

Content Management Systems

Say **Goodbye** to **Static** Sites

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I am not

- A back-end developer

I have not developed with

- Joomla
- Plone

I prefer

- ExpressionEngine
- MojoMotor

I tolerate

- WordPress
- Drupal

What is a CMS?

“A content management system, or **CMS**, is a web application designed to make it easy for **non-technical users** to **add, edit and manage** a website.”

- Plone

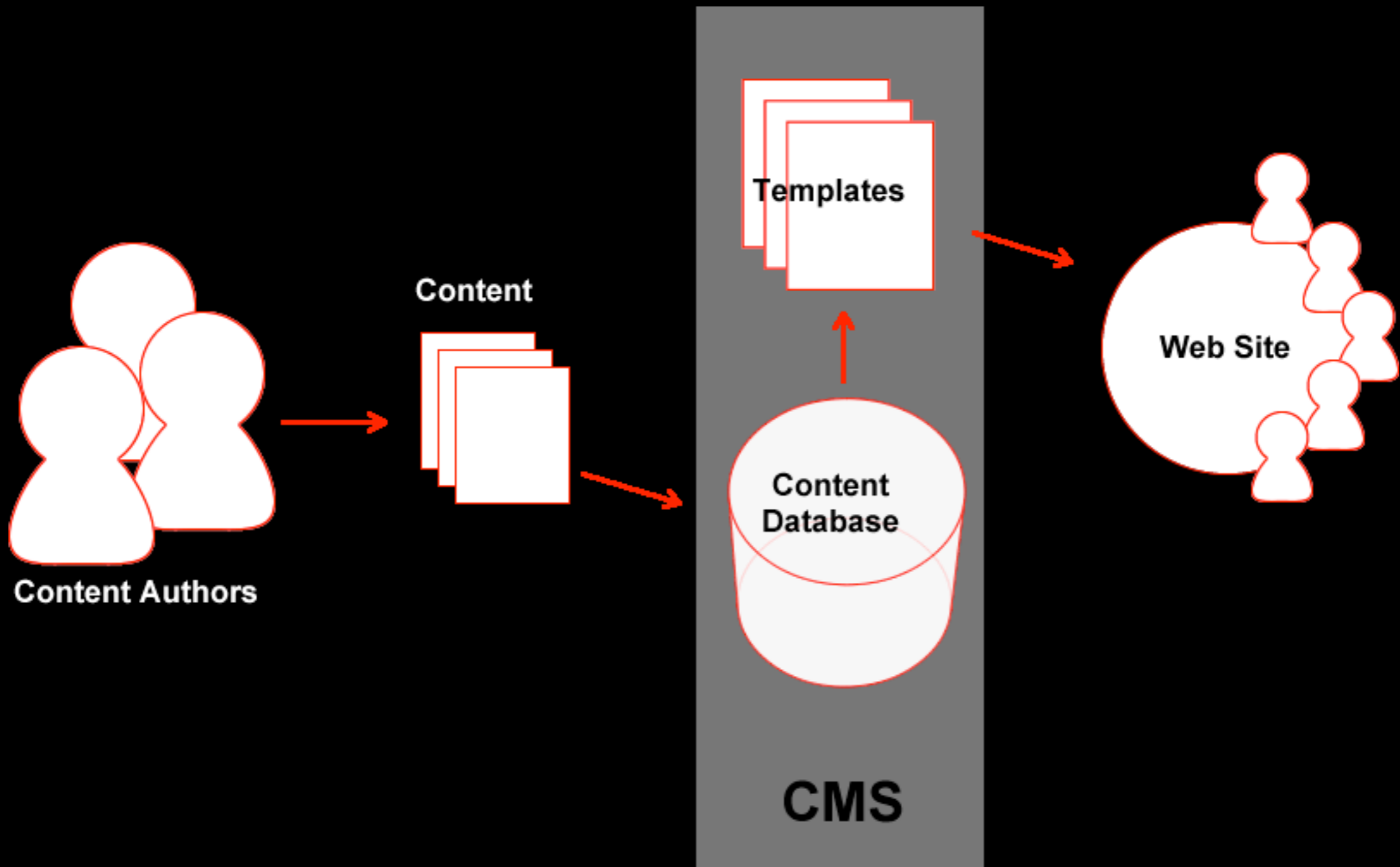


Diagram concept inspired by [Chantal Foster, FosterMilo](#)

Key benefits

- Update your site content as often and whenever you want
- Updates can be instant or scheduled
- No need to understand a programming language
- Can reduce maintenance costs

Common challenges

- Upfront costs can be expensive
- Often has a learning curve
- Takes time and resources to create, edit and maintain your own content

Many to choose from

2011 Content Technology Vendor Map

Real Story Group's vendor evaluations and advisory services have helped thousands of organizations find their way. We can help you too.

| KEY | |
|---|---------------------------------|
| — | Document & Records Management |
| — | Web Content Management |
| — | Portals & Content Integration |
| — | Search & Information Access |
| — | Collaboration & Social Software |
| — | Digital Asset Management |
| — | SharePoint Ecosystem |

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And there are many “types”

- Blog software based
- “Full” content management/publishing systems
- “Simple” CMS
- Custom in-house solutions
- In-content editing based
- Control panel based

OpenSource? Commercial?

- Free download
- Consulting firms can install and configure
- Can customize code?
- Anyone can contribute new functionality and bug fixes
- Can be more expensive
- Consulting firms can configure and install, but can also be proprietary to one company
- Generally more stable and optimized
- Often has greater longevity

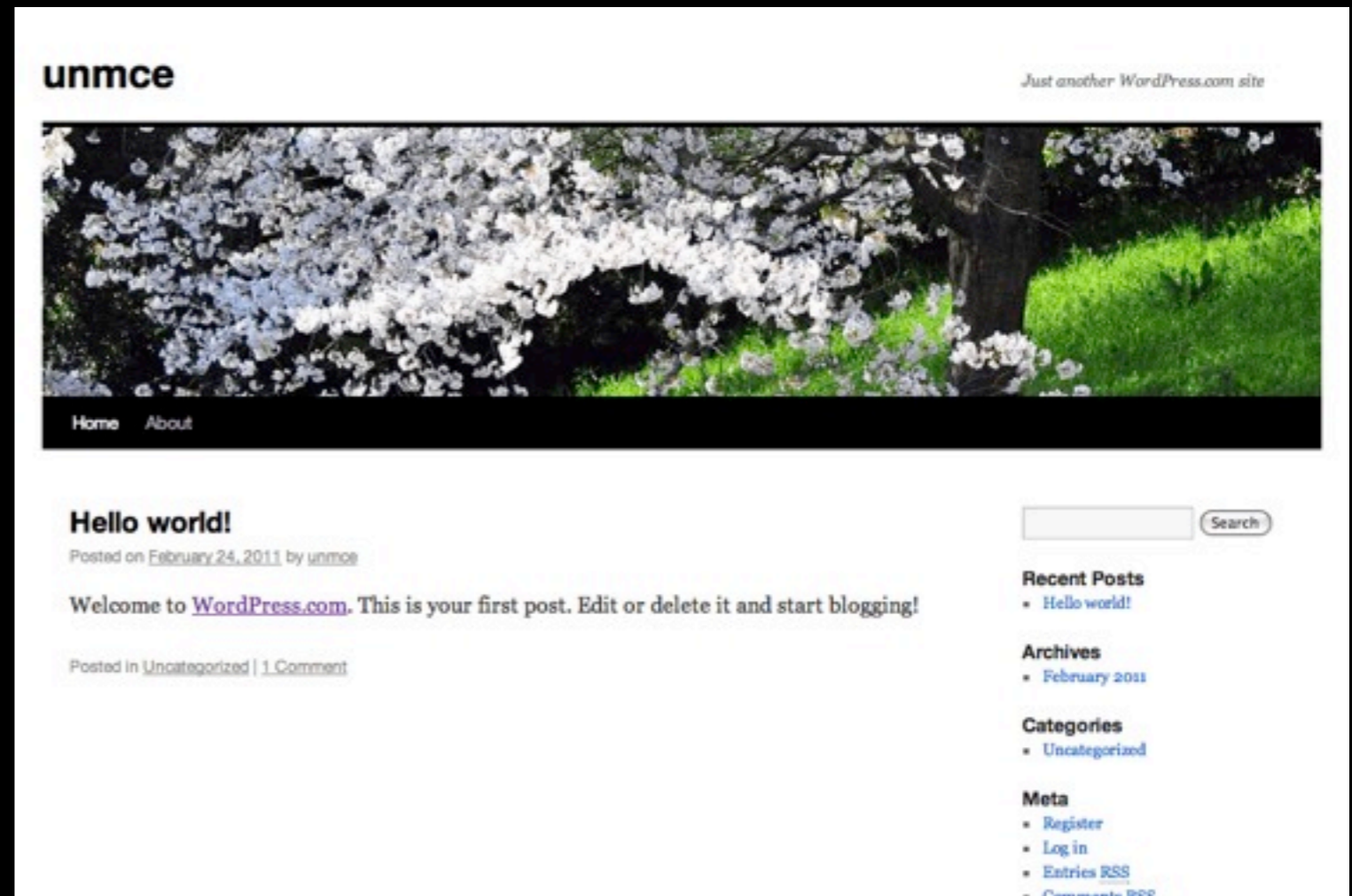
Today, we'll look at:

- WordPress
- ExpressionEngine
- Plone
- Drupal
- Joomla
- MojoMotor

WordPress.com



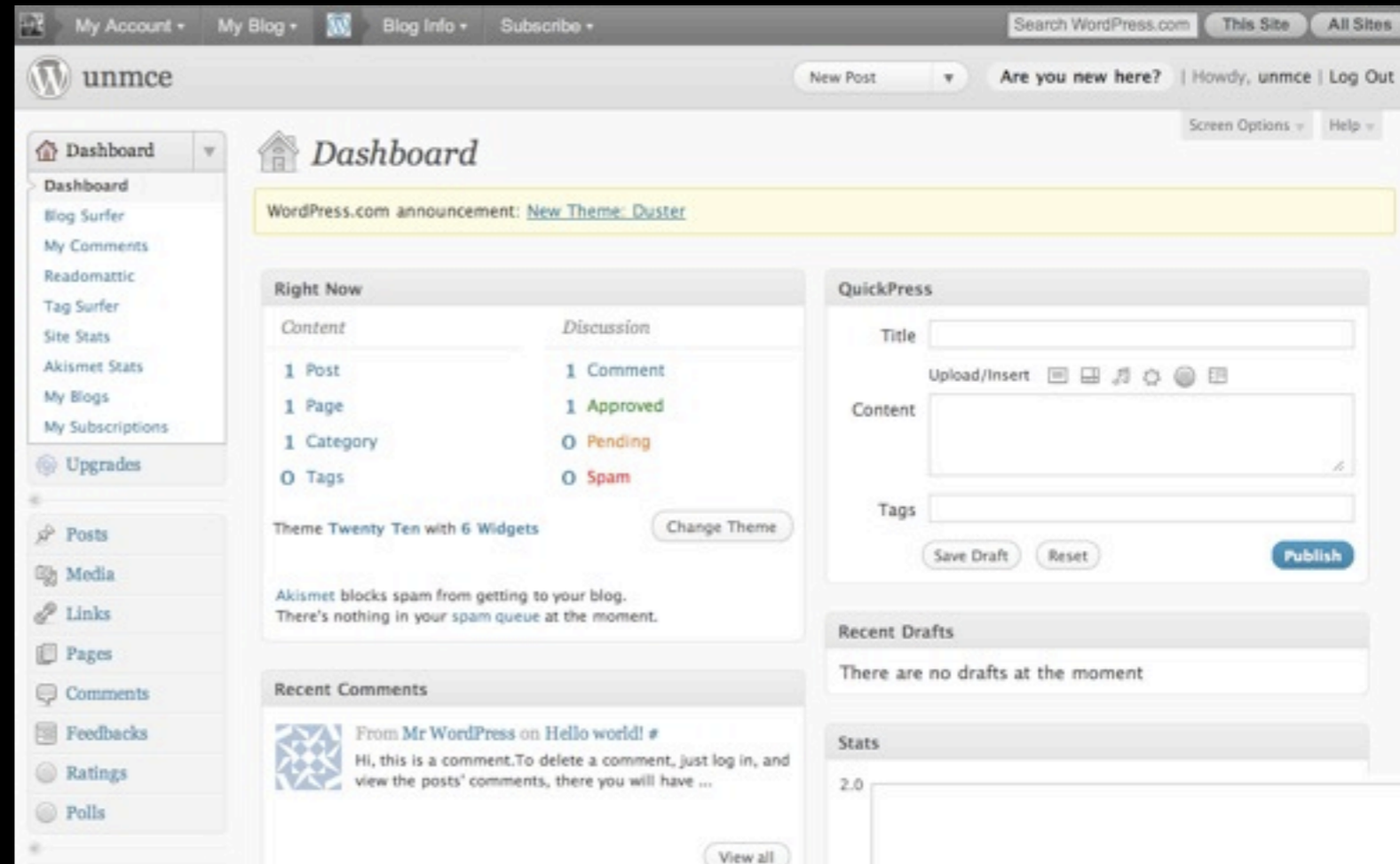
- Open source
- Hosted
- Managed
- Blog based
- No ads allowed
- Limited space
- No plugins



WordPress.com



- Simple interface
- Oodles of themes
- But no theme customization
- Good for small blogs or practice projects



WordPress.org




- Open source
- Built with PHP
- Install, host and manage yourself or with help from a vendor
- Oodles of free themes *and* you can customize them or create your own
- Oodles of free plugins to extend functionality beyond blogging to most any kind of site

WordPress.org







- Simple interface
- Support forums
- Extensive documentation
- Solid SEO tools































 *Edit Post*


Know the Facts Before Taking Your Association Mobile

Permalink: <http://www.memberpoint.com/blog/know-the-facts...ciation-mobile/> [Edit](#) [Get Shortlink](#)

Upload/Insert    

Visual HTML

B *I* ABC                              



As mobile devices become the more common medium through which people connect, associations are adding mobile applications to their arsenal of services. But before your association takes the leap in to the mobile world, make sure you know how to get the best development for your needs.

Start With the RFP

One of the first places to start is your RFP. Make sure when you are seeking mobile app development, you find out:

- **Company and team background**
 - How long has the company been in business?
 - How much experience does the development team have working with associations?
 - Client references

ExpressionEngine



- Commercial (\$99, \$149, \$299)
- Built on the CodeIgniter framework (PHP)
- Full-featured CMS (publishing system)
 - Basic ecommerce
 - Membership
 - Photo gallery
 - Discussion forums
 - Search
 - Email
 - RSS
 - Mailing list ... and more

ExpressionEngine



- Customizable control panel
- **Full** control over templates
- Oodles of free & paid plug-ins to extend

The screenshot displays the ExpressionEngine control panel for a site named "A Blog Not Limited". The interface is organized into several sections:

- Navigation:** A top menu with links for Content, Design, Add-Ons, Members, Admin, Tools, Help, and a "+ Add" button.
- User Profile:** Located in the top right, showing the user "Emily Lewis" with a "Log-out" link.
- Main Content Area:** Divided into three columns:
 - Create:** Lists options for creating new content: Entry, Template, Template Group, Page, Channel, and Site.
 - Modify or delete:** Lists options for editing or deleting existing content: Entry, Template Group, Page, Most recent Entry, and Most recent Comment.
 - View:** Lists options for viewing site data: Site, Recent Comments, Recent Entries, User Guide, and EE Wiki.
- Right Sidebar:** Contains several utility sections:
 - My Account:** Shows the user's profile and a link to the "Control Panel".
 - Notepad:** A section for creating and managing notepad entries.
 - Search:** A search input field with a magnifying glass icon.
 - Quick Links:** Provides shortcuts to "My Site" and "Quick Links Manager".
- Footer:** Includes "ExpressionEngine Info" and "Low NoSpam (157)" buttons, and a copyright notice: "© ExpressionEngine v2.1.0 - © Copyright 2003 - 2010 EllisLab, Inc. Script executed in 0.9146 seconds - 25 SQL queries used - Build: 20100810".

ExpressionEngine



- Full support
- Active and helpful community forums
- “Designer friendly”

The screenshot shows the ExpressionEngine forum interface. At the top, there is a navigation bar with links for 'Return to ExpressionEngine', 'User Guide', 'Wiki', 'Forum' (highlighted), 'Developers', 'Bug Tracker', '1.x User Guide', and 'Support Center'. Below this is the forum header with the ExpressionEngine logo and 'Forum' text. On the right, there are links for 'Private Messages' (0 Unread) and a user greeting 'Hello, Emily Lewis' with links for 'Logout', 'Profile', 'Control Panel', and 'Member List'. A search bar is located below the header. The main content area shows a list of topics under the 'ExpressionEngine 2 Technical Support' forum. The topics are listed in a table with columns for 'Topic Title', 'Replies', 'Views', and 'Latest Post Info'. The first topic is 'Announcements' with a sub-table showing a single announcement: '"Help! I can't post!" and other Getting Help tips' with 5492 views and posted on 07-12-2010 02:54 PM. The second main section is 'ExpressionEngine 2 Technical Support' with a table of topics:

| Topic Title | Replies | Views | Latest Post Info |
|---|---------|-------|--|
| Forums with embeded content problem Author: Brad Parscale | 8 | 66 | Posted: 1 minute ago Author: Ingmar Greil |
| SafeCracker Not Saving Author: Philip Zaengle | 0 | 9 | Posted: 16 minutes ago Author: Philip Zaengle |
| Closed: Selecting a Page as the site homepage Author: Ant Cooper | 7 | 71 | Posted: 21 minutes ago Author: Ingmar Greil |
| Closed: Commenting is not available in this channel entry. <- disable completely? Author: Marc Tiedemann | 3 | 21 | Posted: 21 minutes ago Author: Ingmar Greil |

Plone



- Open source
- Built with Zope (Python)
- Full content management system
 - Content publishing
 - Forums
 - Wikis
 - Workflows
 - Authentication
 - Live search
 - Versioning, history
 - ... and more

Plone



- In-context editing for content creation and maintenance
- Themes available or you can customize
- Free plug-ins to extend functionality
- Active community of developers
- Extensive online documentation and resources
- Supports web standards and accessibility

Drupal



- Open source
- PHP
- Full content management system
 - Blogging
 - Forum
 - Search
 - RSS
 - Multi-language
 - Caching
 - Statistics
 - ... and more

Drupal



- Offers solid security and performance
- Active community
- *Some free themes, but you can customize or create your own*
- Oodles of modules to extend core functionality
- “Developer friendly”

Joomla



- Open source
- PHP
- Full content management system
 - Search
 - Polls
 - User management
 - RSS
 - Multiple languages
 - Integrated help
 - ... and more

Joomla



- Oodles of extensions to customize to your needs
- Some templates available, but you can customize or make your own
- Active community for support

MojoMotor

- Commercial (\$49)
- Built on CodeIgniter (PHP)
- Simple, lightweight publishing tool
- Full control over templates
- In-context editing
- A few plug-ins
- *Extremely* easy to install, configure and use

How to decide?

Understand your users

- Who are your **content authors**?
 - What are their technical skills?
 - What are their writing skills?
 - Do they need editorial approval?
 - Who will train these authors?
 - Will multiple people be editing/creating content?

Understand your users

- Who are your **content readers**?
 - What tasks do they need to complete on your site?
 - What type of device are they using?
 - Are they external or internal users?

Understand your needs

- What are your **user goals**?
 - What actions do you want users to take on your site?
 - Do your users currently have problems with your site? What are they?

Understand your needs

- What are your **business goals**?
 - Target audience
 - Branding and awareness
 - Recruitment
 - Online self-service

A CMS is just a tool

Don't be seduced by demos

- Test before you buy
- Avoid vendor lock-in
- Consider systems against your needs and goals
- Understand the **technical requirements**

Extensibility?

- Can you brand or customize the interface?
- Can the CMS integrate with other systems, such as for ecommerce?
- Can you access the source code?
- Does it have an open API?
- What is process for adding new functionality?

Ease of use?

- Can users embed/attach images, files?
- Can users easily change font colors? Resize images?
- Can users publish without oversight?
- Can different users be assigned different administrative rights?
- Is documentation easy to understand and thorough?

Functionality & Usability?

- What is the core functionality?
- How easy is it for site users to accomplish core tasks?
- Is it accessible to *all* users (search engines, screenreaders, mobile users)?
- Does it work in all browsers? On all devices?

Security?

- Is the system protected against attacks?
- Is personal data protected?
- Is there a versioning system?
- How are backups handled?
- How are updates implemented?

Support?

- Is there a knowledgebase, documentation?
- Is there a community who offers support?
- Is there a support plan?

Output?

- Are the templates fully customizable?
- Does it produce human-friendly URLs?
- Is RSS available?
- Is site content indexed for real-time search?
- Does it offer built-in SEO support (page titles, keywords, tagging, redirection)

No such thing as
one size fits all

Thank you!
Questions? Comments?

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