



# IMAGE

**WEB CONTENT MANAGEMENT  
APPLICATION FOR PUBLISHERS**

## Case Study: Web Content Management System for Publishers

**Client:** Technical Bureau Pvt. Ltd, India

**Program:** Content Management System

**Platform:** HTML, DHTML, ASP, MS ACCESS

### **Overview**

Content types today have multiplied and it is the user who dictates what goes into a page on a website. When we talk about content types we are not just restricting ourselves to content on a web page but also talking about the host of applications that come from various sources and are then driven to varied destinations.

Web content management is a tool that creates, deploys, manages and tracks content. **The core of any (content management system) CMS is the workflow engine** -the workflow process that connects the document from the author to the production staff in the smoothest and easiest possible manner. It breaks down every step of the process and can be managed by the administrative staff regardless of their technical expertise. A workflow engine helps organize content from inception through deployment to eventual archiving and deletion - the complete life cycle of creating and publishing content.

Content grows along with any organization. As the organization spreads its wings and takes root globally, content contribution takes on a gigantic scale and so does the production process. Workflow collaboration and streamlining the production process go hand in hand.

### **The Content Management Process**

As with any content management project, we start by analyzing the project's goals, the content that needed management, the publications that would result, and the users that would interact with the system.

### **Goals**

There are a number of goals surrounding this project. First, the overall goal for the site is to provide another outlet to publish the journal's content: the site helps us reach a broader audience for the content. This specific content management project was started in order to ease the publishing process and ensure the content is stored in a more "future-proofed" format.

## **Content**

The content itself consists primarily of articles organized in issues. There are about twenty articles in each issue. Issues are published two or three times a year. Most of the content comes directly from the print version, but occasionally we publish online-only content.

The articles vary in size from a couple of paragraphs to four or five pages. Many of the articles have pictures in addition to the text. We'll examine the structure of the articles a bit more closely in the next segment.

## **Publications**

The primary publication for this project is the journal's website. In some ways, the site will be basically unchanged as a result of the project. Of course, there will be added features. But, we're still talking about articles.

This project does not affect the print publication process. The folks that handle the print side of things have an established procedure and we have no need to change things. This makes our job a bit easier.

## **Audience**

In any CMS you have at least two types of users. The first is the content creators that will be entering and editing the content.

Developers often fall into the trap of designing for themselves. In this case, its not a big deal. As a result, we can get away with creating a system that would be entirely too geeky for normal users. Building a quality user interface is hard work, and skipping this step allows me to focus on other aspects of the project. However, in the long term, we would like to examine some options for creating a better authoring environment.

The second type of user is the audience that visits our site. We can break down this category into at least two types of users. Current subscribers often use the site to look up an article in a previous issue or to forward an article to a friend. The other class of users consists of people who find our site through searches or references from other sites. Judging from the comments sent, we get a fair number of users who are searching for specific information.