

MEQUODA PRO LIVE

WordPress vs. Drupal vs. Telligent: Which CMS is Right for You?

**Learn the pros and cons
of each CMS**

BROUGHT TO YOU BY THE MEQUODA/SIPA ALLIANCE

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Content Management Systems

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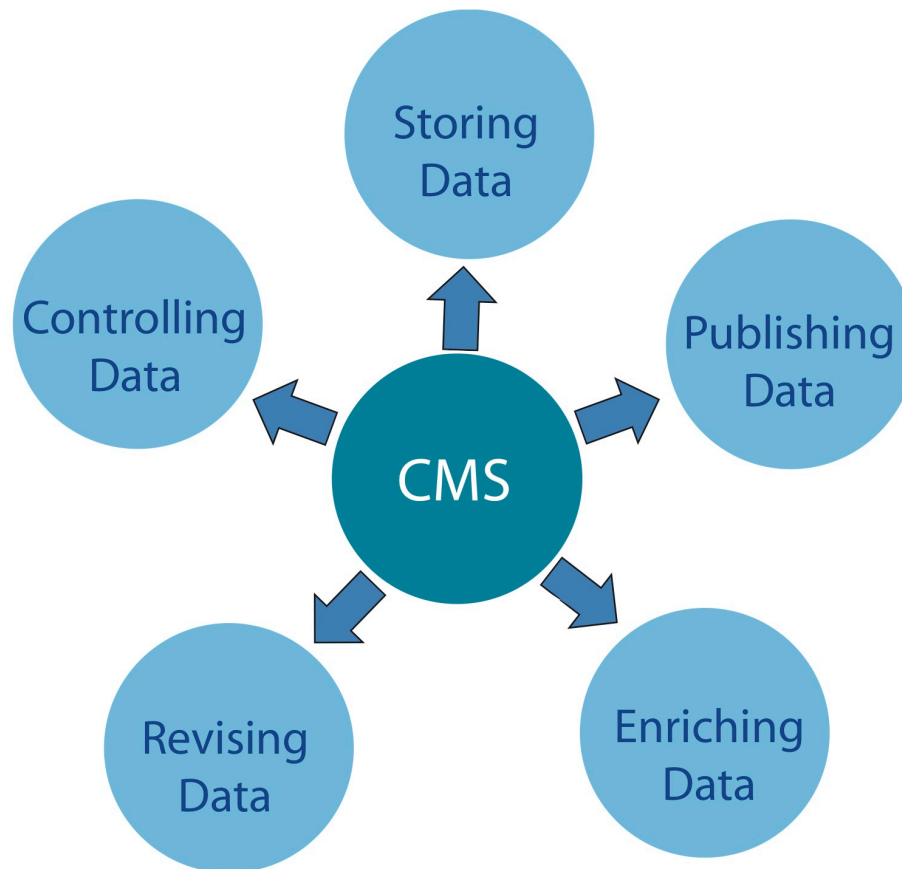
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Content Management Systems

What is a Content Management System (CMS)?

A CMS is the collection of procedures used to manage work flow in a collaborative environment.

CMSs are frequently used for:



Content Management Systems

Your Criteria:

- 1** Content or Purpose
- 2** Entry Format
- 3** How Should the Content be Stored
- 4** Support
- 5** Add-ons

Content Management Systems

Testing It First!

The screenshot shows the homepage of opensourceCMS.com. At the top left is the logo for opensourceCMS, which includes a 3D cube icon and the text "opensourceCMS CMS Demos & Information". To the right of the logo is a search bar and the text "you are 1 of 445 people online". Below the search bar is a navigation menu with links for "Home", "Video Tutorials", "Latest CMS Ratings", and "Latest CMS News". A large orange banner in the center of the page reads "Challenge us at: www.aomedia.com" and features the AO media logo, which is "The TYPO3 company". Below the banner is a "Welcome to opensourceCMS.com" section with the text: "opensourceCMS.com is designed to give you the opportunity to 'try out' some of the best open source software systems in the world." To the left of the main content area are three vertical sidebar sections: "Stuff" (with links for Hosting, Themes & Papers, and Tutorials), "Services" (with links for Graphics and Providers), and "Demos" (with counts for 260 demos and 137 themes). To the right of the main content area are two "Supporters" sections, each listing benefits like "3 Months Free", "10 GB Disk Space", and "Daily Back Ups", along with the OpenSourceHost logo. The main content area below the welcome message features a "Special Offers!" section with four items: "Learning VirtualDub", "The Complete Guide to Web Design" (a BUYERS GUIDE), "Internet Retailer", and "eWEEK".

<http://php.opensourcecms.com/>

Content Management Systems

Other Factors to Consider:

Helpful Feature Questions:

- Will there be a need for an event calendar?
- Will there be a need for an upload/download area?
- What about an image gallery?
- How about a poll or survey tool?
- Multi language support or translation function?
- How about WYSIWYG (What You See Is What You Get) editor for content?
- Is security and permission important to you?
- Plugins?

Content Management Systems

Design

http://www

How will your site look?

- CSS (cascading style sheets)
- Commercial templates

Telligent

TJ Harty

VP of Technology

Interweave

Telligent



It is an ASP.NET application and framework.

**Telligent
Community**

Includes blogs, forums, galleries, and wikis.

We use the blogs, forums and galleries many different ways.

Telligent

Why Community?

- 1 It met our needs
- 2 It was built to be a social media tool
- 3 Easy to install and theme
- 4 Easy to configure & extend
- 5 We are not a LAMP shop
- 6 Price was right

Telligent

Costs

- Low cost for complete, integrated, and supported solution.
- In '08 paid \$6,000* for 5 sites and 3-year software assurance.
- *Price is nowhere near this now
- worth every penny.

Telligent

Plugins Not Required

- Over 600 controls
- Flexible and Extendable
- No modifications to the Telligent source code
- Still using standard install
- Need more or different? Modify a control at template or config file level
 - Double opt- in before approval - 100 lines
 - WhatCounts account auto approve - 60 lines
- Easy to replicate and reuse
- Exposing and consuming APIs easily done

Telligent

The screenshot shows the Interweave Knitting Daily website. At the top, there's a navigation bar with 'INTERWEAVE' on the left, 'Interweave Store | Help / Customer Service' on the right, and 'SIGN IN' and 'JOIN!' buttons. Below this is the site logo 'knittingdaily where life meets knitting' and a search bar. A large white floater is overlaid on the page, containing the text: 'Get Knitting Daily's 7 FREE Baby Knitting Patterns Absolutely FREE when you sign up for FREE Knitting Daily.' It includes a 'Close Window' button, an email input field, a 'Get My FREE eBook' button, and a 'Read More' link. The background content includes a 'Fall 2010 Issue' preview, a 'SUBSCRIBE' button, and a 'KNITTING DAILY BLOGS' section with a post titled 'Knitting on the Road: The Vacation Scarf'.

Floater with focus took 30 minutes to enable

Telligent

High Performance & Availability



- Easy to support failover configuration
- Have withstood 90 Mbps traffic levels easily on one server

Telligent


Disadvantage with recent Release

- Pricing model – More expensive and less flexible than when we started.
- Advanced changes to the out of the box theme are difficult.



Telligent

Summary

- 
- Everything we wanted and needed
 - Price was right
 - Very flexible and extendable
 - Easy to replicate
 - High performance

Telligent

Current 9 sites
on Community
Server



Drupal

Doug Wade
Webmaster
Guideposts

Drupal

Why Drupal?

- Open Source
- Customizable
- Large developer community

The screenshot shows the Guideposts website homepage. At the top, there is a navigation menu with links for MAGAZINES, SHOP, GUIDEPOSTS BOOKS, GUIDEPOSTS FOUNDATION, GUIDEPOSTS MEDIA, OUR PRAYER, and DAILY GUIDEPOSTS. The main header features the Guideposts logo in blue, with the tagline "Inspiring Stories, Inspiring People, Inspiring You" to its right. A search bar and a "Login" link are also present. Below the header is a secondary navigation bar with links for Home, Free eBooks, Browse Topics, Story Archive, Experts & Bloggers, Free Podcasts, Video, Games, and RSS. A prominent banner for a "FREE eBook" titled "Mysterious Ways: 9 Inspiring Stories That Show Evidence of God's Love and God's Grace" is displayed, with a "Get FREE eBook!" button. To the right, there is a "From our store" section featuring a book titled "PLUS: The Power of Faith" with a "Buy Now!" button. The main content area is divided into several sections: "Hello Friend" with a welcome message, "Today's stories" listing recent articles like "Edward Ginnin's Travel Update: Vienna" and "My Top Ten Devotional Books, Part 1", and "Featured Stories" featuring a "Chilled Blueberry Soup" recipe. On the right side, there is a "Inspiring free eBooks" section with categories like "Angel Sightings", "Daily Devotionals", "Mysterious Ways", "Paths to Happiness", and "Positive Thinking 2010". At the bottom right, there is an "Inspirational topics" section with a grid of tags including Angels, Celebrities, Daily Devotionals, Norman Vincent Peale, Personal Growth, and Pets.

Drupal

Key Features

- Highly customizable
- Configurable user roles
- Create custom content types
- Granular role based permission system



Drupal

Blocks & Regions

- Regions are areas of a site: header, left sidebar, right sidebar, etc.
- Blocks are assigned to a region.
- Blocks can contain any content and can be displayed on any page(s).
- Visibility can be limited by user roles.

Block	Region	Operations
left sidebar		
+ Welcome	left sidebar	configure delete
+ story_archive: Block	left sidebar	configure
+ from_our_store: Block	left sidebar	configure
+ Queue 'Tools'	left sidebar	configure
+ IAB ad Skyscraper	left sidebar	configure
right sidebar		
+ Finder: Story Finder	right sidebar	configure
+ Finder: Video Finder	right sidebar	configure
+ Navigation	right sidebar	configure
+ free_ebooks: Block listing	right sidebar	configure
+ topics: Block	right sidebar	configure
+ Our Magazines	right sidebar	configure
+ IAB ad Medium Rectangle	right sidebar	configure
+ Be a Part of Guideposts	right sidebar	configure
+ Inspired offers	right sidebar	configure
+ latest_blogs: Block	right sidebar	configure
+ blogroll: Block	right sidebar	configure
+ Follow Guideposts	right sidebar	configure delete
+ keywords: Block	right sidebar	configure
+ Church Fundraising Free Gift	right sidebar	configure delete
+ Church Fundraising Info Kit Block	right sidebar	configure delete
+ Church Fundraising Signup Promo	right sidebar	configure delete
+ Church Fundraising Signup Block	right sidebar	configure delete
+ Church Fundraising Speak to us Block	right sidebar	configure delete
+ Church Fundraising Testimonial Block	right sidebar	configure delete
navigation bar		
<i>No blocks in this region</i>		
content top		
+ homepage_marquee: Homepage Marquee	content top	configure
+ homepage_blocks: Homepage Block 1	content top	configure
+ homepage_blocks: Homepage Block 2	content top	configure

Drupal

Views

The screenshot shows the Drupal Views configuration interface for a view named 'homepage_blocks'. The interface is divided into several sections:

- Navigation:** List, Add, Edit, Import, Tools.
- Alert:** A red banner at the top indicates security updates are available for modules or themes.
- View Information:** View homepage_blocks, displaying items of type Node. Includes Export and Clone buttons.
- Defaults:** A sidebar on the left lists various display modes (e.g., Homepage Block 1-6) and a 'Page' dropdown menu. It includes 'ADD DISPLAY' and 'ANALYZE' buttons.
- Configuration Panels:**
 - View settings:** Tag: homepage
 - Basic settings:** Name: Defaults, Title: None, Style: Unformatted, Row style: Fields, Use AJAX: No, Use pager: No, Items to display: 1, More link: No, Distinct: No, Access: Unrestricted, Caching: None, Exposed form in block: No, Header: None, Footer: Full HTML, Empty text: None, Theme: Information.
 - Relationships:** None defined.
 - Arguments:** None defined.
 - Fields:** A list of fields including Content: Image, Content: Browser, Content: Story, Content: Name, Content: Location, Content: Web, Node: Post date, Content: As, Node: Type, Node: Link, Node: Title, Profile: First Name, Profile: Last Name, User: Picture, Node: Nid, and Content: Image video_topic_list image linked to node.
 - Sort criteria:** Content: HP Block 3 desc.
 - Filters:** Content: Promote to = Block 3, Node: Published Yes, Date: Date (node) Content: HP Block 6 (field_promote_date_block6) <= now.
- Actions:** SAVE, CANCEL, DELETE buttons.
- Live preview:** A section at the bottom with a 'Display' dropdown set to 'Defaults', an 'Arguments' input field, and a 'PREVIEW' button. A note below reads: 'Separate arguments with a / as though they were a URL path.'

Provides a flexible method for Drupal site designers to control how lists and tables of content are presented.

Drupal

Multi-site Setup

- Capable of hosting multiple websites from one code base.
- Each site can be set up with their own database.
- Each site can have its own site specific modules and share modules across sites.
- Maintain one core Drupal code base – eases updating.



Drupal

Guideposts Custom Features

Introductory text on topics

- Includes key subtopics.
- For SEO.
- Expanded for unknown users, collapsed for known users.

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Inspirational Stories

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We are constantly immersed in stories—from television news to films, novels and TV programs. The true stories we tell here are inspirational stories of faith, hope and love, stories of life-changing events as well as small unexpected moments of grace.

Most importantly, our inspiring true stories are about and by people like you. People who meet challenges with optimism. People who have discovered how to live their lives with more hope and joy and, through their stories and their experiences, have helped others do the same.

Recent Inspirational Stories Updates



Edward Grinnan's Guideposts Tour: Cruising Down the Danube

I just had to share these pictures with you—an inspiring view on an inspiring trip.

[Read more](#)

Drupal

Downsides

- Higher Learning curve
 - Form API
 - Templating system
- Aimed for developers than designers



WordPress





Aaron D. Campbell

Owner - Xavisys

Senior Systems Developer - Mequoda Group






WordPress

If you use WordPress, you're in good company:

	The New York Times publishes over 50 WordPress powered blogs .
	WordPress powers CNN.com blogs like the CNN Political Ticker .
	Fox News uses WordPress.com to host blogs including GretaWire .
	Dow Jones uses WordPress to power their Wall Street Journal blogs and Allthingsd.com .
	Reuters is the world's largest news agency; they run a network of WordPress blogs


WordPress

If you use WordPress, you're in good company:

	The Financial Times uses WordPress to publish their Alphaville blog .
	Rolling Stone Magazine brings you music news and gossip via the Rock and Roll Daily blog.
	Download.com blogs , ZDNet blogs , and Help.com are all powered by WordPress.
	Mike Arrington's TechCrunch is one of the top 5 blogs on the web .
	Ford has several WP sites including http://www.thefordstory.com/






WordPress

If you use WordPress, you're in good company:

	http://electronicsblog.sel.sony.com/
	http://www.rackspace.com/blog/
mozilla	http://blog.mozilla.com/
	Ebay's official blog http://ebayinkblog.com/
	http://blog.us.playstation.com/

WordPress

If you use WordPress, you're in good company:

	http://www.sunset.com/
	http://www.ceramicartsdaily.com/
	http://www.vidaysalud.com/
	http://www.mequoda.com/
	http://www.facultyfocus.com/

WordPress

Why?

1 License

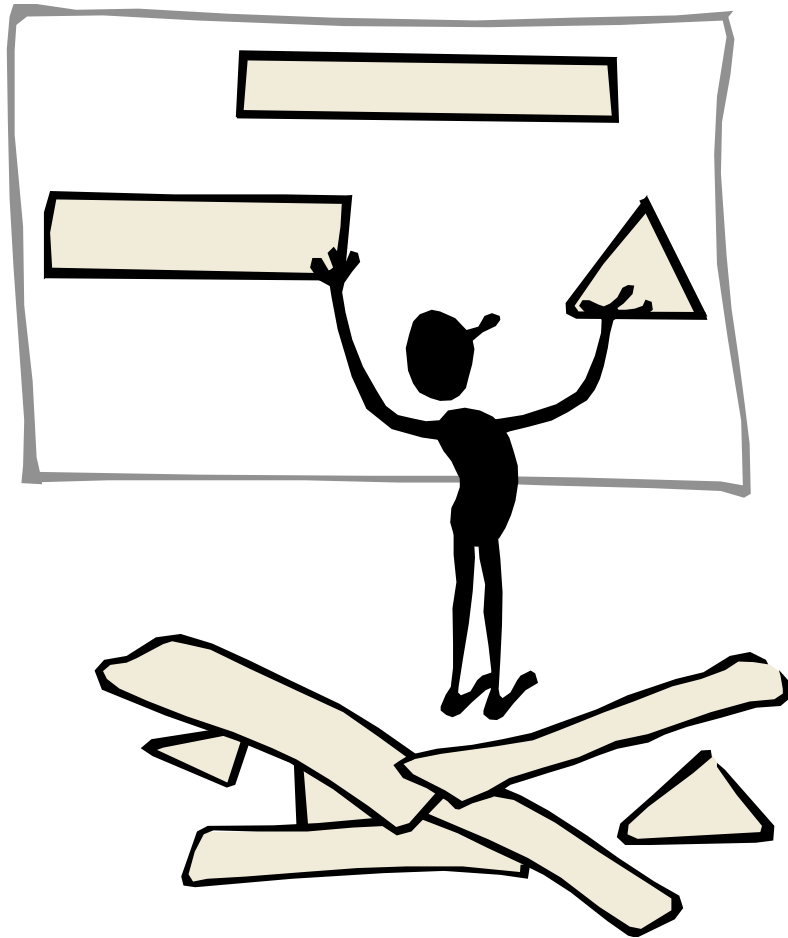
2 Flexibility

3 Community



WordPress

License



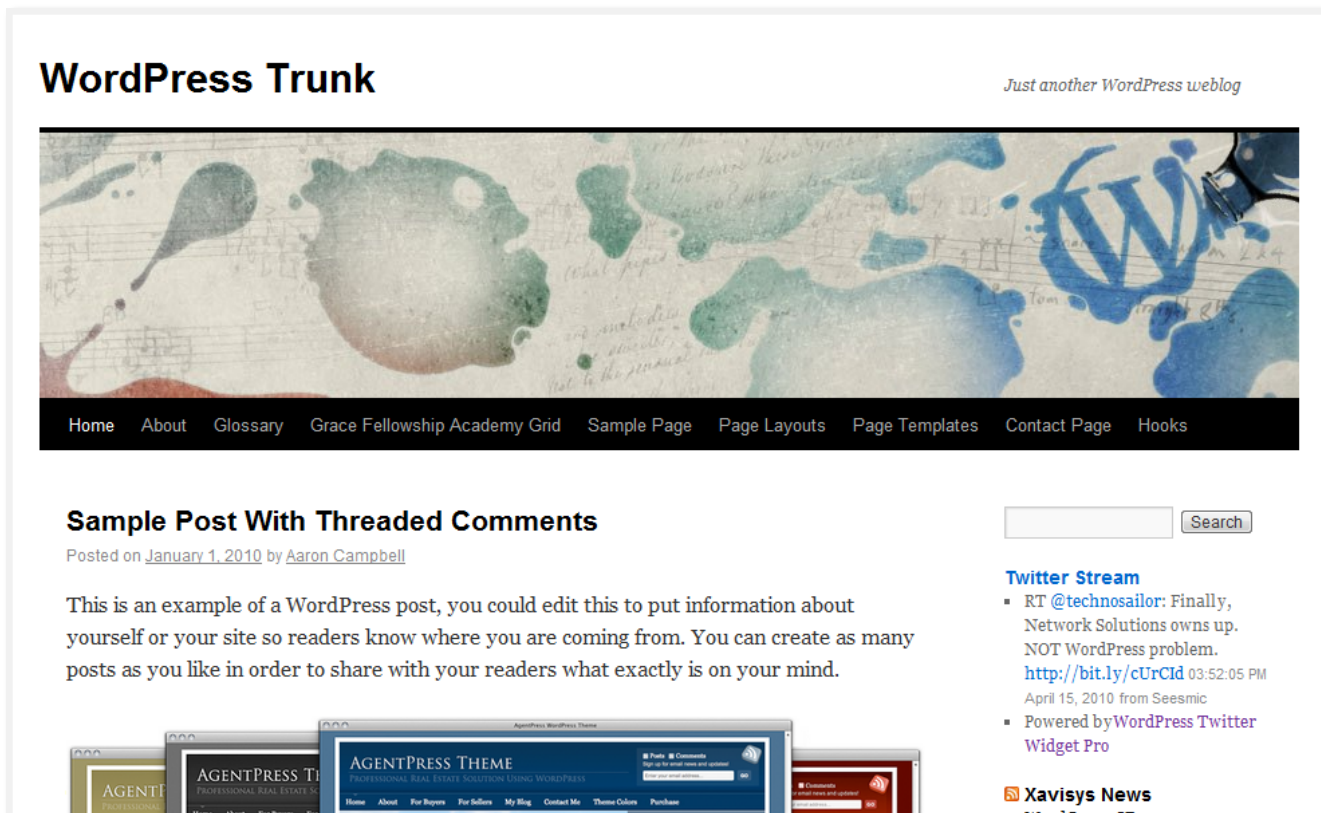
WordPress is licensed under the GNU General Public License (GPL) which means:

- You have the right to use the software for any purpose.
- You have the freedom to modify the software.

WordPress

Flexibility

Between the plugin architecture and the theme system, you can make WordPress do whatever you want.



WordPress

The screenshot shows the PlayStation Blog homepage. At the top, there's a navigation bar with the PlayStation logo, the text 'PLAYSTATION.BLOG', and options to 'Find friends. Download demos. Join the conversation.', 'JOIN NOW', 'LOGIN', and a search bar. Below this is a secondary navigation bar with 'PLAYSTATION.BLOG' and 'PLAYSTATION.BLOG SHARE'. A 'QUICK UPDATES' section follows, mentioning a PlayStation event and a Twitter link. A large banner image features game characters and a large green number '2', with the text 'gamescom 2010 Updates //'. To the right of the banner are subscription options for 'SUBSCRIBE TO THE PLAYSTATION BLOG' via RSS and E-mail, and social media links for Facebook, Twitter, and YouTube. The main content area is titled 'Featured Post //'. The featured post is for 'Dungeon Defenders: Coming to PSN with Move & 3D Support', dated August 25, posted by Jeremy Stieglitz. It includes a quote: 'Welcome brave heroes to the dungeons of Etheria!' and a paragraph of text. Below the text is a video player showing a scene from the game with a 'PLAY' button. The sidebar on the right is titled 'RECENT POSTS // + ALL POSTS' and lists several recent articles: 'PlayStation Store Update', 'Coming to PlayStation Plus: Discounted PlayStation Protection Plan', 'Meet The First Cast Member of The Tester, Season 2', and 'MotorStorm Apocalypse Video Interview'. At the bottom of the sidebar, there are 'CATEGORIES' and 'ARCHIVES' dropdown menus, a link for 'FOR COMPLETE ARCHIVES', and a promotional banner that says 'WE KNOW YOU HAVE GREAT IDEAS, NOW'S YOUR CHANCE TO SHARE THEM.'

WordPress

The screenshot displays the WordPress dashboard for 'THE FORD STORY'. The top navigation bar includes the Ford logo, site name, tagline 'Ford is different - Join the Conversation', and links for 'SHARE THIS SITE' and 'SUBSCRIBE'. Below this is a secondary menu with 'HOME', 'WHAT WE'RE DOING', 'WHAT WE BUILD', 'WHAT OTHERS ARE SAYING', and 'FORD SOCIAL NETWORKS'. The main content area features a large featured article titled 'Thank God For My Ford Explorer' with a speedometer image. To the right are three smaller featured stories: 'Hot-weather Testing the Next-generation Ford Focus', 'Thank God For My Ford Explorer' by sherece c., and 'Fiesta World Tour'. Below the main article is an 'in the spotlight' section with three items: 'What Women Want', 'Live Chat with Mustang Chief Engineer Dave Pericak', and 'The Story Behind the 2012 Boss 302 Mustang'. On the right side, there are three interactive sections: 'get involved' with a 'your ideas' form, 'get updates' with a newsletter sign-up form, and 'submit your stories' with a 'Submit Your Story' button.

WordPress

CNN Politics

POWERED BY Google

Home Video NewsPulse ^{BETA} U.S. World **Politics** Justice Entertainment Tech Health Living Travel Opinion IReport Money Sports

politicalticker... Obama to hold news conference September 10 EMBED

September 2, 2010

TRENDING: Oval Office makeover widely criticized

Posted: September 2nd, 2010 02:18 PM ET

From CNN's **Shawna Shepherd** and **Dan Lothian**

Washington (CNN) – The makeover of the Oval Office has been widely panned in press reports and on the blogosphere for being too casual and for its bland color palate but White House press secretary Robert Gibbs doesn't expect President Obama to weigh in anytime soon.

Related: The Oval Office gets a makeover

"I have not heard him give a review on the reviews," Gibbs said, when asked what the president thought about his new office at Thursday's press briefing.

A design team swooped in and in less than 10 days – while the president and First Family were away on Martha's Vineyard – transformed the president's office from a traditional and somewhat formal setting to a more modern family-style room.

There's a new signature oval rug, leather desk chair, two overstuffed light brown couches, a walnut and mica coffee table with modern lines, two blue ceramic lamps and blue accent pillows on the couch, reupholstered furniture, and handmade striped wallpaper.

[Read the rest of this entry >](#)

Filed under: **White House**

Share post | 114 Comments | Permalink

Obama to hold news conference September 10

Posted: September 2nd, 2010 04:19 PM ET

From CNN Senior White House Correspondent **Ed Henry**

Washington (CNN) – President Obama will have a

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- Army finishes initial review of McChrystal affair
- Judge rejects Obama testifying at 'birther' colonel's trial
- Gates arrives in Afghanistan
- Egypt might host second round of Mideast peace talks
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CNN=Politics Screensaver

Tap into the power of The Situation Room. Download this powerful new tool that keeps you posted on the latest political news from the campaign trail. **Download** (4.1 MB, PC only)

WordPress

HOME ABOUT THEMES GALLERY CONTACT SEARCH... **SUBSCRIBE**

AUG 24 Sync took a different tack, and started off with "what if we didn't want the data? What if even having that data was a failure state?" That led us to cryptography. Sync uses strong crypto to encode your data before it is uploaded. The secret phrase is the key to this encryption, and we never send that anywhere to keep your data secure. This really means that Mozilla can't see your data, giving you full control. (Which is great, because we really don't want it!)
via [Mike Connor](#) » [Sync in Firefox 4 Beta](#). ∞

AUG 22 [Buzz Kill](#), where Leo Laporte describes the re-ignition of his love affair with blogging over micro-blogging. ∞

AUG 21 As I [announced today at WordCamp Savannah](#), I'm releasing [two of my old designs as themes for any WordPress blog](#). (See [slides here](#).) If you're one of the thousands of people who've asked me how I do my galleries here on this site, now you can look at the actual code in the Matala theme. (The talavera-looking design by [Nicolò Volpato](#).) The second theme, Mazeld, is actually the last from-scratch original design I did here on [Ma.tt](#) (then [photomatt.net](#)) and is

MATT MULLENWEG
is one of PC World's Top 50 People on the Web, Inc.com's 30 under 30, and Business Week's 25 Most Influential People on the Web.
MORE >

RANDOM PHOTO
MORE RANDOM >

WordPress

The screenshot shows a WordPress event page for "Army-Navy Tailgate". The event is created by Mike Pratt and is active. The event details include the date and time (10:00 am to 4:00 pm on August 20, 2010) and the location (Lincoln Financial Field, Philadelphia, PA). The page features a navigation menu with options like Home, Activity, Edit, Registered, and Send Invites. The main content area is titled "Edit Event" and includes a text editor with the content "Go Army - Beat Navy!". There are also sections for "Custom registration form", "Customize your event" (with a table for start/end times and venue), "Repeat" (event frequency), "Publish", "Thumbnail", and "Map". The right sidebar shows the event creator's profile, a "Who's Online Avatars" section, and "Bugle Notes Members" and "Bugle Notes Groups".

Army-Navy Tailgate
Active 1 hour, 38 minutes ago.

10:00 am, August 20, 2010 — 4:00 pm, August 20, 2010 at Lincoln Financial Field 1020 Pattison Avenue Philadelphia, PA 19148.

Go Army – Beat Navy!

Your registration has not been approved yet.

Event Creator: Mike Pratt (Log Out)

Hey 87: Test notice to make sure it doesn't go out as a email (Close)

Who's Online Avatars

Bugle Notes Members: Newest | Active | Popular

Bugle Notes Groups: Active | Popular

Start	End	Venue
When does the event start? 20-08-2010 10:00	When does the event end? 20-08-2010 16:00	Where will it be held? Lincoln Financial Field 1020 Pattis
Open registration	Close registration	Maximum registration
Registration opens at? 16-08-2010 00:00	Registration closes at?	Maximum number of attendees?

WordPress

Home Courseware Forum Members (14) Send Invites

Home Course Description Assignments Calendar

At a glance

- **First course** a course class started by [stas](#) and managed by 4 teacher(s) for this group [Course description »](#)
- **4 Assignment(s)** [All assignments »](#)
- **1 Response(s)** [All responses »](#)
- **7 Schedule(s)** [All schedules »](#)
- **12 Bibliography entries**
- **4 Assignment discussions started** [Visit forums »](#)

August 2010						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Latest assignments

[All assignments »](#)

- [Finish labs for SMA 5503](#) By [stas](#), on August 14, 2010, 12:09 am
- [Just to test](#) By [stas](#), on August 14, 2010, 12:01 am
- [This should be finished till end of summer](#) By [stas](#), on August 13, 2010, 9:40 pm
- [Just testing assignments](#) By [stas](#), on June 23, 2010, 4:26 pm

Latest schedules


[All schedules »](#)

- [Ok, I forgot the text.](#) By [stas](#), on August 14, 2010, 1:05 am
- [It's important to note that the attr\(\) method gets the attribute value for only the first element in the matched f...\]](#) By [stas](#), on August 12, 2010, 8:48 pm
- [Weekly exam at VHDL](#) By [stas](#), on August 1, 2010, 6:27 pm
- [Weekly exam at VHDL](#) By [stas](#), on August 1, 2010, 6:27 pm
- [Weekly exam at VHDL](#) By [stas](#), on August 1, 2010, 6:27 pm

Latest responses

- [My answer](#) By [test](#), on August 4, 2010, 3:25 am

Your progress based on received grades



WordPress

Home Admin **Courseware** Forum Members (14) Send Invites

Home Course Description New Assignment Assignments Bibliography New Schedule Calendar

Gradebook for: Just testing assignments Import from CSV

Search

Student	Grade value	Grade format	Private comment	Public comment
Teacher	<input type="text"/>	Numeric ▾	<input type="text"/>	<input type="text"/>
Paul Doqherly	<input type="text"/>	Numeric ▾	<input type="text"/>	<input type="text"/>
Kunal	<input type="text"/>	Numeric ▾	<input type="text"/>	<input type="text"/>
John O'Nolan	<input type="text"/>	Numeric ▾	<input type="text"/>	<input type="text"/>
Bon Jovi	A	Letter ▾	<input type="text"/>	<input type="text"/>
Dre	<input type="text"/>	Numeric ▾	<input type="text"/>	<input type="text"/>
Stanislav Suscov	<input type="text"/>	Numeric ▾	<input type="text"/>	<input type="text"/>
test	9	Numeric ▾	<input type="text"/>	<input type="text"/>
francesco	<input type="text"/>	Numeric ▾	<input type="text"/>	<input type="text"/>
Anastasia Suscov	<input type="text"/>	Numeric ▾	<input type="text"/>	<input type="text"/>

Showing 1 to 10 of 10 records

WordPress

The screenshot shows the WordPress Courseware interface. At the top, there are navigation tabs: Home, Admin, Courseware (selected), Members (1), and Send Invites. Below this, a secondary navigation bar includes Home, Course Description, New Assignment (selected), Assignments, Bibliography, New Schedule, and Calendar.

The main content area is titled "Assignment Title" and contains a large text input field. To the right of this field is a "Course & Due Date" section. It features a dropdown menu currently set to "Fall 2010 Mathematics". Below the dropdown is a date and time selector showing "2010-08-23 00:00:00". A calendar for August 2010 is displayed, with the 23rd highlighted. Below the calendar are input fields for "Time" (set to 00:00:00), "Hour", and "Minute", each with a slider control. At the bottom of this section are "Today" and "Done" buttons.

Below the text input field is a rich text editor toolbar with "Visual" and "HTML" tabs. The toolbar includes icons for bold (B), italic (I), text color (ABC), bulleted list, numbered list, quote, link, unlink, insert link, unlink, undo, redo, and a dropdown menu with "ABC" and a checkmark. Below the toolbar is a large text area for the assignment content. At the bottom left of the main area, there is a "Path: p" label and an "Add a new assignment" button.

WordPress



The screenshot shows the WordPress 'Plugins' management interface. At the top left is a plug icon and the word 'Plugins' in a serif font, followed by an 'Add New' button. On the top right are 'Screen Options' and 'Help' dropdown menus. Below this is a search box labeled 'Search Installed Plugins'. A status filter shows 'All (4) | Active (2) | Inactive (2)'. A 'Bulk Actions' dropdown menu is set to 'Bulk Actions' with an 'Apply' button next to it. The main content area is a table with two columns: 'Plugin' and 'Description'. The first row shows the 'BuddyPress' plugin, which is currently active. Its description is 'Social networking in a box. Build a social network for your company, school, sports team or niche community all based on the power and flexibility of WordPress.' Below the description are links for 'Deactivate' and 'Edit', and a line of meta-information: 'Version 1.2.5.2 | By The BuddyPress Community | Visit plugin site'. The second row shows 'BuddyPress ScholarPress Courseware', also active, with a description 'A LMS for BuddyPress.' and similar meta-information. The table ends with a header row for 'Plugin' and 'Description'.

Plugins [Add New](#) [Screen Options](#) [Help](#)

All (4) | **Active** (2) | Inactive (2)

Bulk Actions [Apply](#)

Plugin	Description
<input type="checkbox"/> BuddyPress	Social networking in a box. Build a social network for your company, school, sports team or niche community all based on the power and flexibility of WordPress. Deactivate Edit Version 1.2.5.2 By The BuddyPress Community Visit plugin site
<input type="checkbox"/> BuddyPress ScholarPress Courseware	A LMS for BuddyPress. Deactivate Edit Version 0.1-rc By ScholarPress Dev Crew Visit plugin site
Plugin	Description

WordPress

WordPress Community

- WordPress would take roughly 34 person years to write, which equates to roughly \$1.9 million dollars.
- 218 people contributed code for WordPress 3.0
- 73 WordCamps in 2010
 - WordCamp Boston: *Mid April 2011*
 - WordCamp Phoenix: Jan 29, 2011
- 10,848 GPL plugins in the repository
- Mequoda

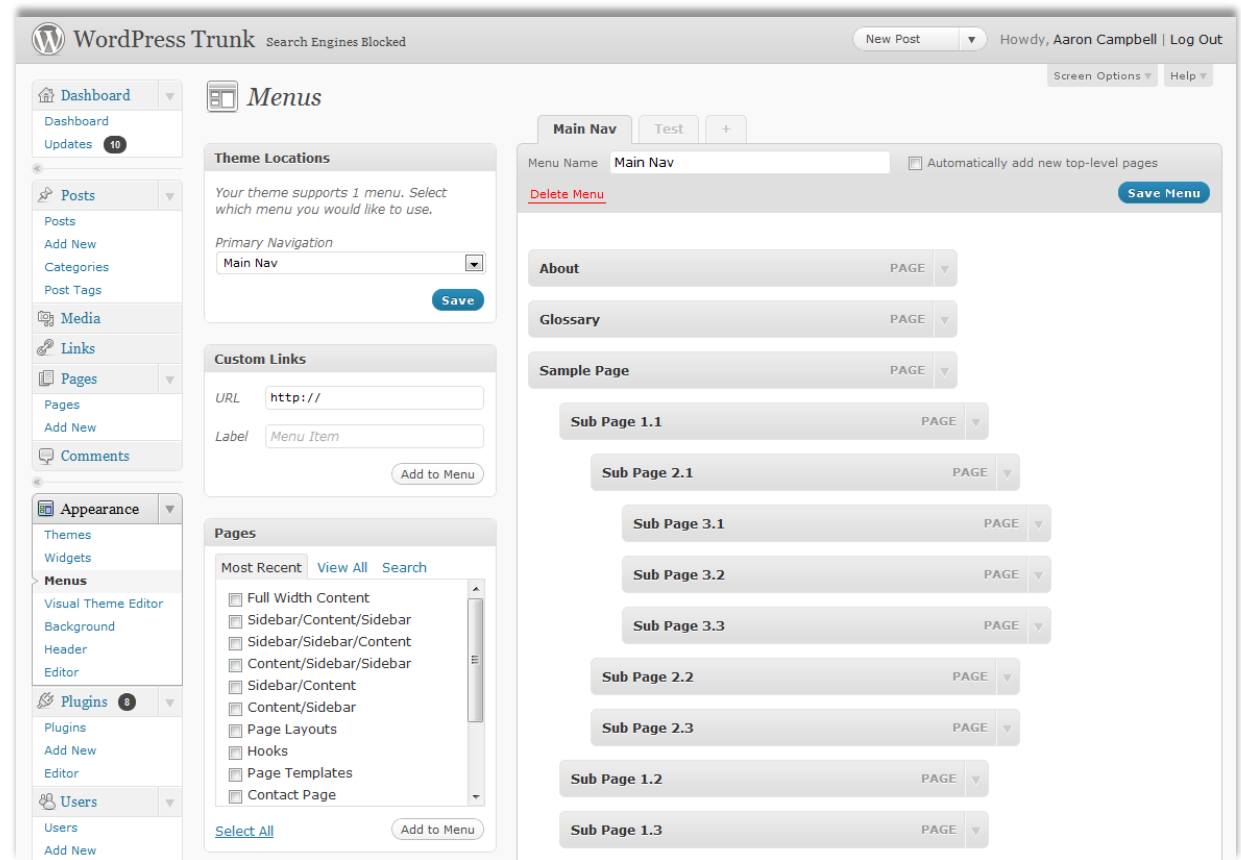


WordPress

WordPress 3.0

➔ Merged with WPMU to offer WordPress Multisite

➔ Custom menus



WordPress

WordPress 3.0

- ⇒ Custom post types and taxonomies
- ⇒ Contextual help text accessed under the Help tab of every screen in the WordPress administration.



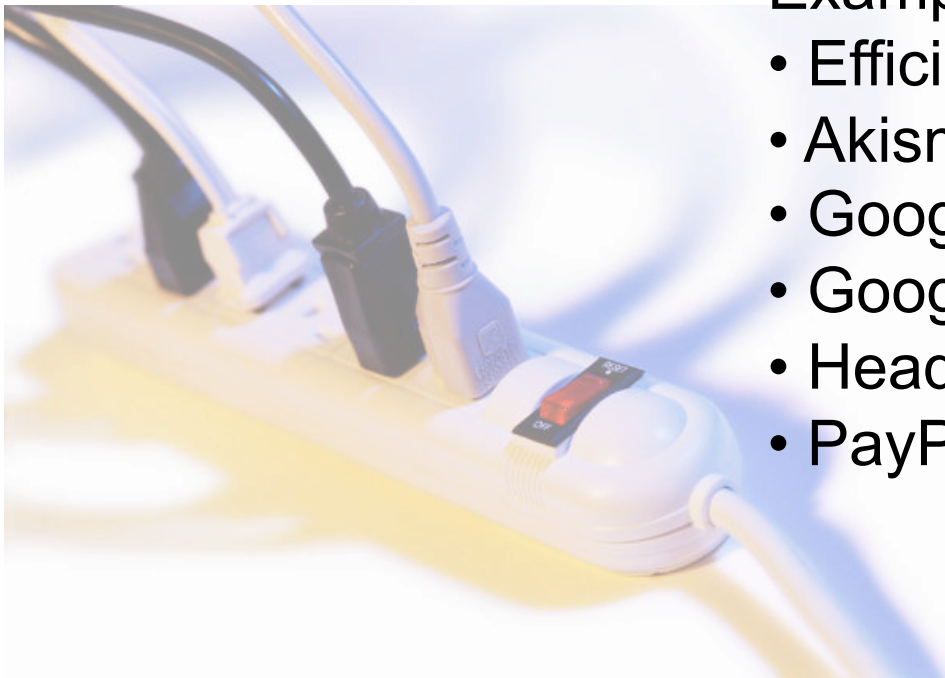
WordPress

Existing Plugins

Existing plugins can drastically reduce the amount of time you spend developing, thus saving you money.

Examples:

- Efficient Related Posts
- Akismet
- Google Analytics for WordPress
- Google Custom Search Plugin
- Headspace2
- PayPal Framework



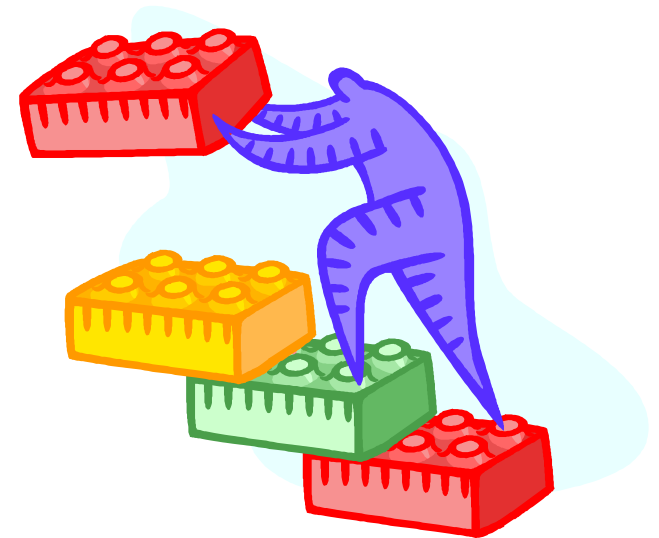
WordPress

Mequoda

Using WordPress also allows you to leverage work that Mequoda has already done.

Examples:

1 Auto Tagger



WordPress

Auto Tagger

Example: 1

Mequoda Auto Tagger

Upload a CSV file with tags

Upload CSV File:

Choose File No file chosen

Upload

Apply Tags to Posts/Pages

Apply any existing tags to whatever posts/pages you want!

Posts/Pages to process:

Only posts/pages with no tags

Process Posts/Pages

WordPress

Auto Tagger

Example: 2

Post Tags

Separate tags with commas.

- Content Marketing
- online publication Online Publishing
- online publishing industry

[Choose from the most used tags in Post Tags](#)

Suggested tags ([add all](#) | [suggest](#) | [Yahoo](#))

-
-
-

WordPress

Mequoda

Examples Continued



2 Mequoda Offer Manager

3 Mequoda Source Tracking

4 Mequoda Order Flow

Thank You

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