

A Review on Web Content Management system (WCMS) Features and Software

Ram Palanisamy

Department of Marketing & Enterprise Systems, Gerald Schwartz School of Business,
Canada.

E-mail: rpalanis@stfx.ca

Abstract

Web Content Management System, a type of Content Management System, allows an organization to handle digital information on a website by creating and handling content without prior knowledge of programming or markup languages. The management of online material is beneficial for organizational business applications, producing statistics for decision-making and accomplishing results. The components, functions, software, applications, and benefits and drawbacks of online content management systems have been covered in this study.

Keywords: WCMS; CMS; HTML; MySQL

1.Introduction

A Web Content Management System (WCMS) is a type of Content Management System (CMS) created specifically for managing online material. It provides system software, conversation forums, and website writing tools that enable users to create and manage content for their websites even when possessing little to no knowledge of markup or web computer languages. A WCMS, which enables users to control articles and outputs for numerous author modification and involvement, serves as the foundation for cooperation. Most systems keep the website resources, metadata, and other data assets they need in a database or content archive. [1].

Using a WCMS, users can handle, control, change, and rebuild content on a website. Users can create the content in a database using an adaptable language, such as XML or.NET. Users can view the WCMS using a web browser, then modify the content and structure using the browser-based UI. [2].

The substance must be simple for customers to handle and modify as needed. Multiple website administrators must be able to create, collaborate on, and handle papers and output on websites. An online content management system is therefore helpful for these kinds of tasks. One of the most popular web content management systems is WordPress.com. Others include Drupal, Adobe Experience Manager, Sitecore, Pimcore, Telerik, Epi CMS, OpenText TeamSite, IBM Web Content Manager, etc. [3].

2.Features of Web Content Management System

The ability to plan, develop, and keep personalized content for a website, the capability for administrators to examine and authorize content prior to release, and an automatic posting process are the three main characteristics of web content management systems. The WCMS has some extra functions that are acquired. Automated and pre-built templates, access control, scalable growth, editing tools, quickly installable extensions, software upgrades, process management, communication tools, document management, multilingual, and versioning are among them.

Automated, standard templates: Instead of requiring users to create their own templates, it offers users templates to which they can simply add new or existing material.

Access control: Allows site admins to manage who is permitted access to a particular area.

Scalable expansion: Allows businesses to extend a deployment across several areas.

Editing tools: Enables users to create and modify content, such as by adding headings and captions to better the organisation of the content or by creating websites using drag-and-drop tools.

Easily installs plugins: Allows users to add plugins or components to increase a site's capabilities.

Software updates: Updates software to keep the WCMS compliant with modern online standards.

Workflow management: Ensures that material is approved for publication by authorised users before it is published.

Collaboration tools: Permits numerous users to change the text.

Document management: Enables organizations to control all aspects of document lifecycle management, including production, revision, publishing, archiving, and removal.

Multilingual: Allows for the presentation of information in multiple dialects.

Versioning: Enables writers to access earlier iterations of the material

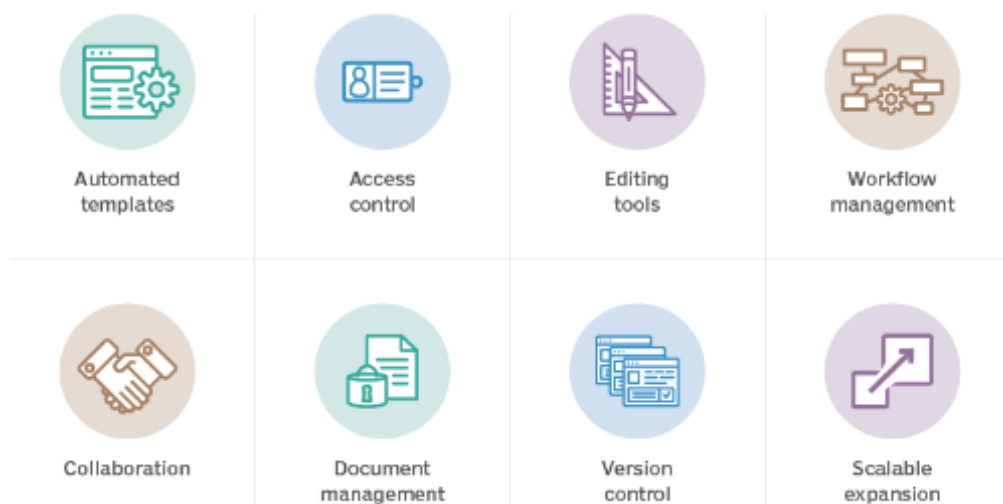


Figure 1. Features of WCMS

3. Software for Web Content Management System

Few top software used for web content management system are,

Wordpress.com

WordPress is a web software platform with hundreds of premium themes that lets users build and administer stunning websites, blogs, and applications for companies, professionals, and content marketers. For company, events, personal branding, and showcase websites, WordPress produces exceptional, gorgeous, and elegant websites. It is a potent publication platform where millions of people and bloggers can post their personal and professional contents and personalise these contents by adding potent widgets and altering blogs' backgrounds to interact with millions of fans and friends. It's a distinctive website that gives users access to thousands of blogs, poems, articles, and diaries posted every day on...

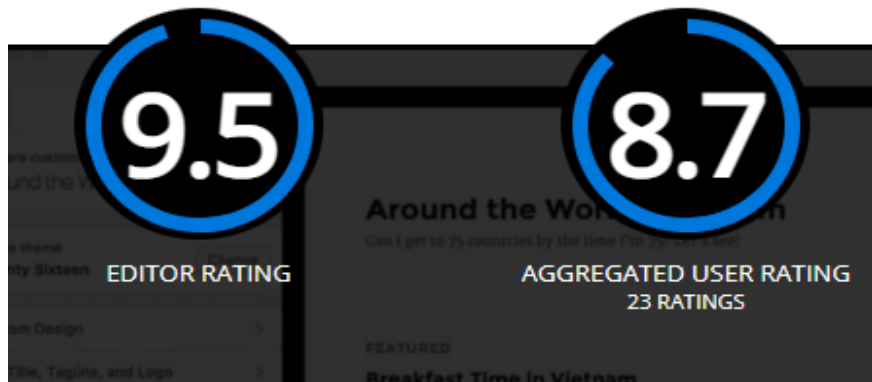


Figure 2. Rating of Wordpress.com

Adobe Experience Manager

A complete content management system for creating webpages, mobile applications, and forms is Adobe Experience Manager. When creating websites, smartphone apps, and other types of content, Adobe Experience Manager offers a complete content administration system that is simple to use. With Adobe Experience Manager, it's simple to manage marketing assets and content while delivering customer-centric digital experiences that increase brand loyalty and stimulate demand. It manages and delivers social, responsive, and pertinent activities, centres every contact on the consumer, and controls images, videos, and other assets with ease.

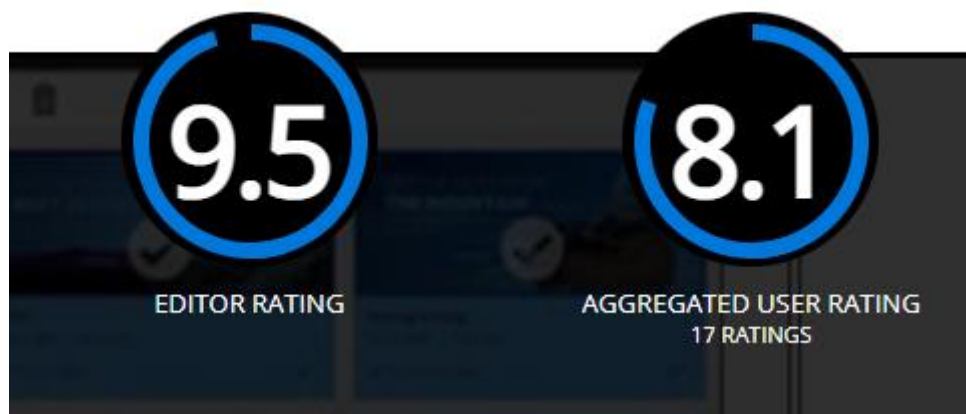


Figure 3. Rating of Adobe Experience Manager

Drupal

Software for managing material is called Drupal. Many webpages and programmes used every day are created using it. Excellent security, dependable speed, and simple content authoring

are just a few of Drupal's outstanding standard features. But what distinguishes it and modularity is one of its guiding principles i.e., its adaptability. Its tools assist in creating the flexible, organised material that dynamic web encounters require. Drupal is the most popular tool for managing online content among large corporations, states, schools of higher learning, and NGOs. Drupal posts a single website or distributes content in multiple languages across a variety of platforms in a flexible and highly scalable manner.

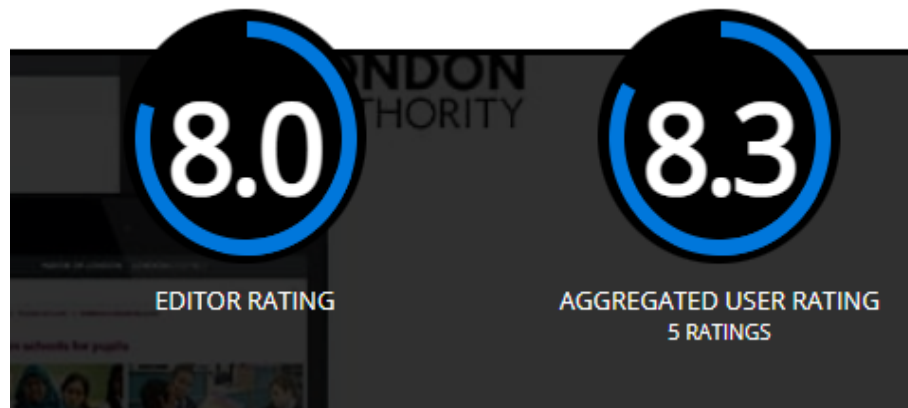


Figure 4. Rating of Drupal

Sitecore

The most effective experience management platform for context marketing is called Sitecore. The Sitecore Experience Platform provides context intelligence, automates interactions, and handles material at scale. It gives marketers the ability to present material in the context of how customers have interacted with their business in real time and across all channels. The web content management system was developed as a comprehensive framework from the bottom up to support large-scale, international content and offer the freedom that businesses require. Organizations can advertise in the context of client interactions thanks to Sitecore, a provider of web content management solutions.

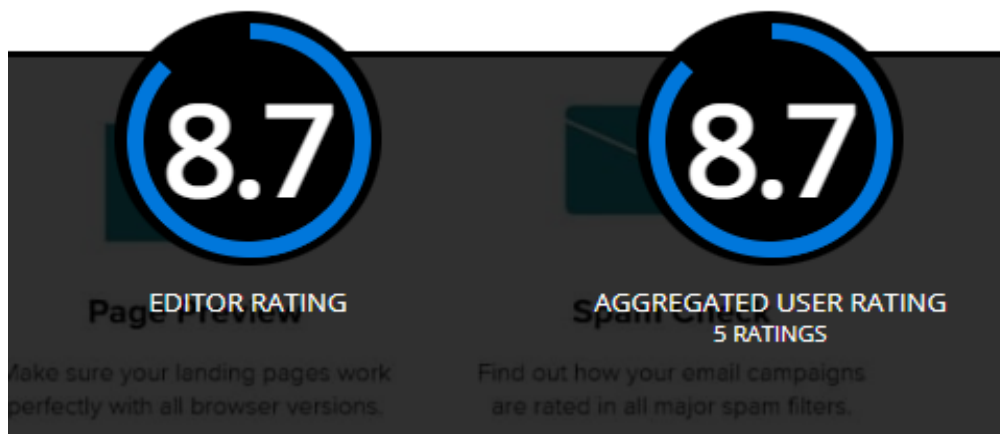


Figure 5. Rating of Sitecore

Pimcore

A free and open-source web-based software tool called Pimcore makes it simple for users to handle data as well as other user experiences. Pimcore has two primary goals. To address corporate data problems like dispersed data, quality, and time-to-market, it has the pimcore data manager, which collects and aggregates any kind and volume of digital data for multi-channel publishing needs. Additionally, it has the pimcore experience manager, which blends sophisticated content management with e-commerce capabilities to show data in an engaging manner. The only application that includes out-of-the-box PIM/MDM, CMS, DAM, and eCommerce functionality is Pimcore.



Figure 6. Rating of Pimcore

Advantages

- Increased Efficiency - The top advantages that spring to mind are speed and simplicity. A decent CMS makes it simple to launch the site, even with minor changes. It makes it easier to post and update material in accordance with the editorial standards.
- WCM systems are a safety net, especially from a search engine optimization standpoint.
- A WCMS's process administration can be customised and managed by administrators. Administrators can create their own workflow management guidelines with the help of some WCMS options, which also walk them through the process of setting up each job.
- A WCMS is frequently affordable, frequently free, or offers subscriptions that are more cost-effective than total expenses. It also produces a universal layout that makes it simple for novice users to build and customise front ends.

Disadvantages

- It's time to confront a harsh reality when the majority of the best CMS systems hardly include half of the aforementioned features. The majority of CMS platforms aren't truly used for managing material. It is only made for content publication.
- There is a small learning curve with many CMS systems. Sometimes new users require instruction in posting, loading material, and handling plugins. Some users might even require a rudimentary understanding of HTML to configure additional features.
- For bigger businesses, a WCMS may be pricey due to the potential need for intensive training and certifications. Because the application may need changes and licensing updates, WCMS upkeep can also be pricey.
- Hackers can still access the WCMS if a user does not frequently patch it for security risks. Administrators must keep an eye on and manage a WCMS's numerous moving components, including MySQL, the web server's software, and any modules or add-ons, in order to reduce security risks.

4.Conclusion

Web content management tools should not only deal with publication but should manage content production from beginning to end, as their name implies. To make content administration less of a juggling act, more content management tools are emerging. Top of the group is GatherContent. With its integrated content center, real-time teamwork, CMS integration, accessible design, integrated style guidelines, and using different article templates,

the GatherContent simplifies web content management. This work describes the web content management system, how its features work, how their software functions, its benefits and cons, and its future development based on the previous research.

References

- 1) https://en.wikipedia.org/wiki/Web_content_management_system
- 2) <https://www.techtarget.com/searchcontentmanagement/definition/web-content-management-WCM>
- 3) <https://www.predictiveanalyticstoday.com/best-web-content-management-systems/>
- 4) <https://gathercontent.com/blog/what-is-the-future-of-web-content-management>
- 5) <https://www.predictiveanalyticstoday.com/best-web-content-management-systems/>.