

CMS and Internet Marketing

Content Management Systems By Don Parsons DAP@DParsons.com



Wish List

- Setup Website w/ Minimal HTML & Scripting Development
- Focus on Writing Content
- Make Adding Content As Easy As Possible
- Simplify Internet Marketing/SEO Tasks





What is a CMS

Content Management System

- Dynamic Website
 - Entire Content Stored in a Database
 - Content Managed Through a Web Interface (little if any HTML development)
- Configurable
 - Features are Enabled / Disabled to Meet Your Needs
 - Many Parameters of How the Website Functions are Variable
- Customizable
 - The Visual Appearance Typically Can Be Controlled with Themes
 - Themes Can Further Be Customized
- Most CMS Solutions are Subject to Open Source Licensing
 - Downloadable & Free





CMS Benefits

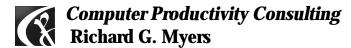
- Short Up-Front Development Time
- On-Going Maintenance Focuses On Content
- Feature Set Typically Surpasses Full Custom
- Easier to Use Helpers for Content Development
- SEO is Less Technical
- New Methods of Promotion Available





CMS Applications

- Weblogging (aka Blogging)
 - Blogger, TypePad, Moveable Type...
- Forums
 - PHPBB...
- Virtual Community Centers
 - Drupal, PHP-Nuke...
- Online Catalogs / eCommerce
 - osCommerce...
- Collaborative Information Repository
 - Wiki...





Why Do We Care?

- Blogging can be used as a method to post content (Articles, Announcements...)
- RSS Can Be Used for Content Distribution
 - RSS = Really Simple Syndication (XML)
 - Opt-In Subscription
 - Ping Notification & TrackBack
 - New Type of Directories & Search Engines Capturing RSS Feed data
 - Distribution is Low / No Maintenance
 - Not Limited by SPAM Filters





Why Do We Care? Part II

...Distribution

- Other Websites Can Subscribe
 - Title (Keyword Opportunity)
 - Summary (Keyword Opportunity)
 - Link to Full Article (Link Opportunity)
 - Has Appearance of Natural Link



RSS Sample







- <rss version="1.0" xml:base="http://daisy.dparsons.com">
- <channel>
 - <title>Daisy Soap Your Natural Handmade Soap Source</title>
 - - link>http://daisy.dparsons.com/</link>
 - <description>The premier source for natural handmade soap.</description>
 - <language>en</language>
 - » <item>
 - » <title>Looking for a Special Valentine Gift for That Special Someone?</title>
 - » link>http://daisy.dparsons.com/gift_ideas</link>
 - » <description>Daisy Soap has posted an entire line of Valentine gift solutions for your to choose from.</description>
 - » <pubDate>Jan2, 2005 10:40:17 -0600</pubDate>
 - » </item>
- </channel>
- </rss>





Why Do We Care? Part III

- A New Kind of Search
 - Search for Keywords in News Across RSS Feeds "News Agents" (Yahoo, & MSN so far...)
 - Examples:
 - Yahoo!News news.search.yahoo.com
 - MSN News search.msn.com/news/



What is the Catch?

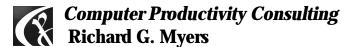
- Popularity is Increasing ... Competition is Increasing
- Longhorn Release Will Be Largest Flashpoint Estimated Release 2006
- Window of Opportunity Open Now, More Difficult Later
- ~1.5 Years To Get Firmly Established
- Lots-o-Research & Lots-o-Writing





CMS Options

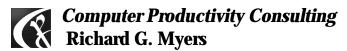
- CMS Research Resources
 - www.OpenSourceCMS.com
 - www.CMSMatrix.org
- SEO Friendly CMS "High Water Mark"
 - www.Drupal.org





Example Websites

- Information Website:
 - www.dparsons.com
- eCommerce Website:
 - Existing (Non CMS Based)
 - www.daisysoap.com
 - Under Development (CMS Based)
 - daisy.dparsons.com





Desirable Features

- Control of Text for Page Title & H1, H2, H3
- Search Engine Friendly Links
 - w/ Keywords, Easy to Edit
- SEO Supporting Internal Linking
 - Done Automatically if Setup Correctly
- RSS Publish and Aggregate Support
 - Automatic Traffic Generator
 - Keywords in Published Data & Controlled Links
- Features Added w/ Modules
 - E-Commerce, WYSIWYG Content Edit, etc.





Not So Desirable Features

- Weak Documentation
- Weak Community Support
 - Could Start Our Own Community
- Database Setup Too Manual
 - Unless Fantastico Saves the Day
- WYSIWYG Content Editing Not Default
 - WYSIWYG Module Can be Added





Getting Started w/ Drupal

- Option A (Easy, Overall Cost Effective)
 - Drupal Host Account
 - Drupal Already Fully Installed
 - Immediately Proceed to Configuration & Customization
 - May be ~\$25/mo
 - Not Commonly Available





Getting Started w/ Drupal

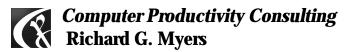
- Option B (Easy, Lowest Cost)
 - LAMP Host Account w/ cPanel & Fantastico
 - LAMP = Linux, Apache, MySQL, PHP
 - Fantastico Installs Drupal
 - Then Proceed to Configuration & Customization
 - Typically ~\$5 \$20/mo. Shared
 - VERY Commonly Available





Getting Started w/ Drupal

- Option C (Easy, Highest Startup Cost)
 - Hire Consultant to Install / Configure
 - Then Proceed to Configuration & Customization
 - Drupal Consultants Not Common
 - Some Other CMS Solutions More Mainstream w/ Most Consultants
 - Should be Less Expensive than Conventional Website Development





Summary

- Opportunity to Substantially Increase Website Traffic
- New means for Establishing Community / Reaching People
- We can Work Smarter not Harder
- Content Makes the Money, not HTML





Q&A

What Questions Do You Have?