# Content Management Systems

Considerations in Choosing

Washington University in St. Louis
Webster University

R. Scott Granneman

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Last updated 20131214
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# What

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Wikipedia:
“a computer program
that allows
publishing, editing & modifying
content
as well as maintenance
from a central interface
… to manage workflow
in a collaborative environment.”

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# Features

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Common features

» Web-based publishing
» WYSIWYG editor
» Revision/version control
» Asset indexing, search, & retrieval

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Type of CMS

» CMS / Portals
» eCommerce
» Forums
» Blogs
» Image Galleries
» Groupware
» e-Learning
» Wiki

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# Who

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You need a CMS

» More than one editor
» Non-technical editors
» Large site
» Lots of changing content

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You don’t need a CMS

» One editor
» Highly technical editors
» Small, billboard site
» Unchanging content

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# Audiences

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Content Management Systems
have to serve
4 different user groups

» Developers
» Designers
» Administrators
» Editors

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# Developers

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Need a solid, agile, & well-documented application development platform

Technical users

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# Designers

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Need easy theming
& flexibility when it comes to information architecture

Technical users

# Administrators

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# Need powerful & usable controls for managing users, rights, & assets

Technical users

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# Editors

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Need usability that makes it easy to create, edit, & manage content

Can be technical or non-technical users

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# Try

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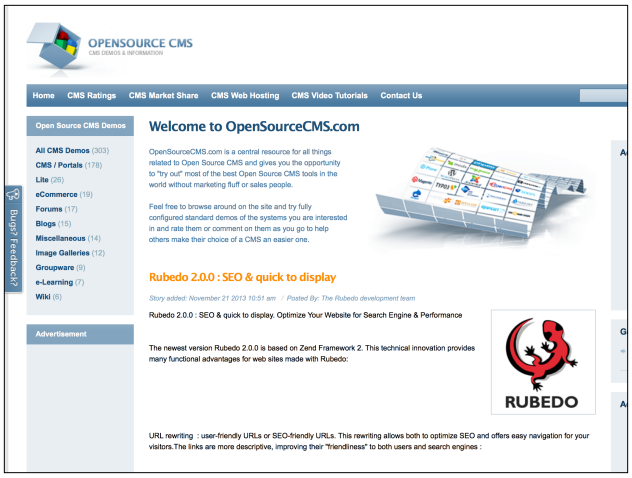

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Most are free

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You need to have some knowledge

» Create MySQL database
» Install PHP app
» Secure the CMS
» Permissions

Read the documentation!

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# Examples

# Drupal

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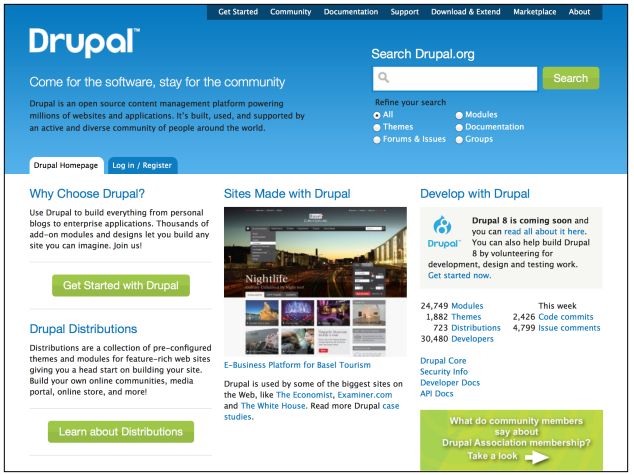


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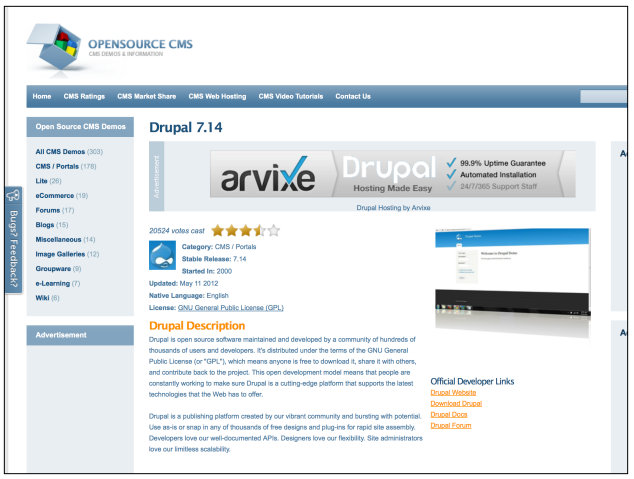


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A- Developers

C+ Designers

A- Administrators

D Editors

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Over-modularized & complex

Great for technical users,
not so much for non-technical users

If nerds will be developing AND editing,
Drupal might work fine

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# Joomla

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C Developers

D Designers

C Administrators

D Editors

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Very pretty at first glance, but ...

Not well organized

Not great for non-technical users

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# WordPress

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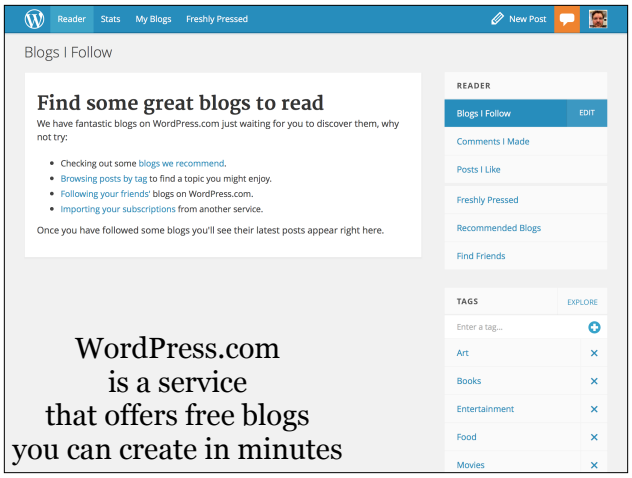


WordPress.com
is a service
that offers free blogs
you can create in minutes

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A- Developers

C Designers

C Administrators

B Editors

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Easily the best blogging tool

Excellent at managing posts,
not very good at managing pages

Must keep it up to date,
as hackers poke at it constantly

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# Expression Engine

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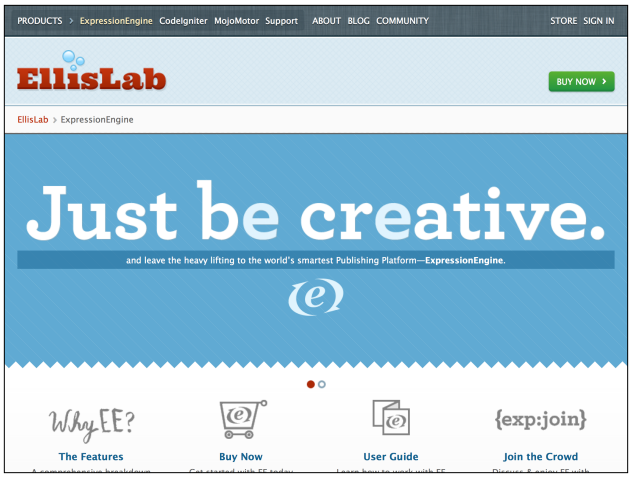

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$299 ExpressionEngine
$99 Discussion Forum
$199 Multiple Site Manager (3 sites)
$49 Each additional site

$49/mo. Silver Support
$299/mo. Gold Support
$1,999/mo. Platinum Support

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There is a free version, but ...

» It's limited
» Not for commercial activity
» Must include
"Powered by ExpressionEngine"
on the site

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More of a "build-your-own" tool

Not great for non-technical users

# Microsoft SharePoint

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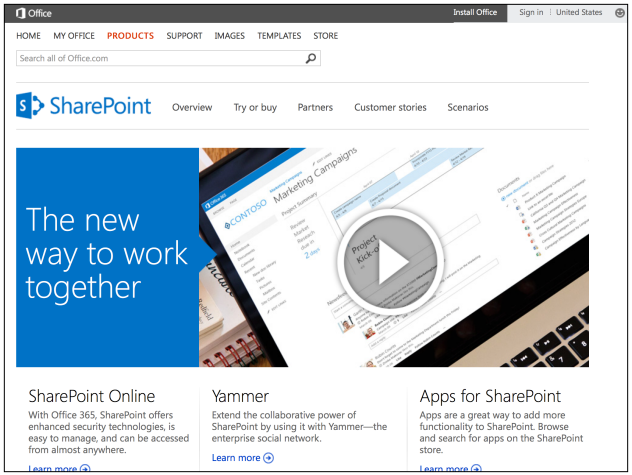


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Requires Windows Server $$$$

Costs $$$

Client Access Licenses $$

Or you can rent starting at $4/user/mo.

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Ugh

Meant for intranets & document sharing

Beloved by corporate America
& Wash U

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# Concrete5

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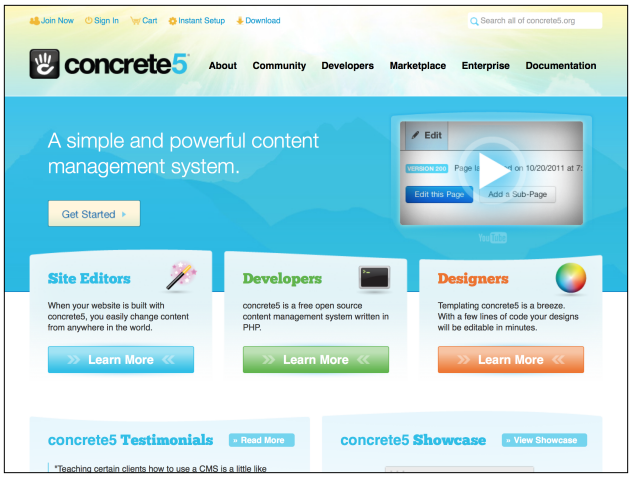


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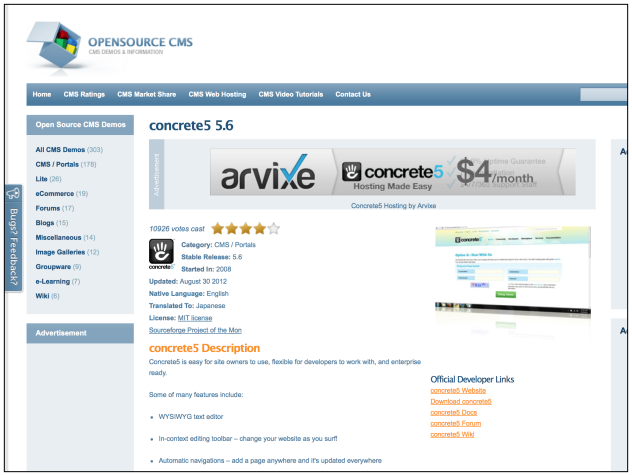


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B Developers

B+ Designers

B Administrators

B+ Editors

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WebSanity uses Concrete5

Why?

» Free (but support is available)
» Open source
» Written in PHP, so lots of developers
» Easy for non-technical editors to use
» Powerful back-end for us

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There is no perfect CMS

Your needs
dictate the CMS that is right for you

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# Thank you!

scott@granneman.com

www.granneman.com

ChainSawOnATireSwing.com

@scottgranneman

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# Content Management Systems

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Webster University

R. Scott Granneman

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Questions? Email scott@granneman.com