

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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