

The real benefits of a Content Management System

So.... what are the key benefits a content management system has over a static or brochure website? Well here a few:

You are in control

A content management system gives you direct control of the content and imagery of your website. This enables you to say what you want, when you want – after all, you know your business best!

Keeps your website fresh

A CMS allows you to change content regularly at no extra cost. Fresh and relevant content gives the impression you are a proactive, thriving business.

Pleases the search engines

Search Engines such as Google place a higher emphasis on websites whose content changes regularly. A CMS will enable you to do this as often as you like.

Once it's there you'll use it

Let's face it; if you have a simple system that is easy to use you are likely to use it. A CMS will encourage amending content, adding pages and consequently creating a more in-depth site whose pages will all be indexed by search engines leading to a more positive site ranking.

The power of immediacy

A CMS enables you to make changes in real time to reflect changes to your product, company or industry, without the need to go to your web designers.

Easy to use

A content management system is simple to use and you do not need to be an expert to use it effectively.

It saves you money

Possibly the most important benefit of all – it saves you money in the long run though not having to pay your web designer every time you need to make an update to your website.

Increased channels of communication

A CMS enables you to easily create feedback forms, thus increasing the ways in which your clients can get in touch about your product or service.

Spread the word

For those businesses whose content doesn't change frequently, a CMS has an inbuilt news function which will enable you to frequently change your home page with the latest company or industry news, without compromising the look and feel of your site.

It makes sense!

You get the expertise of the web designers on the design of the site and you get the experts on your business to produce and update the content – you! After all, no one knows your business as well as you do!



TAKE CONTROL OF YOUR WEBSITE!

ARE YOU CONSIDERING A NEW WEBSITE? DON'T STICK - TWIST