



# CMS SOS?



5

STEP GUIDE TO  
CONTENT MANAGEMENT SYSTEMS



**Blackwood**

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*The majority of websites are built on content management systems (or CMSs). In this 5 step guide we look at why CMSs are the best solution for your website, which are the top performers and things to bear in mind when you're selecting a system.*

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# 1

## TECHNOPHOBES OF THE WORLD UNITE

Put simply, a content management system (or CMS) is a database where the content of your website is stored. It allows you to regularly update your website quickly and easily, editing web pages from a text box, similar to Word.

You can add a range of different types of content, and, with one or two of the most popular systems, you can have a website up and running in minutes – and all without the need for technical skills and for little expenditure.

### STEP 1

## Look for simplicity and choice

A GOOD CMS WILL MAKE THE UPDATING PROCESS SIMPLE – AS WELL AS POSSIBLE FROM ANY COMPUTER OR DEVICE WITH WEB ACCESS. IT SHOULD ALSO ENABLE YOU TO DISPLAY A RANGE OF DIFFERENT TYPES OF CONTENT, FROM VIDEO TO BLOGS, PHOTO GALLERIES AND EVENT LISTINGS TO NEWS ITEMS AND MEMBERS AREAS – EVEN AN E-COMMERCE FUNCTION TO ALLOW USERS TO BUY ITEMS.

# 2

## PURPOSE-BUILT OR ‘OFF THE SHELF’

The most popular CMSs are open source. That means the original source code is freely available so they can be easily modified and adapted to suit your purposes.

Joomla, WordPress, and Drupal are all open source content management systems. If you’re wondering if you need an open source-based CMS, or one that’s designed to your needs, small and medium-sized websites generally use open source systems. The more complex websites – like Amazon – that need more tailored elements have a purpose-built CMS, created by a developer. These take longer to build, and will be more expensive.

All open source CMSs offer a level of flexibility, so, as well as selecting the underlying functionality (using plugins/modules) you can also select a theme for the visual design. Like plugins, these are available from online libraries and can be free of charge or paid-for. Alternatively, a good web designer can help you build a fully responsive, custom-built site.

### STEP 2

## Be clear about what you need

OPEN SOURCE CMSS ARE POPULAR FOR THEIR IMPRESSIVE LEVEL OF CUSTOMISATION.  
THANKS TO PLUGINS YOU CAN INCLUDE DIFFERENT TYPES OF FUNCTIONALITY.  
A GOOD DEVELOPER CAN CREATE A PLUGIN FOR YOU.

# 3

## IS IT ALL ABOUT WORDPRESS?

Nearly two thirds of all websites are built on just three open source content management systems: Wordpress, Drupal and Joomla. All three have similar features which can be customised and added to.

WordPress accounts for just over 50% of all websites. It's the most user-friendly and the simplest to set up. You can choose from a range of designs, which you can customise and many of its tools are free to use.

Joomla is also pretty straightforward and useful for managing lots of pages as well as multiple images and documents.

Drupal is probably the most powerful and flexible of the three (making it popular with developers). Traditionally it has been the most difficult CMS to administer and set up, but recent updates have improved this. It might be your best option if you have an in-house developer in your IT team as you can use it to build different types of website.

### STEP 3

## Are you CMS-curious?

[CLICK HERE TO FIND OUT WHICH ARE THE INTERNET'S MOST POPULAR CMSS](#)

# 4

## KEEPING YOUR SITE SAFE

The popularity of Joomla, WordPress, and Drupal means that hackers have a soft spot for them: targeting them in order to infect a higher number of websites. It's extremely important to keep your website secure by backing it up regularly, monitoring it, and upgrading it.

Purchasing is the best way to ensure independence and control over how your site looks to your customers. There is no substitute to owning your brand 'assets'.

### STEP 4

## Leave nothing to chance

A GOOD BACKUP EXTENSION IN YOUR CMS WILL CREATE A BACKUP FILE OF YOUR WEBSITE AUTOMATICALLY AT SPECIFIED TIME INTERVALS AND SAVE IT IN A SECURE LOCATION AWAY FROM YOUR WEB SERVER. ALWAYS MAKE SURE THAT YOUR CMS IS UPGRADED TO THE LATEST VERSION AND THAT YOUR PASSWORD IS SECURE.

# 5

## WE'LL SUPPORT YOU

So you're more switched on about CMSs. Are you sure about what you need your site to do? How might those needs change in the future? Who will write and manage content updates? Blackwood has built hundreds of websites of all sizes on many different CMSs. We can help you to build the best possible site for your needs and future proof it, so you won't need to go through the process again for some time to come. And we'll ensure your stunning new site stays in working order 24/7.

[CLICK HERE TO VIEW OUR LATEST WEB PROJECTS.](#)

### STEP 5

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STEPS

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