

# Web Content Management System(WCMS)

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**ABSTRACT** : Content Management System (CMS) is for making, changing, seeing and deploying websites. Web development involves usage of tools. Various features are available for web development tools for selecting best CMS as per knowledge of developer is considered. The web developers can choose best CMS according to their development environment and technological platform.

**Keywords** – Content , WCMS , CMS , Database

## I. INTRODUCTION TO CMS

CMS refers to developing web applications over the creation and delivery of information and functionality. It is about what value you have to offer, who wants what parts of that value, and how they want you to deliver it. It is a software through which non-information technology users can change content of website directly without any help from information technology department. A CMS is a platform where non-technical users can create, edit, implement and publish the web content. Content management systems in the research work evaluates cost, technical and other related tools for both developers and clients.

Content Management System is a web application which contain tools that enables us to add, create, modify & remove web pages and content on website from within a web browser and it does not require any knowledge of web page design tools or other similar technologies.

## II. WHAT IS WEB CMS(WCMS)

WCMS are concrete CMS that fixate on the management of digital data for web applications. WCMS quite literally sanctions you to control and manage the content within your web site - without technical training, experience with HTML or web site design. Utilizing this system you can very facilely insert, efface and edit text or images in your web site on the fly. A WCMS typically requires a systems administrator and/or a web developer to establish and integrate features, but it is primarily a website maintenance implement for non-technical staff.

## III. PROBLEMS WITH WEBSITE NOT BASED ON CMS

In Non-CMS system:

- Templates and content are tied together that makes it arduous to update without the avail of a web developer. So dependency subsists on web developer of any content modification.
- Frequent content modifications are very costly here as every time website owner has to pay fee to web developer.
- Changes cannot be tracked and sanctioned for publication so arduousness in reverting to old versions additionally.
- Less flexibility subsists.

## IV. REASONS FOR USING WCMS

Afore web content management software was available, businesses relied on static pages being uploaded directly to servers in order to publish their websites. For numerous reasons, many organizations perpetuate to maintain their websites this way, and have earnest circumscriptions on their facility to amend and scale their presence on the web.

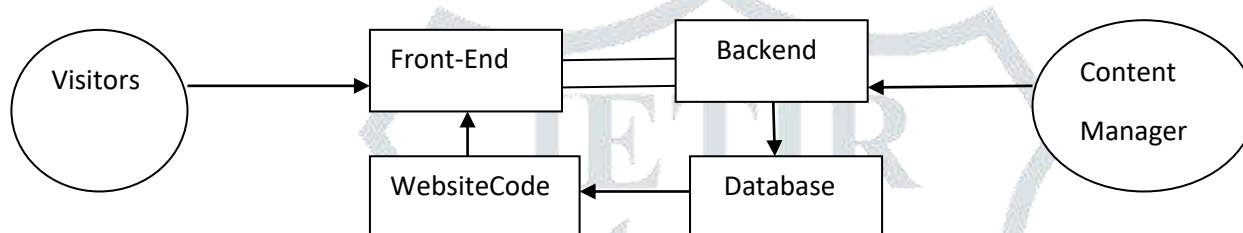
Following are the top reasons that why many organizations are now utilizing CMS for their website:

- Multiple editors — if you require to give website editing access to several people, there's no better solution than a content management system. It's the best way to provide constrained, focused access to the areas of your site that need to be updated without opening up the entire site for unintended or unsanctioned changes.

- **Templates** — Rather than engendering incipient pages from scratch, a CMS sanctions you to rely on templates you can reuse to engender as many pages as obligatory with the correct layout and functionality on each one. This enables your site to maintain a consistent look as it grows.
- **Content focus** — by disuniting your website content from its design, your content management system sanctions your marketing team to fixate on engendering more content to drive website traffic, ameliorate SEO, and convert customers. Abstracting design and technical skills from the process makes it more efficient.
- **Security** — A content management system doesn't just bulwark your website from inordinately ebullient content editors. Installed as an application abaft your firewall, a decoupled CMS can additionally ascertain that your site is more secure and can't be facilely exploited by hackers.
- **Analytics** — If you're still uploading static pages, you might not have a good way to accumulate data on content performance and efficacy. Quantifying the impact of your content is critical to making it a business driver, and a CMS should enable you to track performance, or facilely integrate third party implements to avail you do so.

## V. WORKING MODEL OF WEB CMS

Following diagram represents the working of web content management system :



## VI. BENEFITS OF WEB CMS

### • It's facile for the non-technically minded:

Not all users have the same comfort level with technology, but the rudimental CMS functions of inditing and publishing content, and marginally more advanced ones of integrating media are conventionally facile for everyone to grasp. In fact, anyone who can utilize wordprocessing software can utilize a CMS for the rudimental functions – so you don't even have to spend much time on training.

### • It amends site maintenance:

Without a CMS that can mean having to trawl through hundreds of pages, making changes on each one. With a CMS, the underlying architecture is identically tantamount so you can make maintenance changes, update the CMS software and integrate functionality without breaking the site. In fact, with the right CMS, it may keep itself au courant automatically.

### • Change Layout yourself:

You can transmute CMS website layout yourself. You can transmute module position, enable/incapacitate them its very utilizer convivial so need to worry about single line of HTML code.

### • Your website Ranking is in your hands:

A CMS sanctions you to make changes to your site in authentic time if you optate, and these vicissitudes will be reflected in your search engine rankings. You can more facilely stay on top of your prosperity and make expeditious adjustments when needed to continually ameliorate your site's efficacy.

## VII. CONCLUSION AND FUTURE SCOPE

Nowadays, much of the interest in developing CMS is referred to the possibility of engendering facilely manageable websites of great dimensions. Authentically the potentiality of content management systems is more preponderant, mainly in terms of company support in managing all the phases from content engenderment to its storage and publication in many formats. CMS suits in such cases which are concentrating on just maintenance of data .Many

WCMS are available in the web domain now. The future work will concentrate on finding the best CMS predicated on the need and nature of the organization.

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