins for Wordpress are plenty, making it possible to build both large and complicated websites. Best of all - Everything is free! Wordpress is however know for being a blog system, and therefore it do not perform as well on the website part, as the systems mentioned below.

Some aspects, like SEO, is not 100% optimal in Wordpress - This is however a general problem among content management systems. That being said, it probably wont take long before issues like these are solved with a simple plugin.

Drupal

- * Drupal is an incredibly powerful and all round system. It is built using modules, which can easily be adapted for all your personal needs. There are also a wide selection of plugins and addons available for Drupal.

Drupal will take a bit longer to master, compared to other content management systems. For that reason, it is not the best choice for website developers and bloggers looking for a quick and easy solution.

Joomla

- * Joomla is a very popular CMS / content management system. It is an open source system, which means that you don't need to pay anything to use it. If you are willing to pay a little money, then there are a plenty of professional themes and plugins available for purchase. Joomla can be used to build a wide range of different website types. Especially static websites including blog features, polls, news feeds and search functions are very easy to manage and implement in Joomla.

The system is "ready to use", and you don't need to be an IT-Expert to get it to work. You should however be prepared to install a lot of extra plugins and features, to get exactly the look and functionality you want - And since it is definitely not all expansion plugins that work as they should, this can cause a lot of problems later on.

Concrete5

- * Concrete5 is an up-and-coming content management system, packed with a lot of potential. Concrete5 offers both great features and a very user-friendly control panel, making it relatively easy to use - even for beginners! Unfortunately Concrete5 do not have as many users as for example Joomla and Wordpress.
- * Consequently there are not as many plugins and extensions being developed for Concrete5.
- * The user base is though growing fast, and this problem will probably solve itself! - Anyways...Try it out and judge your self!

How to Make a Website in 8 Easy Steps

- Step #1: Understand what type of website you need
- Step #2: Select the right tool to build a website
- Step #3: Pick a domain name and hosting provider
- Step #4: Create your website using WordPress
- Step #5: Design your website and make it look great
- Step #6: Write and prepare your content
- Step #7: Make money with your website
- Step #8: Test your website before and after launch

Types of websites

- Following are the main types of websites:
- Blog or website with a blog. A blog can be an extra feature for any website, or it can be a separate kind of site on its own. Blogs are usually arranged in chronological order, with the most recent entry at the top of the main page and older entries toward the bottom.
- Business card site. For some small businesses, a simple one-page website with the name, description, contact info and maybe a logo may be all that's needed. You can also include some product information, but the basic concept is a one-page website that represents your company or yourself.
- Portfolio site. A portfolio site is similar to a business card website, except you'll have a section on the web page where you showcase your work and give people options for contacting you. Photography studios commonly use this type of website, so do design firms and other creative endeavors.
- Product brochure site. This kind of website is an extension of your company's sales and marketing efforts. You'll be able to include goods and services your business offers for visitors to browse through. This website may include some pricing guidelines but doesn't enable customers to make purchases online.
- E-commerce site. With an e-commerce site, you'll be able to showcase your products or services and allow visitors to buy them online. At first, the setup process for an eCommerce site may seem daunting, but there are many simplified methods and tools on the internet today that will enable you to sell online.

Select the right tool to build a website

- With so many options available today, it can be difficult to choose the best instruments for the job. Choosing the best platform upon which you build your site will be one of the most important decisions you make. This choice is critical because you'll be tied to that platform for some time and it's never easy (or possible) to move your website from one platform to another.
- Website building solutions can be divided into two groups: self-hosted content management systems and hosted web builder platforms.
- The best and most popular tool for making a website is the WordPress content management system (CMS). It's recommended by 90 percent of experts we've surveyed.
- You can make any website with WordPress, be it one-page business card website, a site with a blog, and even an e-commerce website.

Pick a domain name and hosting provider

- There are 1,547 domain name extensions (TLDs)
- To create your new website with the recommended WordPress platform, you'll need a domain name and web hosting provider.
- Domain name
- Once you've selected the right platform for your site, in our case it's WordPress CMS, you need to start thinking of a domain name. This domain will be yourname.com, yourbusiness.com or something similar.
- If you're marketing yourself, you'll want to use your first and last name. Think johnsmith.com. Even if you aren't promoting yourself, it's not a bad idea to get your name as a domain now, in case you want to use it in the future. If you are marketing your business, you will want to use your company name.

Web hosting provider

- After choosing a domain name, selecting [reliable hosting services](#) will be one of the most important decisions you make. To a large degree, the functionality and performance of your website will depend on your hosting provider. The host makes sure your site is available to potential readers 24/7, and it's where your files are stored online.
- The wrong web host can cause many problems with your website. Just imagine choosing a mobile company that has no reception. Your web host is a major piece of the puzzle to maintaining a successful internet site. Therefore, it's crucial that you choose a reliable provider.
- [We highly recommend Bluehost](#), which powers over 2 million websites worldwide. And for our visitors only, they offer an exclusive deal that includes a FREE DOMAIN NAME and a 30-day money-back guarantee.

Create your website using WordPress

- Let us repeat again that the most popular content management system used on the Internet today, according to [BuiltWith](#), is WordPress. Over 14 million websites use WordPress. The next most popular content management system is Drupal, and it's used on over 2 million websites. After those two, you have Joomla, which is used on over 750,000 websites.
- There are two ways to install WordPress: one-click install (recommended) and manual install (advanced)
- One-click install
- Depending on which hosting company you sign up with, you may find it very easy to set up a WordPress site. Primary hosts offer pre-installed or one-click installation of WordPress.

Chapter 2- 4

WordPress Tutorial / www.tutorialspoint.com