

Sue Fidler

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Managing and Maintaining Web content

What is a CMS?

Content Management System:


- piece of software (MS or OS)
- management console
- controls a dB
- links all parts of a webpage together
 - template/images/copy/functionality
- gives you the tools to manage site without technical knowledge



We can stop climate chaos.

Together we are irresistible - together we count. Taking steps together we can do almost anything we choose.

Just as we have polluted our world to the edge of climate chaos we also have the resources and knowledge to save it. It comes down to what we want, what we dream of. If we choose we can make our politicians take the action needed.



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Count in the Square - Trafalgar Square, 4th November

Join us for the biggest event of the year to stop climate chaos.

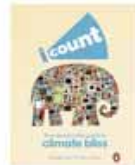
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This you have to see. An Inconvenient Truth is the most powerful film documentary yet on climate chaos. And unlike most films the suspense here is real - we really are sitting on a time bomb.

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empowering business to inspire

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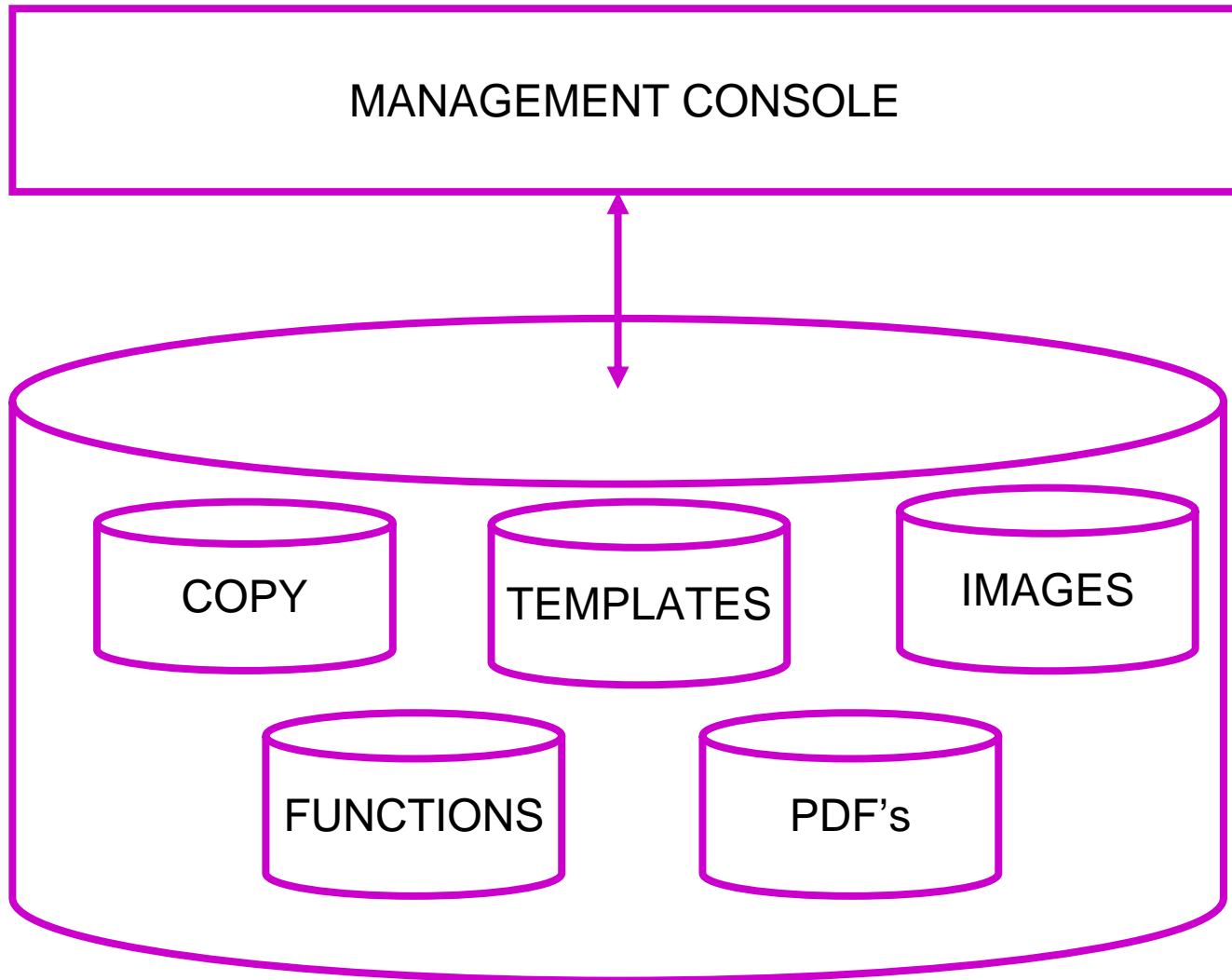
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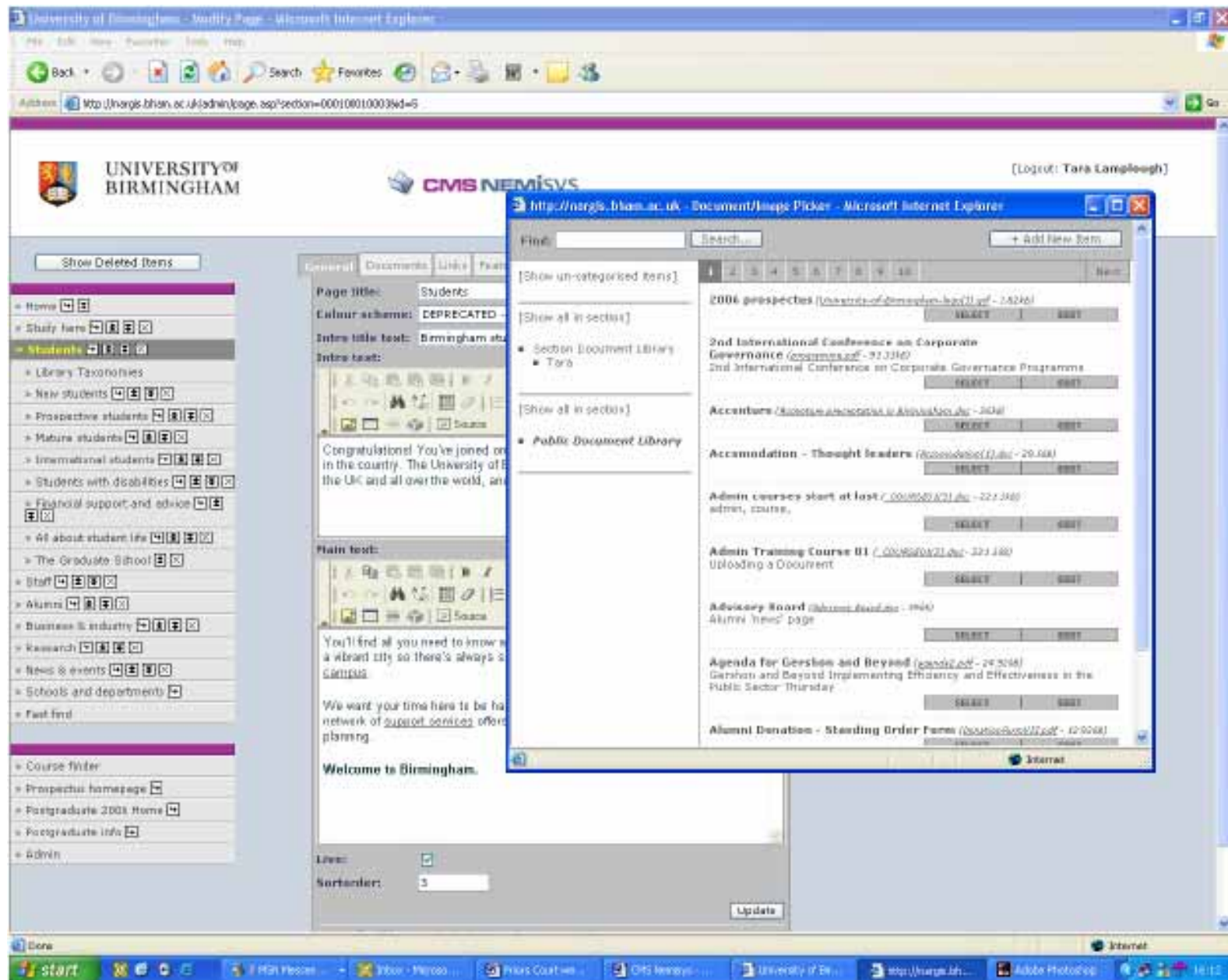
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See you there!	Edit	Variations	Properties	Details	5/10/2006	dotEditor	Delete
Act Now	Edit	Variations	Properties	Details	4/10/2006	sani	Delete
Act Now (Screen 2)	Edit	Variations	Properties	Details	4/10/2006	sani	Delete
Love off	Edit	Variations	Properties	Details	5/10/2006	sani	Delete
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Email Tony	Edit	Variations	Properties	Details	5/10/2006	dotEditor	Delete
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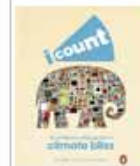
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CMS should provide:

- HTML editor (and HTML view)
- file structure
- image management
- user management
- publications rights management
- meta tag management

Implementing a CMS

Depends on where you are...

- do you have a website?
- or a detailed spec?
 - menu and navigation
 - content structure
 - copy and images
 - design

Stages of implementation

- design templates
- slice and load as HTML
- enter copy and images
- add links and functionality

What goes wrong?

- CMS
 - doesn't do what you need
 - doesn't do what they said!
- web design and build
 - haven't got a spec
 - haven't thought through layout
 - haven't thought through navigation
 - haven't planned content properly

Skills:

- copywriting?
 - design?
 - image management – cutting and resizing
 - decent software skills
-
- eye for consistency and detail

Costs:

- O/S free – but you need skills to implement
- £100 – boxed software, still on your own
 - £4k MS CMS – collection of objects
- £3k + depending on functionality
- £10k + for full CMS with complex functionality

These prices do NOT include design and build

Managing content:

- educate rest of organisation
 - what you need and how you need it
- draw up a matrix of who is responsible for what
 - make sure they know it.. remind them
- add a refresh timescale to matrix
 - about us – annual check
 - case studies – quarterly
 - news/events – monthly
 - homepage - ??

Essential to remove date specific content

Benefits:

- save time adding content and images compared to html/frontpage/dreamweaver
- no scripting or editing skills – WYSIWYG editor
- easy to add new pages and new sections
- consistent look and feel and layout
- no need to FTP pages up and down
- built in preview pages and testing

Makes site scalable and enables development

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