

## **Internet Content Management**

### **Concepts & Fundamentals**

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### **Summary**

- Overview of the Internet content management landscape for business publications.
- Techniques for getting content from the writer's/editor's desktop to the Web – and managing it.
- Web sites vs. integrated Web services. What's the difference?
- Basics of databases for Web content management applications.
- Questions and discussion.

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## Overview of the Internet Content Management Landscape for Business Publications

### *It Was the Best of Times and the Worst of Times*

- Like any other explosive new medium throughout history, the Internet's young life has been marked by tremendous growth, speculative excess, and a painful correction.
- Through 2001, expensive (\$50,000 to \$1 million license fees or development costs) content management systems were the norm for even small- to mid-sized publishers.
- Today many business publishers can't even afford a full time Web person, let alone a costly, cumbersome content management system.
- Most content management software providers have been dissolved, delisted, or acquired. (I know at least one that's still around.)

## Overview of the Internet Content Management Landscape for Business Publications (cont.)

### *What Just Hit Us?*

- Many publishers are in a holding pattern with the Internet. They're not happy with their current systems and processes, but they're not in a position to do anything better or different.
- Internal technology departments (you know – the ones who mucked it up to begin with) are still in control of Internet related services at many publishers.
- Today editors and publishers need to work twice as hard with half the resources to deliver a quality product and sustain revenue.
- Regardless of strategy, Internet content management is a major concern for most editors and publishers.

## Techniques for Getting Content from the Writer's/Editor's Desktop to the Web - and Managing It

### *Interactive Workflow and Maintenance Challenges*

- Manually convert content to HTML and post/maintain.
- Enter or import content via a Web browser front end to a database back end. Packaged or home grown.
- Enter or import content via a 'thin client' front end to a database back end.
- Proprietary Quark to HTML conversion system. Manual or automated.
- PDF content and post.
- Perform real time HTML editing on Web server.
- Should the editor be hands-on with all of this? It depends on resources and strategy.

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## Web Sites vs. Integrated Web Services. What's the Difference?

### *The Return of Internet Strategy*

- Strategy is king. What is your business strategy and what can the Internet do for it?
- Anybody can put up a Web site and count hits. Targeted services support the strategy. Integrated services add greater economic value.
- Internet services for B2B publishing
  - **Marketing:** lead/response management and tracking, surveys, opt-in e-mail.
  - **Content:** news, features, departments, archives, logistics, special sections.
  - **Directories:** buyers guides, advertiser/exhibitor/member/product directories.
  - **Personalization:** user profiles, preferences, message boards, login/passwords.
  - **Advertising:** dynamic ad serving, tracking, reporting.
  - **Production Support:** client side tools.
  - **Applications:** Internet, Intranet, Extranet.
- The Objective? A Web PROCESS that is definable, repeatable, measurable, and ADDS VALUE.

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## **Basics of Databases for Web Content Management Applications**

*The Future of Content Management is Here*

- What is a relational database?
- How do relational databases add value to B2B Publishing?
- How does a B2B publication get database enabled?
- What are some of the database products on the market that are a fit for B2B magazine content management requirements?
- A short data modeling exercise

**THANK YOU FOR YOUR TIME AND ATTENTION**