

Web content management system (WCMS)

Back in the early 90s, the first step for managing content online was through the Server Side. What this means is that it allows you to keep certain sections of your website distinct from the primary content, for instance, the site menu or the footer of the page. This was also the time when Common Gateway Interface came into existence that allowed developers to build interactive web forms into the website.

Today, content is delivered dynamically through Web 2.0, where companies are using the modern, agile and flexible web content management system.

Introduction:

- A web content management system is a platform that allows organizations to manage different types of digital information on their website, by creating and managing dynamic content without any knowledge of programming or any mark-up languages.
- A content management system, often abbreviated as **CMS**, is software that helps users create, manage, and modify content on a website without the need for specialized technical knowledge.
- Instead of building your own system for creating web pages, storing images, and other functions, the content management system handles all that basic infrastructure stuff for you so that you can focus on more forward-facing parts of your website.

How does a WCMS work?

A web content management system, also known as WCMS helps in maintaining and controlling the content on a website. The content is stored in a central database and the same is recalled using various programming or markup languages such as XML or .NET. Those who want to access the web page can do so through a web browser. For editing the content, the same can be done through a web browser-based control panel that not only controls the content part, but also the layout and other elements of a web page.

A typical web content management system has two parts:

1. **A content management application (known as CMA)** that helps creators, such as content writers, designers, developers to create the layout of the web page and further modify it to suit their requirements. This does not require any support from the IT department.
2. **A content delivery application (also known as CDA)** that transforms the content created by users at the backend into a visible format for the visitors in the front end.

There is a lot of flexibility when it comes to hosting the WCMS application. IT can be either hosted on the own data center of the organization or on a third-party cloud server.

Why use a WCMS?

Websites are a very important marketing channel for promoting your business. In fact, modern business thrives heavily on websites because it is an important channel for creating inbound interests. A very critical aspect of maintaining a website is the constant update in its content. This can't be done on a manual basis, which is why the need for a web content management system is inevitable.

If we look at the various digital marketing activities such as emails, social media, print, and other modes of advertisement and promotion, they all route to the website of the company. Hence, it is important for businesses to maintain their website for an effective online presence. Thus, a WCMS serves as a catalyst to propel a company's web presence through the creation of a variety of content and sharing the same. However, we can also see other use cases of WCMS where companies create e-commerce websites or online stores.

There are numerous tools inside a web content management system that allows organizations to maintain the consistency of their online presence across multiple platforms such as web and mobile. This is done by keeping content and the presentation aspect separate. There are various control options available to help users maintain different versions, automate processes and activities around marketing.

Capabilities & Features

If we look at the capability and features of a typical web content management system, there are three main types such as:

1. Flexibility to create personalized content for a website, which can be easily designed, created, and maintained through a WCMS.
2. Editors can easily review and approve content before it is published online.
3. A fully automated process for publishing the content.

Over and above these main features, there are a few additional features that a WCMs will have. These are:

1. Standard and automated templates: Provide users with standard templates that they can use to create content instantly
2. Access: Empowers administrators to control access to the page of the website.
3. Scalability: WCMS are scalable systems, thereby making it easy for organizations to implement them across the board
4. Ease-of-use plugins: Allows users to further extend the functionality of the website through the usage of plugins or add-on modules
5. Workflow: This allows users to set up review mechanisms for publishing their content
6. Document Management: Allows users to store multiple versions of documents and maintain a proper archive of the same

Advantages & Disadvantages of a WCMS

As we all know that technology has its own pros and cons. So does a web content management system. Let us look at some of the key advantages and disadvantages of a WCMS.

Advantages	Disadvantages
Cost-effective: Some of the WCMS platforms available are free or come at a very low cost.	However, when it comes to large-scale implementations, the cost can go on a higher end.

Ease to use: Most of the WCMS tools are user-friendly and people with zero coding experience can also configure the system and use it.	There is a possibility of delays due to latency issues, on large systems. This is due to dependency on the hardware side.
Customizable: The tool comes with easily customizable front ends.	In absence of regular updates and patches, the system can be vulnerable to cyberattacks. Constant monitoring of components such as MySQL and plugins/add-ons.
Admin users can seamlessly manage workflows within the CMS.	Most of the WCMS tools are SEO friendly as there are various tools that users can use for editing to improve the search ranking of the website.

Web Content Management System Types

To classify web content management systems, we can put them into three main buckets

1. Online Processing

It works on the mechanism of deploying online templates that have an impact on the web page on a real-time basis. As and when a change is made, the update is published instantly on the live web page.

2. Offline Processing

In offline processing, the content is created in an offline mode, where the users are not connected to the internet. This method allows complete due diligence of the content before it is published to the live server.

3. Hybrid Processing

Here, users use a combination of online and offline mode, through the usage of tools such as JSP, ASP, or PHP, instead of the traditional HTML.

Web content management systems and vendors

1. *WordPress.org*

WordPress.org is our number one choice for the best CMS platform. It's the world's most popular CMS software, and it powers around 43% of all websites on the internet.

WordPress.org is a web software platform that creates and manages websites, blogs and apps with a variety of themes. WordPress.org is a free open source CMS, while WordPress.com is a blog hosting platform.

Pros

- Enables users to build any kind of website, such as an online store or membership site.
- Offers many themes and plugins -- paid and unpaid -- which enable users to add more to their site, including contact forms and photo galleries.
- Well-designed for SEO and enables users to create categories and tags for posts.
- Enables users to download content in XML format, which makes it easier to move to a new system, if necessary.

Cons

- Requires users to host their own site, so they must handle security and backups on their own.
- Provides many options and a lot of flexibility, which may feel daunting for users at first.

2. *Adobe Experience Manager*

Adobe Experience Manager (AEM) is an option that benefits large organizations and enables businesses to build websites, mobile apps and forms.

Pros

- Offers digital asset management, analytics and targeting features.
- Integrates completely with other Adobe products. It can also integrate with Salesforce and Microsoft Dynamics.
- Provides users with their own workspace for uploaded projects, which declutters user dashboards for each team and increases productivity.

Cons

- Can be difficult to learn due to the highly flexible platform. If users are nontechnical, the learning curve may be high and may require lengthy training sessions.
- Requires heavy involvement from the IT department in installation and daily operations.
- Higher cost than other WCMS options.

3. *Drupal*

Drupal is an open source CMS platform that is highly customizable and can handle large amounts of data.

Pros

- Offers many options for flexible custom content types.
- Enables users to add modules to sites, similar to plugins on WordPress.
- Offers a built-in user management system, where users can create new roles and specify permissions.
- Enables integration with marketing automation tools to send abandoned cart emails or assign visitors to a particular list.

Cons

- Not as beginner friendly as other options.
- Many Drupal websites have customized themes created by developers, which makes it a more expensive option.

How to Build a Website with a Content Management System

Want to build your own website with a content management system? If so, the general process looks something like this:

- Purchase web hosting and a domain name
- Install your content management system of choice on your web server
- Configure the content management system to dictate how your site looks and functions
- Start writing content using the content management system's interface

It's actually surprisingly simple. And hosts like Kinsta can even help install the content management system for you (WordPress, in this case), so you can jump straight into building your site without any technical setup.

For Detail building and administrating a word press blog site refer to

<https://firstsiteguide.com/wordpress-blog/>

<https://www.genesesolution.com/bd/blog/a-beginners-guide-to-building-a-wordpress-website/>

<https://themeisle.com/blog/how-to-create-a-blog/>

<https://www.forbes.com/advisor/business/software/build-a-wordpress-website/>

What Is SocialGO?

SocialGO is a hosted platform for creating your own social network. For a small monthly fee you can administer a niche social site with all the functionality that people come to expect from sites such as Facebook and myspace. Whether you're a beginner or seasoned developer, build a feature-packed Social Network customized for your group on SocialGO. No software, hosting or coding required. Just pick your features, monetization options, support package and GO.

Unlike Facebook and myspace, SocialGO allows you complete control over the look and feel of your niche social site. You OWN your data and can export it if you choose to move on. You can even charge membership fees, sell products and run advertising on your network to offset the monthly cost. With unlimited bandwidth and storage the monthly cost is a bargain compared to self hosting.

What Can You Do on SocialGO?

- Create and run your own niche social network.
- Make money via membership fees, sell products or run advertising.
- Site members can join groups, upload media, talk in forums, video chat, create their own personalized profiles and more.
- As a network owner you can run any type of social site you want and have complete control of your sites features.

How To Sign Up to SocialGO

When you first arrive on SocialGO.com, you can set up a network in a few easy steps.

Enter a name and url for your social network

Pick a plan. **NOTE: the free plan will not allow customization or advertising**

Enter network details and choose a base theme. You can always change this info later

Select a payment type and enter account details

SocialGO Features

Profiles	Messaging	Groups	Unlimited storage	Forums	Blogging
Media	File uploads	Events	Text and video chat	Facebook and Twitter integration	

These are the standard features on a premium SocialGO network with more features available through SocialGO's widget store. You can even develop your own functionality through SocialGO's API.

Click Here to get One Month Free!

Customizing SocialGO

Network owners can build a customized white-labelled social network with simple point-and-click tools including the Layout Manager and Network Designer. If you're a developer and want to go further, you can access the REST API and Custom CSS.

- Drag and Drop Layout manager
- Add custom CSS to style your network
- Network Designer to change the look and feel
- Widgets to extend functionality
- Theme store for easy professional themes

Building an online social network using socialgo

<https://teck.in/build-your-own-online-communities-using-socialgo-social-network-builder.html>

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Creating online courses using moodleCloud

MOODLE

Moodle is an online, open source learning platform. Initially, Moodle was conceived as a platform to offer professionals in the field of education an online learning technology. It was intended for custom environments to encourage interaction, research, and collaboration.

Moodle is a free software, a learning management system providing a platform for e-learning and it helps the various educators considerably in conceptualizing the various courses, course structures and curriculum thus facilitating interaction with online students.

Moodle was devised by Martin Dougiamas and since its inception, its primary agenda has been to contribute suitably to the system of e-learning and facilitate online education and attainment of online degrees.

Moodle actually stands for Modular Object-Oriented Dynamic Learning Environment and statistics reveal that about 14 million consumers are engaged in about 1.4 million courses propagated by this learning management system.

Now, Moodle is used by organisations that are not just in the education sector. Different companies use this tool for tasks such as: the development of online courses, the recruitment and interview process, competency-based recruitment and management or the creation of communities of experts or practice.

It currently has a database that includes more than 21 million users and is translated into about 91 languages.

How Moodle works

The Moodle Learning CMS works by forming communities of teachers and students. It is essentially intended for **distance education**. The process is carried out through the internet, allowing access from any device. It allows you to start conversations between the users of the tool in addition to sharing documents and content. It is a virtual classroom that allows more and better communication.

Moodle features

Moodle defines itself as an all-in-one learning platform, as it **allows you to integrate external collaboration tools**, such as forums, wikis, chats and blogs. It offers a modular configuration and the possibility to add plugins and add-ons.

There are **specific functionalities for teachers**, who have the possibility of using a simple page with documents that can be downloaded or build a complex structure with the monitoring of the progress of their students to offer more advanced content. To do this, they can create groups of students and thus distinguish them by classes or levels.

Moodle has a **mobile application on both Android and iOS** that allows you to check the content of the courses even when you are not online, receive notifications and share images and videos.

Advantages of Moodle

- It's free. It is a free application whose objective is free teaching.
- The interface has been developed by education professionals, psychologists and educational psychologists.
- It's easy and intuitive. It is designed to be accessible to the public.
- It allows content in various formats such as video, images or interactive content.
- It is compatible with all web browsers. It is free software.
- Designed based on constructivist social pedagogy.
- It is used by many public administrations and universities.

Where to download Moodle

Moodle can be **downloaded for free** and in its latest version from its official website or <https://download.moodle.org/releases/latest/>. Assisted by a significant community of users you can find modules and plugins that allow you to update the software such as survey modules or language packs.

How to install Moodle on a Windows PC

1. Point your browser at <http://download.moodle.org/>
2. Select the link at the top of the page to the special installer packages for Windows.
3. Choose the version to download. *Hands-on Moodle Quiz* has been written using the stable download of Moodle 2.5.

4. Follow the instructions available from http://docs.moodle.org/25/en/Complete_install_packages_for_Windows.
5. Please be aware that the actual installation takes of the order of 10 minutes. Please be patient while the installer goes about its business.
6. Once you have Moodle running 'Create a new course' for your Question and Quiz practice area. You need only provide a name and short name at this point.
7. Once your course has been created return to the 'Home' page and bookmark the URL in your browser.

That's it. You now have your own Moodle installed on your own PC.

But before exiting this section let's make sure that you are totally clear about how to restart Moodle on subsequent occasions.

1. As Moodle is currently running you must first stop it. Go to the folder where you installed Moodle and run 'Stop Moodle'. Stopping Moodle takes 10 seconds or so.

I have put the reminder about how to start Moodle in the next section so that you can find it more easily should you need to remind yourself.

Restarting your locally installed Moodle on a Windows PC

1. Open the folder where you installed Moodle.
2. Run 'Start Moodle'.
3. Point your browser at <http://localhost>.
4. Login using your administrator login and password.
5. And go to your practice course.

You now have your own workspace where you can develop your eAssessment skills using Moodle's tools.

Stopping Moodle

Don't forget that to stop Moodle you should:


1. Go to the folder where you installed Moodle and run 'Stop Moodle'. Stopping Moodle takes 10 seconds or so.

How to create a course:

There are several ways you as admin can create a course. The two most common are:

- Create a new, empty course
- Upload an existing course from a different Moodle site.

Create a new, empty course

1. Log in with your administrator account
2. Click **Site administration**
3. Click the **Courses** tab
4. Click **Add a new course**
5. Add your course details, using the icon for  extra help
6. Click **Save and display**
7. Click **Proceed to course content** to add your teaching materials.

Upload an existing course from a different Moodle site.

1. Make sure the course you want to upload (known as a "course backup") has the file ending **.mbz**.
2. Log in with your administrator account
3. Click **Site administration**
4. Click the **Courses** tab
5. Click **Restore course**
6. Drag in or upload your .mbz into the space **Import a backup file**
7. Click "Restore" and on the page, scroll down and click **Continue**
8. In the "Restore as a new course" section, click the button next to "Miscellaneous" OR click the button of the category where you want to upload your course and then press **Continue**
9. Click the **Next** button at the bottom of the next two pages
10. Click **Restore** on the final page. Your course will then be displayed

