

Webmaster Forum Final Outline

For 5/6/2010

Introduction



Story: City CMS Search

Criteria:

1. Resource-friendly: Need to cut hosting costs.
2. Feature-rich: Requirements are a moving target.
3. Ease-of-use: Need to train users and admins of all stripes.
4. Open source: Seems like the right thing to do if practical.

Found WordPress



Popular

Across the Web, about 21 million sites use WordPress in one form or another, according to Bar-Cohen. (Raanan Bar-Cohen, vice president of media services for [Automattic](#))

Cost Effective

For [WNET](#), (public media organization in NYC) using WordPress cut the cost of setting up a television Web site, from an estimated average of US\$25,000 to \$40,000 down to \$5,000 to \$10,000, according to a white paper [posted](#) by WNET and digital design firm Tierra Innovation, which helped with the implementation.

Strong blogging tool.

1. Excellent SEO.
2. Easy to administer and use.
3. Content Management features not a strong suit.
4. Users twisting WP to do CMS anyway, because it was so easy to use.

Got on board with WordPress.

Excellent move. Since then, CMS features have been incorporated until now, today, WordPress version 3 has all the MS functionality needed for medium-size organizations.

Administration



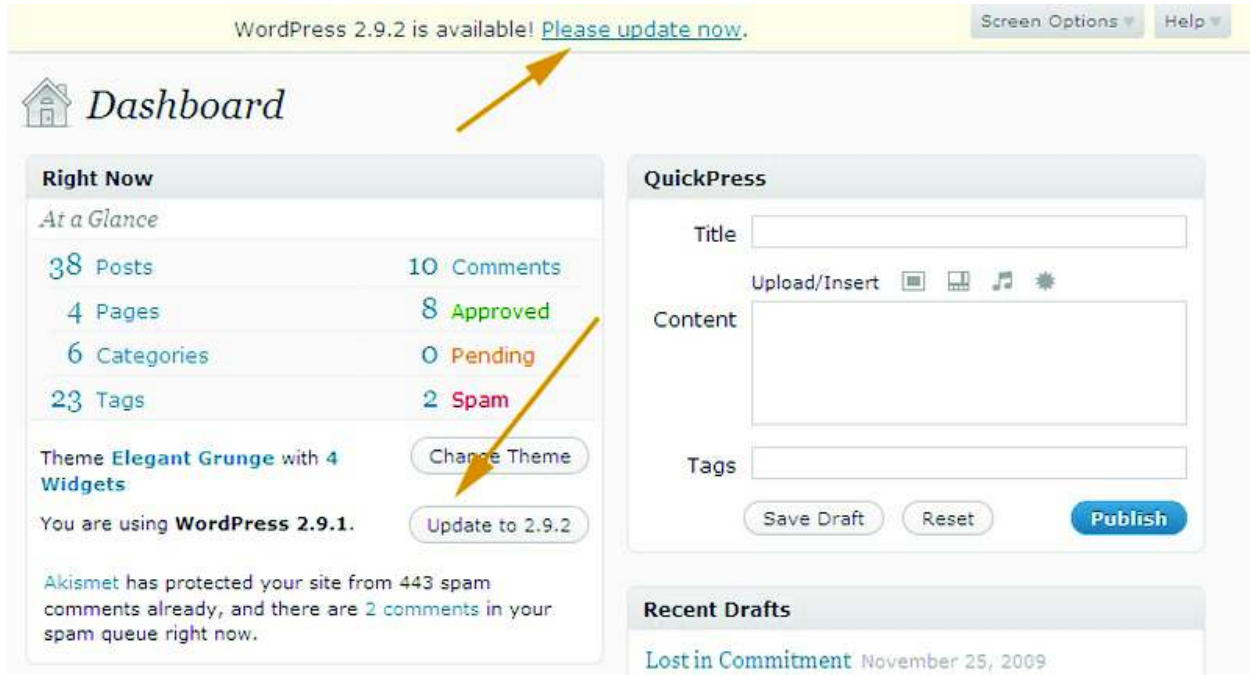
Installation:

- Runs on most LAMP or WAMP installations.
- 5 minute install is no joke.
- Bad thing is my tendency to start new website over my 20 minute breaks at work.


Resources:

- Number of tables, CPU usage, RAM usage are efficient.
- 10,000 visitors per day on shared host.
- Just under maximum CPU / RAM allowed.

Updates:



WordPress 2.9.2 is available! [Please update now.](#) Screen Options ▾ Help ▾

 *Dashboard*

Right Now

At a Glance

38 Posts	10 Comments
4 Pages	8 Approved
6 Categories	0 Pending
23 Tags	2 Spam





Theme **Elegant Grunge** with 4 Widgets Change Theme

You are using **WordPress 2.9.1**. Update to 2.9.2

Akismet has protected your site from 443 spam comments already, and there are 2 comments in your spam queue right now.

QuickPress

Title

Upload/Insert    

Content

Tags

Save Draft Reset Publish

Recent Drafts

[Lost in Commitment](#) November 25, 2009

Core Updates

- Originally used SVN, which was a little nerdy,
- but now admin screen automatically tells you when updates are available and
- allows you to perform updates literally with the click of a button.

Plugins

The following plugins have new versions available. Check the ones you want to upgrade and then click "Upgrade Plugins".

Upgrade Plugins

<input type="checkbox"/> Select All
<input type="checkbox"/> AddToAny: Share/Bookmark/Email Button You are running version .9.9.4.7. Upgrade to .9.9.5.3. Compatibility with WordPress 2.9.2: 100% (according to its author)
<input type="checkbox"/> Add to Any: Subscribe Button You are running version .9.7. Upgrade to .9.8. Compatibility with WordPress 2.9.2: 100% (according to its author)
<input type="checkbox"/> All in One SEO Pack You are running version 1.6.10. Upgrade to 1.6.10.2. Compatibility with WordPress 2.9.2: 100% (according to its author)
<input type="checkbox"/> Blubrry PowerPress You are running version 1.0.4. Upgrade to 1.0.7. Compatibility with WordPress 2.9.2: 100% (according to its author)
<input type="checkbox"/> BNS Featured Category You are running version 1.6.2.1. Upgrade to 1.7. Compatibility with WordPress 2.9.2: 100% (according to its author)
<input type="checkbox"/> Contact Form 7 You are running version 2.1. Upgrade to 2.2. Compatibility with WordPress 2.9.2: 100% (according to its author)
<input type="checkbox"/> FD Feedburner Plugin You are running version 1.41. Upgrade to 1.42. Compatibility with WordPress 2.9.2: 100% (according to its author)

Plugin Updates

- Equally important to stay on top of potential security issues.
- Automatically checks for updates.
- Easy one-click update.
- Easily determine compatibility of new plugin version with WP version, based on crowdsourcing.

Backups:

- Database is the most important part.
- Can automate backup and optimize.

Settings:

Generally, settings are easy to understand, making it clear what you're choosing to do and why. Online help is excellent.

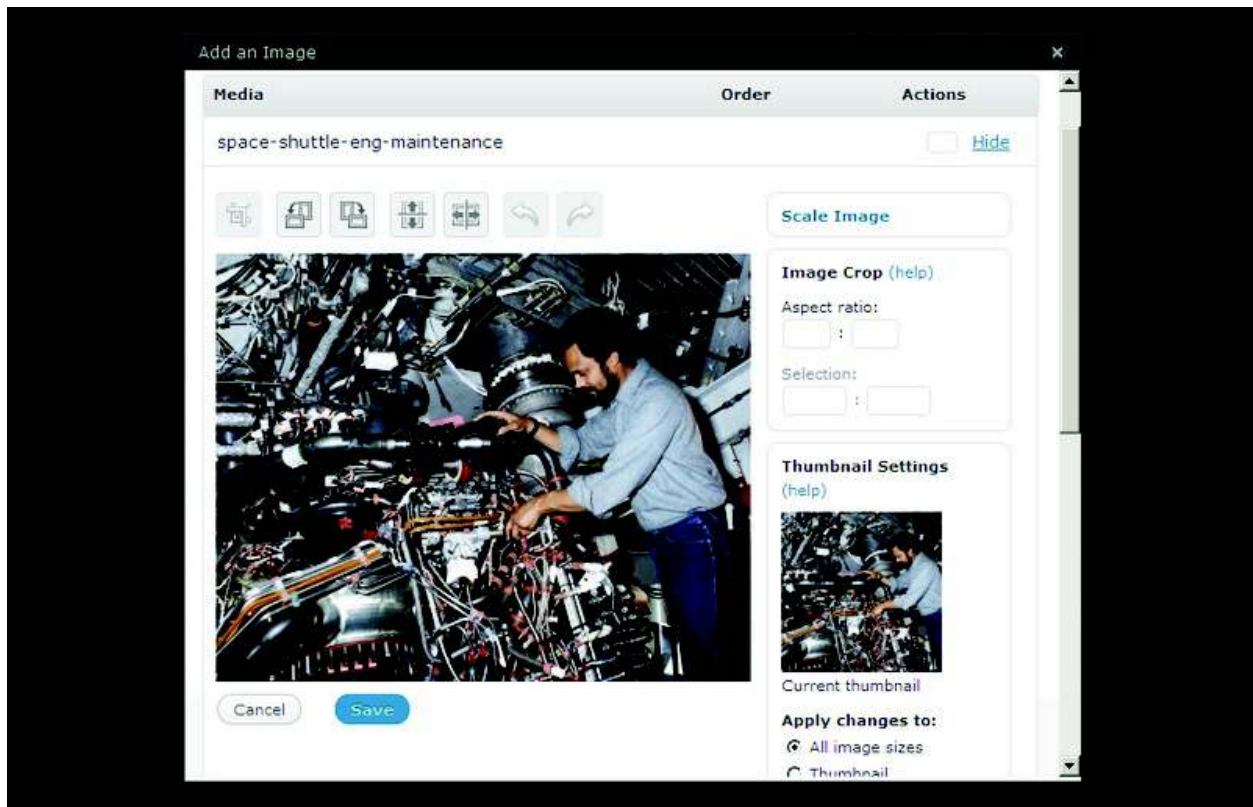
Users



Used to multi-step posting, which complicates training and discourages posting.

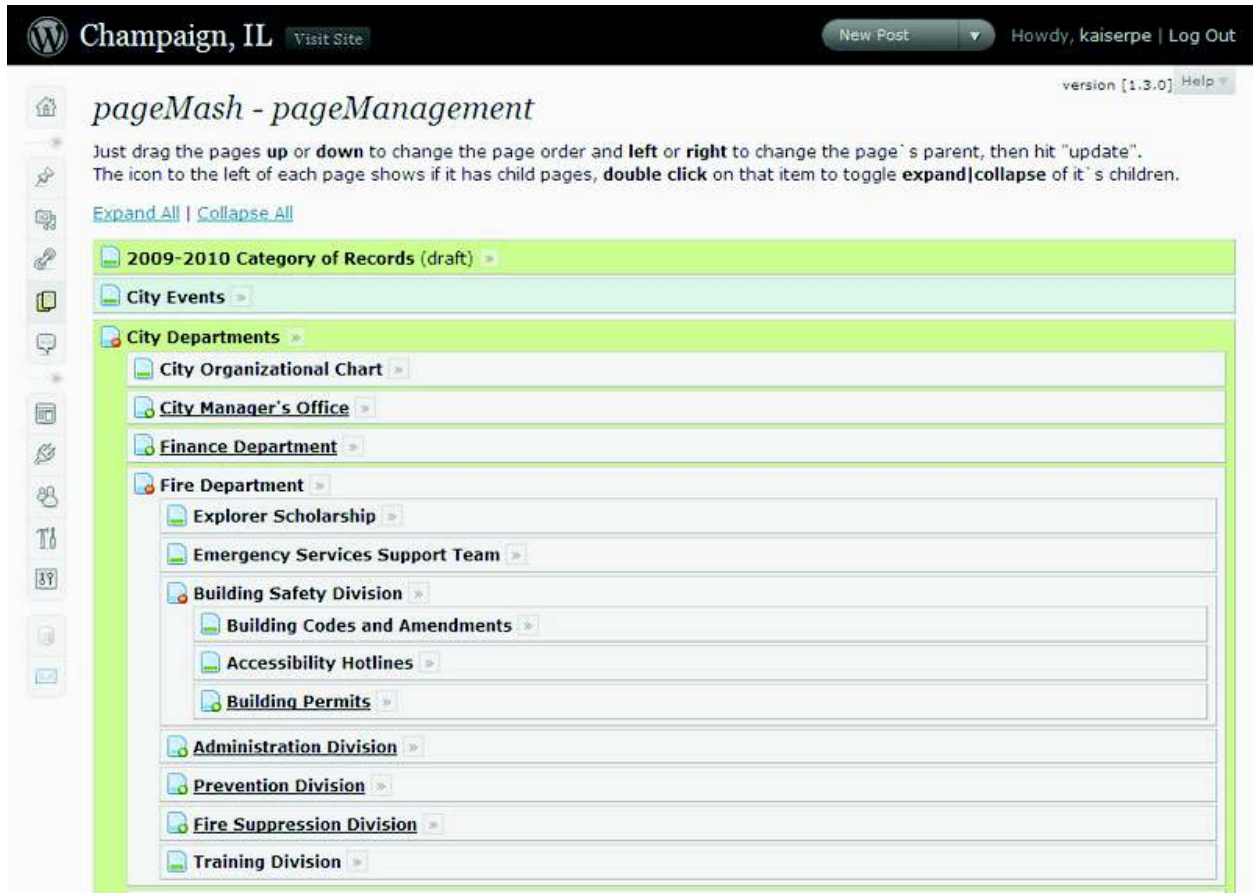
scheduling, previews, etc.

Image handling: Many users don't have the tools or knowledge to crop or resize images.



WordPress: Basic image cropping and resizing are built-in.

Blog Posts limited to chronology. This makes static content more difficult to organize and present.



WordPress: Page content is organized by Parent > Child relationships, independent of the time posted, sorted either by specific order, alphabetically by title, date, and so forth.

Designers

Oh no, it will look like a blog!



3

MAY/10

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Presenting WordPress at UI Webmasters Forum



Union across the quad in spring

This Thursday I'll give a presentation on WordPress to folks at the University of Illinois' Webmasters Forum. It should be a lot of fun.

I'll basically explain why WordPress is a great option for small- to medium-sized groups to run their website. There should be lots to learn Thursday. [Peter Morville](#) presents the keynote.

I'll update this post Friday or Saturday with the actual presentation and notes on how I felt about the event.



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Paul's Other Sites

[Gwen Art for Charity](#) Gwen's art for charity initiative.

[Paul's Web Shack](#) Web Development Portfolio of Paul Kaiser

[WordPress City](#) Get the most out of your WordPress website with online learning

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Common: Main area, top navigation, sidebar or two. Plain. Optimized for an ordered stream of posts.



WordPress: Flexible templating allows any design. (Above is a Music entertainment magazine-style layout.)



Home page, Section pages, Individual pages -- design can be as granular as you want. (Above is a business-oriented, promotional site.)

Preview Wordpress Themes

Please I will be providing to testing my wordpress theme on-line.

Home
About
Track
Archive
Links
Contact
RSS



If you can design it in HTML/CSS, you can use it in WordPress.
(Above is a photoblog-style layout.)



Many free themes are a good starting point or great right out of the box. Premium themes are available between \$20 and \$40 that could really save you time, regarding design and JavaScript integration. (Above is another magazine-style layout.)

Multiple Sites

Some departments wanted their own site.

Managing multiple installs adds to your workload -- keeping everything up to date.

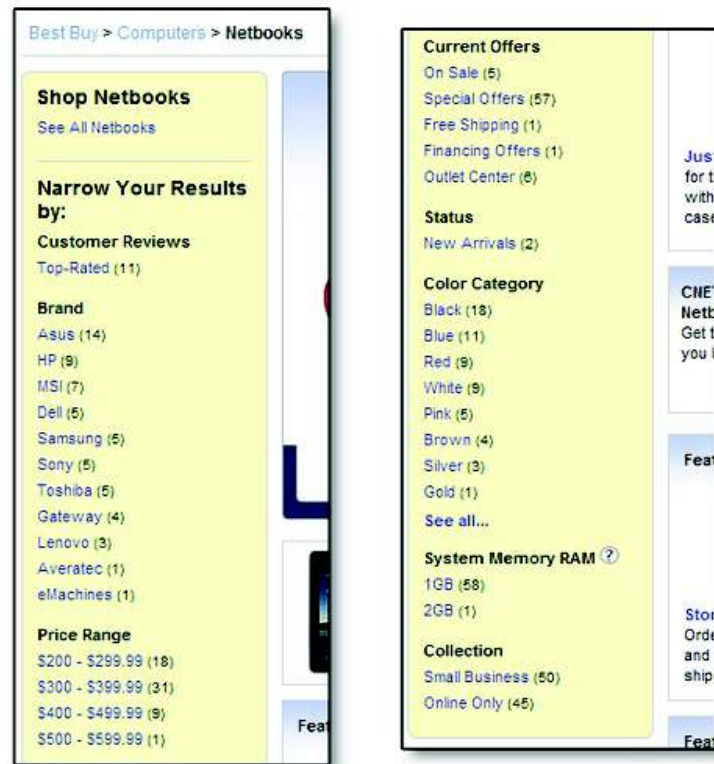
1. WordPress: WPMU, now called Site Network, allows one core install with approved plugins, approved themes, to be used for unlimited sites.
2. Used to run the hosted WordPress service at WordPress.com.

Multiple Taxonomies

Needed the same content organized in totally different ways.

City Government: Departments, Topics, Visitor Type.

Movie site: Ratings, Genre, Studio, Review Star Rating.



Best Buy Products: Example image (Brand, Price Range, Current Offer Type, Status, Color, RAM, Operating System, etc.)

WordPress: Custom taxonomies are possible, including custom post types that feature only specific taxonomy types. For example, a "Desktop Computer" post type would only include taxonomies relevant, different from taxonomies included in an "Audio Equipment" post type.

Group Communication Tools

Need for social media-like tools for internal and external communication.

The screenshot displays the BuddyPress/testdrive social network interface. At the top, there is a search bar and a navigation menu with tabs for Home, News, Members, Groups, Blogs, and Forum. The main content area is divided into several sections:

- Welcome:** A section with the heading "Just another BuddyPress Social Network" and a "Create Account" button.
- Blog Posts:** A section titled "Latest Posts | What's Hot" featuring several blog posts with titles like "The diskette that blew Trixter's mind" and "#110 Frisbee Sports".
- Members:** A section titled "Newest | Active | Popular" listing members such as Ganesh Prasannah, Jake Spurlock, Robert Dokes, Richard Westerberg, and Brian Brey.
- Groups:** A section titled "Newest | Active | Popular" listing groups like "cool group", "Open Source Social", "BuddyPress Testers", "Life in Thailand", and "My Test Group".
- Recent Site Activity:** A section showing recent actions like "Paul TestUser created the group pauls blogs" and "Leigh Brown joined the group Open Source Social Networking".
- Forum Posts:** A section titled "Newest | Popular" listing forum posts such as "Where's the Beef?" and "How do I sort out the [...]".

1. **WordPress: buddyPress** option, built by core developers.
2. **Facebook-like features:** Groups, activity streams, forums, private messaging, etc.

Permissions

1. **WordPress permissions are somewhat limited.** They do not provide the type of Access Control Lists you might take for granted in other systems. That means you can't assign one limited group of editors to the "Fire Department" section of the site, another group of editors to the "Police Department," and so on. Roles are site-wide, so if you have Editor capabilities (one step down from Admin) you can do quite a bit, anywhere on the site.

2. **There is a plugin**, but it's not as professional and easy as the WordPress core functions.
3. **Using the multiple sites feature**, you may be able to fix this. For instance, using multiple sites I can have the Fire Department, Police Department, and Main City site all using the same core install, even all using the same consistent theme, but since they are separate sites, their users will be limited. Editors on the Fire Department site wouldn't be able to accidentally mess with content on any of the other sites.

Workflow

1. Sophisticated Content Management Systems usually have a built-in approval workflow.
2. Beyond setting posts to "Draft" or "Pending" mode, there is no such workflow built in to core.
3. There is a plugin, but it's not as professional and easy as the WordPress core functions.

Drupal Comparisons

At the last moment, I found Drupal.

Drupal Is

Drupal is not a CMS. It is much more than that.

You can make Drupal act as a CMS. You can also make it into something nearly as sophisticated as Facebook.

Drupal is a Web Application Development environment. You build applications on top of it, like you build Firefox or Photoshop on top of Mac OS or Windows.

You could probably build the Amazon site using Drupal.

It's powerful, but with that power comes complexity.



It's the space shuttle.



and it takes a rocket scientist to work on it.

WordPress Is

WordPress is not meant to be developed in to anything you can imagine, like Drupal. If you tried to create Amazon in WordPress, I'd call you crazy. It's meant to make publishing content of any type fast, easy, and secure.



WordPress is the hybrid car. It gets you across town, or across the country, cleanly and with a lot less noise than the space shuttle.



WordPress can be maintained with far less experience. Note: These people are probably not rocket scientists, yet they're comfortable maintaining their car.



One last thing to round out the analogy: WordPress 3 has such excellent CMS features, I have to compare it to a hybrid SUV instead of a hybrid passenger car.

Deciding

What do you need a CMS to do?

Decide this before you go looking at the feature list of different CMS platforms. It's really easy to say "Oh, we MIGHT use surveys at some time, or we MIGHT use an ecommerce tool, or we MIGHT use an online game team management tool," and then end up with a bloated, complicated system full of tools you PROBABLY will never use.

What are your resources?

Think about the people, time, and server resources you have available. WordPress is going to tread lightly on all those resources, while other CMS tend to be a bit heavy.

What type of permissions system do you need?

Is the WordPress site-wide role system okay for you?

Or, by segmenting your organization using multi-sites with their own users, can you make it work?

Conclusion

When it comes down to it, organizations needing a CMS to just publish information, including text, photos, videos, audio and such, will have a great experience with WordPress.