

# Advanced Web Design

Content Management Solution - Drupal 4.6

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<http://www.advancedwebdesign.com>

<http://www.drupal.org>



# Introduction

Advanced Web Design is pleased to present Drupal as a complete content management system for your website. Drupal is an open-source solution based on PHP programming with a MySQL database back end. Because it is free to the community through the GNU Public License, we are able to develop a robust website at a fraction of the cost of most proprietary systems.

We whole-heartedly recommend Drupal as the best all-around content management system for power, flexibility and ease of use. While it is classified as “portal” website framework, it can be configured to power your small business, informational, e-commerce, gallery or intranet website. Contact us for an exact quote based on your requirements.

**Advanced Web Design**  
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\* Denotes an upgrade feature. Not available with the core installation.

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## Content Management with Drupal

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### **Content Management**

#### **Page Creation**

Adding content is the biggest challenge webmasters face. With Drupal, a user with permissions (See User Capabilities) can create a new web page through a simple form. Just enter the title and fill in the body text and click submit. The page is created, stored in the database and a link to the page is automatically inserted in to the navigation menu. Based on how the website is configured and other features that may have been added, other entries and selections may be available.

#### **News Story Management**

Adding a news story is just as easy as adding a page. By default the news stories are displayed on the front page, but this is an option that can be changed. When the story is created, a teaser is displayed on the news page with an option to read more. When the visitor clicks read more, they are taken to the full-length article.

#### **Menu Management**

Items can be added, deleted or moved within the menu system through the menu administration area. A user with permissions can create an unlimited number of menus, submenus and menu items. With the Drupal taxonomy system (see Category Management below), menus can be generated based on categories and be split into separate navigation blocks.

#### **Category Management**

The taxonomy system allows for a great deal of flexibility in a Drupal website. Users with permissions can administer an unlimited number of categories and subcategories. Categories can be limited to certain content types and/or certain content types can be required to belong to a category. Each category can be made public, private or accessible by subscription (see E-commerce). Categories can also be split off into customized menus.

#### **Poll & Survey Creation**

Users with permissions can create an unlimited number of polls and surveys on the fly. A poll is a simple multiple-choice selection. A survey has different types of input such as multiple choice, dropdown selection or checkbox selections. Both polls and surveys can be public or private.

#### **Forum Management**

A discussion forum is a great way to get users involved in your website. Users with permissions can create and manage forums and sub-forums. Forums can be public or private. Discussion may also be limited to certain users. Managing a forum can be a headache, but Drupal has tools available to prevent forum abuse (See Security Features).

#### **Comments System**

All pages, stories and other content may or may not have the ability to have comments posted to them. This is an option that can be configured into the system and/or chosen when the content is created. The website owner can set which users have permissions to post comments. Comments can be public or private. A comment can also be an update to an article, a testimonial or product review.

#### **Syndication with RSS Feeds**

RSS is a family of XML file formats for web syndication used by news websites and weblogs. They are used to provide items containing short descriptions of web content together with a link to the full version of the content. This information is delivered as an XML file called RSS feed. Drupal automatically generates RSS feeds that other webmasters can subscribe to.

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### **WYSIWYG Editing** *(Upgrade)*

When creating content, a user with permissions has the option to enable an editing toolbar, which allows them to format text, insert images and create links. The author can define headings and paragraphs, which will then be styled according to the web site theme. All URLs or web addresses (<http://www.whatever.com>) are automatically turned into links.

### **Custom Page Types** *(Upgrade)*

The same easy page creation system can be used to create other types of content. A basic page can be extended by adding data elements to it. For example, a page may have data fields added to it to transform it into a company profile. Or an image can be added with fields to it to include the artist's name and bio. This is a powerful feature that allows customized content for different industries.

### **File Uploads & Downloads** *(Upgrade)*

Users with permissions can upload files through Drupal, which may be attached to pages and in turn, downloaded by visitors. Optionally, downloads can be made available to subscribers or through a purchase (see E-commerce).

### **Website Map** *(Upgrade)*

A website map can be automatically generated from all content and categories. It may or may not be displayed publicly in the menu system. A site map also assists search engines (see SEO Tools).

### **Image Galleries & Photo Albums** *(Upgrade)*

Images can be uploaded into one or more image galleries. A user with permissions may own and edit their own gallery. Galleries may be public or private. Images may also be converted into products for sale (See E-commerce).

### **Recipes** *(Upgrade)*

A special content type allows users with permissions to create and share recipes. Useful for a food related site. Recipes can be categorized within the Drupal taxonomy system (see Category Management). Recipes may be public or private.

### **Stock Quotes** *(Upgrade)*

Users may access stock quotes from Yahoo!

## User Capabilities

### **Role Based Permissions**

A user could be the website owner, company employee, member of a group or a visitor who registers at the website. Users in turn, belong to roles. Those roles can then be granted or denied permissions to access content or perform tasks (eg. add a page). For example, anonymous users can view content, but only registered users may post comments, while only website administrators may edit a page. Users can also pay to subscribe to a role (See E-commerce). An unlimited number of roles can be created with different permissions for each.

### **User Registration**

Users may register themselves (See Security Features) or public registration may be turned off and the website owner can register users manually. Users are placed in a default role. The website owner or another high-level user can assign them to a higher role manually. Alternatively, a user can subscribe to a particular role (see E-commerce).

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### **User Profiles**

Users with permissions can maintain a public or private profile. Profiles can be configured to include information such as name, address, URL, hobbies, etc. This information may or may not be required upon registration. A user profile could be a member profile or an employee profile as well.

### **User Blogs**

A blog is a personal web page to which a user can post content. The blog will keep an archived list of teasers. Visitors can click to read more. With Drupal, users with permissions can own and post to their own blogs. Blogs can be public or private.

### **Personal Contact Forms**

Each user may enable a contact form by which other users can send them an email message.

### **User Tracking of Content**

Users can subscribe to certain pages, forum threads, etc. and be notified of updates via email.

### **Terms & Conditions** (*Upgrade*)

User can be required to agree to terms and conditions upon registration. Useful on forum based websites or those that will have a lot of users posting content.

### **User Profile Directory** (*Upgrade*)

User profiles can be organized in a directory. The directory can be public or private. Could be configured as a member or employee directory.

### **Smilies & Avatars** (*Upgrade*)

User can post comments with smilies or upload avatars (pictures) to appear in their posts.

## Security Features

### **Private Pages & Categories**

Pages, contact lists (See Contact Management), categories, etc. can be made private to be accessed by the website owner or members of the organization. Access to private areas may also be granted by subscription (see E-commerce).

### **Email Check at Registration**

When users are allowed to register themselves, a random password will be sent to the email address provided for verification of that email address.

### **Captcha Secured User Registration** (*Upgrade*)

This feature will display those “squiggly letters”, which the user must enter upon registration. This prevents automatic registration by non-humans.

### **Spam & Troll Protection** (*Upgrade*)

Comments can be limited as to how many links may be included in the post thereby removing the incentive for comment spam. The website can also be configured to add rel=“nofollow” tags to the links in comments, which further diminishes the desire to post spam. Users may be tracked by IP so that trolls (trouble makers) may be completely banned from the website.

### **Word Filter** (*Upgrade*)

This feature provides a filter to search for and delete or replace naughty language. The filter requires some configuration of the banned word list.

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### Community Collaboration

#### **Book Collaboration**

Allows users with permissions to collaboratively edit a book. A book could be a manual, business proposal, etc.

#### **Content Moderation**

Certain users can have the ability to approve content including comments, forum posts and pages, which have been submitted by other users. For example, an employee submits an article, but an editor must approve it before it is displayed to the public.

#### **Private Messaging** *(Upgrade)*

Allows users with permissions to send each other private messages.

#### **Project Tracking** *(Upgrade)*

This feature enables teams of users to track outstanding issues that need resolution. It provides e-mail notifications to team members about updates to issues. Similar to many issue tracking systems.

#### **Chat** *(Upgrade)*

Allows users with permissions to chat in an HTML interface.

### Search Engine Optimization Tools

#### **Custom File Path Names**

An entry can be added to the page creation form to allow a user to specify a custom page name, for example “fuzzy-blue-widgets.html”. This allows for more search engine friendly paths and keyword targeted page names.

#### **Custom Keywords** *(Upgrade)*

An entry can be added to the page creation form to allow a user to specify key words that will appear in the meta tags. Good keywords within the meta tags will assist the search engines in indexing your website accurately.

### Contact Management

#### **Feedback Forms**

One or more feedback forms can be created to allow visitors to contact the website owner or other user with permissions.

#### **User Buddy Lists** *(Upgrade)*

Users with permissions can maintain buddy lists to keep track of users’ blogs. Buddy lists are private.

#### **Contact List** *(Upgrade)*

Users with permissions can own and maintain one or more contact lists. Contact lists are private.

#### **Guest Book** *(Upgrade)*

Allows a visitor to sign a guest book.

#### **Newsletters** *(Upgrade)*

The website owner or other user with permissions can send an email newsletter to registered users.

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### Website Information

#### **Full Website Search**

Visitors can search the web site.

#### **Access Statistics**

Access statistics are logged and can be viewed by users with permissions. Statistics can be filtered to not log certain users such as the website owner.

#### **Expanded Search** *(Upgrade)*

This is an optional search tool that allows visitors to search with operands and quotes. An advanced search page allows searching by user or date, within a category or search within results.

#### **Website Bookmarks** *(Upgrade)*

Allows users with permission to bookmark content for easy future reference.

#### **Glossary** *(Upgrade)*

The glossary feature scans content for glossary terms set up by the website owner or other user with permissions. Any glossary terms are then turned into an indicator depending on the site settings. By hovering or clicking the indicator, users may learn the definition of that term.

#### **Hall of Fame** *(Upgrade)*

Displays a summary of site statistics for public view.

### Advertising Tools

#### **Google AdSense Support** *(Upgrade)*

Displaying AdSense Ads on your website allows some revenue to be earned from visitors. Drupal provides support for displaying AdSense ads within the website theme.

#### **Amazon Tools** *(Upgrade)*

This feature creates two new content types to feature Amazon products through a Drupal website. A block can be added that displays a random item linked to the Amazon detail page for the item. The module includes a drop-in search engine for Amazon.com's bookstore. The search returns a minimally formatted list of books, including the image Amazon.com provides, the list and Amazon.com prices, a purchase link and each author's name links to an Amazon search for more books by that same author.

#### **Banner Ads** *(Upgrade)*

Users with permissions, even the advertisers themselves, can upload and manage either banner or button advertisements. These ads can be displayed across the top of the website or down the sides. Ads are rotated randomly, by priority or according to category. Daily and/or weekly statistics are automatically sent to the advertiser as well as renewal notices. The website can be enabled to handle the ad subscription (see E-commerce below).

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### Ecommerce

#### **Website Subscription** (*Upgrade*)

When a user purchases a subscription to the website they are granted permissions that allow access to certain areas of the website, ability to upload and manage banner ads, etc. Subscriptions can be daily, monthly, yearly or unlimited. A notification can be sent to the subscriber when the subscription is about to expire.

#### **Products** (*Upgrade*)

The addition of a product is as easy as uploading the product image and filling in the description and price. The system is ideal for a small number of products. Features include the ability to:

- Sell products or collections of various products as a single item
- Manage inventory
- The system can use PayPal, authorize.net, C.O.D or you can roll your own.
- Generate Invoices and shipping notifications
- Customize the shopping cart and product 'look and feel'
- View transaction reports and sales summaries
- View transaction and payment workflow
- Allow customers to review their order history
- Dynamically adjust item prices for a given group of users
- Run an auction site with the contributed auction module

#### **File Downloads** (*Upgrade*)

A user can purchase a file download. This could be music, text, an image, etc.

#### **Donations** (*Upgrade*)

Donations can be accepted through the website.

### Events

#### **Events Listing** (*Upgrade*)

Users can create events, which are stored and displayed to users.

#### **Event Invitations** (*Upgrade*)

When an event is created, a notification can be sent to a list of people. Invitees can then RSVP or volunteer for the event.

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### For More Information

#### Drupal Web Site

<http://drupal.org> - The Drupal web site includes news, information and technical references for the core project and contributed modules. Customer support is available from the forums.

#### Drupal Theme Garden

<http://themes.drupal.org> - Try out some Drupal themes at the Drupal Theme Garden. Not all themes are available for download, although they are a source of inspiration.

#### Drupal Review

<http://www.advancedwebdesign.com/cms-review-drupal.html> - We have prepared an article discussing some advantages and drawbacks of using Drupal to power your website.

#### OpensourceCMS

<http://www.opensourcecms.com> - This website provides information on various content management systems with live demos to try. Drupal can be found under the "Portal" category.

## Drupal System Requirements

### Basic Requirements

Drupal requires a web server, PHP4 (4.3.3 or greater) or PHP5 (<http://www.php.net/>) and either MySQL (<http://www.mysql.com/>) or PostgreSQL (<http://www.postgresql.org/>).

The Apache web server and MySQL database are strongly recommended; other web server and database combinations such as IIS and PostgreSQL are possible but tested to a lesser extent.

### Optional Requirements

To use XML-based services such as the Blogger API, Jabber, RSS syndication, you will need PHP's XML extension. This extension is enabled by default in standard PHP4 installations.- if you want support for clean URLs, you'll need mod\_rewrite and the ability to use local .htaccess files.

More information can be found in the Drupal handbook on [drupal.org](http://drupal.org).

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```

Also add information on how to contact you by electronic and paper mail.

If the program is interactive, make it output a short notice like this when it starts in an interactive mode:

```
Gnomovision version 69, Copyright (C) year name of author
Gnomovision comes with ABSOLUTELY NO WARRANTY; for
details type `show w'. This is free software, and you are
welcome to redistribute it under certain conditions; type
`show c' for details.
```

The hypothetical commands `show w' and `show c' should show the appropriate parts of the General Public License. Of course, the commands you use may be called something other than `show w' and `show c'; they could even be mouse-clicks or menu items--whatever suits your program.

You should also get your employer (if you work as a programmer) or your school, if any, to sign a "copyright disclaimer" for the program, if necessary. Here is a sample; alter the names:

```
Yoyodyne, Inc., hereby disclaims all copyright interest
in the program `Gnomovision' (which makes passes at
compilers) written by James Hacker.
```

```
<signature of Ty Coon>, 1 April 1989
Ty Coon, President of Vice
```

This General Public License does not permit incorporating your program into proprietary programs. If your program is a subroutine library, you may consider it more useful to permit linking proprietary applications with the library. If this is what you want to do, use the GNU Library General Public License instead of this License.