

# Content Management Systems

*For small companies and individuals who need just a site containing a few pages, a Content Management System (CMS) may not be necessary, however, it is still possible to enable your site so that it is editable - enabling you to keep the site up to date without the need to go back to your web company.*

## A Common Scenario

You have an website that has grown over time, and while it is very useful, much of the content is out of date or inaccurate, it's hard to find things, updating the site is complex, the appearance may be dated and you've lost track of the pages on the site.

## How a CMS Overcomes these Issues

Content Management Systems are designed to simplify the publication content to websites, by allowing users without any technical knowledge or HTML skills to create content, keeping the website fresh and current. The processes involved in managing the website are separated by the CMS.

## CMS's Separate the -Processes

1. **Content** (or pages) - With an interface like Word, users can input text, images and apply styles and colours in the way that they are already familiar with - they do not need to understand HTML.
2. **Management of the Content** - The CMS keeps track of all the versions of a page, and who changed what and when. Pages are assigned to users - each user, or group can only change the section of the site they are responsible for.
3. **Publishing** - Pages are stored in a database and published and unpublished as required.
4. **Presentation** - Apply your company's corporate style and personality to your site.

We use both proprietary Adobe products and robust open source systems, the benefits of Open Source CMS are:

- Supported by a worldwide community of developers
- There are no licensing fees
- You are not tied to one web company or provider
- Multiple levels of user, so staff can be assigned pages to update
- Content is very easy to update

We have some demonstration sites for Content Management Systems - please contact us for the details.

Whatever your requirement, we are happy to discuss it with you - an initial consultation is completely free and without obligation.

### Other leaflets:

- Search Engine Optimisation (SEO)
- Common Website Errors to Avoid
- Google Analytics

### Pink Mayhem for:

- ✓ Starter Websites
- ✓ Websites
- ✓ Graphic Design
- ✓ Eshots (Marketing Emails)
- ✓ Online Shops

### Contact Pink Mayhem

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