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- An Easy Guide

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Understanding The Logic of CMS



**Content Management Systems
and why it's the Right Choice for
99% of Web Sites**

**Sponsored by
John Delavera
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**A Special Report Written by
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You will also stay informed about all updates regarding these reports since **Joomla!** is an ever-growing [software](#), thus the reports will be updated too with all the hot [trends](#) on how to use this powerful system.

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Section 1

Introduction

Using Joomla! as your Ultimate ToolBox for the Internet

For a new person, one of the most confusing AND most critical parts of Internet [Marketing](#), is creating a Web Site with the necessary Technologies and [Tools](#).

Starting with the wrong [tools](#) and concepts is a major mistake and can easily have a dramatic effect on your ability to succeed.

I would go as far to say that a flawed approach to this part of your new [business](#) will be the biggest reason why you may never make any [money](#) and actually be eventually defeated.

The Ultimate [strategy](#) of a new [business](#) is to apply your strengths and abilities wisely, backed by great personal discipline. This requires you to outsource any task that requires [skills](#), knowledge and experience you do not currently have and that you cannot acquire *EASILY*.

This mini-report is going to graphically explain in a very easy-to-understand manner WHY choosing a CMS web site builder called



starts you on the RIGHT foot AND gives you flexibility and a great number of INTEGRATED [tools](#). And most importantly, you don't have to outsource it, you can create a Joomla! [Website](#) very quickly by going [here](#)

Let's now look at why a CMS like Joomla! is the right choice:

Technology Definitions:

CMS - [Content Management System](#) - Software that is specifically designed to handle huge amounts of data... articles, news items, pictures, [video](#), audio (such as a Newspaper site)

Dynamic - A "super" process that assembles and creates on the fly

Joomla! - An advanced [Software](#) program which is *Dynamic* and a *CMS*... And Open Source and Free for you to use.

Section 2

The Critical IMPORTANCE of Separation



With Joomla!... The [Content](#) and the “Appearance” of your Web Site are

Separate

Unlike static [pages](#) and many other [website](#) builders, you have this *marvelous* ability to change your appearance styles on ONE page (called a *template*), and it immediately changes your whole site, *even if there are thousands of pages* !

That ONE [Template](#) page may look like this:

```
<body id="page_bg">
<a name="up" id="up"></a>
<div id="center">
    <div id="main_bg">
        <div id="content_bg">
            <div id="header">
                <div id="newflash">
                    <div><?php mosLoadModules( 'top', -1); ?></div>
                </div>
            </div>
            <div id="topmenu"><?php mosLoadModules( 'user3', -1); ?></div>
            <div id="content">
                <div class="padding">
                    <?php mosPathWay(); ?>
                    <?php if (mosCountModules('user1')) { ?>
                    <div class="highlight"><?php mosLoadModules( 'user1', 2); ?>
                <?php } ?>
                    <?php mosMainBody(); ?>
                </div>
            </div>
            <div id="navigation">
                <div class="padding">
                    <?php mosLoadModules( 'left', -2); ?>
                    <?php mosLoadModules( 'user4', -2); ?>
                    <?php mosLoadModules( 'user2', -2); ?>
                    <?php mosLoadModules( 'right', -2); ?>
                </div>
            </div>
            <div id="footer"><?php mosLoadModules( 'footer', -2); ?></div>
        </div>
    </div>
</div>
</body>
```

If this doesn't make much sense to you, don't be concerned, just understand the logic - this ONE page is telling a whole site of maybe thousands of pages just how their *positioning* and *layout* will appear to the [visitor](#)...

Aided by a second page, the css file which is “connected” to the page above. Here's a small excerpt of a css file:

```
td, tr, p, div {  
    font-family: Arial, Helvetica, sans-serif;  
    font-size: 10pt;  
    line-height: 13pt;  
    color: #333333;
```

This tells whole sections (paragraphs, table cells etc) how to behave on your [website](#). Change one style (10pt font size to 11pt) in the above example, and it's immediately reflected throughout your whole site.

Granted, you need some [skills](#) to do this, but it demonstrates to you that fixing the appearance on static pages which then has to be changed on each and every page is *so outdated*, and what's more, the above changes can be learned pretty quickly.

Joomla! has literally hundreds of free [templates](#) available for you to use.

And if you need to redesign the site at a later date... Move the main body section around, dump the side menus for more main body space and make a top horizontal menu ? ... Just change one file, configure Joomla! via the Administrator panel and it's done.

You don't touch content, nor individual pages...

Because individual pages do not exist.

When your visitor [clicks](#) on a link, the page is “constructed” on the fly. The information is pulled from the database and presented through the template, bang !

**This is the power of a
dynamic website**

Section 3

The Parts

Now that you understand this critically important point...

**The Content and the “Appearance” of your Web Site are
Separate**

Let's go on and look at other basics that go into making your **Dynamic** site work...

Control...

Each AND Every normal static page requires entry of information into the page, uploading, and separate work with the other tools of the site.

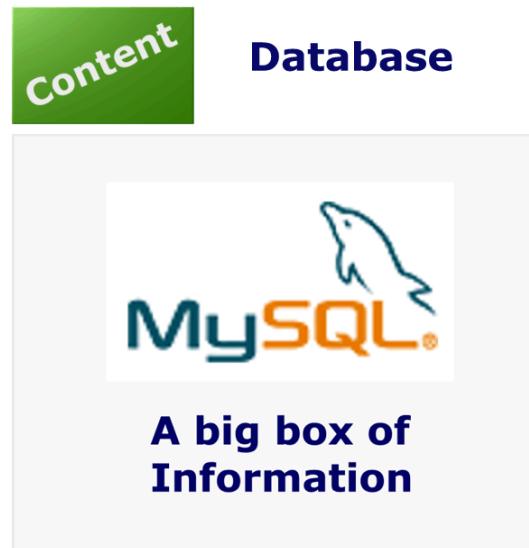
With Joomla! You have a control panel, you do all this in one place, on one initial web page



Database - Content

All data, photo and file links are stored in one place called a database. Accessed from one interface, the Administrator panel...

The same [data](#) is not repeated an infinite number of times across your website in static pages.



Inside a MySql Database

Table	Action	Records	Type
jos_acajoom_lists		0	MyISAM
jos_acajoom_mailings		0	MyISAM
jos_acajoom_queue		0	MyISAM
jos_acajoom_stats_details		0	MyISAM
jos_acajoom_stats_global		0	MyISAM
jos_acajoom_subscribers		4	MyISAM
jos_acajoom_xonfig		214	MyISAM
jos_acctexp		1	MyISAM
jos_acctexp_config		1	MyISAM
jos_acctexp_config_2checkout		1	MyISAM
jos_acctexp_config_allpass		1	MyISAM
jos_acctexp_config_authorize		1	MyISAM
jos_acctexp_config_epsnetpay		1	MyISAM

Engine

The Web Server, along with other technologies like PHP, and the website's integrated tools (polls, forms, forum, [blog](#)) all react to user instructions from either the back end (administrator) or front end (user/visitor)



More Engine

CMB – Components, Modules and [Bots](#)

These items give and add functions to your website. They are “plugged in” from your Administrator panel. Those not essential to the core can be added and removed easily.

Some examples of CMB’s (Joomla! collectively calls them Extensions):

- ❖ [E-commerce](#)
- ❖ [Link Directory](#)
- ❖ [Membership ability](#)
- ❖ [A Document Manager](#)
- ❖ [Build a Community](#)

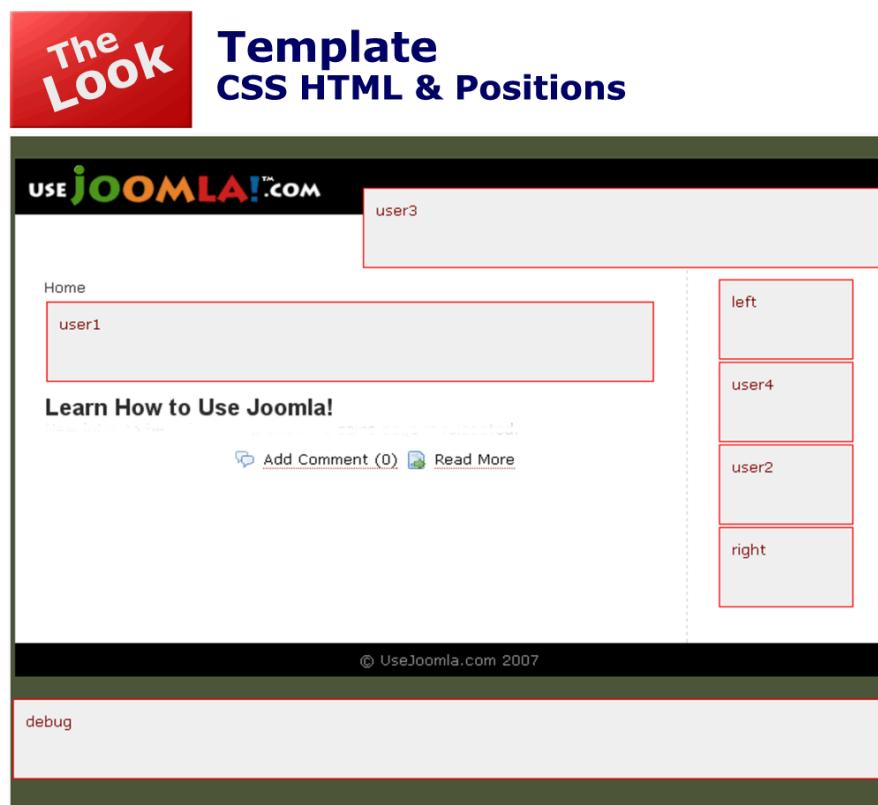
#	Module Name	Published	Reorder	Order	Access	Position	Pages	ID	Type
1	Banners			1		banner	All	18	mod_banners
2	Newsletter			1		left	All	67	mod_html
3	Support Timelog			2		left	All	61	mod_timelog
4	Recent Blog Posts			3		left	All	51	mod_jdwo_posts
5	Your Cart			4		left	All	37	mod_virtuemart_cart
6	Main Menu			5		left	All	3	mod_mainmenu
7	Online-Shop			6		left	All	35	mod_virtuemart
8	User Menu			7		Registered	left	2	mod_mainmenu
9	Other Menu			8		left	All	30	mod_mainmenu
10	Login Form			9		Public	Varies	4	mod_login
11	Support Ticket			10		left	All	58	mod_ticket
12	Statistics			11		left	None	7	mod_stats
13	Top-Ten Products			12		left	All	43	mod_virtuemart_topten
14	Syndicate			13		left	Varies	5	mod_syndicate
15	Template Chooser			14		left	Varies	10	mod_templatechooser

Templates - The Look

As you have already read, a Template is **ONE Master Design Page** for the whole site, built in [html](#) and/or [css](#), and thus decides what your site looks like and where everything will appear.

The [template](#) has areas of position as you can see in the following picture. In the Administrator panel, you can easily assign your extensions (and therefore their content) into these positions.

No more changing numerous individual pages.



Content Flow

All the information is entered through the Administrator panel.

Content can be (news) [articles](#), links, pictures, files... etc.
Select your content in one place and make changes.

The Flow of your [content](#):



Then display your content in many [ways](#) with many configurable options

The Total Flow stitched together in a Picture...



[Swahili](#) word meaning "all together" or "as a whole"

Section 4

More Separation

Visitors and Users

Joomla! controls access to certain areas and features of a site through the use of Access Control Levels - (ACL).

Using these groups means you can easily **control** what your visitors and users see and do.

Here's a quick run-down, it should give you ***lots of ideas*** for your [business](#)

There are four Front-end groups available:
(Front-end means : <http://www.yoursite.com>)

Registered - This group allows the user to login. Registered users can't contribute content, but this may allow them access to other areas, like a forum or download section.

Author - This group allows a user to post content. They can submit new content, select site-positioning options and select publishing dates. But their content has to be approved before being shown. After that they can even come back and edit their article.

Editor - This group allows a user to post and edit **anyone's** content item from the Frontend. They can also edit content that has **not** been published. Editor users cannot publish or change the status of any articles, not even their own.

Publisher - This group allows a user to post, edit and publish any content item from the Front-end. Publishers can review all articles, edit and change publishing options and they can also decide when an article is to be published, and who it is visible to... (Registered, Author, Unregistered Public)

There are three Administration section groups that allow access to Joomla:

Manager - This group allows a user to access content and other system information from the Backend. Managers are like publishers with Backend access. They don't have any access to user management or the ability to install components or modules.

Administrator - This group can access most administrative functions. An Administrator user has all the privileges on the back end of a Manager, but they also can install/delete components, modules and bots, have user manager access and can view the site statistics. They cannot change, edit or install Site Templates or make any changes to the site's global configuration options. When logged in through the Frontend, they are treated as Publishers.

Super Administrator - This group allows access to ALL administration functions and areas. Once created they cannot be deleted – *even by another* Super Administrator

Section 5

The Web Master's Delight

Here's a Summary of [Points](#) to demonstrate why a Web Master's [job](#) can be made much easier and why a Joomla! Powered site should be used for almost any [Web](#) Site they are constructing.

- Installation is easy
- Content and appearance is separate
- There are a [mind](#)-blowing number of tools immediately available, and another 1300 possibilities in the Joomla! Community
- Once a core of Templates are established, the closest one to the [job](#) in hand can be selected and fonts, colors and graphics changed quickly.
- Formerly [E-commerce](#), membership site, specialist sites were a major job of [work](#), no more... As an example - with a little experience an *advanced, very fully-featured* e-commerce set of extensions can be installed, several [products](#) added, Paypal ID inserted, [business](#) details added and **making sales within 30 minutes** (*the job now is to find the customers, no longer necessary to spend huge amounts of time on the site mechanics !*)

Section 6

Put it all in Top Gear

- Use community extensions to:
 - Add more group levels
 - Automatically create great Search [Engine](#) Safe URL's
 - Collect Statistics on site
 - Automate Database backups
 - Enhance your customer services with [Video](#) and [Audio](#)
 - Create advanced forms
 - Run a shared [project](#) with timed collaborations
 - Keep work notes on the Admin Panel
 - Use [blogs](#), forums and community projects to increase your content relevance, user services and [traffic](#) numbers.

The above is just peering in the window, the possibilities are endless.

Section 7

Why Joomla! and not something else...

The fact is that there are numerous Open Source CMS programs out there.

And there's at least a dozen that are very, very good.

The drawback is that finding, assessing (installing, discovering and extending or removing) takes an awful lot of work. A good CMS cannot be fully assessed lightly or quickly

Here's a few reasons why we are and continue to be Joomla! users:

- We've developed and grown with the project since the early days of Joomla!'s predecessor – Mambo.
- We know that the project is dynamically and exponentially progressing and expanding.
- This means it is growing with you and is very unlikely to require you to move to other programs as your needs change with the growth of your business.
- That exponential growth is reflected in all the third-party extensions being produced. They provide a range of options so wide that there is little you might want to do that can't be achieved. Some of the very powerful extensions are commercial products, but usually the cost is very reasonable.

Celebrate the power of Open Source by using Joomla! today and make the learning experience painless...

by following an installation guide to show you the way



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Section 8

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An Index of Help & Other Resources Sites

www.UseJoomla.com

www.UseJoomla.com

("How to" sections / Installation Services / Joomla! [Hosting](#))

[UseJoomla Help Desk](#)

[Installations of Joomla!](#)

Joomla! Official Help Site

<http://help.joomla.org>

Hosting

[Here's a Great Hosting Deal](#) - Host sites in a number of *separate* cpanel accounts for a very reasonable [price](#) (choose "[Budget](#) Plans")
...includes Fantastico

[Another Good Hosting Package](#) - This is one giant cPanel account for a much busier site. (includes Fantastico)

Register a [Domain Name](#)

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Check out [this rather amazing product](#)

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CamStudioPro is a very reasonably priced [Video](#) recording [program](#) and a fraction of the price of Camtasia.

Have a read about it [here](#)

Dave Guindon has taken an OpenSource [product](#) and enhanced it in the first of a number of releases. Probably the biggest enhancement is that it now will forward to a URL at the end of the produced [video](#). It's well worth the price.
