

Content Management with Drupal

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Content Management with Drupal

- Content Management Overview
- Drupal for Content Management
- Using Drupal for your Projects

Content Management

- Users or Administrators Add Content to the Site
- No bottleneck of development
- Also called “Self-Publishing”
- Abbreviated “CMS”

CMS Concepts

- Content
 - Any piece of information or data on a site
 - Pages, articles, blog entries, etc.
- Publishers
 - People with the rights to add content
- Permissions
 - Privileges assigned to users or groups
 - Ability to add, edit and approve content
- Template
 - Design or layout for a site
 - Usually a stylesheet (CSS) and HTML file
 - Used on every page for a consistent look

Content Management in Today's Sites

- Almost a requirement for newer sites!
 - Ability to track users
 - “Sticky” sites for return visits
 - Search engine optimized sites
 - Build a Community around your brand or product
- Corporate publishers
 - Can have sales/marketing staff publish content instead of relying on web developer

Client-Side content management

- Must install software on every content-provider's computer
- Contribute, FrontPage, etc.
- Must purchase and install upgrades to add new features
- Site can be edited by only a very small group
- Security concerns for user access layers

Server-Side Content Management

- Everything is done using a browser
- No additional software to install or support
- Anybody (with permissions) can add or change content

Roll-Your Own Content Management

- “Quick and dirty” ways of creating self-publishing sites
 - Template hacks
 - Small pieces of programming
 - Often “do the job” just fine
 - Won't ever be upgraded
- Downloadable scripts
 - Free, single-function scripts
 - Handle forms, forums, news articles, etc.
 - These scripts aren't connected to each other

Drupal For Content Management

- Server-Side, so it requires no user software
- Can be highly customized for an appealing design
- Feature-rich
- Constantly growing and changing
- “Owns” the site – everything on your domain is part of Drupal

Drupal's Strengths

- Compared to other freely-available CMS systems
 - Standards compliance
 - Efficient coding practices
 - Usability for the end user
 - Well-organized development process
 - Most maintainers are professional developers, not hobbyists

Drupal's Best Features

- Strong user community
- Multi-Site Architecture
- RSS
- User and Permissions management
- Modules
 - Permissions control
 - Forums
 - Contact management
 - E-commerce
 - Events
 - Picture galleries

How is This Possible?

- Open Source process
- Proper balance of community and corporate support

Open Source Process

- Small, core group of developers actively maintaining the software
- Anybody may submit changes or features
- Peer review and analysis before changes are incorporated
- People are likely to “give back” with contributions and help in forums

Drupal History and Supporters

- In active development for over 4 years
- CivicSpace and corporate initiatives
- Beginning to be used on larger sites
 - spreadfirefox.com
 - evolt.org

Drupal for Your Projects

- Free software does not mean \$0 bids!
- Do more in less time: create a better product with a competitive bid
- Your customers aren't “locked in” to your services and there's always support available – much more scalable and customer-centric
- You can specialize in Drupal or industry-specific solutions

Getting to Know Drupal

- The learning curve is the most steep for site implementors (you)
- Some of the concepts may be difficult to understand at first
- The payoff is easy publishing for end users (your clients)

System Requirements

- Any PHP/MySQL hosting setup
- The most common, stable and inexpensive hosting environment
- Because these requirements are minimal, you can move the site at any time

Basic steps

- Install the software
- Set up the design/template
- Manage and train users
- More details at the next TCPHP meeting!
- Until then, visit www.tcwebdev.org to interact with Drupal from a user's perspective

Resources

- www.tcwebpros.org Contains ongoing information and local support
- www.drupal.org Is the download and information site for Drupal
- allie@pajunas.com Can answer your questions (maybe!)