

To my surprise, the first content management systems date all the way back to the late 1990s (this is when I first started learning about all things web and Internet—that’s a long, long time ago. According to Wikipedia http://en.wikipedia.org/wiki/Content_management_system). For this essay, I selected the following three Open Source content management systems:

1. WordPress (<http://wordpress.org/>)
2. Joomla (<http://www.joomla.org/>)
3. Drupal (<https://drupal.org/>)

Comparison and a Key Features of Each System ^[1]

Criteria	WordPress 3.3.2	Joomla! 2.5.4	Drupal 7.12
Ease of Use	User friendly	Semi-user friendly	Difficult
Availability for Adding Features	High (plugins)	Medium (extensions)	Medium (modules)
Web Services Front End	No	Yes	No
Website Types	Simple sites, especially blogs.	Complex and professional sites.	Complex and professional sites.
Templates	Yes	Yes	Yes
WYSIWYG Editing	Yes	Yes	Add-on
Drag-N-Drop Content	Yes	No	Yes
Trash	Yes	Yes	No
User Support Community	Excellent	Excellent	Excellent (but more technically oriented)
Administration	Very good	Excellent	Very good
Database Support	MySQL	MySQL, PostgreSQL, MSSQL, SQLite	MySQL, Oracle, PostgreSQL, SQLite, Microsoft SQL Server
SSL Logins	Yes	Yes	Add-on
SSL Pages	Limited	Yes	Add-on
Availability of Security Tools	Better WordPress Security	Admin Tools Pro	Add-on
Platform	PHP	PHP	PHP
Licenses	GPL	GPL	GPL
Advertising Mgmt	No	Yes	Add-on
SEO support	Good	Good	Good
FTP Support	Add-on	Yes	Limited

Several web articles and blogs describe WordPress as the easiest of my three choices for both users and admins for simple web sites, especially blog-type sites ^[2]. One thing to keep in mind is that these systems are currently focused on web content management (termed WCMS in industry writing) while the larger commercial vendors are going after the digital experience (DX)^[3], in part, I think, to set themselves apart

from the Open Source products that are becoming quite sophisticated. Choosing an Open Source CMS then, should include consideration for how these products will match up in the future against the likes of IBM, Microsoft, Oracle, Adobe, and other major players on the commercial vendor side. As users without deep pockets see a wide variety of digital content rolled out by the larger vendors and users' digital experiences grow, they will be looking to duplicate these features with Open Source products. Just something to keep in mind as you learn Open Source content management systems.

In the case of this assignment and the given scenario, I don't see a requirement for a wide variety of digital content, so other factors will be used to make my recommendation. The site, run by a non-profit organization, has only three main pages. However, because they are making major changes to their organization and previously used a web developer, it would seem there is no one staff to accomplish this change using a standard web site: a CMS would be a good choice and allow the non-profit to get meaningful content and take-in information as well through comments, replies, etc.

All three products will allow the non-profit organization to get up and creating content, allow some level of workflow, and content approval, and versioning, without having to call for technical support. My recommendation would be to use Joomla. Although I am somewhat familiar with WordPress, and even though WordPress "owns" a major share of sites on the web, I still consider WordPress as a blogging-engine-turned-CMS whereas my research tells me Joomla was derived from another CMS and apparently is more CMS-like than WordPress and easier to manage than Drupal. Another consideration (at least for me) is that WordPress has *SO* many blogs and sites that use default or widely used themes, that it's not unusual to see two or more sites that share the same look (but have different content). This kind of wreaks havoc with branding. Assuming the organization is paying *something* for my time and expertise, and assuming I don't have an endless amount of time to devote to developing a complete custom look, I would imagine we'd pick out an existing template and chances are there will be fewer of those template used on the web over a WordPress template.

Another distinction (for me, again) is that WordPress apparently only supports MySQL as its database, while Joomla can support at least three other database engines. This could be important for the non-profit not knowing their existing architecture and IT support capabilities. Drupal also supports other database engines, but after reading a little about Drupal, it would appear to require more technical horsepower for me to implement a client site quickly and cheaply. (Interestingly, Drupal seems to currently enjoy an advantage for DX support over Joomla and WordPress—however that could change within a release or two of the other products.)

Finally, I HAVE A CLASS IN JOOMLA, A GREAT AND KNOWLEDGEABLE INSTRUCTOR, AND A BOOK...! All I have from my WordPress experience is a bunch of loose printed pages scattered over my office floor, several web bookmarks, and a few PDFs somewhere on one of FIVE computers I work with. I expect I could do better by the non-profit using Joomla over WordPress and certainly over Drupal. On a more selfish note, I'd want the non-profit to come to me for customization. While WordPress makes heavy use of drag-and-drop features, they frequently require configuration that requires some technical knowledge. There are so many people with WordPress experience (or what they think is experience), that they may drive down my rate of pay. Joomla would be considered a more advanced product and

limit the availability of more-capable developers over the market for WordPress developers, who may end up hurting more than helping a customized solution.

WordPress would be an okay solution if the non-profit was simply going to run a blog. However, because the non-profit wants to do “web site” types of things (e-commerce, expense reports, polls, connect to other sites with web services, etc.) rather than just blog or informational pages, WordPress will not easily scale and Drupal will cost more for hiring the expertise for implementing those kinds of features. Joomla appears to be the best solution.

[1] Compare Content Management Systems (<http://cmsmatrix.org/>); Joomla vs WordPress: Which CMS Should You Choose? (<https://www.udemy.com/blog/joomla-vs-wordpress/>), June 3, 2013 by Kasia Mikoluk;

[2.] Best CMS: A Short Guide to the Best Content Management Systems Available to You (<https://www.udemy.com/blog/best-cms/>), November 26, 2013 by Brittani Sponaule; Joomla vs WordPress: Which CMS Should You Choose? (<https://www.udemy.com/blog/joomla-vs-wordpress/>), June 3, 2013 by Kasia Mikoluk; WordPress vs Joomla vs Drupal – Which CMS should you use?, by Prasad Ajinkya June 3, 2013 (<http://kidakaka.com/blog/2013/06/03/wordpress-vs-joomla-vs-drupal-which-cms-should-you-use/>); CMS Comparison: Joomla vs. Drupal vs. WordPress (<http://lanterncms.com.au/cms-comparison-joomla-vs-drupal-vs-wordpress.html>)

[3] The Forrester Wave: Web Content Management for Digital Customer Experience, by Stephen Powers and David Aponovich, April 8, 2013