

## Content Management Systems

Almost every website project we do now requires some element of content management, from a simple news management system to a full bespoke system running multi-region and multi-language websites. Business owners are looking for more from their websites and understand the need to keep their customers up-to-date, and their website current at all times.

A content management system (CMS) puts you in control of your website, and allows you to edit the content yourself rather than go back to your web design agency each time you want to make a change, add a press release or news item to your company website. So not only do you have the capacity to manage your own website, you save yourself the time and cost implications of relying on someone else doing it for you.

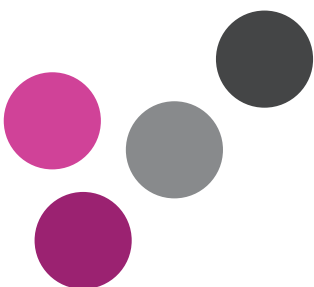
And now, even more, companies are realising the need to take their website forward in terms of online marketing to build targeted traffic to help drive more customers to the business.

A CMS gives you the option of keeping your website at the heart of your internet strategy, driving news, and social media interaction and being able to manage their blog, RSS news feed or any number of features, keeping everything current and fresh - every more important in terms of search engine optimisation.

### So what are my options?

There are basically two options when it comes to looking at a CMS, an off-the-shelf or open source system that is pre-built and feature rich, or a bespoke system that is designed for you and your exact requirements.

Third party systems can range from free to upwards of £100,000 depending on the level you are looking for, but essentially, they have been pre-designed and developed with a generic mindset, looking to give any type of website owner every kind of possible feature they could ever need.



Many of these systems are excellent, but at the same time, can be by their very nature quite difficult to use and in some cases we have seen, be quite intimidating. As they have to offer all things to all people, they can end up being difficult to integrate and difficult to use, and the last thing you need is a system you can't figure out how to use.

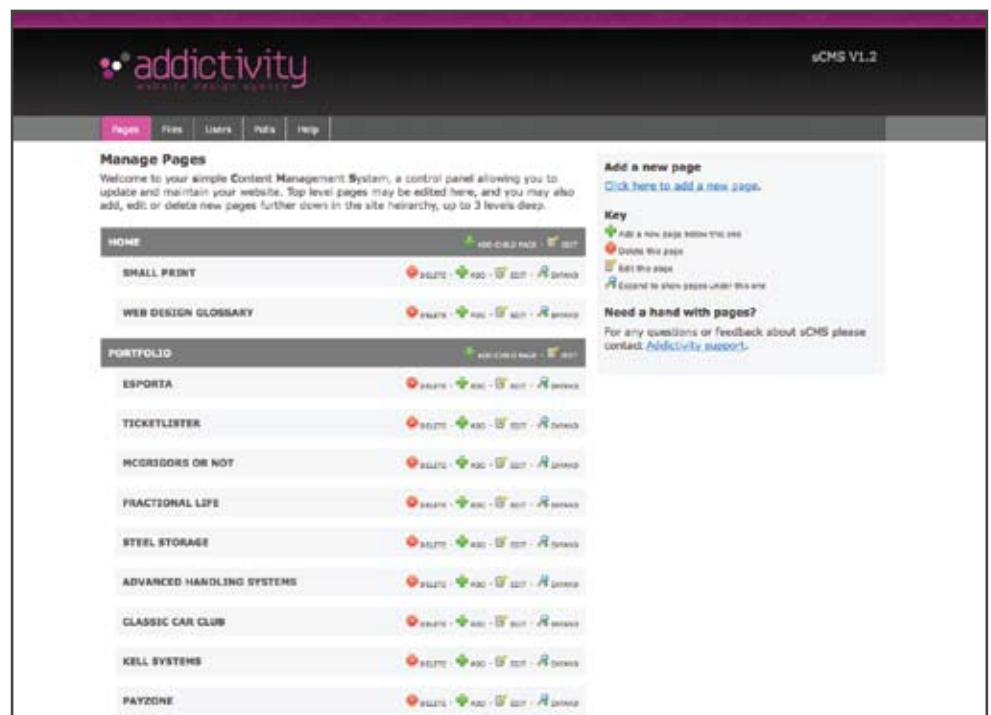
That said some are first class and especially on the lower end can be perfect for small-scale projects on a limited budget.

However it is worth noting that anyone looking seriously at investing in search engine optimisation needs to know exactly how their CMS is built from a technical viewpoint to ensure the final outputted website is not only search engine friendly but built with SEO in mind. Many of the even so called enterprise level systems are let down by their neglect to look at the finer details of the SEO implications of running a data driven system and how it can seriously effect your SEO campaign.

The second main option when looking at a CMS is a bespoke system, one tailored to you and your exact needs.

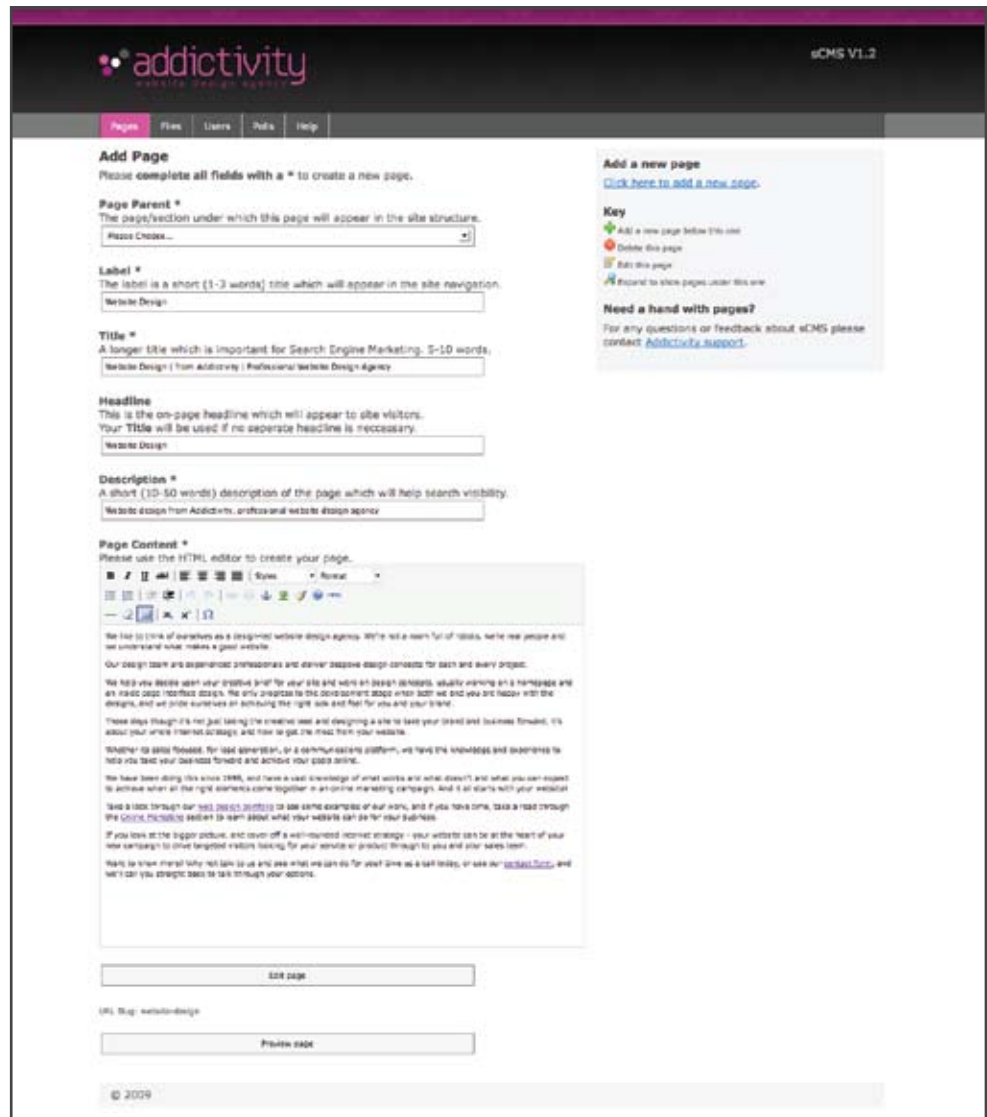
## Bespoke Content Management

It seems obvious, but a bespoke system is designed for your needs, and your needs only. If you don't need to be able to drop in video feeds to your site, you don't need the tools in your CMS to do it. If you don't multi user, multi language options, you don't need the functionality cluttering up your website backend system.



In most cases we work with our clients on bespoke systems, and after discussing and researching their exact requirements, build a system built to fit around them. It often works out to be a more cost-effective and faster integration, and you are left with a system that is easy to use, and gives you the site owner everything you need to run your website in a simple and effective manner.

Our bespoke systems are designed to be as easy to use as possible without the need for CMS training. Essentially, if you are comfortable using Microsoft Word, you can use our content management system.



## Case Study - Esporta

When we were lucky enough to win the Esporta account back in 2008, we were briefed to design and build their new website with a CMS that would allow each of their 55 health clubs to manage their own section of the website. Each club has their own news, promotions, class information, timetables and many other club specific details such as opening times for example.

### Example Feature Set

- Ability to create pages
- Ability to add/edit/delete
- Automatic Site Map
- Google Site Map XML
- News Management
- Article Management
- Auto RSS Feed
- Full history and roll-back
- Multi-language capability
- Weblog
- Bulletin Board
- User management
- Secure Client Areas
- Work-flow capability
- Time-to-live function
- Intuitive WYSIWYG editor
- Central storage of assets
- Data Capture
- Google Analytics

Plus of course, many more, too many to list.

As well as managing their own websites, head office wanted a two-tier approval system on all website edits to ensure all changes were suitable and on brand. So each time a club makes a change their General Manager has to approve it, and then it goes through to head office for final approval.

The challenge was that there was no budget for onsite training around all 55 clubs across the UK, and so it had to be very straight forward and simple to use, otherwise it simply would be neglected and the clubs websites left out of date.

We successfully designed and built their CMS around their exact requirements, and rolled it out across all 55 clubs with no issue. It's a system they have been using since February 2008 and to this day is still in use. We work on adding features and functionality as and when they need it, such as secure intranets, internal communications systems, through to form management systems. They have the flexibility to get exactly what they want added, when they want it, while maintaining a very simple to use system.

### Our Basic System

We start with our basic CMS and wrap it around your requirements, but it's worth noting that as a specialist SEO agency, with everything we do with our systems, SEO is the main focus. Whether you are looking in invest in an SEO campaign now or at some point in the future, all of our systems are built with SEO in mind.

You can see in some of the screen shots of our CMS's, each is accessible securely via your browser, so no additional software is required, and it's accessible by you from anywhere in the world.

Each system allows you to manage not only the text-based content but also includes a file manager so that images, PDF's, Word and Excel Doc's for example can all be uploaded easily and added in to your content online.

### Get In Touch

If you'd like to speak to us about your website and your new content management system, be it large or small, get in touch and we can guide you through your options.

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