



# **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 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



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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, Wordpress, 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 Work 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



- <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**
- **Vista Likely to Help Make RSS Consumption Mainstream**
- **Window of Opportunity Open Now, More Difficult Later**
- **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 Marks”**
  - Drupal
  - Wordpress



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# Example Websites

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



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## **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\***



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# Not So Desirable Features

(Drupal & Wordpress)

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



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# 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



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# 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



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# 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**



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# Demo / Q&A



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