

***Fast Track your Joomla! CMS Site with these Options:***



Learn to use Joomla!  
- An Easy Guide

[Click here](#)



Get your new business  
online even quicker !

[Click here](#)



Hosting • Domains  
Autoresponders  
and more...

[Click here](#)

# Understanding The Logic of CMS



**Content****M**anagement**S**ystems

**and why it's the Right Choice for  
99% of Web Sites**

**Sponsored by  
John Delavera  
[TurboMembership.com](http://TurboMembership.com)**

**A Special Report Written by  
John Ridgway  
[www.UseJoomla.com](http://www.UseJoomla.com)**

**John A Ridgway © 2007**  
**Grand Mistral Ltd ®**  
**www.UseJoomla.com**  
[UseJoomla@gmail.com](mailto:UseJoomla@gmail.com)

## **Legal Notice**

### **ALL RIGHTS RESERVED.**

No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

### **DISCLAIMER AND/OR LEGAL NOTICES:**

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his sponsor, affiliates, partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental. All products or service mentioned are registered trademarks or trades marks of their respective companies.

# Congratulations !

You have been granted with Master Resale Rights for the Report "How to Use Joomla!" and this BONUS report!

Please read the terms below and [CLICK HERE](#) TO REGISTER YOUR LICENCE in order to receive the sales letter you need for reselling these two reports to your customers. N.B. – If you have already registered the Report, "How to Use Joomla!", you do not need to register again !

## Terms of your Master Resale License

(N.B. Report refers to the Main Report and this Bonus Report - read on)

Your license is subject to the following terms:

1. You don't own copyright to this report.
2. This Report (The Logic of Joomla! Exposed) is a BONUS Report Accompanying the main Report (How to Use Joomla!) **This Report is therefore part of a Report bundle. It cannot be distributed separately, It MUST remain part of the main Report bundle (How to Use Joomla!)**  
Suggested Retail Price for the report bundle: \$27.00. You are not forced to comply with the "Suggested Retail Price" (SRP), however we set a standard selling price and kindly ask you to adopt this price (or more). This helps to maintain the value of this report for the benefit of all customers.
3. You can sell this report with resale rights to your customers under the conditions described in your license. Your customers have the same rights as yours. However, you must NOT distribute the sales page of this report. The sales page must be distributed only when resellers register their license by using the link above. **Read on.**
4. You CANNOT give away this report and/or the sales letter and/or images.
5. You CANNOT sell the report in auction sites, like eBay.com®, etc.
6. You CAN add the report to a PAID membership site, but again: DO NOT DELIVER the sales page. ALL RESELLERS need to register their license first. Deliver ONLY this PDF file.

7. You CAN add the report as a Bonus to any product of YOURS. A product for which you acquired any kind of resale or private label rights is not considered as “your” product.
8. You may offer an affiliate program for the report if you wish.
9. You CANNOT package the report with any other product/s. Here is the difference between “offering a product as a Bonus” and “packaging” the product: You offer the product as a Bonus to a product of yours. Customers pay for your product and also get the Bonus. In packages, you offer a collection and sell everything for 1 price. Thus, you cannot add the reports to “package collections.”
10. You may not change or edit the sales letter of the reports.
11. You may NOT market the report in any immoral, illegal or unethical manner, including sending UCE unsolicited commercial email, also known as SPAM.
12. You must setup the report on your own server for processing the orders and delivering it to your customers.
13. Again, this Bonus report cannot be distributed separately.

You can report all abuses to: [grandmistr@l@gmail.com](mailto:grandmistr@l@gmail.com)

If you are unsure of any of the above, then

## **DO NOT ASSUME ANYTHING**

Email the [HelpDesk](#) for support

## **How to Register Your License**

If you have not already registered your license via the links in the main report “How to Use Joomla!”, then use the same link on page 4 of this report.

You will also stay informed about all updates regarding these reports since **Joomla!** is an ever-growing software, thus the reports will be updated too with all the hot trends on how to use this powerful system.

## **Table of Contents**

1. Introduction
2. The Critical IMPORTANCE of Separation
3. The Parts
  - Control
  - Database (Storage of Content)
  - The Engine (CMB – Components Modules and Bots)
  - Templates
  - Content flow
  - Stitched together in a Picture
4. More Separation - Your Visitors and Users
5. The Web Master's Delight
6. Put it all in Top Gear
7. Why Joomla! and not something else...
8. An Index of Resources

## Section 1

## Introduction

### Using Joomla! as your Ultimate ToolBox for the Internet

For a new person, one of the most confusing AND most critical parts of Internet Marketing, is creating a Web Site with the necessary Technologies and Tools.

Starting with the wrong tools and concepts is a major mistake and can easily have a dramatic effect on your ability to succeed.

I would go as far to say that a flawed approach to this part of your new business will be the biggest reason why you may never make any money and actually be eventually defeated.

The Ultimate strategy of a new business is to apply your strengths and abilities wisely, backed by great personal discipline. This requires you to outsource any task that requires skills, knowledge and experience you do not currently have and that you cannot acquire *EASILY*.

This mini-report is going to graphically explain in a very easy-to-understand manner WHY choosing a CMS web site builder called



starts you on the RIGHT foot AND gives you flexibility and a great number of INTEGRATED tools. And most importantly, you don't have to outsource it, you can create a Joomla! Website very quickly by going [here](#)

Let's now look at why a CMS like Joomla! is the right choice:

### Technology Definitions:

**CMS** - *Content Management System* - Software that is specifically designed to handle huge amounts of data... articles, news items, pictures, video, audio (such as a Newspaper site)

**Dynamic** - *A "super" process that assembles and creates on the fly*

**Joomla!** - *An advanced Software program which is Dynamic and a CMS... And Open Source and Free for you to use.*

## Section 2

### The Critical IMPORTANCE of Separation



With Joomla!... The Content and the “Appearance” of your Web Site are

## Separate

Unlike static pages and many other website builders, you have this *marvelous* ability to change your appearance styles on ONE page (called a *template*), and it immediately changes your whole site, *even if there are thousands of pages* !

That ONE Template page may look like this:

```
<body id="page_bg">
<a name="up" id="up"></a>
<div id="center">
  <div id="main_bg">
    <div id="content_bg">
      <div id="header">
        <div id="newflash">
          <div><?php mosLoadModules( 'top', -1); ?></div>
        </div>
      </div>
      <div id="topmenu"><?php mosLoadModules( 'user3', -1); ?></div>
      <div id="content">
        <div class="padding">
          <?php mosPathWay(); ?>
          <?php if (mosCountModules('user1')) { ?>
            <div class="highlight"><?php mosLoadModules( 'user1', 2); ?
          ></div>
          <?php } ?>
          <?php mosMainBody(); ?>
        </div>
      </div>
      <div id="navigation">
        <div class="padding">
          <?php mosLoadModules( 'left', -2); ?>
          <?php mosLoadModules( 'user4', -2); ?>
          <?php mosLoadModules( 'user2', -2); ?>
          <?php mosLoadModules( 'right', -2); ?>
        </div>
      </div>
      <div id="footer"><?php mosLoadModules( 'footer', -2); ?></div>
    </div>
  </div>
</div>
</body>
```



If this doesn't make much sense to you, don't be concerned, just understand the logic - this ONE page is telling a whole site of maybe thousands of pages just how their *positioning* and *layout* will appear to the visitor...

Aided by a second page, the css file which is "connected" to the page above. Here's a small excerpt of a css file:

```
td,tr,p,div {  
    font-family: Arial, Helvetica, sans-serif;  
    font-size: 10pt;  
    line-height: 13pt;  
    color: #333333;
```

This tells whole sections (paragraphs, table cells etc) how to behave on your website. Change one style (10pt font size to 11pt) in the above example, and it's immediately reflected throughout your whole site.

Granted, you need some skills to do this, but it demonstrates to you that fixing the appearance on static pages which then has to be changed on each and every page is *so outdated*, and what's more, the above changes can be learned pretty quickly.

Joomla! has literally hundreds of free templates available for you to use.

And if you need to redesign the site at a later date... Move the main body section around, dump the side menus for more main body space and make a top horizontal menu ? ... Just change one file, configure Joomla! via the Administrator panel and it's done.

**You don't touch content, nor individual pages...**

**Because individual pages do not exist.**

When your visitor clicks on a link, the page is "constructed" on the fly. The information is pulled from the database and presented through the template, bang !

**This is the power of a  
*dynamic website***

## Section 3

### The Parts

Now that you understand this critically important point...

**The Content and the “Appearance” of your Web Site are  
Separate**

Let's go on and look at other basics that go into making your **Dynamic** site work...

### Control...

*Each AND Every normal static page requires entry of information into the page, uploading, and separate work with the other tools of the site.*

With Joomla! You have a control panel, you do all this in one place, on one initial web page



## Database - Content

All data, photo and file links are stored in one place called a database. Accessed from one interface, the Administrator panel...

*The same data is not repeated an infinite number of times across your website in static pages.*

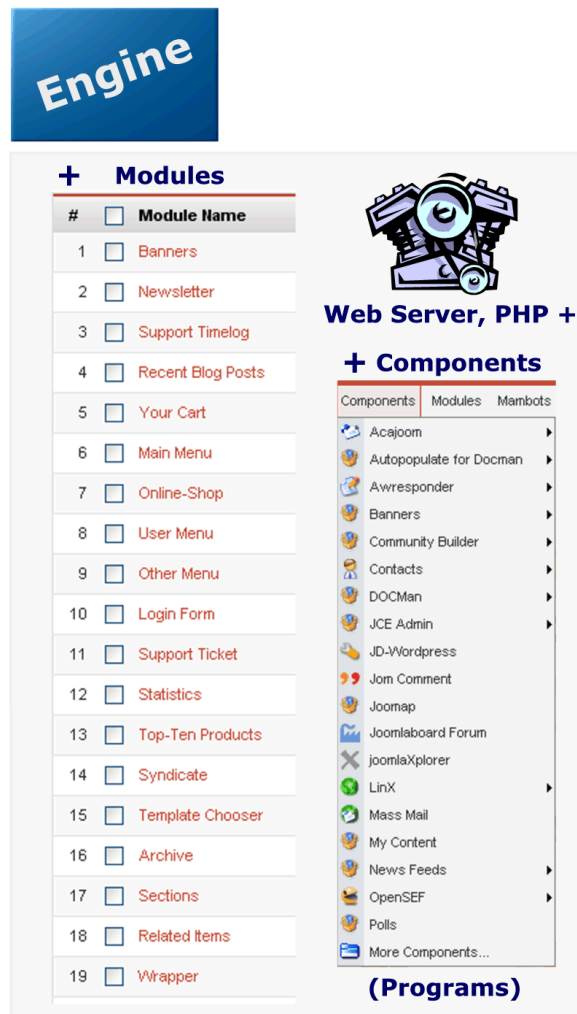


The screenshot shows the phpMyAdmin interface. At the top left is the 'phpMyAdmin' logo. Below it is a navigation bar with icons for home, database, table, search, and help. The main interface has a tabbed menu with 'Structure', 'SQL', 'Search', 'Query', 'Export', 'Import', and 'Operations'. The 'Structure' tab is active, displaying a table of database tables. Each table has a checkbox, a name, a set of icons for actions, a 'Records' column, and a 'Type' column.

|                          | Table                        | Action | Records | Type   |
|--------------------------|------------------------------|--------|---------|--------|
| <input type="checkbox"/> | jos_acajoom_lists            |        | 0       | MyISAM |
| <input type="checkbox"/> | jos_acajoom_mailings         |        | 0       | MyISAM |
| <input type="checkbox"/> | jos_acajoom_queue            |        | 0       | MyISAM |
| <input type="checkbox"/> | jos_acajoom_stats_details    |        | 0       | MyISAM |
| <input type="checkbox"/> | jos_acajoom_stats_global     |        | 0       | MyISAM |
| <input type="checkbox"/> | jos_acajoom_subscribers      |        | 4       | MyISAM |
| <input type="checkbox"/> | jos_acajoom_xonfig           |        | 214     | MyISAM |
| <input type="checkbox"/> | jos_acctexp                  |        | 1       | MyISAM |
| <input type="checkbox"/> | jos_acctexp_config           |        | 1       | MyISAM |
| <input type="checkbox"/> | jos_acctexp_config_2checkout |        | 1       | MyISAM |
| <input type="checkbox"/> | jos_acctexp_config_allopass  |        | 1       | MyISAM |
| <input type="checkbox"/> | jos_acctexp_config_authorize |        | 1       | MyISAM |
| <input type="checkbox"/> | jos_acctexp_config_epsnetpay |        | 1       | MyISAM |

## Engine

The Web Server, along with other technologies like PHP, and the website's integrated tools (polls, forms, forum, blog) all react to user instructions from either the back end (administrator) or front end (user/visitor)



**Engine**

| #  | <input type="checkbox"/> Module Name       |
|----|--|
| 1  | <input type="checkbox"/> Banners           |
| 2  | <input type="checkbox"/> Newsletter        |
| 3  | <input type="checkbox"/> Support Timelog   |
| 4  | <input type="checkbox"/> Recent Blog Posts |
| 5  | <input type="checkbox"/> Your Cart         |
| 6  | <input type="checkbox"/> Main Menu         |
| 7  | <input type="checkbox"/> Online-Shop       |
| 8  | <input type="checkbox"/> User Menu         |
| 9  | <input type="checkbox"/> Other Menu        |
| 10 | <input type="checkbox"/> Login Form        |
| 11 | <input type="checkbox"/> Support Ticket    |
| 12 | <input type="checkbox"/> Statistics        |
| 13 | <input type="checkbox"/> Top-Ten Products  |
| 14 | <input type="checkbox"/> Syndicate         |
| 15 | <input type="checkbox"/> Template Chooser  |
| 16 | <input type="checkbox"/> Archive           |
| 17 | <input type="checkbox"/> Sections          |
| 18 | <input type="checkbox"/> Related Items     |
| 19 | <input type="checkbox"/> Wrapper           |

**Web Server, PHP +**

**+ Components**

| Components              | Modules | Mambots |
|-------------------------|---------|---------|
| Acajoom                 |         |         |
| Autopopulate for Docman |         |         |
| Awresponder             |         |         |
| Banners                 |         |         |
| Community Builder       |         |         |
| Contacts                |         |         |
| DOCMan                  |         |         |
| JCE Admin               |         |         |
| JD-Wordpress            |         |         |
| Jom Comment             |         |         |
| Joomap                  |         |         |
| Joomlaboard Forum       |         |         |
| joomlaXplorer           |         |         |
| LinX                    |         |         |
| Mass Mail               |         |         |
| My Content              |         |         |
| News Feeds              |         |         |
| OpenSEF                 |         |         |
| Polls                   |         |         |
| More Components...      |         |         |






**(Programs)**

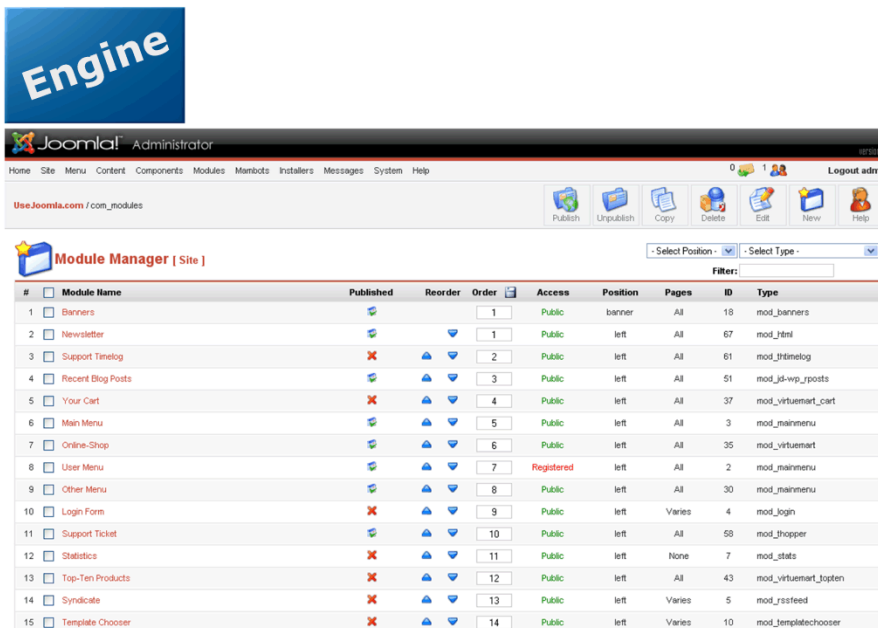
### More Engine

#### CMB – Components, Modules and Bots

These items give and add functions to your website. They are “plugged in” from your Administrator panel. Those not essential to the core can be added and removed easily.

Some examples of CMB's (Joomla! collectively calls them Extensions):

-  E-commerce
-  Link Directory
-  Membership ability
-  A Document Manager
-  Build a Community



The screenshot shows the Joomla! Administrator interface. At the top, there's a blue banner with the word "Engine" in white. Below it, the Joomla! Administrator header includes navigation links like Home, Site, Menu, Content, Components, Modules, and a toolbar with icons for Publish, Unpublish, Copy, Delete, Edit, New, and Help. The main content area is titled "Module Manager [ Site ]" and displays a table of installed modules.

| #  | Module Name       | Published | Reorder | Order | Access     | Position | Pages  | ID | Type                 |
|----|-------------------|-----------|---------|-------|------------|----------|--------|----|----------------------|
| 1  | Banners           |           |         | 1     | Public     | banner   | All    | 18 | mod_banners          |
| 2  | Newsletter        |           |         | 1     | Public     | left     | All    | 67 | mod_html             |
| 3  | Support Timeline  |           |         | 2     | Public     | left     | All    | 61 | mod_timelog          |
| 4  | Recent Blog Posts |           |         | 3     | Public     | left     | All    | 51 | mod_latest_posts     |
| 5  | Your Cart         |           |         | 4     | Public     | left     | All    | 37 | mod_virtuemart_cart  |
| 6  | Main Menu         |           |         | 5     | Public     | left     | All    | 3  | mod_mainmenu         |
| 7  | Online-Shop       |           |         | 6     | Public     | left     | All    | 35 | mod_virtuemart       |
| 8  | User Menu         |           |         | 7     | Registered | left     | All    | 2  | mod_mainmenu         |
| 9  | Other Menu        |           |         | 8     | Public     | left     | All    | 30 | mod_mainmenu         |
| 10 | Login Form        |           |         | 9     | Public     | left     | Varies | 4  | mod_login            |
| 11 | Support Ticket    |           |         | 10    | Public     | left     | All    | 58 | mod_thopper          |
| 12 | Statistics        |           |         | 11    | Public     | left     | None   | 7  | mod_stats            |
| 13 | Top-Ten Products  |           |         | 12    | Public     | left     | All    | 43 | mod_virtuemart_top10 |
| 14 | Syndicate         |           |         | 13    | Public     | left     | Varies | 5  | mod_rssfeed          |
| 15 | Template Chooser  |           |         | 14    | Public     | left     | Varies | 10 | mod_templatechooser  |

## Templates - The Look

As you have already read, a Template is **ONE Master Design Page** for the whole site, built in html and/or css, and thus decides what your site looks like and where everything will appear.

The template has areas of position as you can see in the following picture. In the Administrator panel, you can easily assign your extensions (and therefore their content) into these positions.

*No more changing numerous individual pages.*



## Content Flow

All the information is entered through the Administrator panel.

Content can be (news) articles, links, pictures, files... etc.

Select your content in one place and make changes.

The Flow of your content:



Then display your content in many ways with many configurable options

## The Total Flow stitched together in a Picture...



Swahili word meaning "all together" or "as a whole"



## Section 4

### More Separation

### Visitors and Users

Joomla! controls access to certain areas and features of a site through the use of Access Control Levels - (ACL).

Using these groups means you can easily **control** what your visitors and users see and do.

Here's a quick run-down, it should give you *lots of ideas* for your business

There are four Front-end groups available:  
(Front-end means : <http://www.yoursite.com>)

**Registered** - This group allows the user to login. Registered users can't contribute content, but this may allow them access to other areas, like a forum or download section.

**Author** - This group allows a user to post content. They can submit new content, select site-positioning options and select publishing dates. But their content has to be approved before being shown. After that they can even come back and edit their article.

**Editor** - This group allows a user to post and edit *anyone's* content item from the Frontend. They can also edit content that has **not** been published. Editor users cannot publish or change the status of any articles, not even their own.

**Publisher** - This group allows a user to post, edit and publish any content item from the Front-end. Publishers can review all articles, edit and change publishing options and they can also decide when an article is to be published, and who it is visible to... (Registered, Author, Unregistered Public)

There are three Administration section groups that allow access to Joomla:

**Manager** - This group allows a user to access content and other system information from the Backend. Managers are like publishers with Backend access. They don't have any access to user management or the ability to install components or modules.

**Administrator** - This group can access most administrative functions. An Administrator user has all the privileges on the back end of a Manager, but they also can install/delete components, modules and bots, have user manager access and can view the site statistics. They cannot change, edit or install Site Templates or make any changes to the site's global configuration options. When logged in through the Frontend, they are treated as Publishers.

**Super Administrator** - This group allows access to ALL administration functions and areas. Once created they cannot be deleted – *even by another* Super Administrator

## Section 5

### The Web Master's Delight

Here's a Summary of Points to demonstrate why a Web Master's job can be made much easier and why a Joomla! Powered site should be used for almost any Web Site they are constructing.

- Installation is easy
- Content and appearance is separate
- There are a mind-blowing number of tools immediately available, and another 1300 possibilities in the Joomla! Community
- Once a core of Templates are established, the closest one to the job in hand can be selected and fonts, colors and graphics changed quickly.
- Formerly E-commerce, membership site, specialist sites were a major job of work, no more... As an example - with a little experience an *advanced, very fully-featured* e-commerce set of extensions can be installed, several products added, Paypal ID inserted, business details added and ***making sales within 30 minutes*** (the job now is to find the customers, no longer necessary to spend huge amounts of time on the site mechanics !)

## Section 6

## Put it all in Top Gear

- Use community extensions to:
  - Add more group levels
  - Automatically create great Search Engine Safe URL's
  - Collect Statistics on site
  - Automate Database backups
  - Enhance your customer services with Video and Audio
  - Create advanced forms
  - Run a shared project with timed collaborations
  - Keep work notes on the Admin Panel
  - Use blogs, forums and community projects to increase your content relevance, user services and traffic numbers.

The above is just peering in the window, the possibilities are endless.

## Section 7

### Why Joomla! and not something else...

The fact is that there are numerous Open Source CMS programs out there.

And there's at least a dozen that are very, very good.

The drawback is that finding, assessing (installing, discovering and extending or removing) takes an awful lot of work. A good CMS cannot be fully assessed lightly or quickly

Here's a few reasons why we are and continue to be Joomla! users:

- We've developed and grown with the project since the early days of Joomla!'s predecessor – Mambo.
- We know that the project is dynamically and exponentially progressing and expanding.
- This means it is growing with you and is very unlikely to require you to move to other programs as your needs change with the growth of your business.
- That exponential growth is reflected in all the third-party extensions being produced. They provide a range of options so wide that there is little you might want to do that can't be achieved. Some of the very powerful extensions are commercial products, but usually the cost is very reasonable.

Celebrate the power of Open Source by using Joomla! today and make the learning experience painless...

***by following an installation guide to show you the way***



[Click here](#)



[Click here](#)



[Click here](#)

## Section 8

## An Index of Help & Other Resources Sites

**www.UseJoomla.com**                      [www.UseJoomla.com](http://www.UseJoomla.com)  
("How to" sections / Installation Services / Joomla! Hosting)

-----  
[UseJoomla Help Desk](#)

-----  
[Installations of Joomla!](#)

-----  
**Joomla!** Official Help Site                      <http://help.joomla.org>

### Hosting

[Here's a Great Hosting Deal](#) - Host sites in a number of *separate* cpanel accounts for a very reasonable price (choose "Budget Plans")  
...includes Fantastico

[Another Good Hosting Package](#) - This is one giant cPanel account for a much busier site. (includes Fantastico)

-----  
Register a [Domain Name](#)

### SEO (Search Engine Optimization) :

**Use a set of *Power* SEO Tools to really push your site up the Search Engine rankings fast**

Check out [this rather amazing product](#)

### Videos:

#### Produce Videos with CamStudioPro

CamStudioPro is a very reasonably priced Video recording program and a fraction of the price of Camtasia.

Have a read about it [here](#)

Dave Guindon has taken an OpenSource product and enhanced it in the first of a number of releases. Probably the biggest enhancement is that it now will forward to a URL at the end of the produced video. It's well worth the price.

-----