

## What is a Content Management System?

A web CMS is a tool to help develop and maintain a website. They are designed to allow less IT literate people to maintain the site, and for non HTML experts to design the site. There are proprietary and open source systems. Proprietary systems cost from a few thousand to tens of thousands of pounds, and are typically sold by design or IT companies or by specialists as a software package. It is simply not sense to invest in a website and NOT use a Content Management System these days. It is also important that you invest in a proper CMS.

## Why do you need a “proper” CMS?

Many proprietary CMS systems are developed by design or IT companies. Did you know that in the UK, the average life of a software house is 3 (yes THREE) years. They go bust every year, leaving tens, hundreds or even thousands of clients in trouble. If this happens, you LOSE everything (your site, the software, your whole investment) and have no choice but to start again.

Alternatively, Packaged CMS systems are expensive - from several thousand pounds up to tens of thousands.

Proper CMS systems include all sorts of features that are not in many simple proprietary systems. This is usually because either the developer is aiming at a very specific market, is trying to keep the cost down or simply has no strategy.

You do not know what features will be required in the life of your website – NO proprietary system can keep up with technology and be cost effective.

## What can you do?

You must choose – EITHER pay for your security by choosing a specialist CMS package from a reputable and stable CMS vendor (and pay thousands) OR find a viable OpenSource alternative.

Do NOT choose a proprietary system from a small vendor – it is a mistake in the long term.

**We recommend Joomla for any site** – which is Open Source, FREE and proven – with over 250,000 installations including IHOP, MTV and Harvard University.

It has a thriving community with hundreds of thousands of contributors.

It has loads of standard features, and if you want to do anything outwith the standard, there are thousands of free extensions , add-ons etc to cover almost ANY requirement.

## *Joomla CMS*

The Joomla content management system offers many advantages including:

- unrestricted design
- easy to use menu system to update and manage all pages
- ability to edit, add menu, pages, bespoke modules and any content type (image, flash, text etc)
- full ripple through pages on a layout or style change
- comprehensive user control

- metadata support for search engine optimisation
- approval process included
- version control on all pages
- all pages date driven to automatically publish and archive content
- news module for management of the current news articles
- thousands of extensions and modules
- seo friendly pages generated
- auto generated site map following menus and pages published

### *Joomla Overview*

(courtesy of Wikipedia)

Joomla! is an **open source content management system** platform for publishing content on the **World Wide Web** and **intranets** as well as a **Model–view–controller** (MVC) **Web application framework**. It is written in **PHP**, stores data in **MySQL** and includes features such as page **caching**, **RSS** feeds, printable versions of pages, news flashes, **blogs**, **polls**, search, and support for **language internationalization**.

Within its first year of release, Joomla was downloaded 2.5 million times. Over 4,000 free and commercial **plug-ins** are available for Joomla.

### *Examples*

Content management sites using the Joomla content management system are:

- \* **MTV Networks Quizilla (Social networking)** - <http://www.quizilla.com>
- \* **IHOP (Restaurant chain)** - <http://www.ihop.com>
- \* **Harvard University (Educational)** - <http://gsas.harvard.edu>
- \* **Citibank (Financial institution intranet)** - Not publicly accessible
- \* **The Green Maven (Eco-resources)** - <http://www.greenmaven.com>
- \* **Outdoor Photographer (Magazine)** - <http://www.outdoorphotographer.com>
- \* **PlayShakespeare.com (Cultural)** - <http://www.playshakespeare.com>
- \* **Senso Interiors (Furniture design)** - <http://www.sensointeriors.co.za>

### *More information*

For more information on CMS go to  
[http://en.wikipedia.org/wiki/Web\\_Content\\_Management\\_System](http://en.wikipedia.org/wiki/Web_Content_Management_System)

For Joomla information go to [www.joomla.org](http://www.joomla.org) and for the extension library go to <http://extensions.joomla.org/>