

Discovery Conference 2009

Getting Started with Web Content Management

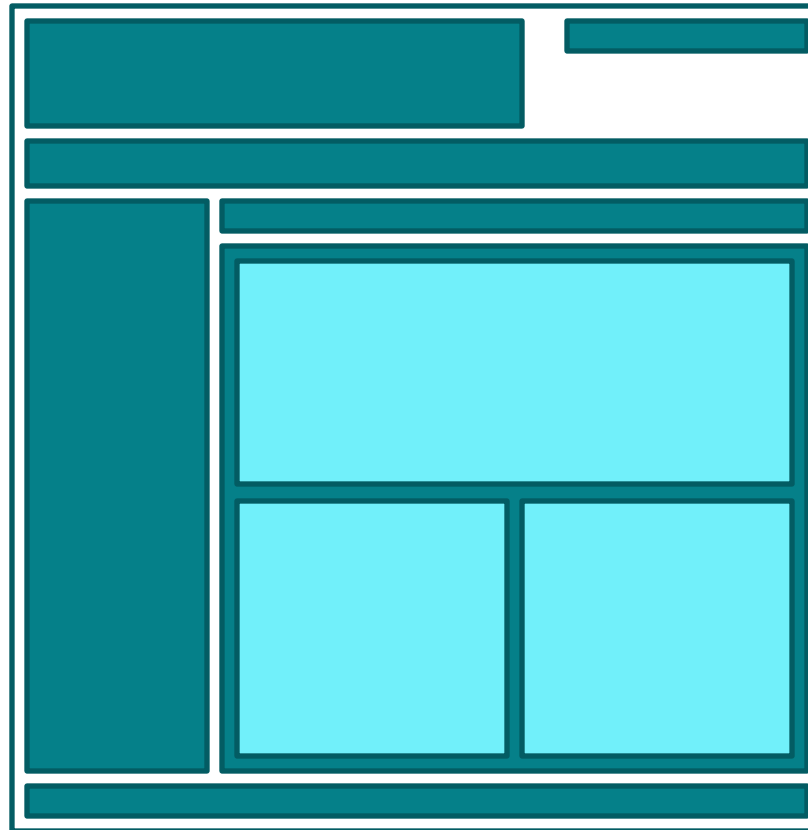
Jay McCormack



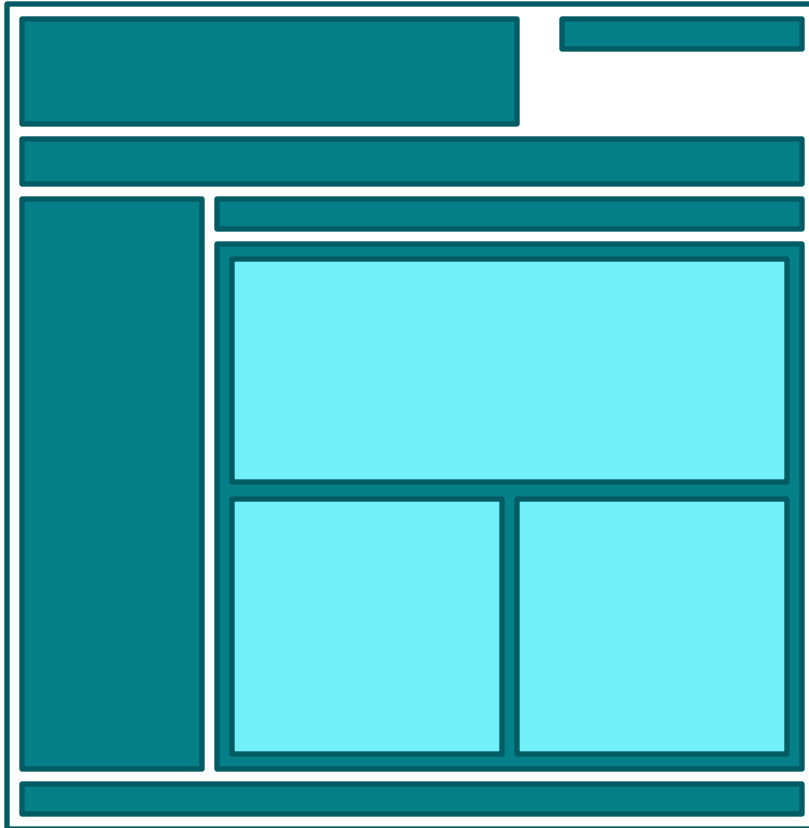
WCM

- Web Content Management
- Combination of iMIS 'modules'
 - Site Designer
 - Content Designer
 - Template Gallery
 - Tagging

WCM Architecture

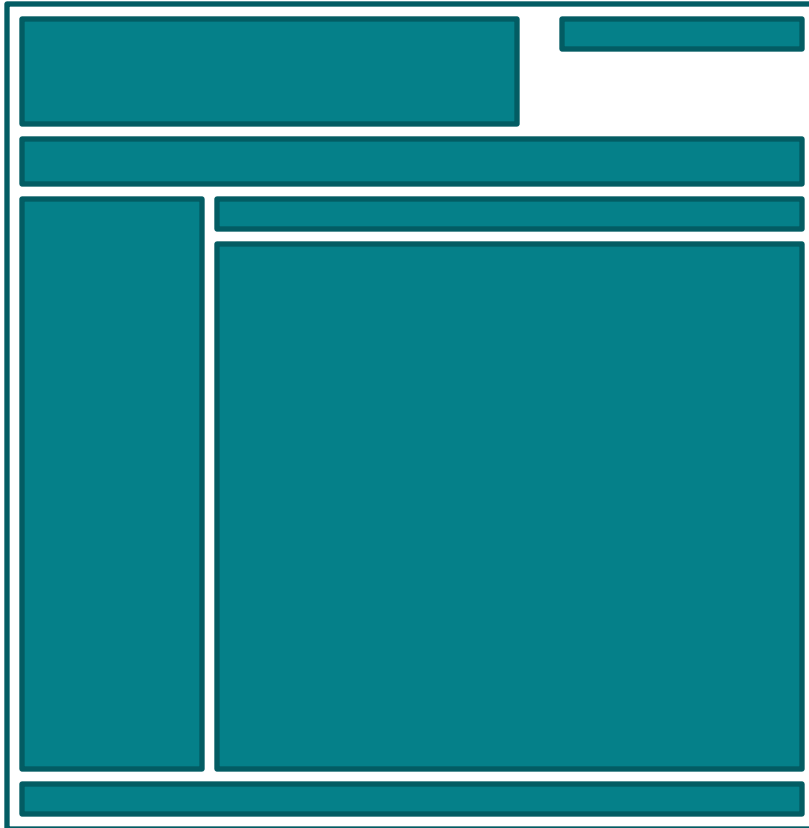


Pages



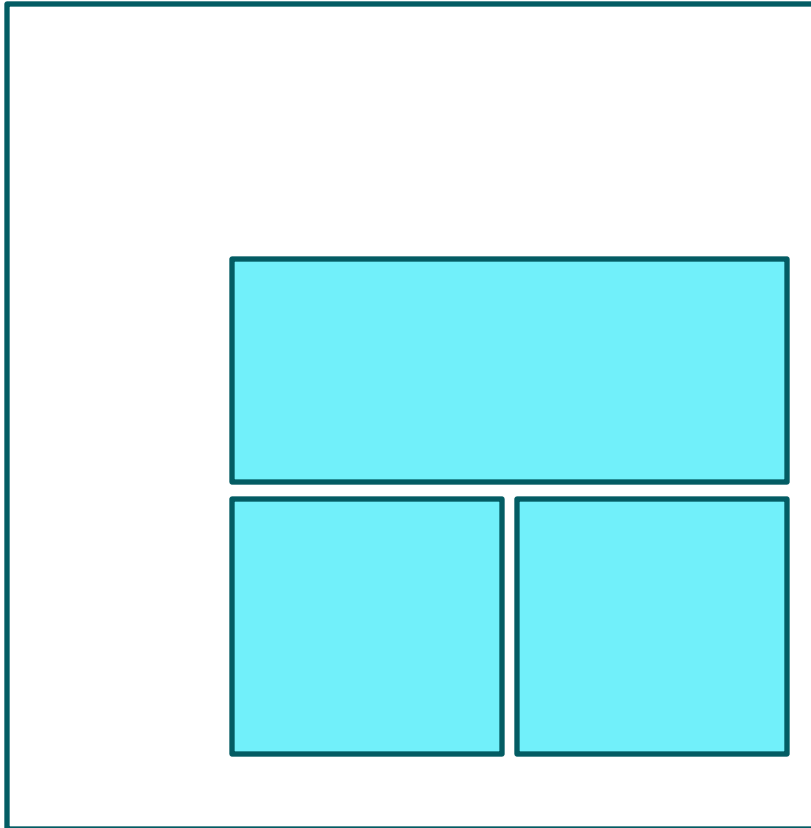
- Combination of
 - Template
 - Layout
 - Pieces of Content
- Create your own pages

Templates



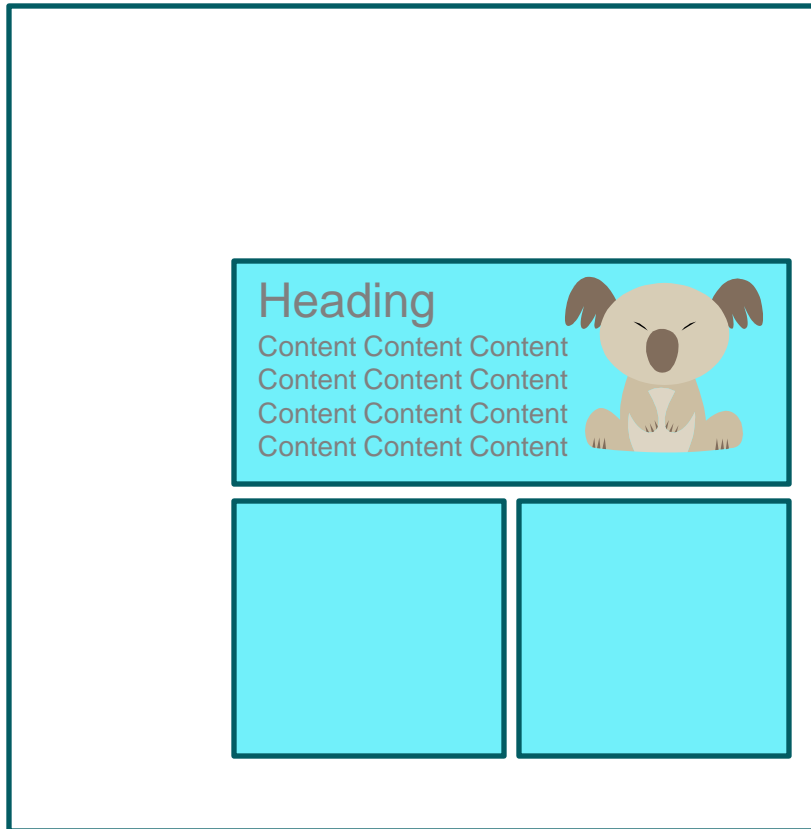
- Page Structure
 - Where does content go
 - Where does the logo go
- Navigation Elements
 - What shows in Main nav
 - What do breadcrumbs look like
- Design
 - Style sheets
- Created by implementer

Layouts



- One per page
- Zones
 - Placeholders for content
 - Multiple placeholders, or just one
 - Multiple pieces of content per placeholder
- Create your own zones

iParts (Content)



- Placed into Zones
- Different 'styles' of iParts
 - HTML
 - Documents
 - Links
 - iMIS Data
- Created by programmers

Content

- Creating Sites
- Creating Pages
- Choosing a Layout
- Adding Parts
- Editing content
- Adding Images
- Building Links