

# CMS Lectures Notes

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## Chapter 1

- Brief History
- What is Content?
- What is a Content Management System?
- Types of CMS
- What a CMS does
- What a CMS doesn't

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## Brief History

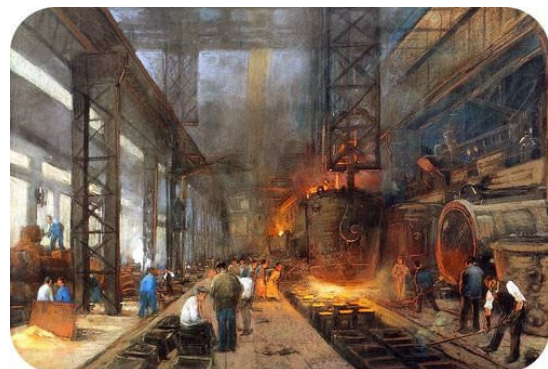
- We are talking about digital content but creating and management of contents since The **Library of Alexandria** (300 BC to about AD 273).



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## Brief History – cont.

- Fast-forward a couple of thousand years, and the **Industrial Revolution** and the rise of technology increased the **accumulation** of information exponentially.
- The problem of managing it became more critical. The early **20th century** was full of great thinkers who examined the problem of communicating and managing information.



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## Brief History – cont.

- So, the need for content management didn't begin with the **World Wide Web**, but simply **shifted** into fast-forward when the Web was born in the early '90s.
- At that moment, the ability to create and publish content **tumbled** down from its **ivory tower** and into the hands of the masses.
- **Almost anyone could create a web page about virtually anything.**



يمكن لأي شخص تقريبًا إنشاء صفحة ويب حول أي شيء تقريبًا

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## Brief History – cont.

- Additionally, each **HTML** file was a mass of **mid-'90s-era** markup, complete with nested **TABLE** and **FONT** tags all over the place.
- There was no way to separate what was **content** from what was **presentation**, and each redesign of the site (there were many) involved manually reworking these files.
- **Server Side Includes** had helped to a certain extent, but each file was still a massive glob of mixed content and formatting code.

```
<!DOCTYPE html P
<html xmlns="http:
<head>
<meta http-equiv=
<meta name="des
<title>About us</ti
```

ساعدت عمليات تضمين جانب الخادم إلى حد ما ، ولكن كل ملف كان لا يزال عبارة عن كرة ضخمة من المحتوى المختلط وكود التنسيق

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## Brief History – cont.

جعل الأمور أكثر أمانًا من منظور Microsoft Visual SourceSafe من الواضح أن إدارة المخاطر ، ولكن كان هناك تحول عقلي أيضًا

- **Microsoft Visual SourceSafe** clearly made things safer from a risk management perspective, but there was a mental shift too.

• **Safety** was a major factor. The content we were creating had solidity to it. There was history and context.

- Editing and grooming a continuing **body** of content, rather than just changing it in place. Content didn't exist only in simple files but lived inside a larger system which provided a set of services to protect and safeguard it.

- Things gone from hiding money inside **mattresses** to depositing it at an **FDIC-insured** financial institution.

انتقلت الأشياء من إخفاء الأموال داخل المراتب إلى إيداعها في مؤسسة مالية مؤمنة من مؤسسة التأمين الفيدرالية.



كانت السلامة عاملاً رئيسياً المحتوى الذي كنا ننشئه كان له صلابته. كان هناك تاريخ

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## What Is Content?

- Many people have tried to draw a distinction between the fuzzy concepts of “data,” “information,” “content,” and even “knowledge.”
- **Content** and **raw data**, which is likely the highest-value return we can get out of the question.
- How is content management any different from managing any other type of data?
  - Content is **created** differently.
  - Content is **used** differently.



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## What Is Content? –cont.

- Created by Humans via Editorial Process
  - It involves **modeling, authoring, editing, reviewing, approving, versioning, comparing, and controlling.**
- Intended for Human Consumption via Publication to an Audience
  - To **distribute** it with the intention of it ultimately being consumed by other humans.
  - Sure, it might be scooped up by another computer via an **API** and rearranged and published somewhere else,
  - but eventually the information is going to make its way to a **human** somewhere.



لتوزيعها بقصد استهلاكها في النهاية من قبل البشر الآخرين. • بالتأكيد ، قد يتم جمعها بواسطة كمبيوتر آخر غير واجهة برمجة التطبيقات وإعادة ترتيبها ونشرها في مكان آخر ، • ولكن في النهاية ستشق المعلومات طريقها إلى الإنسان في مكان ما.

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## What Is Content? –cont.

- A Definition of Content
  - Content is **information** produced through **editorial process** and ultimately intended for **human** consumption via **publication.**
- يشير هذا التعريف أيضًا إلى
  - This definition also points to
    - (1) management and
    - (2) delivery.



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## What is a Content Management System

عبارة عن حزمة برمجية توفر مستوى معيناً من الأتمتة للمهام (CMS) نظام إدارة المحتوى المطلوبة لإدارة المحتوى بشكل فعال.

عادةً ما يكون نظام إدارة المحتوى قائماً على (CMS) الخادم ومتعدد المستخدمين التي تتفاعل مع المحتوى المخزن في المستودع. قد يكون هذا المستودع يقع على نفس الخادم

- A content management system (CMS) is a **software package** that provides some level of automation for the tasks required to effectively manage content.
- A CMS is usually **server-based, multiuser** software that interacts with content stored in a repository. This repository might be located on the same server.
- A CMS allows **editors** to create new content, edit existing content, perform editorial processes on content, and ultimately make that content available to other people to consume it.



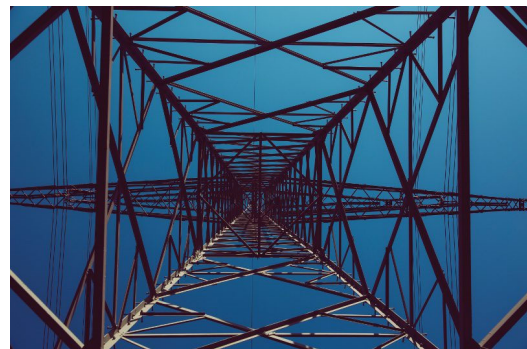
يسمح نظام إدارة المحتوى للمحررين بإنشاء ملفات المحتوى ، وتحرير المحتوى الموجود ، والأداء عمليات التحرير على المحتوى ، وجعل هذا المحتوى في النهاية متاحاً ليستهلكه الآخرون

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## Types of Content Management Systems

لقد عرفنا المحتوى بأنه "معلومات تم إنشاؤها من خلال العملية التحريرية والمخصصة للاستهلاك البشري". لاحظ أنه لم يرد ذكر الويب في هذا

- We defined content as "information created through **editorial process** and intended for **human** consumption." Note that there was no mention of the **Web** in this definition (nor of the **Internet** itself, really).
- However, given that this is a course about **web content management**, however they are called the **big four**
  1. **Web content management (WCM)**
  2. **Enterprise content management (ECM)**
  3. **Digital asset management (DAM)**
  4. **Records management (RM)**



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## What a CMS Does

- **Control Content**
- **Allow Content Reuse**
- **Allow Content Automation and Aggregation**
- **Increase Editorial Efficiency**

التحكم في المحتوى • CMS ماذا يفعل  
السماح بإعادة استخدام المحتوى • السماح  
بأتمتة المحتوى والتجميع • زيادة الكفاءة  
التحريرية



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## Control Content

- **Permissions:**
  - Who can see this content?
  - Who can change it?
  - Who can delete it?

أذونات:  
• من يمكنه رؤية هذا المحتوى؟  
• من يستطيع تغييرها؟  
• من يمكنه حذفه؟
- **State management and workflow:**
  - Is this content published?
  - Is it in draft?
  - Has it been archived and removed from the public?

مسار العمل: هل تم نشر  
؟ هل هو في مسودة؟ هل  
شفتته وإزالته من الجمهور؟
- **Versioning:**
  - How many times has this content changed?
  - What did it look like three months ago?
  - How does that version differ from the current version?
  - Can I restore or republish an older version?

الإصدار: كم مرة تم  
تغيير هذا المحتوى؟  
كيف كان شكلها قديماً؟
- **Dependency management:**
  - What content is being used by what other content?
  - If I delete this content, how does that affect other content?

إدارة التبعية: ما هو  
المحتوى الذي يستخدمه  
أخرى، محتواه، الخ؟ إذا
- **Search and organization:**
  - How do I find a specific piece of content?
  - How do I find all content that refers to X?
  - How do I group and relate content so it's easier to manage?

البحث والتنظيم: كيف أبحث على جزء معين  
من المحتوى؟ كيف أبحث على كل المحتوى  
الذي يشير إلى شيء ما؟



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## Allow Content Reuse

- Using content in **more than one** place and in more than one way increases its value.
- The ability to reuse content is highly dependent on the **structure** of that content.
- Your ability to structure your content accurately for optimal reuse is **highly dependent** on the features your CMS provides for you.



تعتمد القدرة على إعادة استخدام المحتوى بشكل كبير على بنية ذلك المحتوى  
الميزات التي يوفرها لك نظام إدارة المحتوى الخاص بك

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## Allow Content Automation and Aggregation

إن وجود كل المحتوى الخاص بنا في مكان واحد يجعل من السهل الاستعلام عنه والتعامل معه

- Having all our content in a **single** location makes it easier to query and manipulate it.
- We can allow users to consume content in other formats, such as PDF or other ebook formats.
- We can create multiple translations of content to ensure deliver the language most appropriate to the current user.
- We can alter the content publish in real time based on the specific behaviors and conditions exhibited by our visitors.



يمكننا تغيير المحتوى المنشور في الوقت الفعلي بناءً على السلوكيات والظروف المحددة التي يعرضها زوارنا

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## Increase Editorial Efficiency

" يمكن نظام إدارة المحتوى الجيد المحررين من نشر المزيد من المحتوى في إطار زمني أقصر (بزيد من الإنتاجية التحريرية)

- A good CMS enables editors to publish more content in a **shorter time** frame (it increases "editorial throughput"),
- and to control and manage the published content with a lower amount of **friction** or drag on their process.



وللتحكم في المحتوى المنشور وإدارته مع قدر أقل من الاحتكاك أو السحب على العملية

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## What a CMS Doesn't Do

- Create Content
- Create Marketing Plans
- Effectively Format Content
- Provide Governance

• ما لا يفعله نظام إدارة المحتوى  
 إنشاء المحتوى • إنشاء خطط  
 التسويق • تنسيق المحتوى بشكل  
 فعال • توفير الحوكمة

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