The ABCs Of CMS
By Phil Perlman

What Is CMS?

The growth of the web and the desire of everyone on the planet to have their own website and blog, provided the spark to launch Content Management Systems (CMS) such as Wordpress, DotNetNuke, Joomla and Drupal. At its essence, a CMS website stores all content in a database and relies upon templates or skins to display it over the web...on desktops, mobile devices and even game consoles.

Potentially, CMS websites may be quicker to design and more cost-effective in the long run than traditional static websites. Site content can be changed even while the site is being built. That's the power of the database.

Web modifications often need to be made quickly and unexpectedly. With a CMS site, almost anyone can make content, image and navigation changes to a site. And when your site is ready for a new look, CMS websites can be easily refreshed because the text is independent of the design templates.

CMS Versus Traditional HTML Websites

Traditional websites are static, and they use common HTML files that must be changed by someone with HTML knowledge or through the use of special web editing programs. Most editing programs require special software, and the programs themselves are often difficult to use. Having to call the IT Department or your web programmer every time you need a trivial change, such as removing a comma or replacing an image, just wastes time and money. Plus, when you want to update the look and design of your site, an HTML site will need to be built from scratch.

PMG has developed a wide variety of CMS-based websites for clients in different industries, large and small.

www.liprc.org

The Long Island Prevention Resource Center, a partnership between Suffolk County and South Oaks Hospital, is using a CMS website to share a wealth of information that promotes alcohol, drug and gambling prevention in our communities.

www.videodesignsoftware.com

Video Design Software, a leading provider of on-air solutions for broadcast television, uses a CMS website to manage its ever-growing portfolio of products and multimedia content.

No Fear

What scares most people about a CMS system is simply fear of the unknown. The reality is that visitors will see no difference when viewing the site. The real magic is performed behind the scenes. A secure website username and a password open the door to powerful tools to manage and edit your entire website.

Adding and removing pages is simplified and changing the entire navigational structure of menus, can be done with a drag and a drop. *The adage is true - once you go CMS, you'll never want to go back.*

And Wait...There's More

As an added benefit, CMS websites often include or support many Web 2.0 features that enhance use and loyalty among visitors.

Want a sophisticated calendar of events? **Booked.**

Have news to share? **Check.**

Want to grab content from another website such as a news feed and display a mash-up of content from across the web? **It's in the box.**

How about a gallery of multimedia content that can be easily managed without Photoshop? **Click, done.**

Social network integration? **Like it.**

Search engine friendly? **Feeling lucky.**

Rapid development tools for custom business processes? **ASAP.**

Need to have web content that is only viewable by a select group? **Locked down.**

The days of building from scratch and undergoing lengthy development cycles have been replaced with robust features that can be delivered on-demand. **Your possibilities are limitless.**

www.hfyny.org

www.willingheartshelpfulhands.org

Hope For Youth and Willing Hearts Helpful Hands are two local non-profit organizations that rely upon CMS platforms to bring help to those in need and expand their supporter bases by increasing communication within the community.

www.bassoonbusiness.com

Basso On Business is the brainchild of business entrepreneur, Rob Basso, who offers advice and business solutions to local small-business owners through his integrated CMS website and blog.

PMG
PROGRESSIVE MARKETING GROUP, INC.

www.ivisitanguilla.com

The Anguilla Tourist Board is the island nation's hub for all tourist information. With ever-changing specials, news and events, the CMS website enables easy updates from anywhere at any time.

www.anguillagreathouse.com

The Anguilla Great House, a beautiful beach resort, uses a CMS website to update and expand its web presence while collecting valuable prospective guest contact information.

## www.prasadcosmeticsurgery.com

Amiya Prasad, M.D., FACS is a world-renowned Ocularfacial Plastic Surgeon who has found his CMS website to be an invaluable tool to help him communicate through social media, blogging and regular site updates.

PMG is currently preparing for the launch of a robust CMS website for Pacific Link Institutional Supply Solutions (www.pacificlinkinc.com) that will display tens of thousands of products in an eCommerce-based product catalog.

Strategic marketing can make a difference in your business.
Call us at (631) 756-7160 to discuss which strategies will work best for your organization.
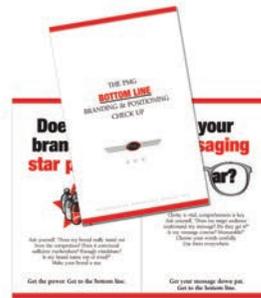
Email PMG at news@pmgstrategic.com for a complimentary copy of the PMG Bottom Line Branding and Positioning Booklet.

▲ **Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding.

▶ The *ballerina linebacker* symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.

(631) 756-7160
www.pmgstrategic.com