

Outline

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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 personalized experience. Initially, in the 1990's, we had flat HTML files. The evolution of Dynamic HTML to create interactive and animated websites by using a complex 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. 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 web content. The concise history of CMS in the 1990s. On contrary to this, 2000's seen the development from basic HTML & DHTML web pages to proprietary and open source CMSs.



Drupal

Released in May 2000 by
Dries Buytaert



WordPress

Released in May 2003 by
Matt Mullenweg & Mike
Little



Joomla

Released in Sep
2005 by Man

What is Content?

- Content is created through “editorial process.” This process is what we use to prepare information for publication to an audience. It involves authoring, reviewing, approving, versioning, comparing, and controlling.
- Content is information produced through editorial process and ultimately 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 retrieved in electronic format.



What is a Content Management System

- A content management system (CMS) is a software package that provides automation for the tasks required to effectively manage content.
- A CMS is usually server-based, multiuser software that interacts with content repository. This repository might be located on the same server, as part of the software package, or in a separate storage facility entirely.
- A CMS allows editors to create new content, edit existing content, process content, and ultimately make that content available to content consumers.
- Logically, a CMS is comprised of many parts. The editing interface, the 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 an easy environment to manage your digital content data such as text, images, audio, video, etc.

Types of Content Management

Systems

- **Web content management (WCM):** The management of content primarily 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., employment incident reports, memos, etc.). This flavour was more traditionally known as “document management,” but the label has been generalized over the years. ECM includes collaboration, access control, and file management.
- **Digital asset management (DAM):** The management and manipulation of digital assets such as images, audio, and video for usage in other media.
- **Records management (RM):** The management of transactional information and records that are created as a by product of business operations (e.g., sales 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? Is it archived? Is it archived and removed from the public?
- Versioning: How many times has this content changed? What did it look like 6 months ago? How does that version differ from the current version? Can we revert to a previous version? Can we republish an older version?
- Dependency management: What content is being used by what other content? Can we delete this content, how does that affect other content? What content depends on this content? What content is “orphaned” and unused?
- Search and organization: How do I find a specific piece of content? How do I categorize content? How does content that refers to X relate to other content so it's easier to find?

What a CMS Does?

Allow Content Reuse

Using content in more than one place and in more than one way increases

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 is 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 ebook formats.
- We can automatically create lists and navigation for our website.
- We can create multiple translations of content to ensure we deliver the most appropriate to the current user.
- We can alter the content we publish in real time based on the specific 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 affected by the platform used.
- Editor efficiency is increased by a system that controls what type of content can and can't add, what formatting tools are available to them, how the content is structured in the editing interface, how the editorial workflow and collaboration is managed, and what happens to their content after they publish.
- A good CMS enables editors to publish more content in a shorter time, increases “editorial throughput”), and to control and manage the publication process 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 design themes, which can be integrated easily without any designing knowledge.
- Plugins extend the functionality of CMS, which can be used to add additional required modules.
- CMS sites are search engine optimization (SEO) friendly, it means sites built with CMS can be easily optimized for search engine listings.
- CMS support Multilingual, which allow users to translate content in their own language.
- CMS has inbuilt Media Management System which is used to manage images, videos, 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 manipulating the layout of the document.

Popular Content Management Systems

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**