



Web Content Management

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ABSTRACT

The concept of *content delivery* (also known as content distribution) is becoming increasingly important due to rapidly growing demands for efficient distribution and fast access of information in the Internet. The WCM market includes software that helps manage content for extranets, intranets and Internet domains.

KEYWORDS

Content
Management

Web Internet

PREAMBLE

A Web Content Management (WCM) system facilitates the publication of content to a website and removes the need for the user to possess technical knowledge of editing HTML files. Such systems allow content creators to directly add or update content on a website without involving an IT department or external company (i.e. Unlike website builders, a WCMS allows non-technical users to make changes to a website with little training. A WCMS typically requires an experienced coder to set up and add features, but is primarily a website maintenance tool for non-technical administrators). A WCM system therefore empowers members of each department within an organisation to update their own sections on a website, therefore reducing the number of resources involved in the end-to-end process and ensuring that timely updates can be made. It should also provide controls such as security and templating, to ensure a consistent appearance and solid control over who can edit and view content, and depending on your business process requirements, should also provide workflow and approval processes. WCM systems provide authoring tools which allow users to edit text and upload images and other media in a WYSIWYG (what you see is what you get) manner, i.e. giving an experience similar to editing text in a word processing application such as Microsoft Word.

GARTNER DEFINITION OF WCM

Gartner defines WCM as the process of controlling the content of a Web site through the use of specific management tools based on a core repository. These may be procured as commercial products, open-source tools or hosted service offerings. Product functionality goes beyond simply managing HTML pages to include:

- Content creation functions, such as templating, workflow and change management
- WCM repositories that contain content or metadata about the content
- Library services, such as check-in/check-out, version control and security
- Content deployment functions that deliver prepackaged or on-demand content to Web

Source: Gartner.

WHY WCMS ?

Now a day's CMS is simply not providing a platform for publishing and managing web content but Web CMS platforms are fusing the best of marketing automation practices with content management, allowing marketers to leverage content in new and innovative ways as part of their core marketing and sales strategies.

Institutions/Organisations have no shortage of 'content' - be it data, information or knowledge. When the creation and publication of content is well managed then the organisation functions more cost-effectively; it is also likely to lead to better decision making. The key goal of a CMS is the increased integration and automation of the processes that that support efficient and effective Internet delivery.

CMS OVERVIEW

A content management system (CMS) is responsible for the collection, management, and publishing of chunks of information known as *content components*.



Fig: Overview of a content management system (Boiko)

COLLECTION SYSTEM

A CMS collection system is responsible for all processes which helps to convert raw information into well organized set of contents before the content is ready for publication. The processes involved in Collection system are:

- **AUTHORING:** to create content from inception.
- **ACQUISITION:** to collect information related to content from subsisting source.
- **CONVERSION:** discard the unnecessary or extraneous information created or acquired into a specific markup language used in CMS.
- **AGGREGATION:** edit the content, breaking information and separate it into components to place it into desired metadata.
- **COLLECTION SERVICES:** CMS collection services help the collection process.
- **MANAGEMENT SYSTEM:** The management system is responsible for storage of content. The management system includes the repository (where to store the content) ,workflow(how to publish the content) ,administration facilities (how to configure the CMS). The management system helps to know about the details of contents, how it is being used , who has access what content or we can say that it answer all questions about your content, publications, or collection system.
- **PUBLISHING SYSTEM:** The publishing system is responsible for getting out content and other resources from the repository and build publication automatically from them. A publication system includes: publishing templates, publishing services, connections, web publications, other publications. Publication is not limited to web publication it can be used for other form of publication like electronic publications (CD-ROM), Print publications (PDF), and syndications (packaging and distributing content to other consumers of the content, such as other Web sites).

PRIMARY COMPONENT OF CONTENT MANAGEMENT—INCLUDE S

WEB CONTENT MANAGEMENT for creating, managing, and deploying multiple Web sites.

- **DOCUMENT MANAGEMENT** for capturing, securing, and sharing digital and paper-based documents and reports .
- **RECORDS MANAGEMENT** for creating, declaring, classifying, retaining, and destroying business records .
- **DIGITAL ASSET MANAGEMENT** for managing and providing access to rich media and digital assets.

CAPABILITIES OF WEB CONTENT MANAGEMENT SYSTEM (WCMS)

1. Automated templates help in changing the appearance of content easily these are output templates made in HTML and XML can be integrated with new and existing contents which help to quickly redesign the websites and of course a template-based Web CMS offers a powerful means for marketers to rapidly create and deploy pages with contents.
2. It is easier to manipulate and edit content using editing tools in WCMS .Hence WCMS helps information to be fresh, consistent, & high Quality, also it makes easy to reuse the content across multiple websites.
3. Most Web Content Management Systems includes plug-ins or modules that can be easily installed which makes the extension of the exiting website quicker and effortless.
4. CMS software assists in managing the life cycle of a document beginning from initial creation time, through revisions, publication, archive, and document destruction.
5. Helps to bring new products and information in minutes by making updates quickly by providing links to single content on various pages, which means that when content or item is update the changes are carried out across the site.

6. WCMS enables decentralized content creation. It provides privilege to staff (both technical & non technical i.e. it provides the opportunity to all departments of an organization to update their web pages easily without involving the IT Department.) to access and edit relevant information to their sections but they cannot touch other content items by providing them limited access of the content .Content creators take the responsibility for the information they provide.

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