Joomla as Your CMS Solution

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Agenda

- Joomla Technical
- Joomla Use
- CMS Content Tips
- CMS Safety Tips
- Example Joomla Sites

Joomla Technical

- Requires PHP, MySQL, and Apache

- Runs best on UNIX/LINUX, but can run on Windows (WAMP) or Macintosh (MAMP)

- Altering Templates requires knowledge of HTML, CSS, and light PHP

- Entering content requires basic HTML knowledge

- Hosting available starting at $5/month. Need to be technical at this price.

Joomla Use

- Joomla has a pleasant user interface
- Joomla can organize large amounts of content into Sections which are then split into Categories
- Joomla has a strong ability to display the same content in many ways
- Joomla allows many types of menus/links to content
- Joomla has a tremendous number of extensions that add features
- Joomla supports varying permissions and workflows
- Joomla is very popular

CMS Content Tips

- Content should be implemented with Search Engine Optimization techniques in order to be found by web searchers. Base features and extensions support this.

- Menus and gadgets can be hidden/shown on any page.

- Multi-Media can be incorporated readily: images, PDF, video, audio, etc.

- Suitable for small, medium, and large projects

CMS Safety Tips

- Keep your CMS and all plugins up-to-date – you may want a technical person to help

- Backup your content daily – use automatic backup scripts i.e. overnight emailer

- Use strong passwords and eliminate unnecessary access

- Review access logs

Example Joomla Sites

- www.AjiBooks.com

- www.Caroleena.com

- www.BestHealthInsuranceBook.com

- Finance.unc.edu

- Slice.unc.edu

- www.Joomla.org

- demo.Joomla.org

Summary

- Joomla good for many size sites: small to large
- Joomla is very popular with many plugins – your mileage may vary
- For best results, CMS use should be SEO oriented
- To avoid site hijacking, use good security practices
- Have technical resources identified in advance should problems arise
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