D. Danilchuk
Research supervisor: O.M. Shymon,
Zhytomyr Ivan Franko State University
Language tutor: O.E. Kravets, Candidate of
Pedagogical Sciences, senior lecturer

CHOOSING A MODERN CMS TO CREATE THE ORIGINAL SITE-BUSINESS CARDS

A central issue in my article is CMS (Content Management System). It is software which helps to organize websites with different levels of difficulty.

The purpose of the article is the selection of the CMS, which enables quickly and easily create of original business card site.

Nowadays a site-card is very popular. It is a small site as usually consists of a web pages and contains basic information about the organization, companies, products, services or contact information.

We have selected few tops, exploring CMS rating according iTrack.ru[1]. The company iTrack (Airtrek) was founded in 2004. It has 10 years of experience, more than 400 projects of their own staff developers.
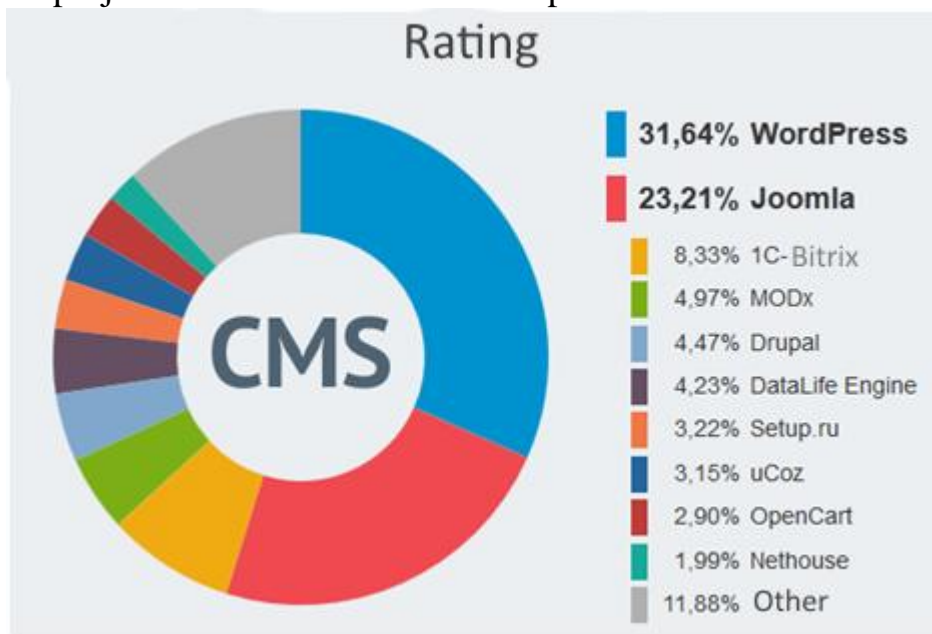

Fig. 1. Rating of SMS according to the site iTrack.ru

This rating was actual in June 2015. It is based on the data of the of installations CMS number on sites. There were polled 4,901,485 domains zone RU, CMS found on 23.7% of domains. WordPress ranks first place in rating – 31.64% and the number of installations – 367 500, and Joomla! takes the place second rated – 23.21% and the number of installations – 269 600. We choose two among of all CMS: Joomla! and Wordpress, which are far ahead of others in the ranking. Consider the various aspects of the CMS development and its using.

WordPress – is the system which's easy to install and use for management content with open source, it is widely used for creating Web sites, including blogs. But nowadays, the WordPress is used not only for blogs, but also for online shops and regular websites that can be on complexity like as of DataLife Engine. They are written in a programming language – PHP using a database MySQL. License – (GPL) General Public License [2].

Although about Joomla! – is an universal open system for management content. It is used for publishing information on the Internet it is protected by the GPL license. Joomla can be used for creating large and small corporate sites, Internet portals, online stores, community sites and personal pages it is written in PHP. A database MySQL and PostgreSQL are used to store information.

Both CMS allow to create sites-business cards.

Lets compare our CMS according to these characteristics [3]:
- google rezalt, i.e. how many pages that Google finds on words "WordPress" and "Joomla!";
- the number of people who annually visited the official websites of CMS, such as: «wordpress.org» and «joomla.org» according to the site pr-cy.ru:.
- overall rating, it is rating that we take from the site iTrack.ru;
- the number of pages that Google can give for tags, templates and download CMS;
- comparing CMS ranking on site alexa.com;
- the number of sites that link to CMS.

Table 1. Comparison of WordPress and Joomla!

Characteristics	**WordPress**	**Joomla!**
rezalt in Google	1 140 mln.	136 mln.
the number of people who annually visited the official websites	51 636 601	9 969 771
overall rating	31,64	23,21
tag cloud	370 t.	172 t
Requests on templates	589 t.	714 t.
Requests on downloads	3 010 t.	863 t.
Alexa Rank	202	1 893
the number of sites that link to CMS	1 958 396	151 561

Google rezalt. We conclude that WordPress for users more than 8 times more interesting than Joomla!.

Pr-cy.ru – a site that provides web analytics services and acts as an independent measuring audience.

In the according of the WordPress and Joomla! official site using the site Alexa.com, we have identified the traffic and the number of sites that link to each of the CMS. Traffic – the site in the context of search engine optimization means

the number of visitors. Alexa.com is a site where statistics about traffic to the other sites is collected.

As it can be seen from the data presented in the "table 1", WordPress takes the 1st place on all parameters, except the requests for templates.

There are some advantages and disadvantages of WordPress and Joomla!.

The advantages of WordPress include:
- CMS WordPress is free;
- Quick settings;
- Easily prepared for work;
- A large number of plugins and templates, which allow an inexperienced person in PHP and CSS to create a nice blog design and to connect all the necessary functions;
- The developer with a minimum of knowledge of PHP, HTML, CSS is easy to change the template any theme and to customize it for themselves;
- Hosting requirements are minimal.
- The disadvantages are:
- Queries to the database can be very heavy, which impose an increased load on the server;
- The advantages of Joomla! can include:
- The beginners and the professionals can use Joomla!;
- To keep the site on Joomla! doesn't need have any knowledge of Web design;
- Sites from Joomla! are mobile;
- You can change the template and menu structure ;
- You can add a variety of services directly in the site: shop online, chat, microblogging;
- A huge number of plugins;
- Amateur site isn't be distinguished from a professional;
- Constantly updated and regularly released new versions with new features;
- Ability to edit materials using the Visual EditorTinyMCE.
- The drawbacks Of Joomla!:
- The risk of the use of the template or plugin which was stolen . If it detects that you're illegally using its work, it may apply to the hosteru with a complaint;
- The hacker likes the sites on the Joomla!;
- Most plugins don't has Russification;
- The permanent modification of the CMS, the problem of quick update.

After analyzing all of the information, we can conclude that at the moment WordPress is more useful for creating original website. Of Course Joomla! has its benefits, but to use these advantages when implementing site on Joomla!, you must have the initial knowledge of PHP, JavaScript, CSS. However, WordPress does not require such knowledge in the field of Web design.

LITERATURE

1. iTrack – Рейтинг CMS – разработка сайтов, поддержка сайтов, создание сайтов [Електронний ресурс] – Режим доступу: http://www.seoded.ru/istoriya/internet-history/wordpress.html.
2. История развития CMS WordPress – Блог о Drupal, MODx, WordPress, обзоры сервисов Рунета [Електронний ресурс] – Режим доступу: http://druweb.ru/wordpress-history.html.
3. Переваги користування WordPress [Електронний ресурс] – Режим доступу: http://inneti.com.ua/it/it-posluhy/perevahy-korystuvannya-wordpress/.