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CIS 244

Assignment 4

Management Summary

The following report has been created to assist Lynnwood Bowl & Skate in choosing a CMS to buy. It was found that Lynnwood Bowl & Skate knows their product and content and don't wish to learn web coding. Next I researched 3 Content Management Systems available to be used by Lynnwood Bowl & Skate. This included Drupal, SilverStripe, and WordPress. The advantages, and disadvantages of each were found. After careful analysis of each CMS, it has been determined that SilverStripe would best fit the needs of Lynnwood Bowl & Skate.

Report Detail

The first CMS that was researched was WordPress. It was found that this CMS is the most used. WordPress has many advantages. The main advantage is that so many people use it that it is good for blogs and there is tons of documentation and modules at your disposal. More advantages are briefly listed below. This CMS has had lots of security issues that could easily negate the benefits.

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| Fully W3C Standard Compliant Makes content more accessible | Live Page Updated Instantly Don't have to wait for updates |
| Helps With Workflow Enforces SEO and validation | Supports Mobile Devices Useful when not at a computer |
| Intelligent Formatting Don't have to fix CMS errors | Easy Importing Easy to for anyone to use |

The next CMS that was researched was Drupal. Drupal was found to have nice social networking integration. This can be used to help Lynnwood Bowl & Skate grow easily with how much is known about their products. It also uses taxonomy and categorization to group content together. More advantages are briefly listed below. The main disadvantage of Drupal is the lack of built in features at the start. It can be a daunting task to get all the modules needed when just starting out.

| | |
|---|--|
| Allows Coding If You Want Makes content more accessible | Can Publish Only When Ready Only post when you are ready |
| Helps With Workflow Enforces SEO and validation | Supports Mobile Devices Useful when not at a computer |
| View Modules Good for slides/accordions design | Easily Edit Content Easy for authors to use |

SilverStripe was the last CMS to be researched. The best part of this CMS is the ability to automatically generate a google sitemap. Since Lynnwood Bowl & Skate is going to be using a SEO and CMS for the first time ever and won't know how to deal with security issues, I believe SilverStripe would be the best solution. More advantages are listed briefly below. The main disadvantage for SilverStripe is that

there isn't a lot of documentation and modules yet, but it is quickly getting more popular so those should both increase.

| | |
|---|---|
| Allows Coding If You Want Makes content more accessible | Microsoft Certified Will work on Windows |
| Helps With Workflow Enforces SEO and validation | SEO Friendly Good for search engines |
| Easy To Add Media Good for designers | Easily Edit Content Easy for authors to use |

Report Summary

After much research of available CMS solutions for Lynnwood Bowl & Skate, I have narrowed the prospects down to 3. The 3 prospects are Drupal, WordPress, and SilverStripe. From these 3, it was found that SilverStripe would be the best fit for Lynnwood Bowl & Skate.

SilverStripe will lead Lynnwood Bowl & Skate to further success through its ease of use, SEO usage, security, and functionality at CMS launch.

References

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