



RESEARCH ARTICLE

Content Management System (CMS) for Web-Based MIS Application

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Abstract— *This paper points out and describes the characteristics that are shared between the most of today's content management systems. The intention was to find what makes the core of today's content management systems, i.e. what defines them. To provide this, authors analysed great number of systems on a great number of attributes and features. Systems were compared and analysed based on their approximate cost, supported operating systems and popularity. The result of those analyses indicates that the most represented and the most appreciated characteristics are support, interoperability with other systems and existence of additional applications that can be integrated into the web site, like blogs, newsletters and guest books.*

Key Terms: - CMS; content management systems; education; analysis; comparison; characteristics

I. INTRODUCTION

There is no doubt in the fact that “*Content is King Today*” and to keep the content on a website updated a CMS Solution is inevitable as the content enriched sites are always preferred by search engines. Therefore, by having fresh and updated content on your website you can attract and retain the prospective customers. Search engine optimized content increase your chances to get free traffic and helps you to transform your traffic into your customers.

Descriptive and well thoughtful informative content about your products and services is the key that can make your business grow to new heights. To attract and retain your potential customers you have to provide the fresh and up to date content to your visitors.

The purpose of a website is to inform your visitors about current business offerings and keep them updated of the latest addition and the easiest way to achieve all this is through the use of a Content Management System (CMS).

Content Management System, aka CMS, is a complex web application containing tools which enable you to add, update & delete pages and content on your website from within a web browser and without any understanding of HTML or other similar technologies. So if you have an ecommerce site CMS is the best solution that you can give your business.

1) WHY CHOOSE AN OFFSHORE CONTENT MANAGEMENT SYSTEM (CMS) SOLUTION?

Offshore outsourcing has been popular for several years. Countries like India are popular offshore outsourcing destinations which offer cost effective solutions. If you have a specific set of requirements which are not fulfilled by standard CMS Solutions available normally then a suitable alternative is to outsource that to an offshore CMS Development company.

While planning to purchase a CMS solution it is best to evaluate offshore CMS solutions since the same features and quality are available at much lesser price as compared to CMS solutions available worldwide. Due to this reason most people in UK, US, Germany Ireland etc. are selecting Indian offshore CMS solutions these days.

An offshore CMS solution from India would empower you to edit the content on your website from within a web browser without knowing any HTML. You can store a numerous data of your website. Multiple authors can post, edit or manage the content at a time with their respective login. You can provide them the limited permissions to forbid them from manipulating others work. You can work anytime from anywhere. You need the internet connection only with any computer you are working with. Just login to your account and you are ready to work.

The CMS are secured with password. Thus it gives you better security to your website content. You can provide your customers or thousands of members of your email list with the newsletters, information on new launches of products or services, periodicals, reports etc in just a single click or you can send these after regular time intervals.

When you are going to get CMS **Software** just make sure that you are getting the user friendly and secured one and it provides all the features you need. This will make your business a more profitable.

II. HOW TO USE?

A web site's content is a combination of different components like texts, graphics, images, and scripts, embedded files such as flash animations, audio/video streams or downloadable files. All of these may be components of one document (or HTML page in case of a web content management system).

Content management systems (CMS) are computer software systems for organizing, displaying and facilitating collaborative creation of this content.

One principle of many content management systems is, to separate the content from the layout, which makes it easier to preset the same content in different layouts for different media ("cross-media publishing") like web browser and printer. Separating content and layout also enables website designers to concentrate on the presentation, while others attend the content.

This can be achieved by storing the content and the layout in different resources and dynamically merge them together to the final document.

FREQUENTLY USED:

I) CMS facilitate the collaborative creation of websites. People can concentrate on the content while others care for the template to present the content. Also many CMS provide systems to enable users to add or modify content via their web browser

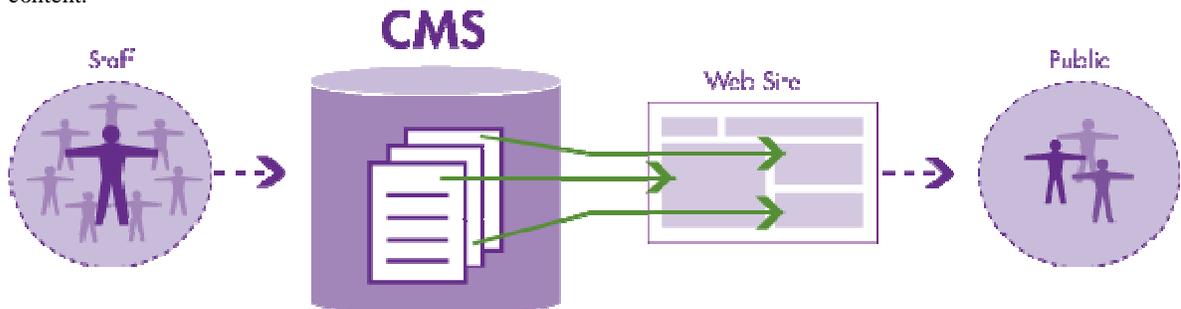
II) CMS make it easier to display the same content in different ways, like a normal view for web browsers and a printer friendly view

III) CMS make it easier to create new documents as one can concentrate on the content and do not have to care about the layout

IV) CMS make it easier to modify the layout of a website as one only has to modify the template at a single source instead of having to modify each single page to reflect the change

V) CMS often can automatically create additional content like menus, sitemaps etc.

VI) CMS often provide methods to find content, for example by providing search functionality on the content.





III. RESULT AND DISCUSSION

Creative Freedom: MODX is an open source Content Management System (CMS) and Framework that dominates SEO supports all modern web standards and integrates with existing infrastructure to give you complete control over your online presence.”

“Word Press is web software you can use to create a beautiful website or blog. We like to say that Word Press is both free and priceless at the same time.”

“Joomla! Is an extremely customizable and adaptable for Enterprise, SMBs, and NPOs and beyond?”

IV. CONCLUSION

A CMS can be a great tool for either personal or business use. A CMS allows multiple authors to update your site, as it grows, taking responsibility for different sections.

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