

What is a CMS

Contributed by System Administrator

We hear a lot about About Content Management Systems these days.

A web based Content Management System, or "CMS" is typically an internet based application used for the content management of a website, often by a non technical administrator. Most systems are browser based allowing one to add pages, edit text, add images or electronic media to a website or blog without any software installed in the editors computer. The CMS Application or software resides on the web server and most often these days open source based. Most top CMS packages like Joomla are free. However having the CMS installed, configured and populated with existing content will generally incur some costs from your web developer.

A CMS can load and store files in a non-proprietary form which allow of syncing web content to back office content. Many Content Management Systems have a "Workflow Process" built on a permission system utilizing the idea of moving an electronic document along for either approval, or for adding content. Content can be written by one person, edited by another and approved (made live) by yet a third individual if desired. Content publishing can also be but on a calendar where it can go live at a specific date at time.

Web content management systems are often used for storing, controlling, versioning, and publishing industry-specific documentation such as news articles, operators' manuals, technical manuals, sales guides, and marketing brochures. These systems can manage very large amounts of information. Most of the information is stored in a database like MySQL and dynamically populated into an HTML page template on the fly as that page URL is requested. Different areas of a website can be assigned separate page templates to brand or sub-brand that content accordingly.

There are numerous advantages to deploying a CMS over updating static web pages:

- Empowers the client to publish at will
- Saves the client money as there are little costs after set up.
- Client can update website from a computer in a coffee shop while traveling
- Client can easily distribute documents or specific groups or target audiences
- Look and feel of a site can be changed in just one template to effect all content.

Many community building systems have a CMS at their core, such as new sites, shopping carts, threaded discussion groups, auction sites and blogs. Keep in mind that your technology integrators job is to translate your business needs into a practical solution. We at Oh My Brain work very hard to "Hear You" before developing an e-strategy or implementing a Content Management System . [Click Images to Learn More](#)