

The Benefits of Content Management

Years ago, a Webmaster fluent in HTML was required to build a targeted website and establish an optimal online presence. But today's technology has rendered this skill set nearly obsolete, with an easier, more flexible option for publishing web pages. There are now new ways to keep a website aesthetically-pleasing, completely updated and feeling fresh with content of all types with a content management system.

A content management system (CMS) is software, implemented as a Web application, for creating and managing HTML content. It is used to manage and control a large, dynamic collection of material while facilitating content creation, content control, editing, and essential maintenance functions. The software provides tools designed to allow users with little to no knowledge of HTML or other programming languages the ability to create and manage content with relative ease and flexibility. In short, it is the new way to update and maintain your website.

The benefits of content management are significant. Content management provides its user with a set of tools that allows as much control over their websites as they wish. There are no more late night calls to the web designer, dealing with frustrating e-mail attachments, and annoying file formatting. Content management allows you to modify the breadth of your pages through a secure login page hidden in your website that you only have access to, at any time and any place you can get online.

Content management systems will save you and your business time, money, and aggravation. There is a nearly endless list of features that are offered through content management that expands your company's reach and changes your overall communication platform. Here is a look at a few that you will immediately benefit from:

Online Newsletters and Press Releases

Through a secured template on your website, you will be able to copy and paste or create email newsletters and online press releases. This is not only an easy way to keep people informed, but it generates targeted traffic online and establishes your company as an authority within the industry.

Current Events Calendar

Keep your employees, customers and visitors updated instantly with a Current Events calendar. You can manage it conveniently within the CMS and allow authorized employees to access to help organize and manage events in and around your business, industry, and its community.

Photo Gallery

Humanize your business and engage your visitors. Photos of your employees, offices, and events are a great way to build a personal and professional rapport with anyone browsing through your site. Content management makes it easier than ever to create photo galleries on your site.

Shopping Cart and Product Catalog

The purpose for most business websites is to convince a visitor to purchase a product or sign up for a service. A content management system is the most user friendly and convenient execution of shopping cart and product catalog modules, especially with a Drupal site design and its highly touted shopping cart software, Æbercart.

The Worx Company, a Drupal site design company, offers a content management system and service that will work wonders for your website. We will guide and steer your Drupal site design and content management in the direction your business needs to succeed. The Worx Company is an Oklahoma-based business with over 14 years of aggregate experience developing Drupal site design and content management. We are a team of highly efficient consultants, coordinators, designers and programmers, all dedicated to providing the highest quality and best service for your Drupal website project.

About the Author

Ethan Luke [Drupal site design](#) - A subsidiary of Meridian Data Systems, which was founded in 1983, the Worx Company utilizes a customer centric approach to developing custom websites built exclusively on the Drupal content management system/framework. Supported by a comprehensive process to analyze and execute each customer's needs, The Worx Company develops long term website and web application solutions on an adaptable and expandable platform.