



THE UNIVERSITY *of*  
NEW MEXICO

# WEB CONTENT MANAGEMENT

Matt Carter, Web Site Administrator

# What is Web Content Management

A Web content management system (WCMS or Web CMS) is content management system (CMS) software, usually implemented as a Web application, for creating and managing HTML content. It is used to manage and control a large, dynamic collection of Web material (HTML documents and their associated images). A WCMS facilitates content creation, content control, editing, and many essential Web maintenance functions.

Web content management system. *Wikipedia*. Retrieved March 12, 2009, from [http://en.wikipedia.org/wiki/Web\\_content\\_management\\_system](http://en.wikipedia.org/wiki/Web_content_management_system)

# Why do we need a WCMS

## Current Problems

- Lack of Web Standards
- Lack of UNM Branding
- Accessibility Requirements
- Unmaintained Content
- Poor Navigation
- Lack of Trained Resources
- Distributed WCMS installations

# What can a WCMS do

- Ease content updates
- Standards compliant
- Accessibility compliance
- Unified visual identity
- Workflow
- Distributed content ownership
- Content reuse
- Multiple format publishing
- Content versioning

# Goals of WCMS product

- Ease the process of content creation.
- Improve the quality of published content.
- Enforce UNM brand with the use of templates.
- Ensure Accessibility compliance with Section 508
- Simplify day-to-day web site management.
- Web-based publishing.
- Format management.
- Revision control.

# Services from Vendor

- WCMS Product ✓
- Product Training ✓
- Initial Product implementation
- Product Support and Maintenance
- Professional Services as needed

# Product Usage

- Departmental Websites
- Institutional Websites
- Student Organization Websites
- Not for Maintenance of personal websites