

Managing Content

A GUIDE TO CHOOSING A WEB CONTENT MANAGEMENT SOLUTION

No sooner have you finished creating your new web site than you find that you need to update it.

Ideally, once your site is designed you would probably like to be able to make all future changes to it yourself without any outside help. And this can easily be done. However, the more frequent and complex the changes that you want to make, the more elaborate the system will need be to support it.

We offer three ways to manage content, each of which can be tailored to your needs.

Web Pages with MS Word

This is the easiest way to manage content on your web site. You and your colleagues are probably already familiar with the Microsoft Word program and would have no problem pasting in existing text from your web page into a Word document and then editing it there.

We provide you with a template which contains styles to match the layout of your web site. You use these in Word, either to edit existing web pages, or to create new pages which we will then add to the site for you.

With no new software to install and nothing to learn this is by far the easiest option and a good choice if you are only making occasional changes to the site content.

Directly Editable Web Pages

Not all the pages on your web site will need to change but if you can see that there are just some pages that are will need regular updating, such as pages containing news, forthcoming events, or contact details, then a simple option for managing it yourself is to specify Editable Pages during the building of the site. This will give you pages on your site which have a built-in editing facility.

To make changes you simply log in to your site as the Administrator (using a link that we provide) select the page you want to change, and click on Edit.

You have two choices when editing each page – you can either select the Text Editor which lets you edit just the words on the web page, or you can choose the Page Editor which lets you edit the entire page content, including words, pictures, links, formatting and layout.

To make full use of the Page Editor takes a little knowledge about the way that web pages are built, but in return you have a considerable degree of control with very little extra site overhead.

A demonstration is available on [our web site](#), giving you a chance to try editing pages for yourself.

Comprehensive Content Management

If you need more than just editable pages – for example, if you make a lot of changes every week, or you have many people adding to and changing the content (especially outside contributors), and these people have differing roles (reviewers, writers, editors etc). Or if you want to be able to not just edit or add content but also to be able to change the structure of the site itself by adding new sections and changing the menu navigation structure, then you will need a full Content Management System.

Compared with the previous options described above this is a heavyweight approach.

In order to be managed effectively you need to learn how to use it and how to get the best out of it. It is also more difficult to fix if it goes wrong and so you need to have a grasp of how to use the maintenance tools.

It also adds overhead to the operation of the site, which may need more computing power, and more resources such as the database to store all of the content, and so can add to the cost.

In return it lets you manage the whole of your site yourself, almost regardless of how much it expands or your needs change.

We recommend three different CMS products, depending on what type of site you are creating. Once we have an idea of your needs we can set up an online demonstration for each of them so that you get a chance to experience the process and start the learning process before the site actually goes live.