

Why every small website needs a Content Management System

You are about to build a website for your business. Having found a good web designing firm, your website is launched. So far so good.

Once your website is setup, customers start rolling in, you would need to make ongoing changes to the contents. The changes could be as small as changing a phone number, or adding a product, a section or photographs to the site. You may not need to change the design as frequently as you would change the text contents of a serious business website.

The trouble comes in here from many directions. The web designing house that you signed up to initially design your site may be over-burdened to take up your relatively small requirement. They may have moved office to a different place and are not easily accessible. They may ask you to make heavy payment for accomplishing a small task. Unless you initially signed up with them to have concurrent update contract, the small changes that you would ask them to carry out, may not be economical to the design house.

This exactly is a point where a good Content Management System comes in. Sitting behind the scene, without knowing ABC of web technology, a CMS would give you the ability to maintain your own website effectively and efficiently. A CMS is the backbone of your website.

Ideally, no website larger than a few pages should be without a CMS backbone to manage it.

What is CMS?

A Content Management System (CMS) is a software specifically designed to manage a website. It is developed by software professional, installed by web designers but is intended to be used by YOU!

CMS provides you with a simple non-technical way of updating your contents, daily, weekly, monthly or anytime you wish.

Normally this task is accomplished via a web-based interface that can work on any computer connected to the internet, wherever you are in the world. Just, Point and Click, type new text and hit save.... That's all it takes to update your website.

Equally easy is to add new content pages, photos or even change the site look-n-feel. CMS automates many tasks like applying common page layout and appearance across the site, Menus and Navigation bars are also automatically processed.

Why CMS for me?

A good CMS will make your life much easier:

- You are not dependent on the web designers for making changes to the site.
- Changes can be done anytime, day or night... from anywhere on earth where you are accessible to a computer with internet connection.
- All the technical aspects are handled by the CMS, thus allowing your staff member to manage the site under your instructions.
- Multiple staff can manage the website, still ensuring that each of them can handle the section which they are responsible and authorized for.
- CMS ensures consistency in design of all pages and sections.
- You are spared to concentrate on the most important job that you are supposed to handle.. Growth of Your Business!

And What about the Cost?

This is good news. A lightweight CMS, suitable for a modest website is not at all expensive. With our iCMS range starting at just a few Thousand Rupees, it's the best deal you would pocket, considering the business benefits you would draw over years of managing your website. Of course, if your site is larger or complex in nature, the cost would grow. Ultimately you get what you pay for, isn't it?

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