

# Web Content Management

A Complicated Subject  
Made Stupid Easy

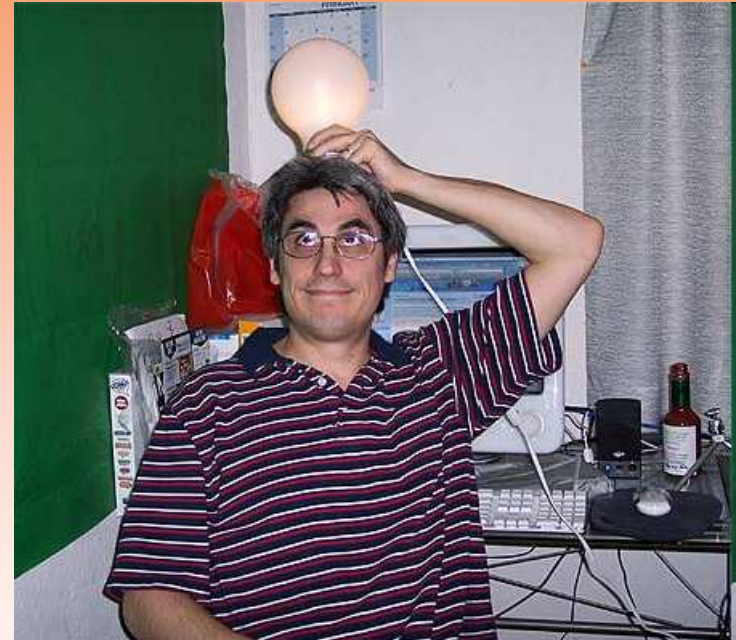
# The Bad Old Days

- Fire up Notepad or Dreamweaver and write each page by hand
- Easy to get started with...
- ... but what happens when your design changes, and you have 1,000 pages?
- EEP



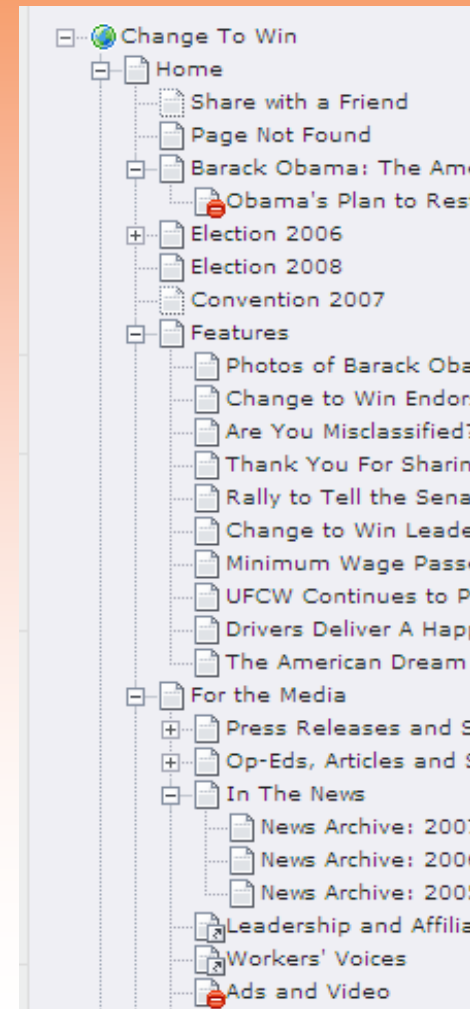
# A Solution!

- What if, instead of writing each page individually...
- We just created **one** page with everything the pages have in common?
- And then used a database to store the stuff that's unique to each page?



# Benefits of Content Management

- Separation of content and presentation
- Easier to structure and reorganize your site
- Easier to change your site design
- Makes lots of other things easier too



# A Proliferation of Solutions

- Problem is, there's TOO MANY CHOICES
- How do you find a good content management system?
- First principle:
  - All content management systems suck
  - The key is finding the one that sucks least for your needs
  - One person's perfect CMS may be terrible for another

# Understand the Categories

Two major categories of content management system:

- ***Hosted*** (aka *Turnkey*)
- ***Host it yourself*** CMS software

## Hosted CMS

You pay a vendor to run the software for you, on the vendor's servers

- *Advantages:* Easy to get started, no ongoing maintenance
- *Disadvantages:* Can cost more, can limit flexibility/customization

## Examples of Hosted CMSEs for Labor

- AFL-CIO LaborWeb
- Unions-America.com
- Prometheus Labor Communications

# CMS Software

You get the software and run it yourself, on your own servers

- *Advantages:* Unlimited customization and control, can cost less
- *Disadvantages:* Technical knowledge required, it's up to you to do ongoing maintenance

# Three Types of CMS Software

- Blogs
- Lightweight CMS
- Enterprise CMS

# Blogs

- A blog is just a Web site with a standardized format (short news items listed newest first)
- Most blog software can be used to run an entire site
- *Target user:* Individuals or small teams
- *Examples:* Wordpress, Movable Type, dasBlog

# Lightweight CMS

- More flexible and general than blog software
- BUT, more work to get up and running
- *Target user:* Medium to large organizations, typically with a single site
- *Examples:* Drupal, Joomla!, ExpressionEngine

# Enterprise CMS

- Essentially unlimited flexibility and power
- BUT, can cost a TON and requires serious tech-fu to administer
- *Target user:* Large to very large organizations, usually needing to run multiple sites at once
- *Examples:* Microsoft CMS, FatWire, TYPO3

# How to Choose a Category?

CMS Software is appropriate if:

- *You already have a Web host, or are comfortable choosing one*
- *Are you comfortable installing software there?*
- *Are you comfortable being "the end of the line" for support?*

# How to Choose a Product?

- What's your budget?
- What's your geek comfort level?
- How much staff time can you (*realistically*) dedicate to:
  - Initial setup
  - Ongoing maintenance and content posting

# Thanks!

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Change to Win

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