



# website 2.0!

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letting a CMS do the annoying work *for* you.

PLAN Tech Day  
January 29, 2010

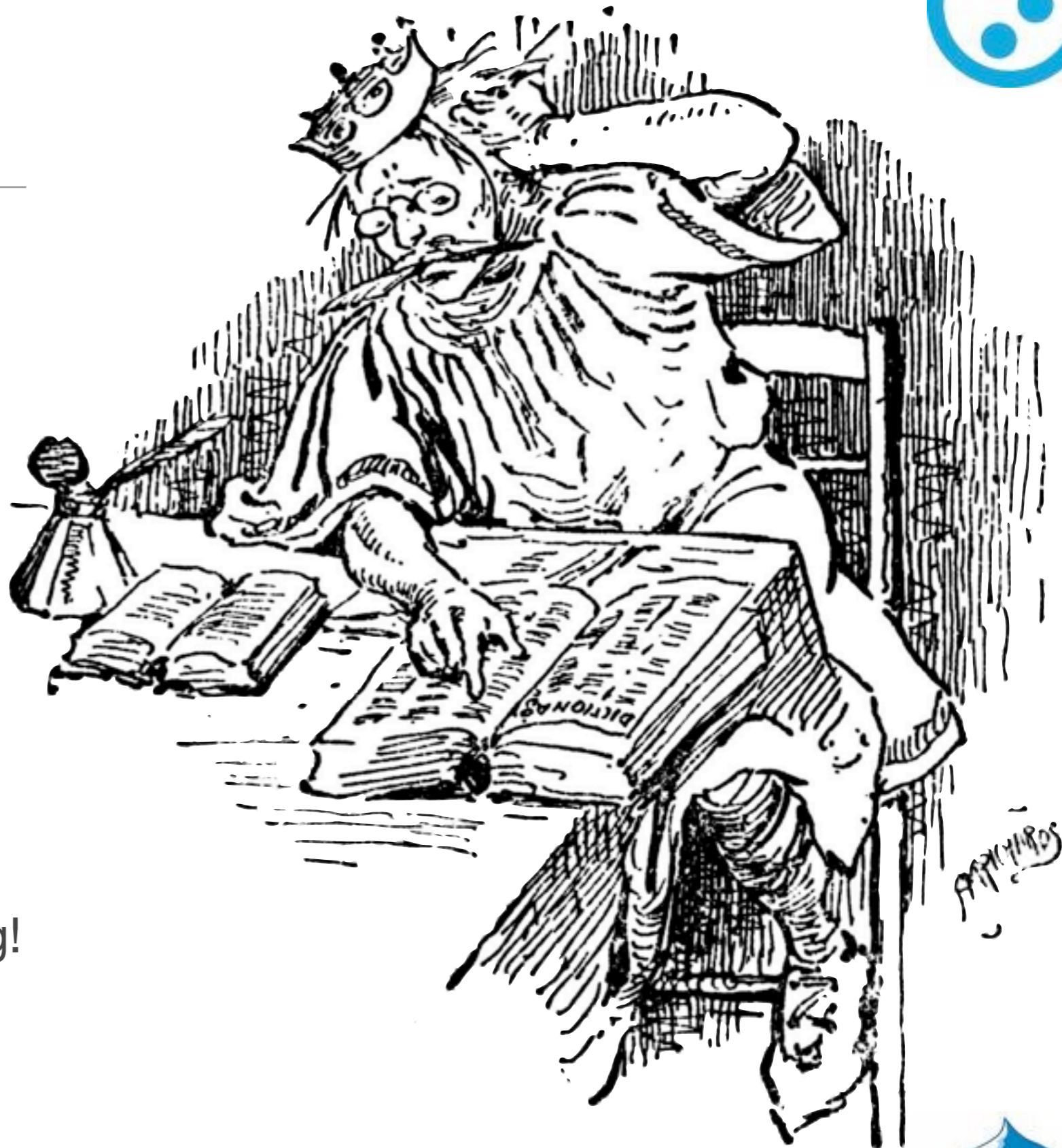
Jessamyn West  
<[librarian.net/talks/plancms](http://librarian.net/talks/plancms)>





# establishing bona fides

- "rolled my own" c. 1997
- Movable Type, Blogger & Wordpress since then
- Webmaster for VT Library Association (21 contribs!)
- can ftp at the command line
- guest blogging at BoingBoing!
- friendly.



Hi I'm jessamyn and I can't program my way out of a paper bag. Yay it's 2010 so I don't have to! Here's what I do know how to do....





## Eileen's Outdoor Cat Enclosure

This wonderful cat run was meticulously designed and constructed by my Uncle Jim (aka Uncle Yim), who naively agreed to 'throw together a few boards and some chicken wire' only to discover that a carpenter's son is incapable of striking his own hammer without a well-laid plan. My household benefited immeasurably from his efforts.

THANK YOU!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!



Tunnel leading from cat door in the house, across the deck and into the enclosure



Here we Come!



Back in the old days, when you wanted a website of your cat and you couldn't code or ftp, it looked like this. Remember GeoCities?



Yahoo! PageBuilder

[Home](#) > [PageBuilder](#) > [My Cat](#)

Start with a template...

### Meet my cat

**Casper is . . .**



A really cute looking breed cat who I got from the pound. She is about 2 years old and loves to play with her toy mouse. She belongs to me, Terry.

**More about my pet:**  
Casper lives in Sun Valley, in an apartment with me. She likes to jump on my lap and attack anything that moves. She brings me company. I wish I had a dog. She is affectionate with most people, especially to my friends.

<p><b>Likes:</b></p> <ul style="list-style-type: none"> <li>- being humans, especially Terry</li> <li>- playing with toy mice</li> <li>- long naps</li> <li>- jumping and climbing</li> </ul>	<p><b>Dislikes:</b></p> <ul style="list-style-type: none"> <li>- going to the vet</li> <li>- enclosed spaces</li> <li>- vegetables</li> <li>- dogs</li> <li>- water, baths</li> </ul>
---	---

**Fun Facts:**

- Casper is a girl, and she prefers female humans. She's a female cat!
- She is named Casper, like the handy ghost, who is white like her.
- She prefers female humans, but prefers male cats.
- Her husband, Terry, has gone to the vet. They like to roll around and play.
- She purrs if you pet her behind the ears, especially her left one.

**Next Links:**

[Meet Me](#)  
[AZUSA](#)  
[Cat at the Zoo](#)  
[Email Casper!](#)

## Meet my cat

[Launch PageBuilder](#) - to begin building with this template.

You are about to launch Yahoo! PageBuilder with the **My Cat** template.

You can edit all the areas of the template with your own pictures, graphics and text.

Please note that PageBuilder will take 3-5 minutes to load over a 28.8 modem.

[Address Book](#) · [Auctions](#) · [Autos](#) · [Briefcase](#) · [Calendar](#) · [Careers](#) · [Chat](#) · [Classifieds](#) · [Domains](#) · [Finance](#) · [Games](#) · [GeoCities](#) · [Greetings](#) · [Groups](#) · [Kids](#) · [Mail](#) · [Maps](#) · [Member Directory](#) · [Messenger](#) · [Mobile](#) · [Movies](#) · [Music](#) · [My Yahoo!](#) · [News](#) · [PayDirect](#) · [People Search](#) · [Personals](#) · [Photos](#) · [Radio](#) · [Shopping](#) · [Sports](#) · [TV](#) · [Travel](#) · [Weather](#) · [Web Hosting](#) · [Yellow Pages](#) · [more...](#)

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In fact, the cat thing was such a tired metaphor that GeoCities used it in their PageBuilder ads.





Yahoo! PageBuilder

[Home](#) > [PageBuilder](#) > [My Cat](#)

Start with a template...

**Meet my cat**

**Casper is . . .**



A really cute, medium breed cat who I got from the pound. She is about 2 years old and loves to play with her toy mouse. She belongs to me, Tracy.

**More about my pet:**  
Casper lives in the Valley, in an apartment with me. She likes to jump on my lap and attack anything that moves. She brings me company. I wish I had a dog. She is affectionate with most people, especially to my friends.


<b>Likes:</b>	<b>Dislikes:</b>
- being humans, especially, Terry	- going to the vet
- playing with toy mice	- enclosed spaces
- long naps	- vegetables
- jumping and climbing	- dogs
	- water, baths

**Fun Facts:**

- Casper is a girl, and she prefers female humans. She's a female cat!
- She is named Casper, like the handy ghost, who is white like her.
- She prefers female humans, but prefers male cats.
- Her husband, Gregg, has gone to the street. They like to roll around and play.
- She purrs if you pet her behind the ears, especially her left one.

**Next Links:**

[Meet Me](#)  
[AZUSA](#)  
[Cat At The Top](#)  
[Email Casper!](#)

 **Meet my cat**

[Launch PageBuilder](#) - to begin building with this template.

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In fact, the cat thing was such a tired metaphor that GeoCities used it in their PageBuilder ads.

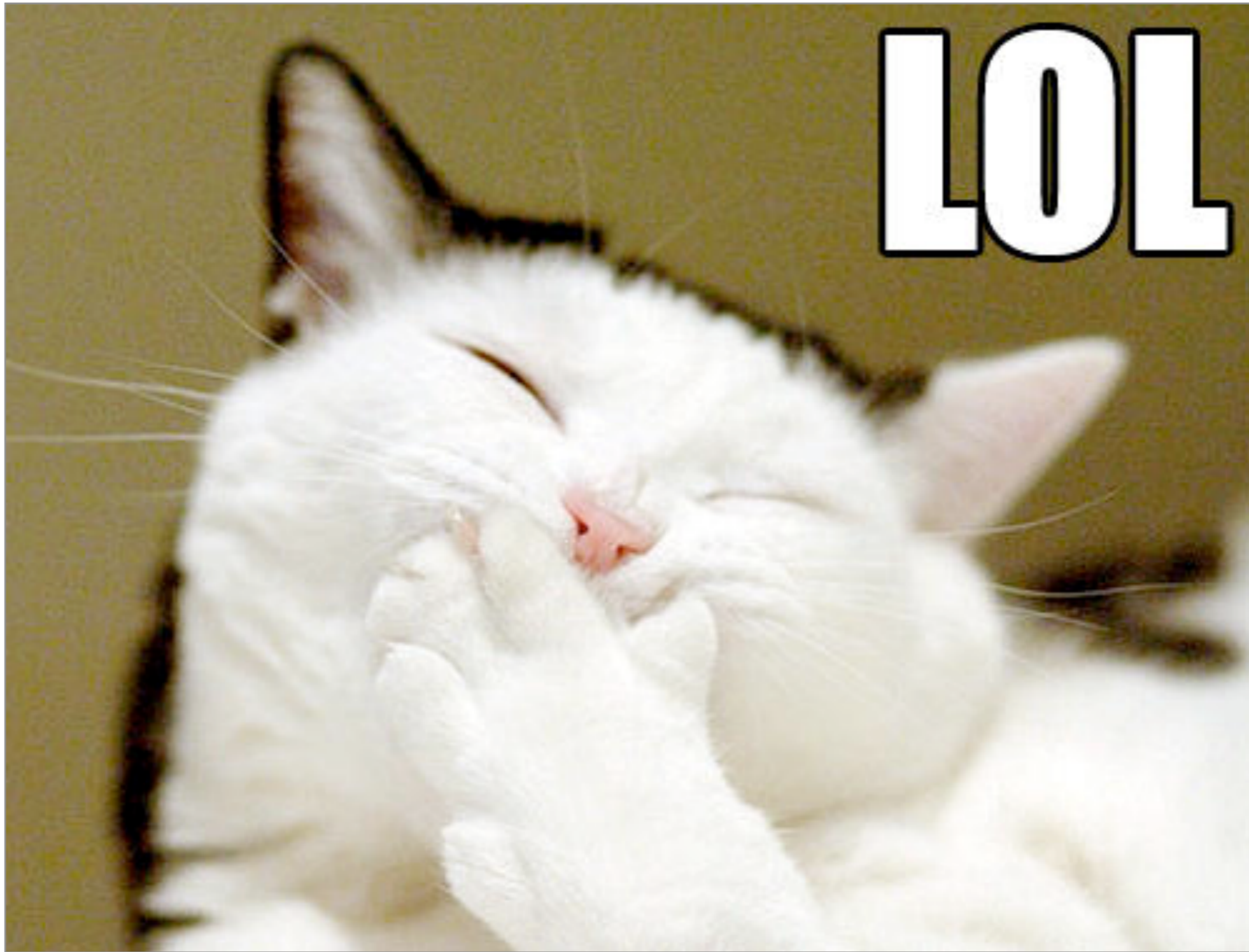


# times have changed

even by today's standards



This worked for like... 5-10 years depending on who you are.



Then things changed quickly. Now when you have a website with your cat, other people put words in her mouth. Who knew your cat was such a terrible speller?





### The Blogroll

- 1-The Mows Blog
- 4 Cats Ruffin It!
- 6 Cats
- A Dog and 2 Cats
- Adan
- And Then There Were Four
- Angle N Taz
- Angus
- Animal Family
- Arises

- Artsy Catsy
- Baby Mao
- Bailey Meow
- Bailliee Meows
- Beau & Angelica
- Beau's Blog
- Beau's Sunday Sermons
- Beezer
- Black-Cat
- Bonnie & Victor & Nina

- Boots
- Bounce, Lucy and Trixie
- Brandi
- Buzzerbee & Meep
- Calico Girls
- Camie's Kitties
- Castle
- \*Cat Blogosphere\*



44 46 16 pounds of sleek black and white feline glory. With an attitude. And opinions ... on everything.

### Sunday, June 07, 2009

Ok. So last night the Woman was sitting on the bed, using the giant TV there as a monitor, while she sort of kinda worked for a while. I sat on the bed and watched a little bit, and let me tell you what she was writing was kind of embarrassing because truly, I had no idea she knew some of those words.

Then she realized it was midnight and she better go to bed, so she turned the monitor part off and left the TV part on, and went to brush her teeth and ~~shoot up~~ take her meds, leaving me with the TV.

It was on that weird Look In My House channel, HGTV, and I didn't want to watch that, so I sat on the remote until something interesting came on. I mean, I had no idea what I was looking at, but it was certainly different. And then the Woman came back in and saw me sitting on the bed, staring at the TV with my head cocked off to one side, and she asked, "what is so freaking interesting, Max?" And I answered her, I said "These Woman are playing with this THING and I'm pretty sure I've seen one before



We're writing a book! Again! Join in on the fun!

[The Woman](#)

[The Man](#)

[Buddah Pest](#)

[Cat Blogosphere](#)

[My Books](#)

437,961



Now if your cat has a website, your cat has a blog.





# Look at this cat!

[\[PREV\]](#) [\[NEXT\]](#) [\[RANDOM\]](#) [\[PERMALINK\]](#) [\[ALL CATS\]](#)

**Cat 4 - Big Delicious looks down**

Submitted by **Josh Millard**



This is a great cat!

This is the greatest cat!

**Cat protip: look at it.**

[Submit a cat](#) [About L.A.T.C.](#)



Or your cat has gone social. You can let other people rate your cat, submit their own cat, look at a random cat



**catster**  
Here hitty kitty

[LOG IN](#)

[Add a Cat](#) | [My Account](#) | [Breed Info](#) | [Cat Manual](#) | [Answers](#) | [Local](#) | [Blogs](#) | [Forums](#) | [Groups](#) | [Gifts](#) | [Adoption](#) | [More ▾](#)

Enter Search Terms  Search Catster  [More Search Options ▾](#)

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**breed resources.**

- [Cat breed info: 60+ breeds](#)
- [QUIZ: Which celebrity is your cat?](#)

**health & care.**

- [Cat and kitten Q&A](#)
- [Vet advice on cats](#)
- [Cat owner's manual](#)

**Find a cat.**

- [Adopt a cat or kitten](#)
- [Find a member cat](#)
- [Cats, cats, cats!](#)

FEATURED PARTNERS



---

**got a favorite cat breed?**

Enter Breed Name   [\[ see all cat breeds \]](#)

**ADOPTION CENTER**

**June is Adopt a Cat Month**

It's *Adopt a Cat Month*, so it's high time to either adopt a kitty yourself or encourage friends to do so.

[Get the low-down today >>](#)

[←](#) [||](#) [→](#)

**TAKE THE POLL**

**Summer trip, anyone? Tell us about your summer vacation this year. Are you...**

- Taking your cat along
- Using boarding/petsitting
- Having a friend help out
- No vacation this year
- Other (Leave a comment)

[\[cat poll results | add comment\]](#)

**LOG IN**

Email  Password

AUTO LOGIN | [Forgot Password?](#)

[Join Now >>](#)

**Love Cats?**

Catster.com is your one-stop resource for cat and kitten information. We have adorable profiles of kittens and cats with [photos](#), [videos](#) and [diaries](#). See info on over [60 cat breeds](#).

**Have A Cat?**

Create your [cat's own personal webpage](#). Get [cat health and care answers](#), a [cat owner's guide](#), [blogs](#) with pet news and expert [veterinarian advice](#), [cat forums](#) and [groups](#). Find a [vet](#), [park](#), [shelter](#) or [rescue](#) near you.

**Want A Cat?**

[Discover ideal cat breeds](#) or see [kittens](#) and [cats you can adopt](#).

---

**Total cats on Catster: 191,537**

Cats added yesterday: 105

Cats added so far today: 26

[Adopt a cat](#): 1,123 need homes

---

**Vacation Time?**

Traveling, cat-sitting, or just looking for convenience? Try the pre-filled KatKit® for the no-mess, disposable cat litter solution. [Get a coupon at CatsPride.com](#) or [JonnyCat.com](#) today.

**CAT OF THE DAY** [\[past winners\]](#)



**JEWEL**

Female, 14 yrs

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**CAT OF THE WEEK** [\[past winners\]](#)



There are social networks for cats!





< ? >



Which is better?

Not taking crap from anybody and having no bad consequences

or

Finding patterns in your ceiling



This isn't a case of "which is better" exactly, but just that we can get computers to do some of the grunt work of presenting and maintaining content on the web. Neat. Using wordpress to run a website, for example, makes running that website easier \*even if you have no dynamic content at all\*!



Content is king. That's what everyone tells us.





# your library website



- calendar
- links to databases
- links page
- program info
- "about us" w/ hours/directions
- contact info
- library history?
- catalog? blog?

 Simple Prisms	 Solid Columns	 Sheaths	 Scrolls on Plates	 Triangular Forms
 Hexagonal Plates	 Hollow Columns	 Cups	 Columns on Plates	 12-branched Stars
 Stellar Plates	 Bullet Rosettes	 Capped Columns	 Split Plates & Stars	 Radiating Plates
 Sectored Plates	 Isolated Bullets	 Multiply Capped Columns	 Skeletal Forms	 Radiating Dendrites
 Simple Stars	 Simple Needles	 Capped Bullets	 Twin Columns	 Irregulars
 Stellar Dendrites	 Needle Clusters	 Double Plates	 Arrowhead Twins	 Rimed
 Ferritic Stellar Dendrites	 Crossed Needles	 Hollow Plates	 Crossed Plates	 Graupel



But really we're not all special snowflakes. Right?



# Static vs. Dynamic

**content**

(the C in CMS)

## Static Website



Server



Client/Browser

## Dynamic Website



Server



Database(s)



Client/Browser



sorry about the techie graphic but the basic question is are the pages on your website generated on the fly or are they fixed and you change them one at a time?





# behind the "cms" jargon

from the people who thought OPAC would catch on....

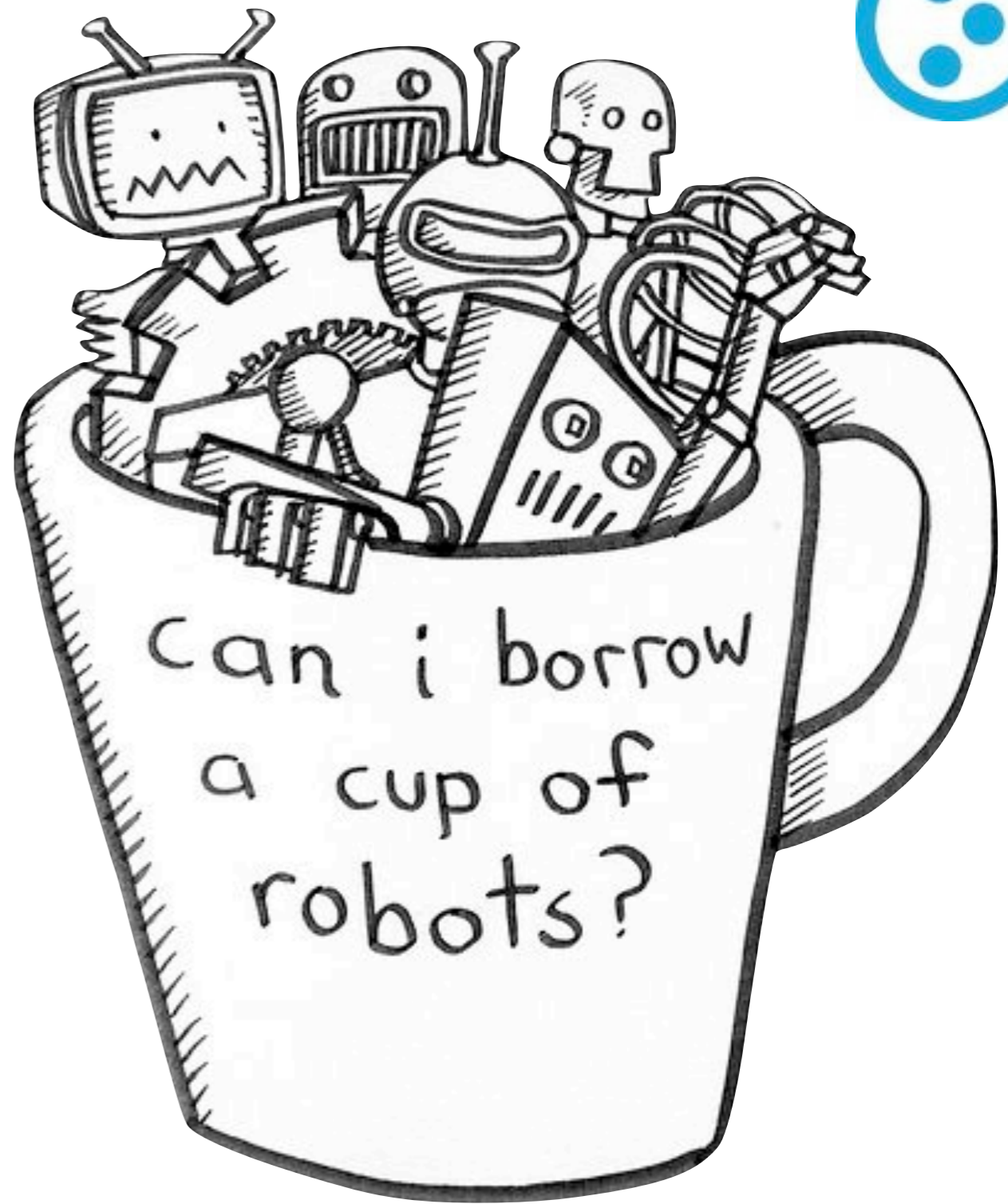


What exactly is a CMS, and how do we talk about it using normal words?



# CMS

- creation
- management
- distribution
- publishing
- discovery

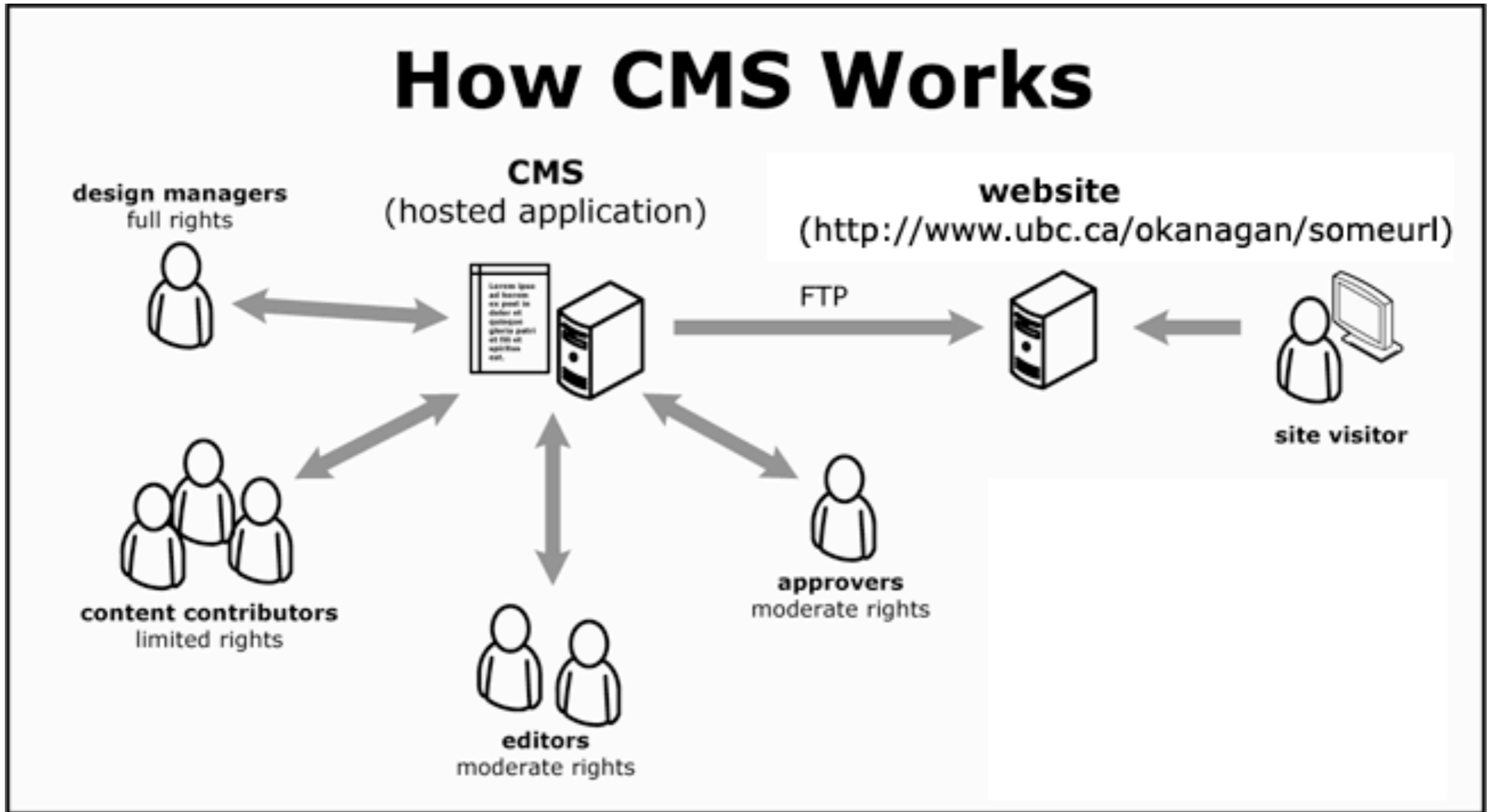


...of content





# How CMS Works



No they're not all on the web but the ones we're talking about are





# remember ftp?



remember ftp? forget it.



remember ftp? forget it.







# forget it!





# except for the install

## Detailed Instructions

### Step 1: Download and Extract

Download and unzip the WordPress package from <http://wordpress.org/download/>.

- If you will be uploading WordPress to a remote web server, download the WordPress package to your computer with your favorite web browser and unzip the package.
- If you have [shell](#) access to your web server, and are comfortable using console-based tools, you may wish to download WordPress directly to your [web server](#) using `wget` (or `lynx` or another console-based web browser) if you want to avoid [FTPing](#):

- `wget http://wordpress.org/latest.tar.gz`

- Then unzip the package using:

- `tar -xzvf latest.tar.gz`

The WordPress package will extract into a folder called `wordpress` in the same directory that you downloaded `latest.tar.gz`.

- If you do **not** have [shell](#) access to your web server, or you are not comfortable using console-based tools, you may wish to deploy WordPress directly to your [web server](#) using [ZipDeploy](#).



How I explain it to people is that once we get it installed, you don't need to touch it again (except for upgrades) :)



# which is avoidable



**LISHost** *Books, Bytes and Bandwidth*

Hosting Design Clients Order About Support Contact

*Librarian Web Hosting*  
Since 2002

**Include with every domain:**

- Urchin Web Statistics
- Password Protect Directories
- Custom Error Page Support
- Log File Access

And much **More...**

All for only just a little more than **\$10** per month!

**LISHost: low cost Web hosting and design for the entire library world.**

- Database design and programming, graphic design, custom web programming, we can do it all.

**Just a few of our hosted domains:**

- [Ricker Memorial Library](#)
- [In My Book](#)
- [Rutland Free Library](#)
- [Library Job Postings](#)
- [Public Library Association Blog](#)
- [Library Planet](#)
- [Lipstick Librarian](#)
- [Laughing Librarian](#)
- [The Shifted Librarian](#)

Privacy Policy | Legal | FAQ | Contact



LISHost offers decently priced packages for hosting and they'll do the software stuff.





# in many ways

page discussion view source history

## Non-profit Discount

### Billing / Rewards

DreamHost offers a FREE hosting plan to non-profit, charitable organizations registered in the United States. This discount applies to a single hosting plan per non-profit, hosted within only one account, for US-based 501(c)(3) organizations. Domain registrations (other than any included with the plan) are not eligible for any discounts.

#### New Customers

1. You will first need to fill out and submit the form at <https://dreamhost.com/signup/> to sign up for service with us. You must select the option to set up a hosting plan, and not just domain registrations.
2. When you get to the payment page, print it out. Be sure that your *DreamHost account number* is clearly indicated.
3. Please fax that page along with proof of your non-profit status to us at 714-990-2600.

#### Current Customers

1. Please fax your proof of non-profit status to 714-990-2600. Indicate your *DreamHost account number* on your cover letter.

#### Proving Non-Profit Status

Whether you are a new customer or a current customer, in order to prove your non-profit status we need to receive one crucial piece of documentation. This is an official United States IRS letter indicating tax exempt non-profit status under the appropriate sections of the tax code. This is often called a **501(c)(3) determination letter**.

**A 501(c)(3) determination letter is the only documentation that we will accept.** If you are a non-profit organization and do not have a determination letter, regardless of the reason, you will be denied free hosting.

Once the above information has been received we'll configure your account appropriately and you'll be happily hosting your non-profit selves, forever!

Categories: [Billing](#) | [DreamHost](#) | [Getting Started](#) | [Signing Up](#)



Dreamhost offers free accounts to folks with 501c3 status



# "One word: Databases"





*"[I]f your needs are straightforward  
(a hierarchical site that's less than 100 pages)  
and you're planning to hire a consultant,  
choose a great consultant and **use  
whichever CMS he or she is familiar  
with.**"*







Hiring a consultant? Great! But for now you have to make some choices to make.



# now how much would you pay?

---



- **themes**
- **calendars**
- **rss feeds**
- **blogs**
- **uploading images/files**



All these tools are free. Often people will get hung up on the wrong features....





# What's in a name?

- WordPress 🍴
- Joomla (جملة) 🍴
- Drupal (druppel)
- Plone



This stuff doesn't matter, but it's good to know. WordPress: suggested by a friend, formerly b2 cafelog. Joomla: English spelling of the Arabic word jumla (جملة) meaning "all together" or "as a whole" drupal: an English rendering of the Dutch word "druppel", which means "drop" band Plone, whose music is both simple and playful.

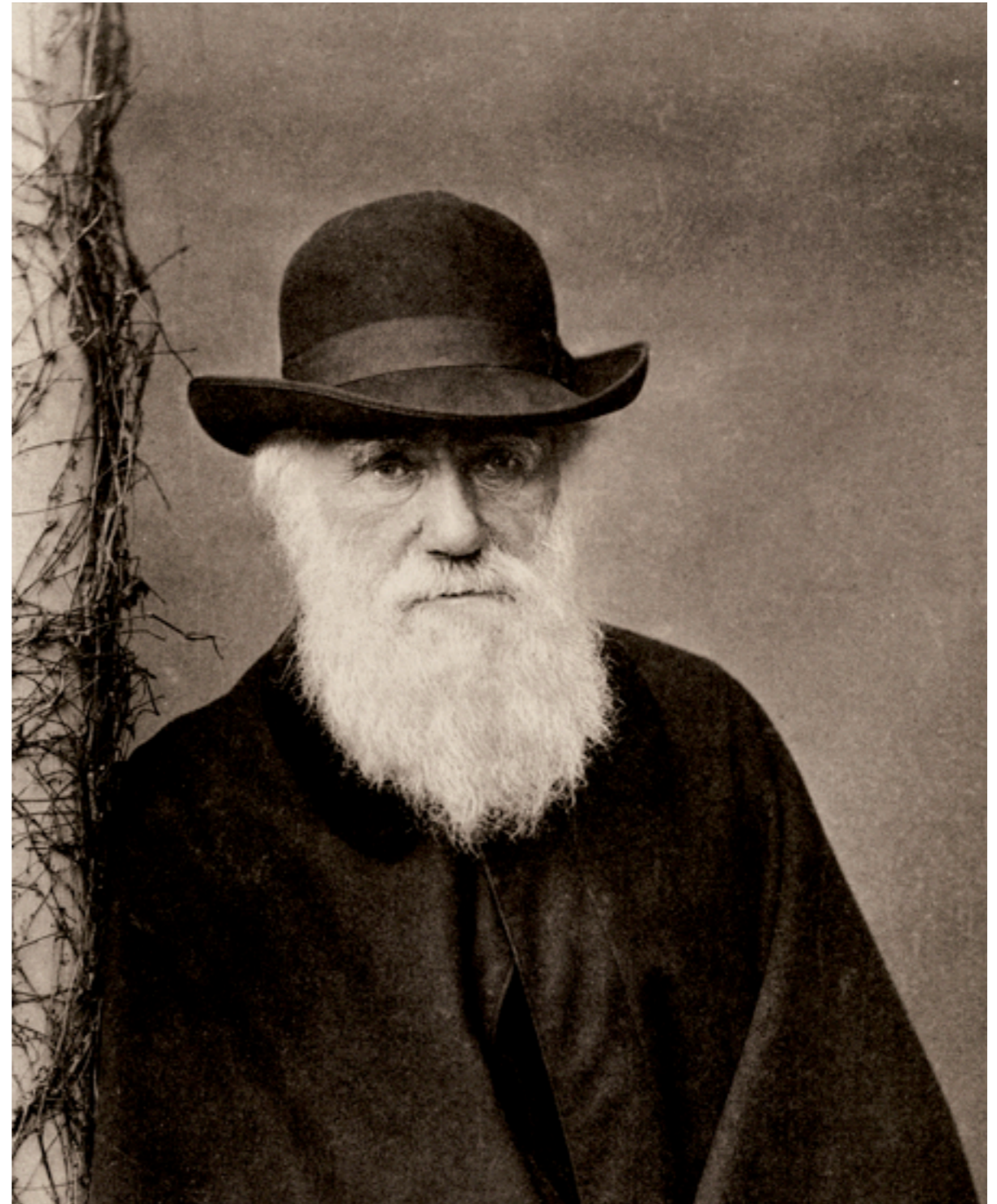




# where they came from

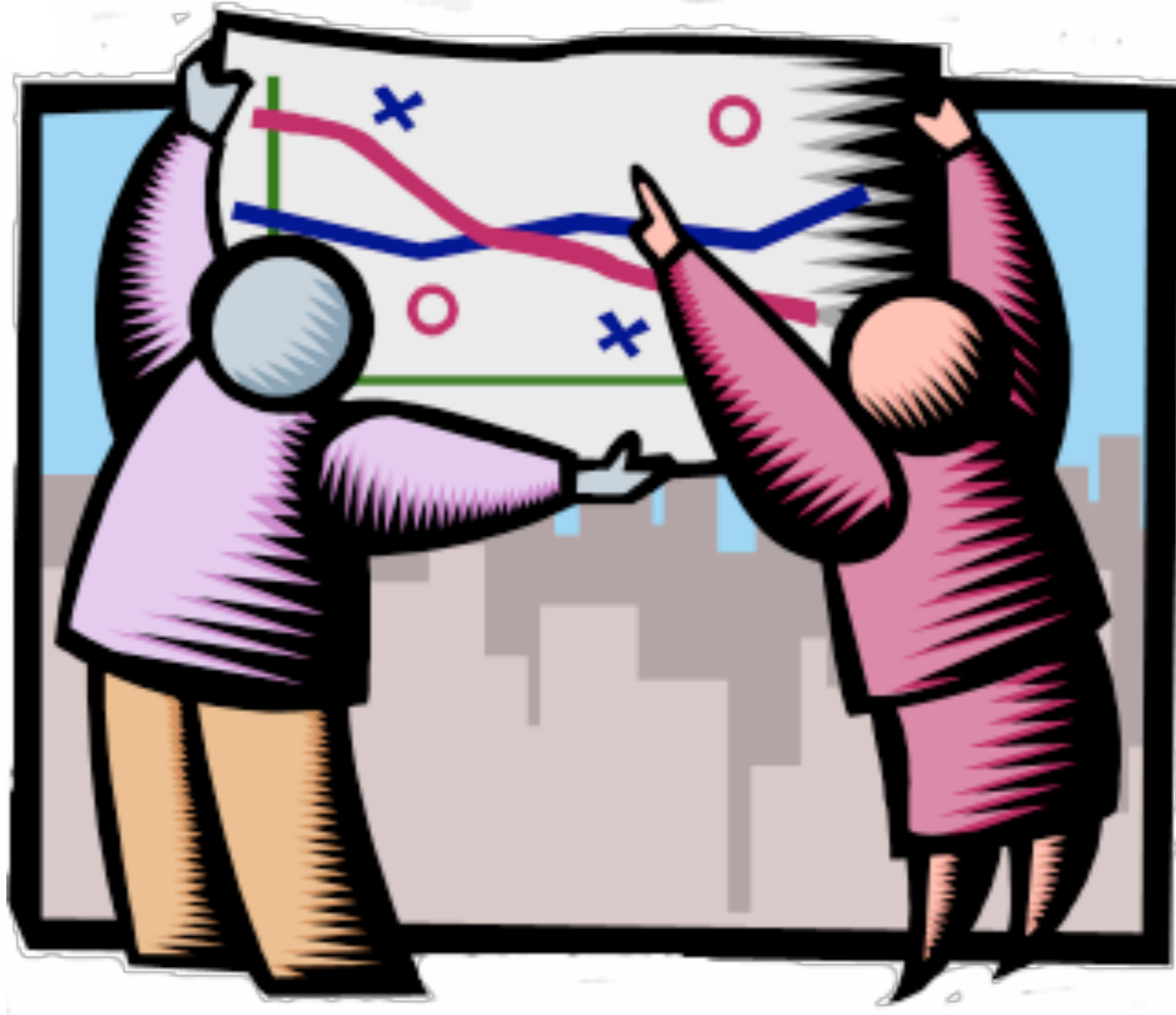
---

- Drupal was a message board
- Wordpress was a blogging tool
- Plone was a CMS built over Zope
- Joomla was Mambo





# some metrics





# ease of install

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- I. **Wordpress/Joomla**
- II. **Drupal**
- III. **Plone \***







# user communities

- ▶ **J:** "the most popular open source CMS currently available"
- ▶ **D:** "planet drupal aggregates drupal-related info from 315 sources"
- ▶ **P:** "one of the top 2% of open source projects worldwide."
- ▶ **W:** Probably the only one most people have used





# your library cares why?

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- ▶ **J: Strong library-oriented community run by librarians.**
- ▶ **D: Many high profile websites using it.**
- ▶ **P: Fundable implementations.**
- ▶ **W: Easiest DIY setup and a few nice group implementations.**





# some examples

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**please go out and be awesome**





**please go out and be awesome**

**thank you!!!**

