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EXPERIENCE OPEN SOURCE.**

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# Powerful Web Presence with Ease

John Kerley-Weeks  
Computing Systems Manager,  
Utah State University  
June 23, 2010

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## Live Text Message Usage Poll

**Drupal**  
**Joomla**  
**WordPress**  
**Other CMS**  
**No CMS**



<http://www.polleverywhere.com/>

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## Always Learning...

What is true today...Is not always true tomorrow

If it was easy to publish to the web sites what would you publish?



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## Technical Users Live Product Demonstration

**VirtualBox – Download Image**  
<http://www.gis.usu.edu/cms/>



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## What are your communication speed bumps?

### What do you need Communicated when you and your staff can't be Present all the time?

Employee Cross-Training  
Project Documentation  
Change Control Documentation  
Communicate to the Masses  
Social Networking  
Engage Customers

Transparency Creates Trust  
Too Much Information  
Searchable Content  
No Web Expertise  
Run Books to Rebuild Systems  
Information Silos



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Over 1000  
Content Management  
Solutions  
+  
Your Communication  
Needs

Right Tool for  
The Right Job



Your Solution  
=  
Add Content  
(Text and Images)  
To the Web Easily

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# Written History



16,000 BC  
Altamira Cave



3300 BC  
Iraq and Egypt



196 BC  
Rosetta Stone



1441  
Guttenberg Press



1985  
WYSIWYG

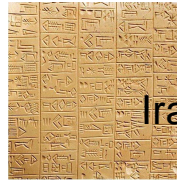


2010  
100 PetaByte Search

# Many Needs Still the Same



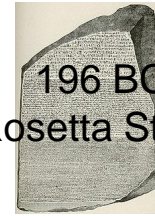
**Historical  
Records**



3300 BC  
Iraq and Egypt



**Images  
and  
Text**



196 BC  
Rosetta Stone

**Instructions  
without  
Presence**



1441  
Guttenberg Press

**Dissemination  
to the Masses**



1985  
WYSIWYG

**Attractive  
Presentation**



2010  
100 PB

**Searchable  
Content**

# What are Content Management Systems and Web Publishing Platforms?

Easy to Add Text and Images  
to your website like with a  
Word Processor.



Frees you from the complications of  
building a Website.



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# Roles

**Content Providers**



**Editors**



**Web Designers**



**Web Programmers**



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# Content

## Text and Images

### New Web Terminology

**Blog** - You publish an article, others comment on article

**Forum** - Other people publish questions and articles you and others publish

**Web Page** - Static Information that receives no comments

**RSS** - Sends article updates to subscribers. Sends article updates to subscribers

**Mashup** - Combine interactive media sites combined. Combine interactive media sites combined. Combine interactive media sites combined



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# Navigation

## Home

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## Pages

- » [Home](#)
- » [Page 1](#)
- » [Page 2](#)
- » [Page 3](#)

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# Theme or Template Look and Feel



Blogs, Twitters, and Wikis....  
Oh My!

## Web Terminology

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**Pages**

- » [Home](#)
- » [Page 1](#)
- » [Page 2](#)
- » [Page 3](#)

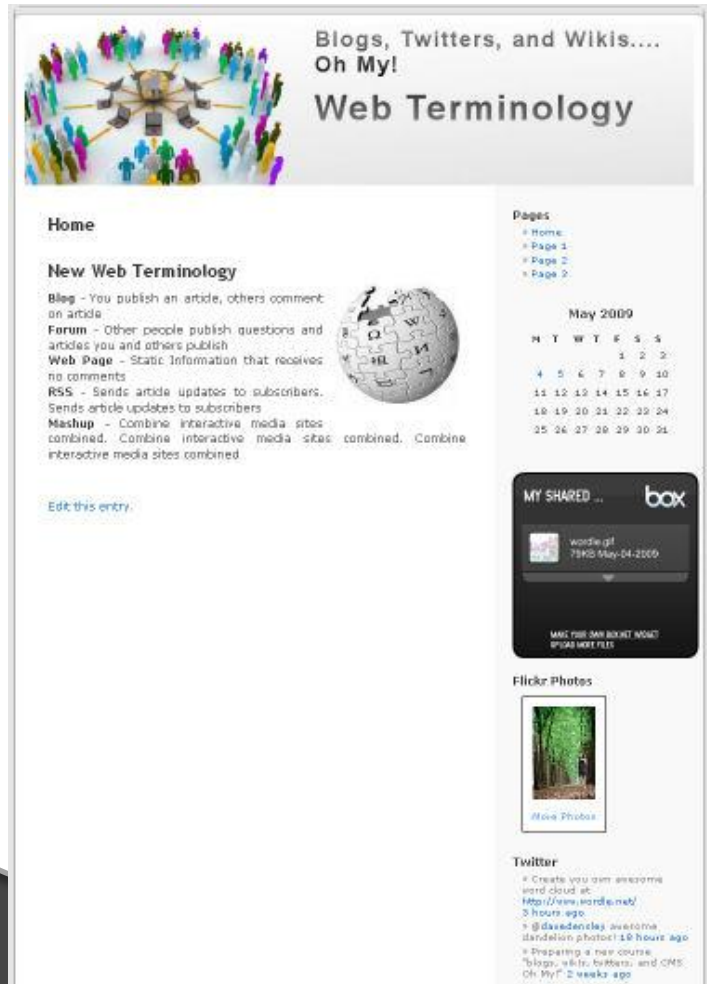
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# Plugins or Modules



Blogs, Twitters, and Wikis....  
Oh My!  
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[Edit this entry.](#)

**Pages**

- Home
- Page 1
- Page 2
- Page 2

**May 2009**


M	T	W	T	F	S	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**MY SHARED ..** box

words.gl  
75KG May-04-2009

MAKE YOUR OWN BOX! GET MORE FILES

**Flickr Photos**



[View Photos](#)

**Twitter**

- Create your own awesome word cloud at: <http://www.wordle.net/> 3 hours ago
- @daxedenley awesome standalon photos! 16 hours ago
- is preparing a new course: "blogs, wikis, forums, and CMS: Oh My!" 2 weeks ago

Calendar  
File Upload  
Photo Albums  
Video Players  
Wikis  
Forums  
Integration with:  
Twitter  
Facebook  
YouTube

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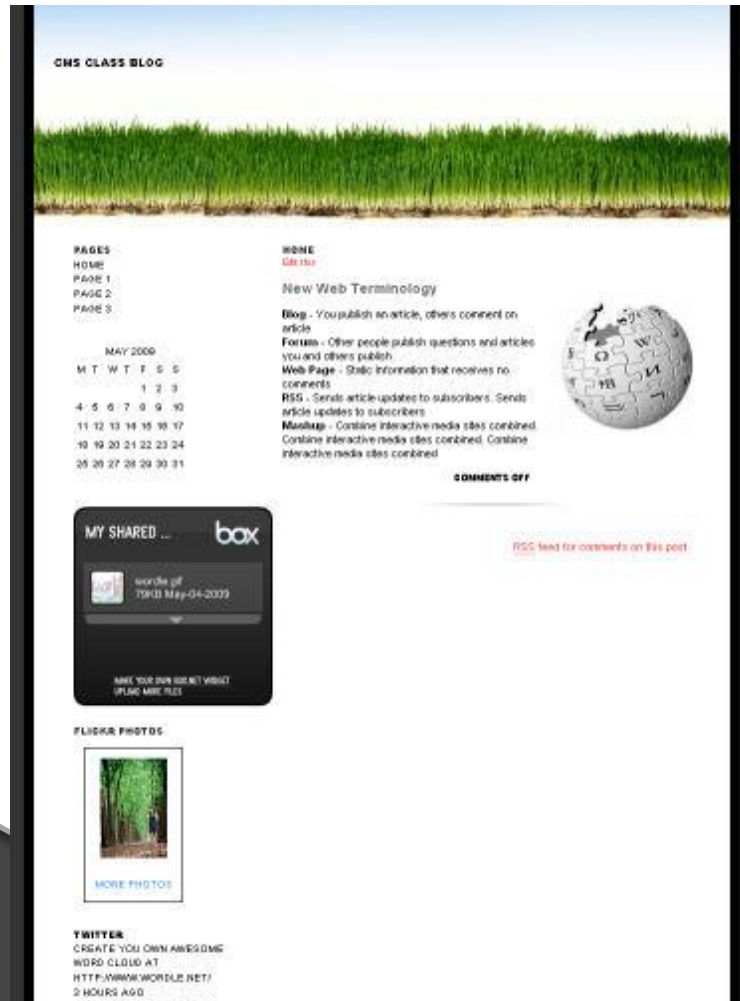
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# Quick Change Look and Feel



**Different:**  
Theme/Template

**Same:**  
Articles  
Navigation  
Plugins

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Original Web =  
Static



Self-Publishing =  
Interactive



Web 2.0 =  
Social



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## Selecting a CMS Tool

### How Quickly can you:

- Upgrade Versions
- Add a page
- Install Plugins
- Install from scratch
- Train New Users
- Change Theme

### Ease of Use

- Installation
- Upgrade
- Add Content
- Modify Content
- Theme Customization
- Customized Navigation
- Undo Changes

### Plugins

- Easy Search for Plugins
- Ratings/Reviews
- Demos
- Easy Installation

### Multi-User Access

- Delegation of responsibilities
- Access Control
- Simplified Interface for non-power users

### Support

- Documentation
- Tutorials/Training
- Community
- Bug Fixes
- Paid Support Options Beyond Publishing
- LDAP Integration

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## Live Product Demonstration

### VirtualBox – Download Image

<http://www.gis.usu.edu/cms/>



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# Live Product Demonstration

## Edit a Page



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# Live Product Demonstration

## Add a Page



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# Live Product Demonstration

## Add a Page



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## Live Product Demonstration

### Themes



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## What Makes a Great Looking Site?

**CARP (Fishy) or CRAP = Contrast, Repetition, Alignment, Proximity**

**Contrast = Differentiate Site Groups, Make Easy to Find (Not All One Font)**

**Repetition = Consistency, Uniformly Attractive (Family Photo, same clothes)**

**Alignment = Visually Connected, Not out of Place (Nothing out of place)**

**Proximity = Group Related Items (How is a Library is organized)**



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# Selecting the Right Tool

**Plugins**  
**Popularity = Trouble Free**  
**Special Needs**



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## Selecting the Right Tool for Your Needs

**Drupal**  
**Joomla**  
**WordPress**

**Librarian**  
**Lots of Editors**  
**Ezine**  
**Blog**  
**Hierarchical Web Site**  
**Games**  
**Number Crunching**  
**Video**

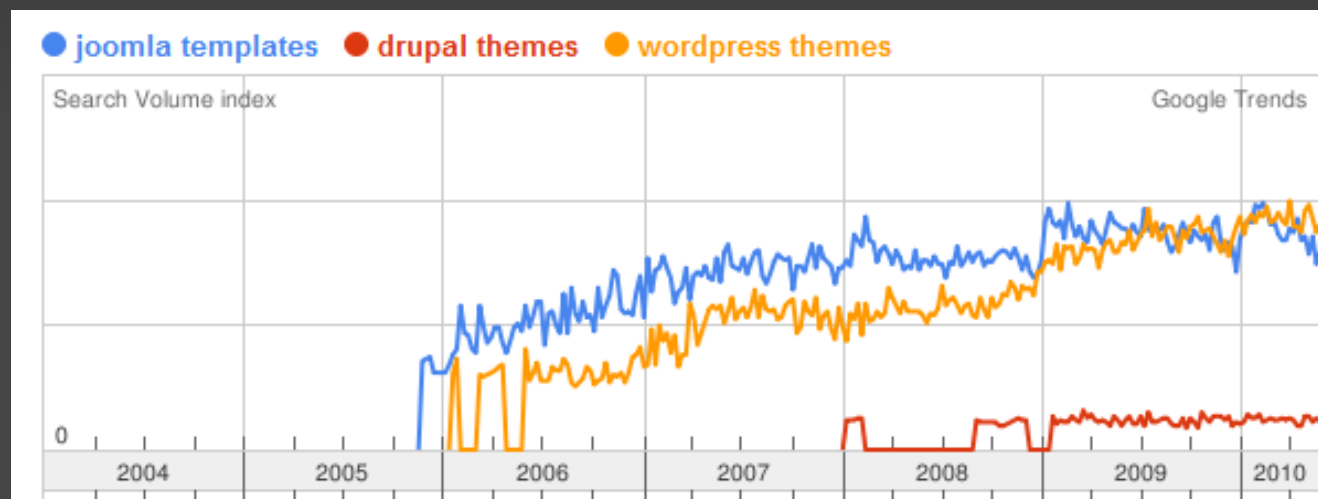
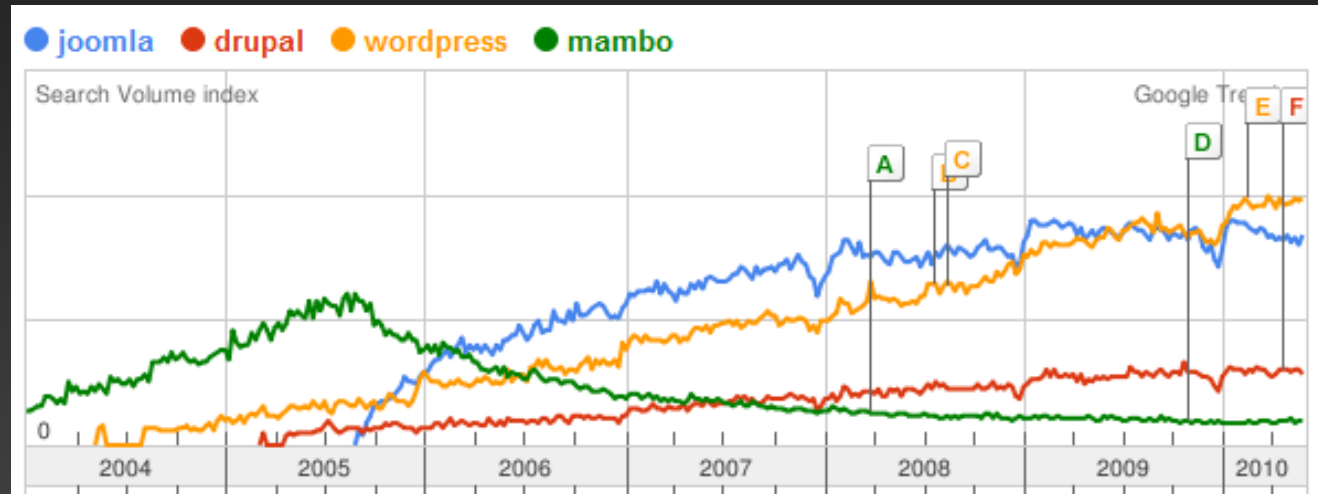
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# Popularity Google Trends



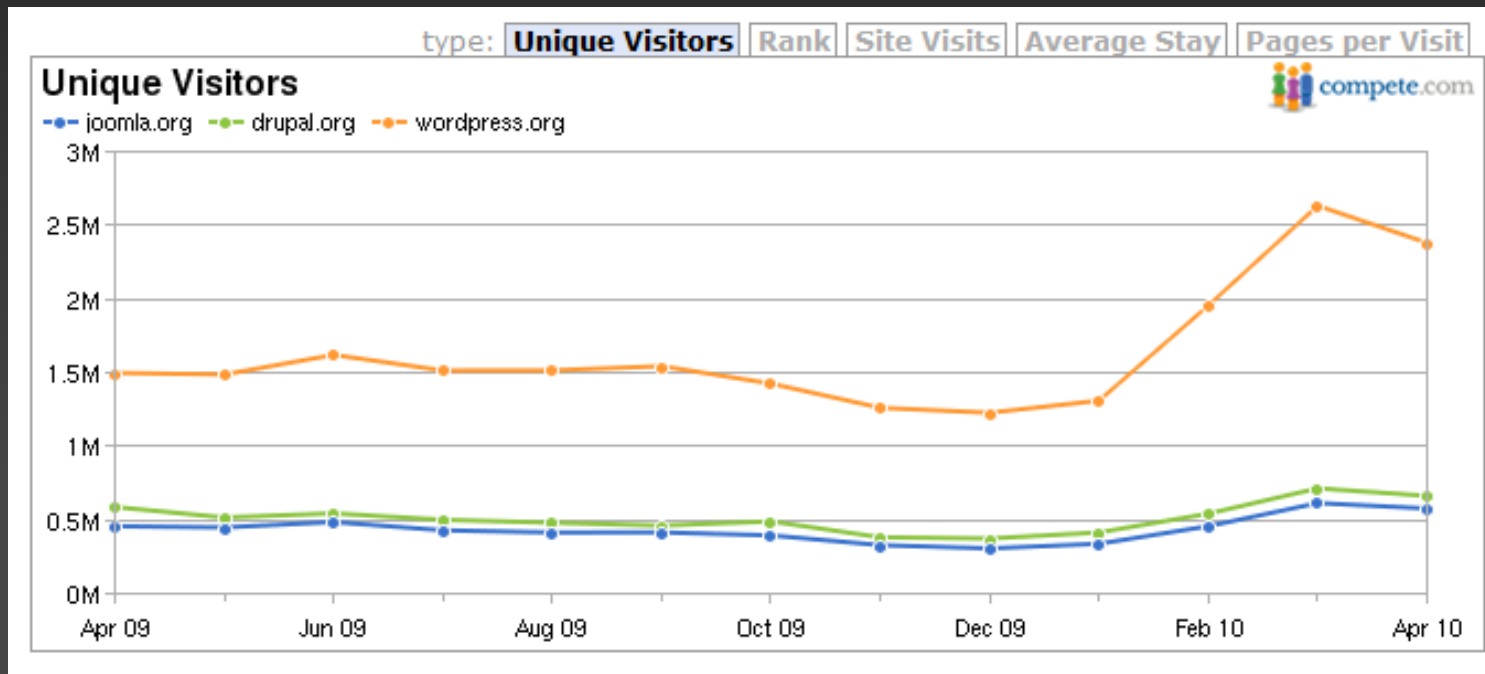
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# Popularity AttentionMeter.com



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# Good News? – Google AdWords

Keyword	Global Monthly Searches	Local Search Trends
drupal	5,000,000	
drupal module	201,000	
drupal 6	201,000	-
drupal theme	165,000	
drupal node	165,000	-
drupal views	135,000	-
drupal themes	90,500	
drupal how to	90,500	
drupal form	90,500	-
drupal user	90,500	
drupal php	74,000	
drupal content	74,000	
drupal menu	74,000	-
drupal image	74,000	-
cck drupal	60,500	-
drupal tutorial	60,500	
drupal site	60,500	
drupal view	60,500	-
drupal block	60,500	-
drupal modules	49,500	
drupal taxonomy	49,500	
drupal template	49,500	
drupal joomla	49,500	-
drupal api	49,500	-
drupal org	40,500	
drupal download	40,500	
drupal install	40,500	

Keyword	Global Monthly Searches	Local Search Trends
joomla	16,600,000	
joomla 1.5	1,220,000	
joomla free	1,220,000	
joomla template	1,000,000	
joomla templates	823,000	
joomla software	673,000	
joomla php	368,000	
joomla download	368,000	
joomla module	301,000	
joomla how to	246,000	
free joomla templates	246,000	
joomla menu	246,000	
joomla component	201,000	
joomla extensions	201,000	
joomla css	201,000	
joomla tutorial	165,000	
joomla 1.5 templates	165,000	-
joomla extension	165,000	
joomla site	135,000	
joomla 1.5 template	135,000	-
free joomla template	135,000	
joomla 1.0	135,000	
joomla web	135,000	
joomla flash	135,000	
joomla video	110,000	
joomla website	90,500	

Keyword	Global Monthly Searches	Local Search Trends
wordpress	16,600,000	
wordpress how to	301,000	
wordpress music	33,100	-
how to install wordpress	27,100	
wordpress ajax	22,200	
how to use wordpress	18,100	-
wordpress photo gallery	14,800	
wordpress shopping cart	12,100	
how to edit wordpress	9,900	-
wordpress wedding	8,100	-
wordpress jobs	4,400	-
wordpress classifieds	4,400	-
wordpress database backup	4,400	-
how to customize wordpress	3,600	-
how to install wordpress theme	3,600	-
how to move wordpress	3,600	-
how to set up wordpress	2,900	-
wordpress music player	2,900	-
how to update wordpress	2,400	-
how to upgrade wordpress	2,400	-
wordpress photo gallery plugin	2,400	
how to make a wordpress theme	1,900	
wordpress shopping cart plugin	1,600	-
how to install wordpress themes	1,600	-
commercial wordpress themes	1,300	-

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# Don't Forget

**Site Cloning for Rapid Recovery**  
**Confidentiality**  
**Database and File Security**  
**Search Engine Optimization**  
**Usage Statistics**



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## Statistics

**Updated Statistics on Downloads  
and available Plugins  
Alexa Statistics  
Compete.com**

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## Tips and Tricks for Newbies

Favorite Plugins

Tabbed Browsing

Simplified Editor Control Panel

<RETURN> or <SHIFT> + <RETURN>

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## **Tips and Tricks**

**Flash Den, Theme Forest, Firebug**  
**Add an article by sending an email**  
**Favorite Plugins**  
**Tabbed Browsing**

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## **Skills for the Esoteric Periphery**

### **CSS**

**Creating Themes / Templates  
Clone Sites for Beta Development**

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### Who uses WordPress?

UK Prime Minister - <http://www.number10.gov.uk/>

New York Times - Freakonomics - <http://freakonomics.blogs.nytimes.com/>

ZDnet News - <http://news.zdnet.com/>

CNet - <http://blogs.techrepublic.com.com/>

Ford - Autoshow - <http://autoshow.ford.com/>

MTV Newsroom - <http://newsroom.mtv.com/>

MIT Libraries - <http://news-libraries.mit.edu/blog/>

CNN - Anderson Cooper 360 - <http://ac360.blogs.cnn.com/>

CNN - Larry King - <http://larrykinglive.blogs.cnn.com/>

CNN - Lou Dobbs - <http://news.zdnet.com/>

People Magazine - StyleWatch - <http://stylenews.peoplestylewatch.com/>

Guy Kawasaki - <http://blog.guykawasaki.com/>

NFL - <http://blogs.nfl.com/>

Reuters - <http://blogs.reuters.com/us/>

How Stuff Works - <http://larrykinglive.blogs.cnn.com/>

Dartmouth - Engineering - <http://www.dartmouthengineer.com/>

Duke - International Studies - <http://ducis.jhfc.duke.edu/>

UC Berkeley - Spanish Portuguese - <http://blogs.techrepublic.com.com/>

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## What can you learn to do with Wordpress?

### Easy:

- Selecting a different theme
- Adding a Widget over 3000 to choose from
- Adding a page
- Add a YouTube Video
- Add a pod cast
- Linking to other websites
- Backing up your data
- Site Navigation
- Finding Broken Links

### Medium:

- Create your own graphics
- Upgrade Wordpress plugins
- Install a pre-built theme (Many are available for \$0-\$60)
- Update your site regularly with fresh content
- Find widgets that work as published
- Remember to backup/download your site regularly

### Difficult:

- Extensively customizing a theme (need to know HTML and CSS)
- Creating your own widget (need to know PHP)

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# Installation Procedures

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**Categorized Blogs**  
**vs.**  
**Hierarchical Static Website**  
**vs.**  
**Community Wiki**  
**vs.**  
**Community Forum**  
**vs.**  
**RSS**  
**vs.**  
**Facebook, LinkedIn, and Twitter**

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## **John Kerley-Weeks**

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Carnegie Mellon: [jkerleyw@andrew.cmu.edu](mailto:jkerleyw@andrew.cmu.edu)

### **History:**

**RedHat User since 7.x**

**7 years at Sun Microsystems**

**6 years at Silicon Valley Dot.coms, IPOs, and Bubbles**

**10 years working with Content Management Systems**

**2004 Evaluated top 20 CMS Solutions**

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<http://summitblog.redhat.com/>

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