



# **CMS and Internet Marketing**

**Content Management Systems**

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# 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**



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# 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



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Footnote for documentation.

# **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**



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# 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...



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# 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



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# 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



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# RSS Sample

XML XML + MY YAHOO!

- `<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>`



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# 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](http://news.search.yahoo.com)
  - MSN News - [search.msn.com/news/](http://search.msn.com/news/)



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# 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**



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# CMS Options

- **CMS Research Resources**
  - [www.OpenSourceCMS.com](http://www.OpenSourceCMS.com)
  - [www.CMSMatrix.org](http://www.CMSMatrix.org)
- **SEO Friendly CMS “High Water Mark”**
  - [www.Drupal.org](http://www.Drupal.org)



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# Example Websites

- **Information Website:**
  - [www.dparsons.com](http://www.dparsons.com)
- **eCommerce Website:**
  - Existing (Non CMS Based)
    - [www.daisysoap.com](http://www.daisysoap.com)
  - Under Development (CMS Based)
    - [daisy.dparsons.com](http://daisy.dparsons.com)



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# 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.



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# 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



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# 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



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# 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



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# 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



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# 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**



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# Q&A

## What Questions Do You Have?



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