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## Content Management System

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### **Abstract:**

*Some small business owners may want to use programs like Dreamweaver to try and build their own websites. However, they will require a solid knowledge of technical expertise in order for the result to meet the expectations of both their audience and search engines. Most times the results are disappointing and small business owners get very frustrated after having spent many hours trying to build their site. It is better to work with a professional to design and program your website and for you to focus on the content. The programmer will build a content management system into your site, which you will be able to access from any computer. This paper highlights meaning, functions, advantages and disadvantages of Content Management System (CMS)*

### **1. Introduction**

Content is a collective term used to denote all recorded material, whether physical or electronic, text or multimedia, which belongs to a business- the content usually, has a lifespan, which quantifies its relevance and utility. The policies and processes used to manage this content, taking into consideration its lifespan, are collectively known as content management.

The first Content Management system (CMS) was announced at the end of 1990s. This CMS was designed to simplify the complex task writing numerous versions of code and to make the website development process more flexible. CMS platforms allow users to centralize data editing, publishing and modification on a single back-end interface.

A content management system is made up of more than just technology. It includes the rules and processes by which content is created and managed in your organization. If you fail to capture these rules and processes adequately during the analysis phase, you will almost certainly be forced to address them later in the implementation. Unfortunately, the cost of changing course or coding workarounds grows more expensive and more time-consuming the longer you delay.

A CMS system may also provide tools for one-to-one marketing. One-to-one marketing is the ability of a Web site to tailor its content and advertising to a user's specific characteristics using information provided by the user or gathered by the site (for example, a particular user's page sequence pattern). For example, if you visit a search engine and search for "digital camera," the advertising banners will advertise businesses that sell digital cameras instead of businesses that sell garden products.

### **2. What Is Content Management?**

A Content Management System (CMS) is a computer program that allows publishing, editing and modifying content on a web site as well as maintenance from a central interface. Such systems of content management provide procedures to manage workflow in a collaborative environment. These procedures can be manual steps or an automated cascade.

Content management refers to the system and processes whereby information is created, managed, published, and archived. Information typically passes through this lifecycle for a finite period of time. A content management system (CMS) provides the necessary infrastructure for multiple persons to effectively contribute content and collaborate throughout these lifecycles.

A content management system (CMS) is a program that lets you edit your website's content without needing to know any programming language. To edit your content, your web developer will need to add a content management system.

CMS will not only prevent you from damaging the look and feel of the site but they will also save you a lot of time and headaches. For instance, a new webpage can be created in one click. They are purpose-built for non-techies. They might recommend re-programming the site using standards-compliant code and integrate the CMS at the same time.

Basically CMS (Content Management System) can be divided into two types:

- **Proprietary CMS:**  
Proprietary CMS is a content management system in which the back end code is available only to the particular developer, so only the single Admin can edit or customize the webpage.
- **Open source CMS:**  
Open source CMS is an open system that can be used by anyone to make any change by using any device.

Open source CMS, even though they can be downloaded at no cost, will require to be installed on your website by your programmer. You will generally pay a set fee for them to install it. In many instances, it is also possible to install a CMS on an existing website. Free open-source CMS are very popular because they allow programmer to adapt the code to suit your website requirements and benefit from the improvements other programmers have made to the system.

**The Options** Content Management Systems are built to help you effectively manage content for your institution's website and can be broken down into two primary categories: **open source** and **enterprise**. The major differences between the two are workflow management (the creation, editing and approval of content) and cost. Open source typically lacks strong workflow management and costs less, while enterprise typically does better with workflow management and costs more.

### 2.1. Open Source CMS

**Drupal** is a free CMS that allows developers to build anything from blogs to enterprise applications. As with most open source platforms, this one has a large and active community constantly working to improve it.

**ExpressionEngine** is commercial software built on an open source platform. It's supported by a committed group of developers and technical support specialists that are available to work with clients.

- Built on CodeIgniter, EllisLab's PHP framework
- ExpressionEngine's price tag is much cheaper than most of the enterprise options
- \$300 for commercial clients and free for non-profit, non-commercial and personal sites

**Word Press** requires little time to set up, and depending on the level of customization, a novice user could create simple content on Day One. There is also a "code view" option where more advanced users can edit HTML code in a page, post or article.

- Might be the easiest to grasp of the three open-source platforms
- Lowest level of customization for a content manager

### 2.2. Enterprise CMS

**dotCMS** might be a smart choice if you're looking to combine the innovation that comes with an open-source platform with the added support you typically receive with an enterprise CMS. It boasts solid customer support and a warranty covers all bugs and provides protection against any unwanted loss or damage to data. Enterprise clients also receive priority support.

- Different ways to interface with third-party applications
- Static content import, RSS import, XMS and direct SQL
- \$4,750 - \$9,500 perpetually with a 20 percent fee per year for maintenance

**Omni Update** has constructed a strong presence in the web applications marketplace since the early 1990's. It's widely used among community colleges, as well as public and private institutions. Omni Update claims that more than 550 college and university websites make use of its CMS. While those numbers are impressive, Omni Update's greatest strength is its customer support.

- 24/7 support offered for clients through phone and web
- A bevy of training and reference materials for users
- Enterprise server license for \$49,500 (one time fee)
- \$15,000 for implementation (one time fee)
- Support is billed annually at \$10,000

**Sitecore** is based on Microsoft's .NET-platform and offers three levels of content management from the back end that make Site core well-suited for editors of varying skill. Its easy-to-use interface is similar to Windows and offers excellent workflow management.

- Create as many content validation rules as you need to ensure proper formatting
- Based on the .NET-platform so it integrates easily with anything Microsoft
- Pricing can vary between \$20,000 and \$30,000.
- Serves roughly 2,500 customers who oversee 30,000 sites

## 3. Online Information Management

With the explosive growth of the Internet, fundamental content management needs have also grown. No longer can information be published online in a manual process and be left unattended. Online information must be continually reviewed and updated by content editors so that other content consumers, including customers and search engines, have access to the most up-to-date version. The Internet forced subject matter experts to more rapidly maintain and update information for their constituents. Prior to online communication, information was typically transferred via physical mail and faxes. With these forms of communication, lag times were often significant and distribution costs high. The Internet lowered communication costs tremendously, while providing instant access to a larger audience. Prior to the Internet, it was acceptable to publish new information on a quarterly basis, whereas now important

information is expected to be immediately available online. Web content management systems were developed to meet the needs of organizations with a growing online presence. A CMS typically offers:

- Easy content creation and editing for non-technical content contributors
- Access rights for security
- Structured workflow processes for content approvals
- Archival and versioning of content
- Templates for consistent output
- Content check-in/check-out services for distributed users

#### **4. A Content Management System May Have the Following Functions**

- Provide templates for publishing: Making publishing easier and more consistent with existing structure/design.
- Tag content with metadata: I.e. Allowing the input of data that classifies content (e.g. keywords) so that it can be searched for and retrieved.
- Make it easy to edit content
- Version control: Tracking changes to pages and, if necessary, allowing previous versions to be accessed
- Allow for collaborative work on content
- Integrated document management systems
- Workflow management: Allowing for parallel content development
- Provide extensions and plug-ins for increased functionality, Etc.

#### **5. Why Does Your Project Need A Content Management System?**

Content management systems are essential for large or even small-scale projects which involve the capture or creation of digital assets. They also are increasingly necessary for the creation of any but the most basic websites.

Managing the capture or creation of digital images requires metadata to be recorded which documents the capture, ownership, location and licensing conditions relating to each image. Even for a few dozen images, this may add up to hundreds of different pieces of information, the management of which would not be possible without some automated assistance. For a learning resource containing hundreds or even thousands of images, the job is larger still.

Similarly, managing a website with even a few pages is a time-consuming task when updates are required, perhaps when a page is added which requires the navigation menu to be updated on other pages, or when a logo changes which then needs to be reflected on all pages. For this reason, the use of templates which draw on content held in a database is a vital management tool. Without this type of application, the website would either fall out of date very quickly, or would require ever greater staff resources to retain its currency.

#### **6. Advantages of Content Management**

A CMS provides many advantages over traditional methods, particularly when distributed teams of users are responsible for coordinating and contributing to different content repositories

- Content management systems are almost always written well, and widely used. There are plenty of web masters that would swear to CMS abilities. Errors and coding bugs are rarely a problem, but only if you find a trusted and capable vendor.
- These systems can also be easily installed. It is not difficult to install these systems and get them running immediately. It is a simple solution for most that comes with a host of advantages.
- Content Management Systems are also easily available and offer a low cost solution to running and operating a website. This is in addition to the plenty of free CMS available on the market today.
- There is also a vibrant and active developer community where CMS is concerned. Most problems can easily be resolved in addition to free support when needed. Most of the support is available at any time of day or night, and mostly free. A quick solution can always be found with great ease.
- Almost any database can have CMS applied, as well as the software being easy to migrate to different servers.

#### **7. Disadvantages Of CMS**

As with any other kind of modern technology, there are known downsides to Content Management System that is worth exploring.

- A CMS can prove to be extremely heavy especially for small and simple websites, and may not be a first choice for most small website owners.
- The webmaster may also need to have expert coding capabilities to be able to configure or add to existing infrastructure. For most webmasters, this is mastery that they simply don't have, and an expert may need to be called in.
- To migrate a site, there needs to be available CMS on the technology where the site is being migrated to. Without this, the migration is cumbersome and difficult at best, and most times downright impossible.

Academic libraries, and their parent institutions, are also increasingly using Content Management Systems (CMSs) for website management. Institutional control over library website management, were raised. CMS satisfaction levels vary by tool, and that many libraries do not have input into the selection their CMS because the determination is made at an institutional level.

**8. Conclusion**

Knowing the advantages and disadvantages of Content Management Systems technology is the best way a new webmaster may be able to make their decision. It is also important to consider the specific website needs before taking any decision. It is often better to do extensive research and talk to an expert and other website owners before making any choices on which CMS to use for your website.

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