

LESSON – TWO

Content Management System

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FunIQ Skills Academy

Content Management System

In the previous lesson, we briefly discussed Content Management System and you remember that we said that CMS is a software that helps users create, manage, and modify content on a website without the need for specialized technical knowledge. In this lesson, we will be discussing more on the subject.



Understanding CMS is key if you truly want to be an informed website developer who has little or no coding skills but wants to deliver a highly optimized website.

Understanding Content Management System

Coding some kinds of websites from scratch can take up to 14 weeks and it could take longer depending on what you want to achieve with the website. With CMS, you can build your website faster without the need to write codes from scratch. It is important to note that coding websites from scratch aren't necessarily superior to building a website using CMS.

CMS handles all the infrastructure like creating website pages, storing and managing images, creating forums and online stores and other things. With this, you can focus more on improving the functionalities of your website rather than spend so much time trying to figure out what's wrong with your codes.

Understanding Content Management System (Contd.1)

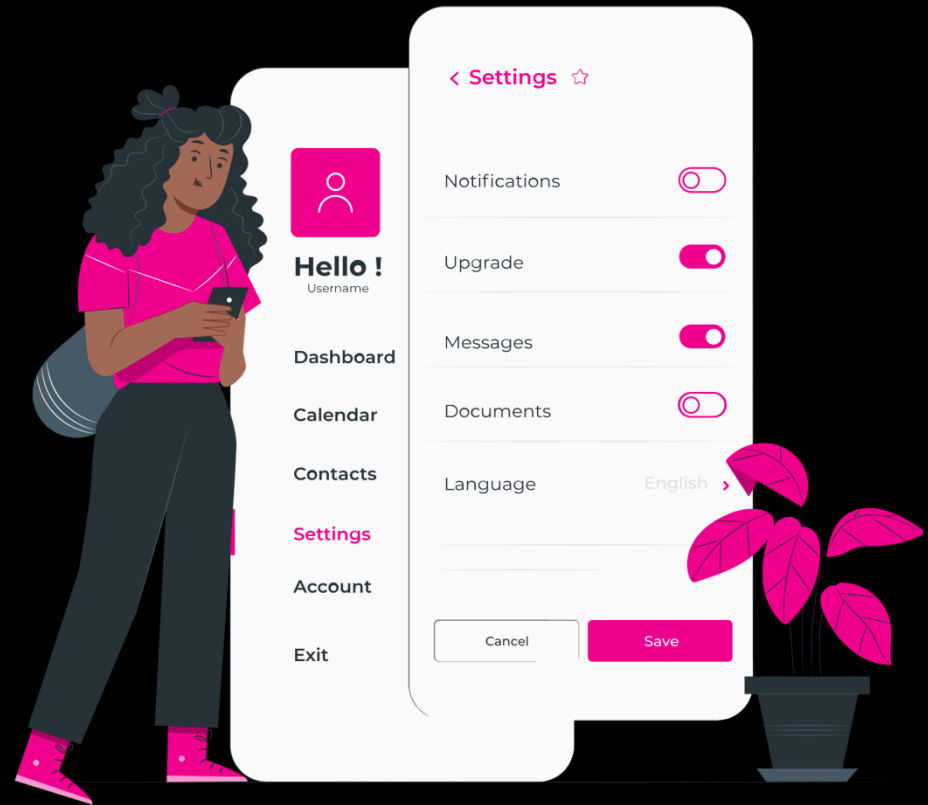
If we decide to create a static landing page for a product, we will need to write HTML codes, use CSS to design and optimize it across devices and use JavaScript to add certain functionalities to the page. When we are done with writing these codes, we will need to upload them to the live server so that people can access the landing page. If something goes wrong, we will need to debug the codes to know what went wrong and where it went wrong.

I believe it sounds like a lot!



Understanding Content Management System (Contd.2)

With a Content Management System, you can achieve all of this with few clicks of the button. All you have to do is write your content in an interface, use available drag and drop tools to add desired designs, optimize your page using the tool functions and you are good to go! It's not always as simple as it sounds anyway but it is far easier than writing codes and anyone can do it!



Understanding Content Management System (Contd.3)

Another example is that if you want to upload images to your website, you'll need to upload the images to your server, find the file path and link it to your HTML code. You may have something like this:

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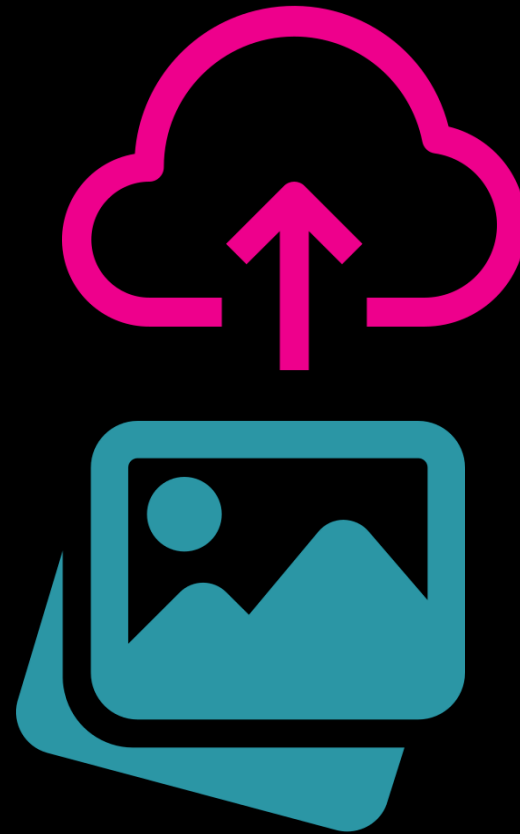
Now, you may want to add styling to your image and let's say that what you want to achieve is an image with a rounded border of about 60px. You'll need both HTML and CSS. You'll have something like this:

```
<style>  
img {  
  border-radius: 60px;  
}  
</style>  

```

Understanding Content Management System (Contd.4)

But with CMS, all you need is to click the upload button and adjust the border ratio. It is that simple. I believe that you must have understood why CMS is very important and how it makes website development easy.



Pros & Cos of CMS

Benefits of CMS

- It requires little or no coding skills
- It is user-friendly
- It is easy to maintain, update or redesign
- It is a cost-efficient solution
- It is very scalable
- It is SEO-Friendly
- It is easier to optimize for mobile
- It can accommodate multiple users for collaboration
- Most CMS has support community

There are many more benefits of CMS that we may not be able to cover in this lesson as a result of time.

Disadvantage of CMS

- It may require more server resources
- Depending on what you want to achieve, it may require more learning curves and costs
- It Requires regular updates and patches to ensure adequate security
- It may require coding skills for extensive customization

WordPress

There are so many CMS out there, some of them are closed-source while some are open-source. For this class, we will only be discussing WordPress. Other popular CMS includes:

- Joomla
- Drupal
- Magento
- Squarespace
- TYPO3

WordPress is the most popular CMS in the world. It powers over 40% of the internet and has a 50% market share of all CMS powered websites. Some popular websites powered by WordPress include:



WordPress (Contd.1)



- Playstation Blog
- Microsoft News Centre
- Quartz
- The Walt Disney Company
- Times Inc
- Facebook Newsroom
- Mercedes Benz

And so much more!

- TechCrunch
- The New Yorker
- BBC America
- Bloomberg Professional
- Sony Music
- MTV News
- Beyonce

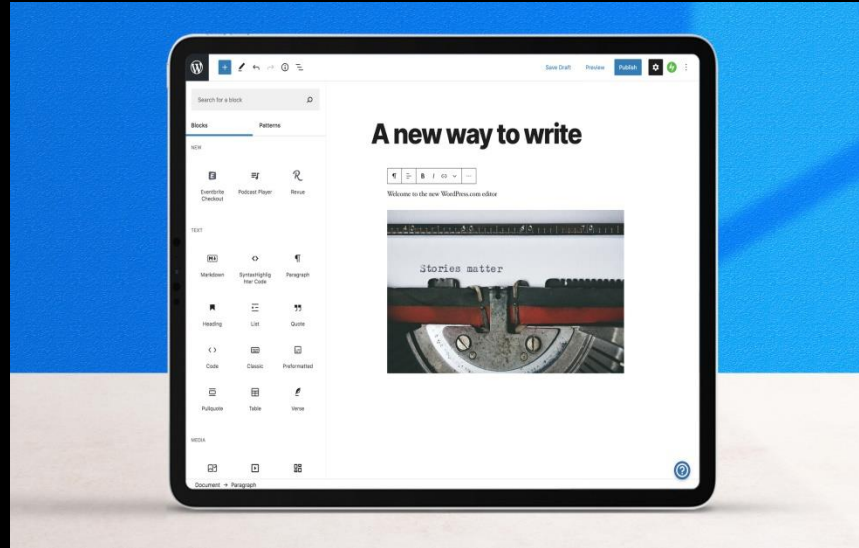
Wordpress.com VS Wordpress.org

For those new to WordPress, you must understand that wordpress.com is different from wordpress.org. While wordpress.org is an Open-Source software that you can download and install on your server, wordpress.com is a platform owned by Automattic that allows users to use its hosting services to create blogs and basic websites. It has limitations though.



Wordpress.com is a good choice for people who don't want to mess around with tools, customizations and periodic updates. All that is required is to just sign up! I started my personal blog on Wordpress.com and it is still active today. However, I spend so much for less. If you don't want to have anything to do with setting up hosting, third-party tools and so on, this may be a good choice, especially for blogging.

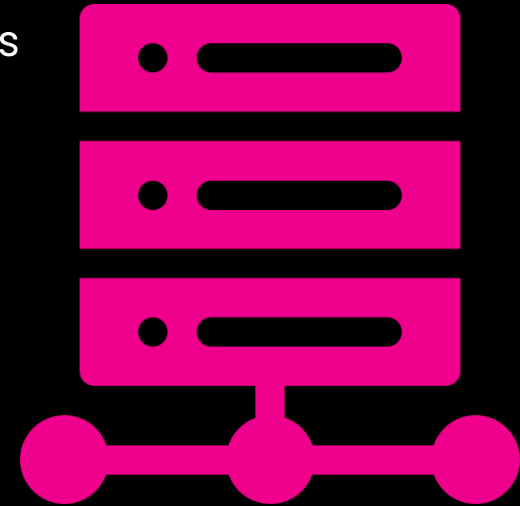
Wordpress.com VS Wordpress.org (Contd. 1)



Wordpress.org is for people who truly want to enjoy independence and do with their website anything they want. With the software, you can build your website from scratch, customize it the way you want and scale your website at little cost. Even developers who are experts in HTML, CSS, Javascript and server-side languages also find WordPress useful because, with their skill, they can do wonders on WordPress.

Summary (Content Management System)

To use the WordPress open-source software, it has to be set up with your hosting provider and some providers give users a simple one-click way to install WordPress. WordPress software gives you 100% control of your website so that you can do whatever you want with your website.



WordPress is easy but requires some learning curve. Now that you've understood what CMS is and have also been able to understand WordPress, I believe that you are ready for the next lesson.

However, to track your learning progress, you'll be required to take a quiz before you progress to the next class.