

## **175-Web Content Management**

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#### **Introduction**

- Introduction: Purpose of the class
- What is a Content Management System?
- A Brief History of the Web (and its devolution into chaos)

#### **Common features of a Content Management System**

- Feature: Content Owners can publish content to the web
- Feature: Content Publishing can be controlled through a workflow
- Feature: Versioning and rollback
- Feature: Timed deployment and expiration of content
- Feature: Templating
- Example: TeamSite Templating
- The Document Capture Template (DCT)
- The document content record (DCR)
- Separating design from content
- Benefits of css
- Html + css
- Example: css Zen Garden
- Understanding xml

#### **Understanding your needs for a content management system**

- Type of site
- Portals
- Article sites
- Semi Static Sites
- Collaborative Environments
- Functionality
- RSS 1.0
- RSS 2.0
- eCommerce modules
- Layout and maintenance
- Summary
- Cost (why free isn't always free and expensive can sometimes be cheap)
- The high end solutions
- Open-sourced solution

#### **6 common pitfalls in selecting a CMS**

- Buy-in
- Example: Human Resources Web Publishing
- Architecture (planning)
- Business Case

# WestLake

web training + development

- Understanding level of work
- Training
- Poor Migration Strategy

## **Building a business case for CMS**

- Reduction in IT costs
- Repurposing of content
- Decrease in delivery time of content
- Increased control of content by content authors
- Increased control of scope and growth of web development
- Standardization of content look and feel
- Reduction in training costs

## **Cost estimating**

- Exercise: ROI estimation

## **Best practices in CMS implementation**

### **CMS Systems**

- Documentum
- A tour of Documentum
- Teamsite
- A tour of TeamSite
- Drupal
- General features
- User management
- Content management
- Blogging
- Platform
- Administration and analysis
- Community features
- Performance and scalability
- Hands on with Drupal
- Logging in to Drupal
- Plone and Zope
- Hands on with Plone
- ICOYA
- Postnuke
- WebGUI

## **Macromedia Contribute**

### **Resources:**

- Open Source CMS
- CMS Matrix
- CMS Info
- CMS Watch

## Exercises

- Exercise 1. Feature requirements analysis
- Exercise 2. Type of site
- Exercise 3. Additional requirements