

## What is a Web CMS?

A Web Content Management System (WCM, WCMS or Web CMS) is content management system (CMS) software, implemented as a Web application, for **creating and managing HTML content**. It is used to manage and control a dynamic collection of Web material (HTML documents, their associated images and other forms of media). A WCMS facilitates content creation, content control, editing, and essential Web maintenance functions.

The software provides authoring (and other) tools designed to allow users with little knowledge of programming languages or markup languages to create and manage content with relative ease. Administration is typically done through browser-based interfaces.

Unlike Web-site builders, **a WCMS allows non-technical users to make changes to a website with little training**. A WCMS typically requires an experienced coder to set up and add features, but is primarily a Web-site maintenance tool for non-technical administrators. Once content is separated from the visual presentation of a site, it usually becomes much easier and quicker to edit and manipulate. Most WCMS software includes WYSIWYG editing tools allowing non-technical individuals to create and edit content.

Most WCMS software includes plug-ins or modules that can be easily installed to **extend an existing site's functionality**.

Active WCMS software usually receives regular updates that include new feature sets and keep the system up to current web standards.

A Web CMS also handles workflow management and delegation:

### Workflow management

Workflow is the process of creating cycles of sequential and parallel tasks that must be accomplished in the CMS. For example, a content creator can submit a story, but it is not published until the copy editor cleans it up and the editor-in-chief approves it.

### Delegation

Some CMS software allows for various user groups to have limited privileges over specific content on the website, spreading out the responsibility of content management.

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