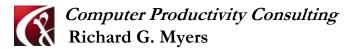


CMS and Internet Marketing

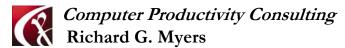
Content Management Systems By Don Parsons parsons.don@gmail.com





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

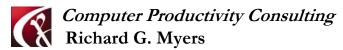




What is a CMS

Content Management System

- Dynamic Website*
 - Entire Website 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
- Many CMS Solutions are Subject to Open Source Licensing
 - Downloadable & Free

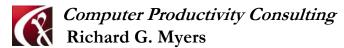


Footnote for documentation.



CMS Benefits

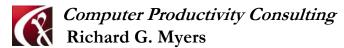
- Short Up-Front Development Time
- On-Going Maintenance Focuses On Content
- Feature Set Typically Surpasses Full Custom
- Easier to Use Helpers for Content Development
- SEO is Less Technical
- New Methods of Promotion Available





CMS Applications

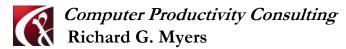
- Weblogging (aka Blogging)
 - Blogger, Wordpress, TypePad, Moveable Type...
- Forums
 - PHPBB...
- Virtual Community Centers
 - **Drupal**, PHP-Nuke...
- Online Catalogs / eCommerce
 - osCommerce...
- Collaborative Information Repository
 - Wiki...





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 Work 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



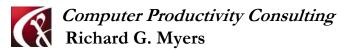
RSS Sample







- <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>
 - » k>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>





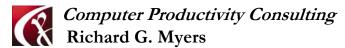
Why Do We Care? Part III

- 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?

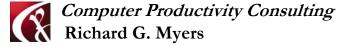
- Popularity is Increasing ... Competition is Increasing
- Vista Likely to Help Make RSS Consumption Mainstream
- Window of Opportunity Open Now, More Difficult Later
- Lots-o-Research & Lots-o-Writing





CMS Options

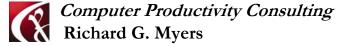
- CMS Research Resources
 - www.OpenSourceCMS.com
 - www.CMSMatrix.org
- SEO Friendly CMS "High Water Marks"
 - Drupal
 - Wordpress





Example Websites

- Information Website:
 - DParsons.com (Wordpress)
 - About.com (Wordpress)
- eCommerce Website:
 - DaisySoap.com (Drupal)

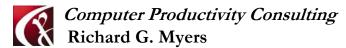




Desirable Features

(Drupal & Wordpress)

- 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
- Plug-Ins Available*

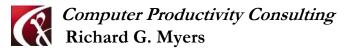




Not So Desirable Features

(Drupal & Wordpress)

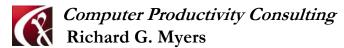
- Weak But Improving Documentation
- Database Setup Too Manual
 - Wordpress Much Better Than Drupal Here
 - Unless <u>cPanel & Fantastico</u> Saves the Day
- Functional Customization Can Be Complex & Time Consuming





Getting Started w/ Wordpress

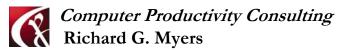
- Test Drive for FREE
 - Wordpress.com
 - Freemium Model
 - Base Account Free
 - Upgrade for Custom CSS, Unlimited Users Accts, and 1 GB, 5 GB, or 10 GB Space Limits Upgrades
- Docs & Download Full Wordpress
 - Wordpress.org





Getting Started w/ Drupal or Full Wordpress Website

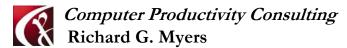
- Balance Between Easy & Lowest Cost
 - LAMP Host Account w/ cPanel & Fantastico
 - LAMP = Linux, Apache, MySQL, PHP
 - Fantastico Installs & Updates Drupal/Wordpress in Seconds
 - Then Proceed to Configuration & Customization
 - Typically ~\$5 \$20/mo. Shared
 - VERY Commonly Available





Summary

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





Demo / Q&A

