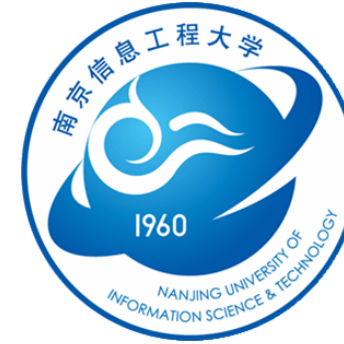




Waterford Institute *of* Technology



CONTENT MANAGEMENT SYSTEMS

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WHAT IS A CONTENT MANAGEMENT SYSTEM

- 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.





ADVANTAGES OF A CONTENT MANAGEMENT SYSTEM



TECHNICAL KNOWLEDGE IS NOT REQUIRED

- There is no need of writing HTML, CSS, Javascripts.
- In fact, anyone who can use word-processing software can use a CMS for the basic functions – so you don't even have to spend much time on training.

IT ALLOWS MULTIPLE USERS

- In a business, there are many people who can have input into your website, from those who add product pages to those who produce blog posts for your content marketing efforts.
- A CMS makes it easy to manage roles and publishing permissions for all these users so that only those you allow can publish content and content only goes live when you're ready.

IMPROVED SITE MAINTENANCE

- Need to change something on your site?
- Without a CMS, that can mean having to trawl through hundreds of pages, making changes on each one.
- With a CMS, the underlying architecture is the same so you can make maintenance changes, update the CMS software and add functionality without breaking the site.
- In fact, with the right CMS, it may keep itself up-to-date automatically.

SIMPLIFIES THE REDESIGNING OF THE WEBSITE

- Websites developed with support from CMS have their designs created separately from the content. Therefore, in case you want to redesign the website or make some design specific changes, you can do so without having rehaul the complete website.
- The old design can be easily replaced with a new design in a CMS website.

PROVIDES AN ALL-INCLUSIVE INTERNET MARKETING STRATEGY

- The best CMS for websites offer everything which is needed for implementing an integrated online marketing strategy.
- Most of the CMS offer tools for SEO, email marketing, social media marketing and blogging.
- CMS can also be used for creating event or member registration forms, collecting payments and for creating a member information database.

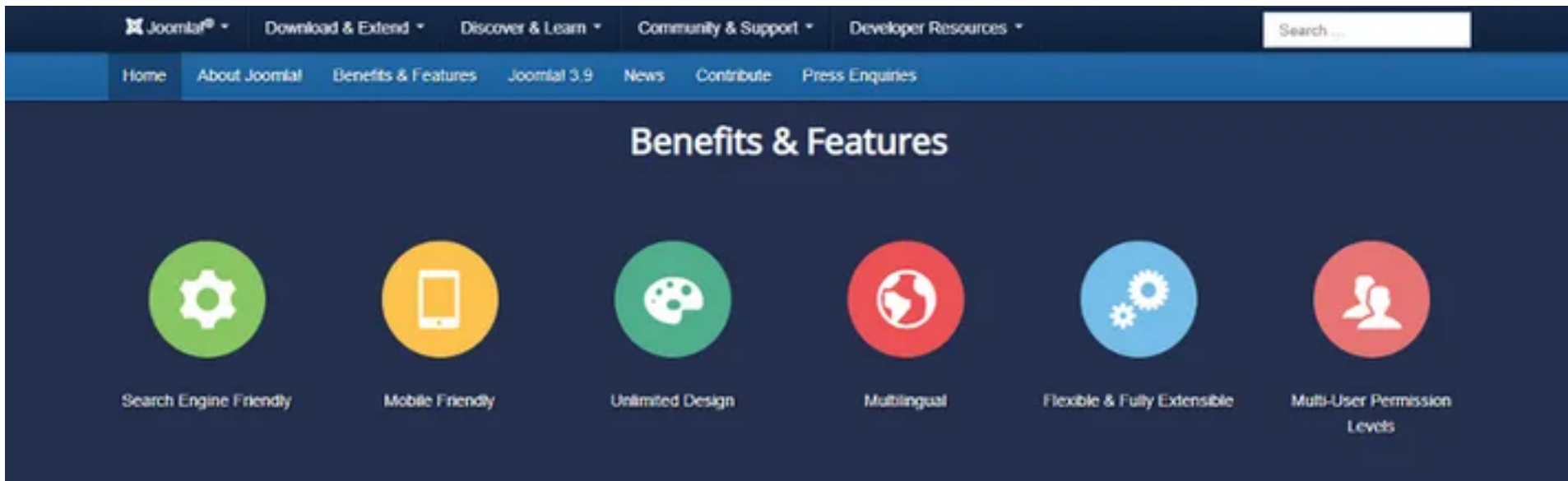
WEBSITE SECURITY

- Today it is very important that your website is secure and cannot be hacked.
- Especially in this fast growing online world, where ecommerce has become the buzz, it is important for website owners of ecommerce business to ensure that their website is safe and secure.
- Content management systems are regularly tested computer scientists to ensure that the websites are completely secure.
- There are a few plugins and tools also which are available which can be used to increase the website's security.

CONTENT MANAGEMENT SYSTEM EXAMPLES

Joomla

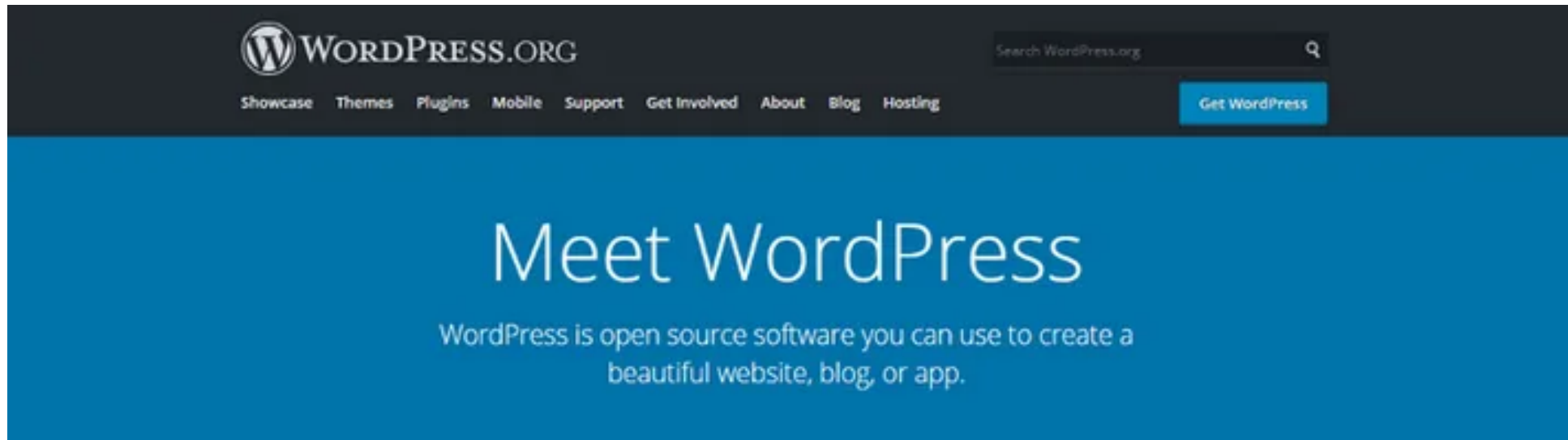
- It's a free-to-use CMS that has an impressive set of features baked into it.



CONTENT MANAGEMENT SYSTEM EXAMPLES

WordPress

- It's free to download and use. It's also easy to learn, flexible, and search engine friendly.
- Plus, thousands of themes and plugins make it one of the most customizable platforms.



CONTENT MANAGEMENT SYSTEM EXAMPLES

Drupal

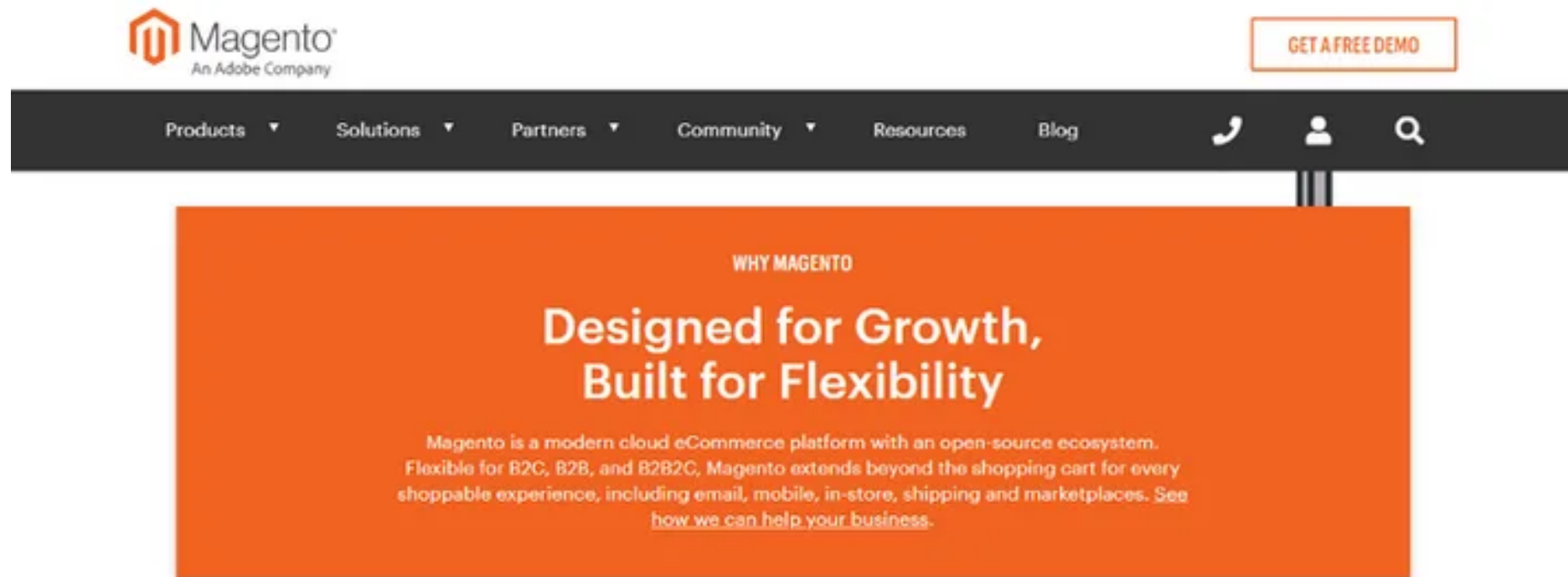
it's the one CMS that probably requires the most technical chops.



CONTENT MANAGEMENT SYSTEM EXAMPLES

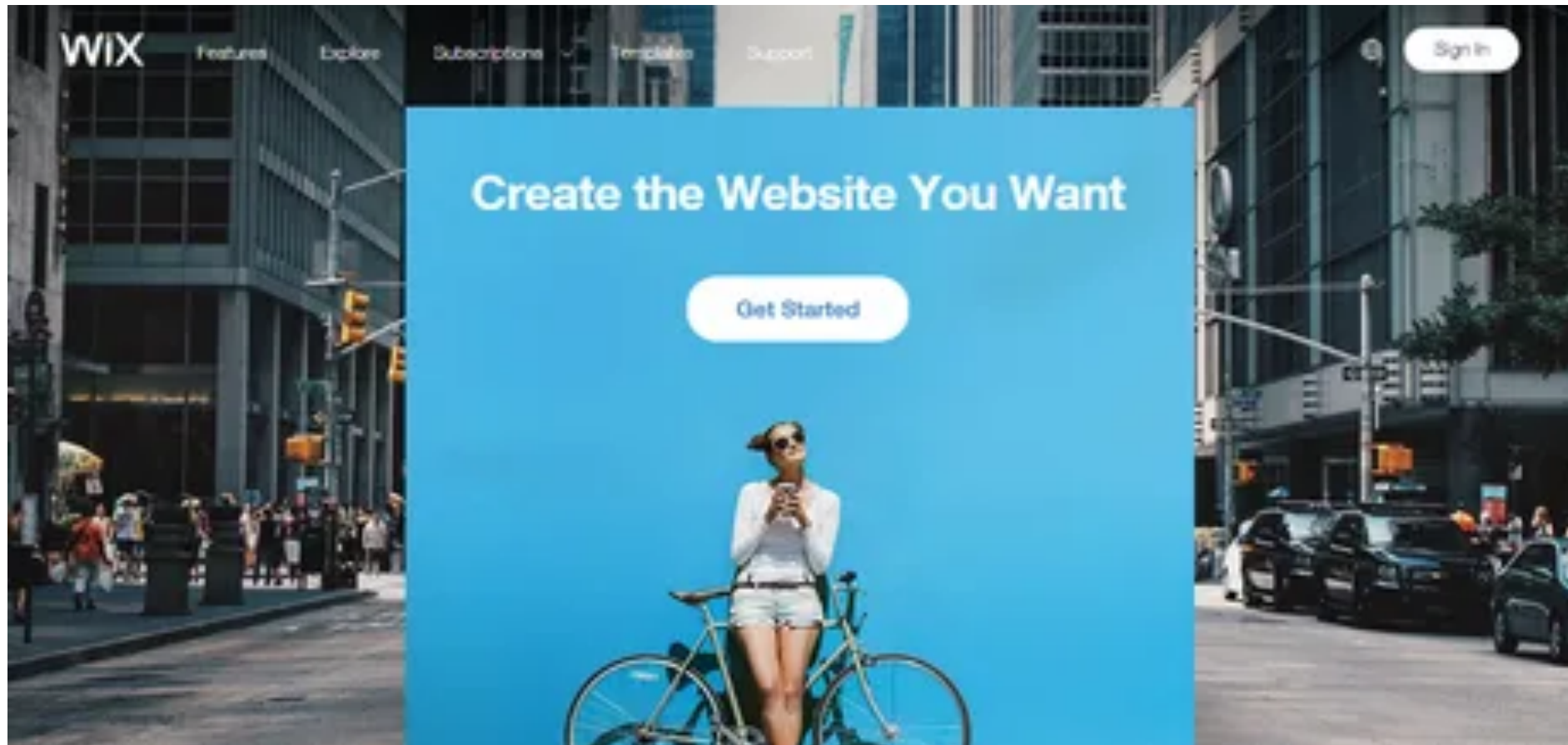
Magento

Magento is an open-source e-commerce platform written in PHP.



CONTENT MANAGEMENT SYSTEM EXAMPLES

Wix





JOOMLA FEATURES

- - Caching (for quicker load times)
- - User friendly backend
- - Range of templates
- - Language internationalization
- - Easy installation

Joomla Requirements

- Requirements to use Joomla
 - Apache
 - PHP
 - MySQL
- Packages
 - XAMPP
 - WAMP
 - Windows IIS Supported