



Content Management System

Joomla



Joomla!TM

...because open source matters

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Joomla



Agenda

- ◆ What is Joomla!?
- ◆ A brief history of Joomla!
- ◆ Joomla's features
- ◆ Why we need Joomla!?
- ◆ Working with Joomla!



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What is Joomla!?

- Joomla! is a Content Management System (CMS) that helps you to build websites and other powerful online applications
- Joomla! is an open source solution
- To create and run a website, we need a web application server with Apache, MySQL, and PHP support (WAMP Server)



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History Of Joomla!

- ◆ Joomla! arrived in 2005 as a branch of another well-known CMS “**Mambo**”
- ◆ There were several issues with Mambo's naming and copyrighting
- ◆ Core member of Mambo regrouped under the name of "Open Source Matters"



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History Of Joomla! (cont'd)

- Code bases of (Joomla! and Mambo) were almost identical at that stage
- Code bases of Joomla!1.5 completely rewritten from scratch
- Both Joomla! and Mambo have won numerous prizes and awards from last three years



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About Joomla!?! (cont'd)

- A Content Management System (CMS) is a software system designed for organizing and easing creation and management of documents and other content
- Joomla! aims to facilitate the tasks required to publish web content on web sites, in a collaborative manner



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Joomla! Benefits

- ◆ Multiuser and Multilevel environment
- ◆ WYSIWYG editor
- ◆ Additional components / modules
- ◆ Templates - there are numerous free Joomla! templates on the net
 - ◆ <http://www.siteground.com>



Joomla! Features

◆ **Control**

Efficiently control users, bulletins, articles, banners, links, and files

◆ **Dividing Content**

Contents can be divided into easily manageable parts

- ◆ Section
- ◆ Category
- ◆ Articles

◆ **Publishing Pages**

Publishing operations take into account timing, hiding a page, user rights, links to other content and files, etc



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Joomla! Features (cont'd)

- 💧 **Trash And Archives**
Deleted articles can be brought back into use if necessary
- 💧 **Search Engine Friendly**
Joomla! does not set technical limitations for search engine optimisation. Search engine visibility is easily controllable with several developed features



Joomla! Features (cont'd)

- 🔹 **Multiple Language Support**
The interface can be used in several languages and with many character sets.
- 🔹 **Polling**
Joomla! provides polling facility to vote on a topic or question
- 🔹 **Built-in Cache Memory**
The cache memory buffer speeds up operating the website.





Joomla! Features (cont'd)

- Supports Several WYSIWYG Editors

It is possible to choose the preferred editor from several Wysiwyg editors



- Media Bank

The comprehensive media bank divides up different kinds of files

- Internal Search Facility

The built-in search facility helps to find the right information at the right time



Joomla! Features (cont'd)

- ◆ **Multiple Channel Publication**
Static content can be published in PDF and printable format. The pages can also be sent in an e-mail format
- ◆ **Modular Architecture**
Thanks to the flexible architecture. The system can be expanded freely according to needs
- ◆ **XHTML and Other Standards**
XHTML support guarantees usability in different environments and increases search engine visibility



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Joomla! Features (cont'd)

- 🔹 **RSS Feed Support**
RSS feed support enables distribution of news bulletins
- 🔹 **Forms**
With forms it is possible to collect different kinds of information from the users of the website



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Why Do We Need Joomla!?

- ◆ To create a professional looking web site
- ◆ If you have a static web site or a blog and you want more control over how the content is displayed... *Joomla! is for you*
- ◆ If you're an intermediate web designer but don't have the skills to take your web site to the next level... *Joomla! is for you*
- ◆ If a company wants an advanced Web 2.0 site but don't have a large budget to spend on a custom site... *Joomla! is there*



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Why Do We Need Joomla!? (cont'd)

- If you want advance interactive features including forums, chat rooms, shopping cart/eCommerce functionality... *Joomla! is for you*



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Working with Joomla!



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Joomla!: Really easy to use

- To add content, click the Add Article button in the Administrator interface
- Click Save, the article will be instantly posted to the web



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Change The Look Of Your Site Instantly

- Joomla! uses a template system that defines the fonts, colour scheme, images, and general presentation of the site
- To change the look-and-feel of your entire web site, download one of the hundreds of templates



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Nearly 2000 Add-ons

- ◆ Joomla! has free or inexpensive extensions available to add almost any functionality you might want to your web site
- ◆ Extension Directory (<http://extensions.joomla.org>) where you can download add-ons for these features



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Joomla! In Action?

- ◆ Corporate websites or portals
 - ◆ Online commerce
 - ◆ Small business websites
 - ◆ Non-profit and organizational websites
 - ◆ Government applications
 - ◆ School websites
 - ◆ Personal or family homepages
 - ◆ Community-based portals
 - ◆ Magazines and newspapers
- the possibilities are limitless...



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Joomla! For End Users

- ◆ The Joomla! package is designed to be easy to install, even for non-programmers
- ◆ Most people have no trouble getting Joomla! software up and running, and there is plenty of support available for newcomers
- ◆ Once Joomla! is installed and running, it is simple for even non-technical users to add or edit content, update images, and to manage the critical data for your company or organization



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Taking Joomla! To The Next Level

- ◆ Joomla! provides an application framework that makes it possible for developers to create powerful add-ons and extensions
Here are just some examples of the hundreds of available extensions:
- ◆ Dynamic form builders
- ◆ Business or organizational directories
- ◆ Document management
- ◆ Image and multimedia galleries



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Taking Joomla! To The Next Level (cont'd)

- ◆ E-commerce and shopping cart engines
- ◆ Forums and chat software
- ◆ Calendars
- ◆ Blogging software
- ◆ Email newsletters
- ◆ Data collection and reporting tools
- ◆ Banner advertising systems
- ◆ Subscription services
and many, many more...



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Joomla! For Developers

- ◆ Using the core framework, developers can easily build:
 - ◆ Integrated e-commerce systems
 - ◆ Inventory control systems
 - ◆ Data reporting tools
 - ◆ Custom product catalogs
 - ◆ Complex business directories
 - ◆ Reservation systems



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Joomla! For Developers (cont'd)

- ◆ Communication tools
- ◆ Application bridges
- ◆ or any kind of application to suit a unique need...
- ◆ If a company or organization hires a third party Joomla! developer or builds in-house software using the Joomla! framework, they are building on an open platform that does not tie them to any one developer or to a proprietary, closed application



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Download Joomla! Now

- ◆ Want to get started? Go to the main Joomla! web site

◆ <http://www.joomla.org>



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Thanks for your attention.



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Q&A



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Demo of Joomla!