

# Web content management systems

[Business](#), [Management](#)



**Templates:** Standard output templates can be created and applied to change the design of the entire web page can be changed centrally. **Access Control:** Some of the web content management systems allow the content manager to manage access rights to certain groups or users, 0 0 Access rights can be provided or certain pages can be blocked for specific user groups Access right can also be managed to allow or block access for 'logged on' or 'anonymous users' **Scalable Expansion:** Wows' provide the capability to expand a single implementation (one installation on one server) to various domains.

**Work flow management:** Workflow is the process of creating cycles of sequential and parallel tasks that must be accomplished in the SMS. For example, one or many content creators can submit a story, but it is not published until the copy editor clears it up and the editor-in-chief approves it. **Collaboration:** Wows allows many people to collaborate on a single web page. Many authorized content writers can work on one document or web page simultaneously, these changes can be authorized to make them permanent or denied to revert to the original document.

**Document management:** SMS software may provide a manner of collaboratively managing the life cycle of a document from initial creation time, through revisions, publication, archive, and document destruction.

**Content fertilization:** SMS software may provide a manner of allowing each user to work within a virtual copy of the entire web site, document set, and/or code base.

This enables changes to multiple interdependent resources to be viewed and/or executed in-context prior to Content syndication: Content management systems help in content distribution by the likes of RSS feeds, emails can also be sent out to registered users in case the content is updated. Multilingual support: The content can be displayed in multiple languages. Versioning: Like many document management system, versioning can be done on the web content as well.

Authorized content editors can pick up writing from a point in the article already published. This feature is very useful in contents that require regular updating. Types of content management systems There are three types of content management systems: 0 0 0 Online CMS Offline CMS Hybrid CMS Online CMS: The online content management systems are capable of displaying content on demand when a user visits the web page. E. G. A certain template can be applied to the content from the web cache when a user is visiting the web page.

Offline CMS: These are sometimes referred to as "static-site generators", here instead of displaying the content on-demand, the content processing is done before publishing. Since pre-processing tools don't require a server to display content on-demand. Offline CMS can also exist purely as a design time tool. Hybrid CMS: These content management systems write executable content, in which CMS itself doesn't have to be deployed on a server but server similar functionality of the online CMS.

Most popular content management systems 0 0 0 0 0 WordPress Joomla Moodle Text pattern Refinery CMS Drupal Concrete 5 Drupal nuke Embrace Tiny

**SMS Advantages of SMS** Cost effective With a content management system, a web page can be maintained for a fraction of a price of hiring a web developer. Easy customization The web page can be easily customized without coding. Most WOWS provide a GUI using which the intent can be customized using user friendly features such as 'drag and drop'.

**SEE friendly Websites** managed by WOWS are more Search Engine friendly for the following reasons; 0 0 0 Regularly updated content- Some search engines give preference to regularly updated content while displaying the results. URL rewriting can be implemented easily which produces clean URL without parameters. Auto generated RSS feeds increase the number of subscribers to the website. **Disadvantages of SMS** Latency issues Larger Cams can experience latency if hardware infrastructure is not up to date, if loaded every time data is updated grow large.

Load balancing issues may also impair caching files. (1) Tool mixing Because the URL of many Cams are dynamically generated with internal parameters and reference information, they are often not stable enough for static pages and other web tools, particularly search engines, to rely on them. (1)

**Managerial Implications of Implementing a SMS** In today's business scenario, where having an e-presence is no longer a differentiating factor but a necessity, where profit margins are wafer thin.

WOWS' can lay a crucial role of meeting both goals of having an e-presence at the same time keeping the costs related to maintaining a website in check. With a WOWS except for the implementing costs the rest of the functioning is relatively cost free, as any 'non- technical' person with little or no training

can maintain content using a CMS. WOWS' allows for frequent updating of content, which would help keep the content fresh and help in SEO.

References 0 0 [http://en.wikipedia.org/wiki/content\\_management\\_system](http://en.wikipedia.org/wiki/content_management_system)  
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