

Deconstructing the CMS

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FOOD



TRAVEL



HOME



HEALTH



EDUCATION



TECH



We Are Expert Content

1 in 3
AMERICANS

10th
biggest

1000
EXPERTS

90M
Uniques

23M
pageviews/day



GARDENING EXPERT



SPAIN TRAVEL EXPERT



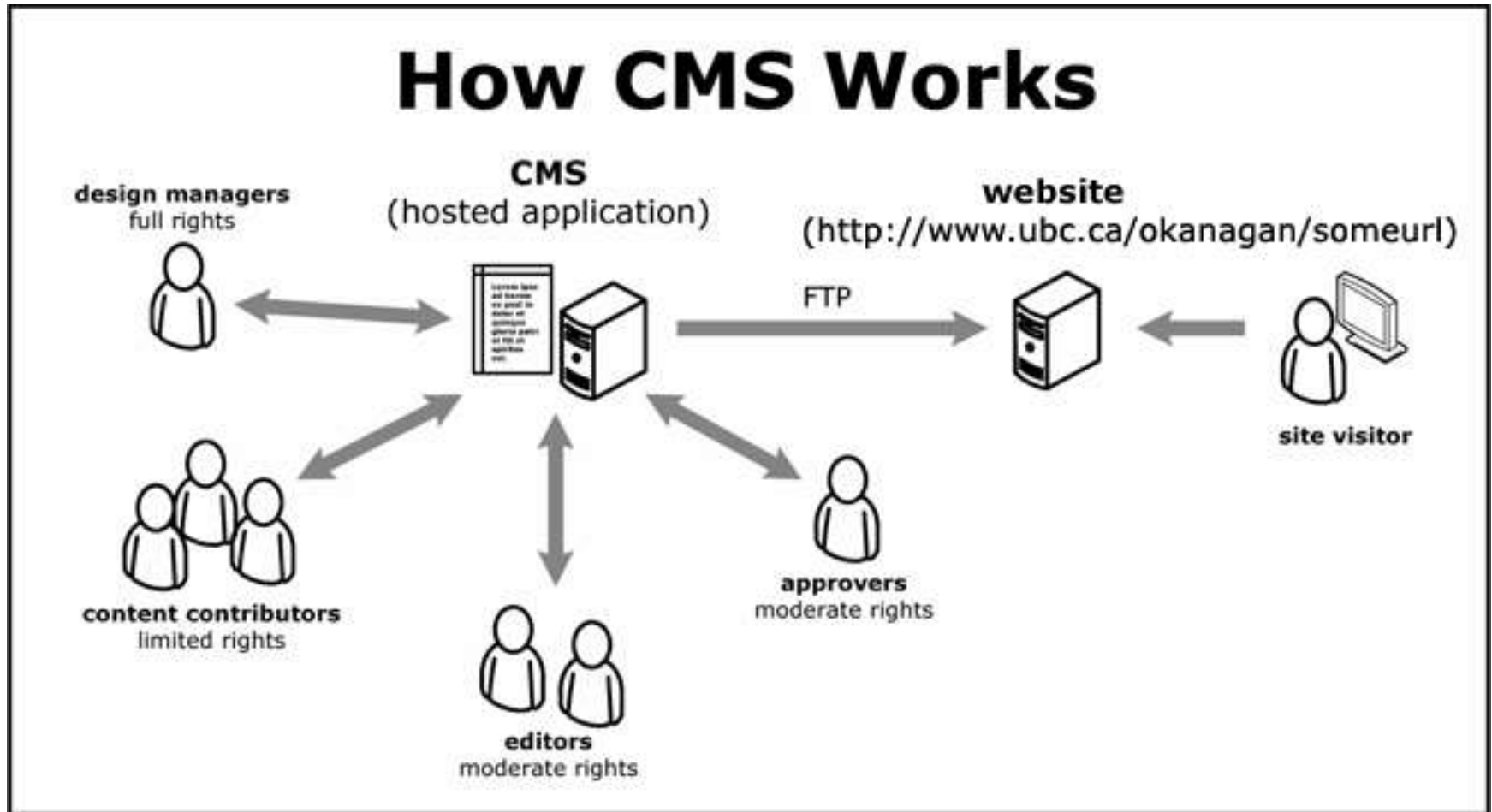
PC SUPPORT EXPERT



WINE EXPERT

Our Challenge: Reinvent
about.com

How the CMS worked





Integration



Limitations



Our Solution -
Deconstruct the CMS

The Cast



Focus on Content

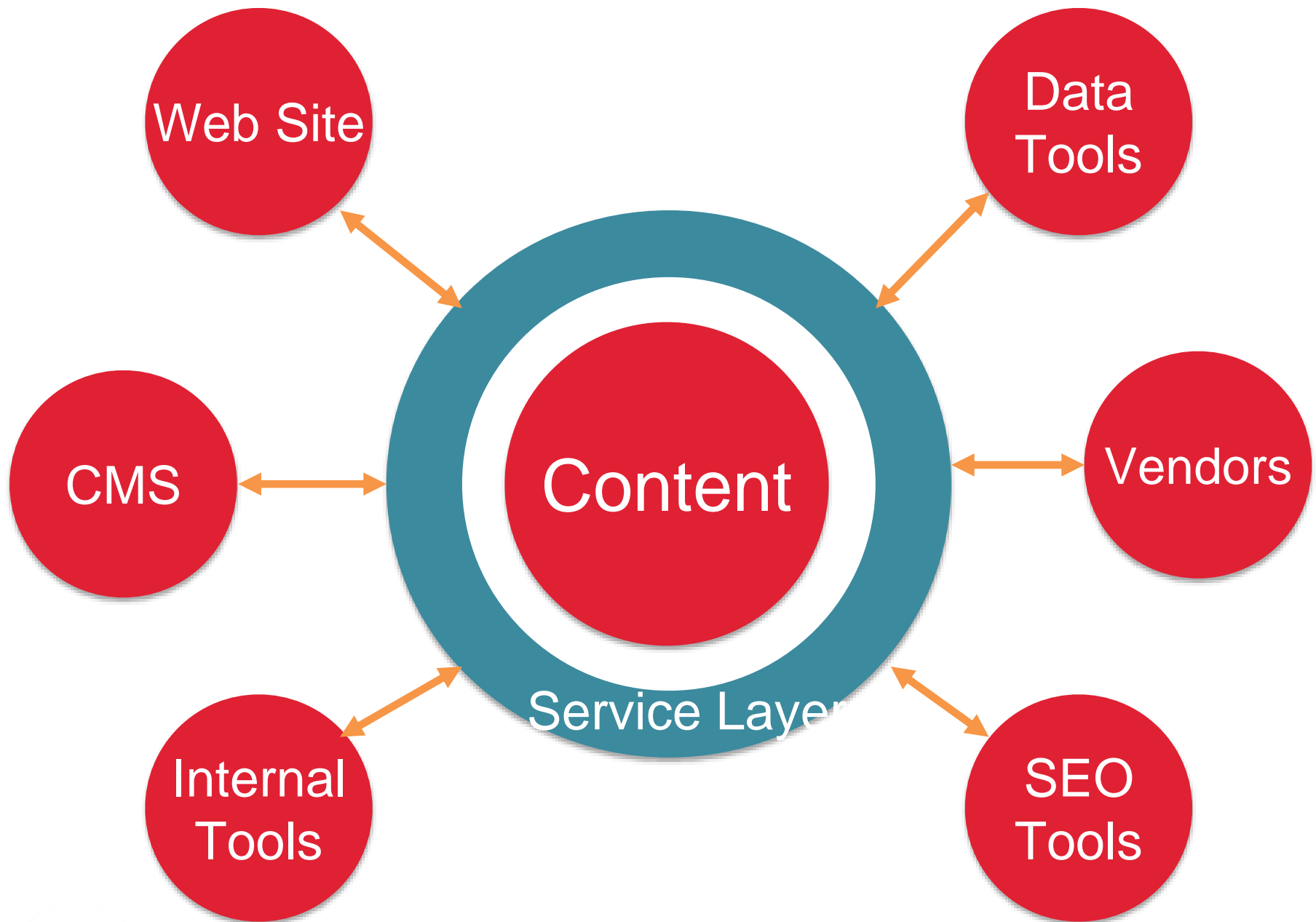


CONTENT IS **KING**

Bill Gates

Our Approach





Technology Choices



How did it go?

Construction



Building to build



Phases



Timeline



Ads: [Longitude](#) [Conversion](#) [Geography Degree](#) [GPS Coordinates](#) [Convert](#)

How To Convert a Decimal to Sexagesimal

You'll often find degrees given in decimal degrees (121.135°) instead of the more common degrees, minutes, and seconds (121°8'6"). However, it's easy to convert from a decimal to the sexagesimal system.

Difficulty Level: average **Time Required:** 5 minutes

Here's How:

1. The whole units of degrees will remain the same (i.e. in 121.135° longitude, start with 121°).
2. Multiply the decimal by 60 (i.e. $.135 \times 60 = 8.1$).
3. The whole number becomes the minutes (8').
4. Take the remaining decimal and multiply by 60. (i.e. $.1 \times 60 = 6$).
5. The resulting number becomes the seconds (6"). Seconds can remain as a decimal.
6. Take your three sets of numbers and put them together, using the symbols for degrees (°), minutes ('), and seconds (") (i.e. 121°8'6" longitude)

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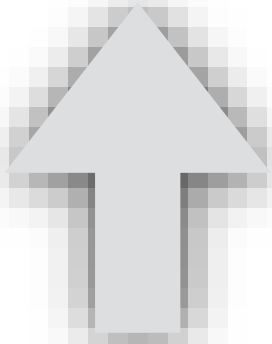


Dan Cross
Guitar Expert

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Thank you.