

# **Outline**

- **Introduction**
- **What is Content?**
- **What is Content Management System?**
- **Types of Content Management Systems**
- **What a CMS Does?**
- **Features of CMS**
- **Advantages of CMS**
- **Evaluation of Content Management System**
- **Drupal vs. WordPress vs. Joomla**
- **Trends of Content Management Systems and Market Share**

# Introduction

- Over the decades, the Content Management System has seen an unprecedented growth from static web pages built on HTML to customized sites developed using PHP to give personalized experience. Initially, in the 1990's, we had flat HTML files. Then there was Dynamic HTML to create interactive and animated websites by using a combination of a static markup language.
- Apple.com at the very birth of the World-Wide Web in 1992.
- Then there was GeoCities, a web hosting service, later acquired by Yahoo in 1999. During this time, GeoCities was the third-most-visited site on the World Wide Web. It was the first kind of web-based CMS that allows users to manage their website. This is a concise history of CMS in the 1990s. On contrary to this, 2000's seen the massive development from basic HTML & DHTML web pages to proprietary and open source CMSs.

## DRUPAL / WORDPRESS / JOOMLA



Drupal

Released in May 2000 by  
Dries Buytaert



WordPress

Released in May 2003 by  
Matt Mullenweg & Mike  
Little



Joomla

Released in September  
2005 by Mambo

# What is Content?

- Content is created through “editorial process.” This process is what humans do to prepare information for publication to an audience. It involves authoring, editing, reviewing, approving, versioning, comparing, and controlling.
- Content is information produced through editorial process and ultimately intended for human consumption via publication.
- Content is in essence, any type or 'unit' of digital information.
- It can be text, images, graphics, video, sound, documents, records etc



- .....or in other words, it can be anything that is likely to be stored and managed in an electronic format.

# What is a Content Management System?

- A content management system (CMS) is a software package that provides some level of automation for the tasks required to effectively manage content.
- A CMS is usually server-based, multiuser software that interacts with content stored in a repository. This repository might be located on the same server, as part of the same software package, or in a separate storage facility entirely.
- A CMS allows editors to create new content, edit existing content, perform editorial processes on content, and ultimately make that content available to other people to consume it.
- Logically, a CMS is comprised of many parts. The editing interface, repository, publishing mechanisms, etc.,
- So, a CMS is a tool to assist in and enable the theoretical ideal of content management.
- Content Management System (CMS) is an application software that provides you an easy environment to manage your digital content data such as text, images, music, documents etc.

# Types of Content Management Systems

- **Web content management (WCM):** The management of content primarily intended for mass delivery via a website.
- **Enterprise content management (ECM):** The management of general business content, not necessarily intended for mass delivery or consumption (e.g., employee resumes, incident reports, memos, etc.). This flavour was more traditionally known as “document management,” but the label has been generalized over the years. ECM excels in collaboration, access control, and file management.
- **Digital asset management (DAM):** The management and manipulation of rich digital assets such as images, audio, and video for usage in other media.
- **Records management (RM):** The management of transactional information and other records that are created as a by product of business operations (e.g., sales records, access records, contracts, etc.).

# What a CMS Does?

## Control Content

- Permissions: Who can see this content? Who can change it? Who can delete it?
- State management and workflow : Is this content published? Is it in draft? Has it been archived and removed from the public?
- Versioning: How many times has this content changed? What did it look like three months ago? How does that version differ from the current version? Can I restore or republish an older version?
- Dependency management: What content is being used by what other content? If I delete this content, how does that affect other content? What content is currently “orphaned” and unused?
- Search and organization: How do I find a specific piece of content? How do I find all content that refers to X? How do I group and relate content so it’s easier to manage?

# What a CMS Does?

## Allow Content Reuse

Using content in more than one place and in more than one way increases its value.

Some examples:

- A news article appears on its own page, but also as a teaser on a category page and in multiple “Related Article” sidebars.
- An author’s bio appears at the bottom of all articles written by that person.
- A privacy statement appears at the bottom of every page on a website.

In these situations, this information is not created every time in every location, but simply retrieved and displayed from a common location.

# What a CMS Does?

## **Allow Content Automation and Aggregation**

- We can allow users to consume content in other formats, such as PDF or other ebook formats.
- We can automatically create lists and navigation for our website.
- We can create multiple translations of content to ensure we deliver the language most appropriate to the current user.
- We can alter the content we publish in real time based on the specific behaviors and conditions exhibited by our visitors.

# What a CMS Does?

## Increase Editorial Efficiency

- The ability of editors to create and edit content quickly and accurately is enormously affected by the platform used.
- Editor efficiency is increased by a system that controls what type of content editors can and can't add, what formatting tools are available to them, how their content is structured in the editing interface, how the editorial workflow and collaboration are managed, and what happens to their content after they publish.
- A good CMS enables editors to publish more content in a shorter time frame (it increases “editorial throughput”), and to control and manage the published content with a lower amount of friction or drag on their process.

# Features of CMS

- The most important features of CMS are that you can create a dynamic website without any programming and design knowledge.
- CMS is theme based which provides you options for various open source and premium design themes, which can be integrated easily without any designing knowledge.
- Plugins extend the functionality of CMS, which can be used to add new required modules.
- CMS sites are search engine optimization (SEO) friendly, it means sites built in CMS can be easily optimized for search engine listings.
- CMS support Multilingual, which allow users to translate content in their language.
- CMS has inbuilt Media Management System which is used to manage images, music, documents etc. and can be used with text content.

# Advantages of CMS

- CMS is free and an open source platform under the GNU General Public License (GPL).
- Design themes customization in CMS is very easy.
- It allows you to manage users with different roles and permissions.
- CMS media management is quick and easy to use.
- CMS provides WYSIWYG editor to manage your text content which is very useful for manipulating the layout of the document.

# **Popular Content Management System**

## **Open Source CMS**

- WordPress
- Joomla
- Drupal
- TYPO3
- Concrete5
- Django CMS
- Grav CMS
- OpenCMS
- OpenWGA
- C1 CMS

## **Proprietary CMS**

- Microsoft SharePoint
- IBM Enterprise Content Management
- Pulse CMS
- Sitecore
- Shopify
- Kentico

# Drupal vs. WordPress vs. Joomla

- All the three platforms WordPress, Joomla, and Drupal are open source free software licensed under GPL. Therefore, you can download the software free, use, and modify as you like.
- All the three platforms have developed a community of their own consisting of developers, designers, trainers, users, and volunteers. The communities are aimed at making the platform a better CMS by sharing the knowledge, supporting the users, organizing events, solving the issues, and more.
- All the three platforms are based on PHP and MySQL.
- All three of them use themes/ templates for the design and plugins/ extensions/ modules for adding functionality and features.

CMS	WordPress	Joomla	Drupal
About	WordPress is open source software you can use to create a beautiful website, blog, or app.	Joomla! Is an award-winning content management system (CMS) which enables you to build websites and powerful online applications.	Drupal is content management software. It's used to make many of the websites and applications you use every day.
Software	FREE and Open Source	FREE and Open Source	FREE and Open Source
CMS Market Share	58.90%	7.00%	4.70%
Installation	One-click Install or manual installation manually within 5 minutes	One-click Install or manual installation within 10 minutes	One-click Install or manual installation within 10 minutes
Ease of Use	Beginner-friendly (5/5)	Somewhat Beginner-friendly (4/5)	Requires Coding Skills (3.5/5)
Design (Themes & Templates)	4500+ Official FREE Themes	NO Official Template Directory	2000+ Official Drupal Themes
	9500+ Premium Themes at ThemeForest	950+ Premium Joomla Templates at ThemeForest	450+ Premium Drupal Themes at ThemeForest
Functionality (Plugins & Extensions)	50,000+ Official FREE Plugins (Thousands of Paid Plugins on the web)	7500+ Official Extensions (FREE+Paid)	37,000+ Drupal Module at Official Directory
Websites Using this Platform	Chicago Sun Times, Vogue India, Katy Perry & More.	Michael Phelps – MP Brand, Discover Magazine, French West Indies & More.	US. Department of Energy, University of Minnesota & More.

# Trends of Content Management Systems and Market Share