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# The Content Management Handbook

Martin White

Information professionals will increasingly play an important role in developing content management strategies and managing intranets and websites, using their professional skills in carrying out information audits, identifying the information needs of users, and developing information architectures and metadata schemes.

This essential book provides step-by-step guidance on how to develop a content management strategy, sets out the elements of a content management system and provides advice on the specification, selection, implementation and management of content management software. Key areas covered are:

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- creating an information-enabled organization
- content management functionality
- information architecture and metadata
- developing a content management strategy
- technology options and costs
- making the business case
- the CMS business
- managing the project
- writing a statement of requirements
- the selection process
- implementation
- content migration.
- resources

This practical handbook takes advantage of the author's extensive consulting experience in supporting CMS implementations in a wide range of organizations in the UK, Europe and the USA, including government agencies, charities and multinational businesses. It is of great value to information staff at all levels who are involved in the process of using a CMS to support the development of websites and intranets.

**Martin White** BSc FCLIP FRSA is Managing Director of Intranet Focus Ltd ([www.intranetfocus.com](http://www.intranetfocus.com)) which he founded in 1999. He is a Visiting Professor in the Department of Information Studies, University of Sheffield, a member of the Advisory Board of the CMS Evaluation Laboratory at the iSchool, University of Washington, USA and has been Chairman of the Online Information Conference, London, since 1999.

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