

content management

Need a system?

Does your Web site have outdated information? Does it need constant updates? If so, then you can benefit from a system—a content management system, that is.

A CMS, or content management system, lets you create and edit content, add images, and video files with ease. It will even let you schedule when content appears on your site.

The best part is that you can manage your site from the comfort of a Web browser like Internet Explorer. No HTML knowledge required. Very nice.



You're in control.

So who uses a CMS?

Content management has revolutionized the Internet. Audi, Fox Sports, and the White House all use some type of content management site. Universities and community colleges around the world use them too. Just take a look at North Carolina State University, Forsyth Tech Community College, and UNC Greensboro.

And the list is growing. According to a study conducted by Sitecore, the leading provider of Microsoft Windows-based server CMSs, the use of content management systems increased by 250% in a twelve month period.

The right CMS puts the control in your hands, and helps you get your message across with clarity, consistency, and convenience.

Best Practices

Content management is not one size fits all. Assess your needs before making a purchase. The most expensive system is not always the best for you.

Don't reinvent the wheel. At the bare minimum, look for a CMS that lets you connect to social media platforms like Facebook, create a RSS feed, integrate videos and other rich media, and schedule content.

Don't over-invest. Proprietary software could impose more support structure on your company or institution that you bargained for. Test drive the system before you commit staff or resources.

If you have a large site, consider migrating your entire organization to a CMS in stages. Work with a Web development company that can help you identify the right CMS and identify a plan to migrate your site and foster buy-in from your staff.

The Advantages of Using a CMS

- **STREAMLINE MAINTENANCE.** Update your site using only a Web browser like Internet Explorer or Mozilla Firefox.
- **SPEND LESS MONEY ON WEB TRAINING.** Edit a Web page just like you would edit an email message.
- **MANAGE WORKFLOW.** Assign tiered editing permissions to specific staff members.
- **SCHEDULE CONTENT.** Program content to be visible during a particular window of time.
- **ATTRACT AND RETAIN VISITORS.** Rank your site higher with easy search engine optimization (SEO).

1721 Media, LLC is a certified Minority and Women-Owned Business Enterprise

We're based in Greensboro, North Carolina. Owned by Linda L. Hargrove, 1721 Media was started in 2008.

We have expertise in custom Web design and development, marketing, content management system (CMS) customization, and technical writing. Our clients include North Carolina Agricultural and Technical State University, Forsyth Technical Community College, and Moody Publishers.

Case studies can be read online at <http://1721media.com/casestudy>. Call 1721 Media today to discuss your organization's design and marketing needs.

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