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What is CMS

CMS, content management system, is a software application that is used to manage the creation, variation, and construction of content in a digital platform. The software allows you to create and format content, add certain things such as pictures and titles, including multiple backend things like search engine optimization. Content Management Systems have various degrees of power, some of which only manage simple web pages and blog posts while others manage the overall digital experience across many different channels, such as email, mobile apps, social media, and websites just to name a few.

The capabilities that CMS typically provides are content management which involves creating, editing, managing and publishing content. Presentation which gives way to automation optimization so that whether you are on a computer, mobile device, tablet, or even a television, it will always look presentable and good. Integration is something that allows for API (Application Programming Interface) and other third-party software to have easy plugins and integration. Analytics is also something that is provided by CMS. This gives data and information on the products, videos, and general content users are seeing and what they are searching for the most. Governance, along side of analytics, takes what is on the platform and decides who can see what, how long the content will be available for someone to see and changing its decision making along the way.

One open source CMS tool is dotCMS which is used on a Java based platform. Some of the strengths that this CMS tool has is that its ease of access and use for the everyday person can use it without fear of being stuck. It also has a very open user interface so that the information is easy to navigate with certain filtering options that can allow for more finite results. Some of the disadvantages of this software are that if you are not already a developer or know Java then you are already at a disadvantage in which the software does not help with that. Also, things such as auto-generated website addresses for file assets would be difficult to understand if not renamed, lastly some users of this software have said that the permissions were buggy because of legacy assets. Another open source CMS tool is Bloxsom used on the platform Perl. Some pros of using this is the posts are in plain text so you can create them offline in any text editor of your choice and you’re not dependent on some bloated web interface or a program that you have to pay for. Also, you have as total control over the display as you would over any other webpage you might make. You don’t have to fight a premade template or design via a limited set of options in a web form. Some of the cons include that post management is basically non-existent. Another open source CMS tool is Drupal. Some of the advantages of Drupal are that it offers a comprehensive programming environment for developers and is more suitable for advanced users. Its advanced menu management, poll management, and graphics modification tools allow you to create and manage complex websites with ease. And the Drupal framework works well for any type of website and content. Lastly, it is one of the few recommended CMSs and it is free! Some disadvantages are that it is designed for advanced users. Installation and modification require technical knowledge, and beginners will find it exceedingly difficult to work with Drupal. Extensive knowledge of PHP, HTML and CSS are required to work on even basic Drupal websites. Another common CMS tool is WordPress. The advantages of using WordPress are that Building, developing and maintaining a blog or website on your own using WordPress is significantly cheaper than hiring a designer to build your site from scratch. It has a variety of professional themes and it is mobile friendly. Some of the disadvantages include navigating through WordPress web design, development and maintenance can be challenging, especially to people who don’t have prior knowledge or experience of web development and marketing. Security is a big challenge for many users. Additionally, the fact that WordPress is the most widely used CMS makes it a prime target for cybercriminals. Its heavy reliance on plugins developed by different people also increases the chances of malicious code slipping through to your site’s functionalities. Lastly, an open source CMS tool that can be available for use is TYPO3. Some advantages of using TYPO3 are that its modularity, extensions, administrator’s system, technical support, and internal TypoScript Language all have very high ratings. These come in handy when deciding which ones to choose. Some of the disadvantages are that installation and modification can be a hassle, which also runs into the problem about that it should only be used by experienced programmers.

As far as proprietary CMS software goes, Adobe Experience Manager can be a good candidate. The advantages of this is it is very easy to develop eye-catching content for customers, as it provides very good tools for marketing, with a wide variety of templates and high capacity for customization. And the high availability of this cloud service is a great advantage to have easy access to this software. The disadvantages of this is the tool is sometimes slow to operate and this can lead to some loss of time and there may be a part where the tool has a small learning curve for inexperienced users. Another proprietary CMS software is the IBM Enterprise CMS, its advantages include its ease of access and how easily it can be adjusted. Disadvantages of this CMS goes for some configuration you may need experienced IBM FileNet specialists because platform has its specific. Support and maintenance of the system also should be well prepared to easily detect problems in future. Another CMS is Microsoft SharePoint, a common one. Some of the advantages of this is that haring and collaborating documents with the ability to lock documents upon final revision. Implementing workflows for specific documents and teams is a plus, this allows certain approval process during a copy edit to run smoothly. Some disadvantages are that the administrations controls are advances and may not be as user-friendly for less technically inclined staff to be able to manage. Another CMS is Kentico, advantages of using Kentico are that all of its user management is within one location and can be integrated with SSO. Extremely flexible content management system that makes content creation and management easy. Some disadvantages are that since it isn't the most widely known platform and having a team that really understands the platform would make the setup and transition much easier. Lastly, for this list, a proprietary CMS is Pulse CMS. The advantages of Pulse CMS are that it has a very fast and easy setup process, has free content to use at the discretion of the user, built-in analytics, and backups are automatically done. Some disadvantages are that there is a learning curve especially if you are not well versed with the programming languages, and creating pages may be a hassle when you have to add”.txt” to the end of a file to indicate to Pulse that you want to create a page and not a folder.

After looking at both open source and proprietary CMS’s I feel that for Wilderness Louisville their best option would be to use WordPress an open source CMS. I say WordPress because it is the most widely used CMS in the world. With that being said, it is free, it adapts to any website you want to make, it can support mobile and different media devices, it is fairly easy to learn and the community around it is large and still growing. WordPress’s scalability is something to take note of as well, you will also have full control over the website that you decide to use. Blogging is one of the many features that it ranks best in the business in and lastly, everyone else is making great use of the software and lots of companies are changing their websites over to WordPress.