

10 COMMON WEBSITE SCENARIOS

THAT MAKE A WEB CMS ESSENTIAL



Introduction

According to [data compiled by W3Techs](#), 62.1% of websites are **NOT** using a Web Content Management System (Web CMS). Visit your favorite website and chances are it is not using a CMS.

What is a Web CMS? [Wikipedia defines Web CMS as](#) "a software system that provides website authoring, collaboration, and administration tools designed to allow users with little knowledge of web programming languages or markup languages to create and manage website content with relative ease."

There are thousands of Web CMS solutions, from freely available, open source options to enterprise-grade, commercial solutions. If you're managing a website today without one, you may be asking yourself, "Why would I need Web CMS?"

In this white paper, we outline ten common scenarios that make it essential to have a Web CMS.



Scenario #1

THE PEOPLE MANAGING CONTENT ON YOUR SITE WANT TO BE SELF-SUFFICIENT.

In many organizations, the Marketing team owns the content on the website. From the homepage imagery to the "About Us" messaging, the responsibility resides within Marketing. Like any organization, Marketing needs to be nimble and agile. So the last thing they need are barriers and obstacles that prevent them from making website content updates quickly and effortlessly.

Organizations not using a Web CMS have website updates managed by a specific set of people, typically the IT Team. Designated members of the IT Team are the only people with access to update the website.

To change a single word on a single page, a request must be submitted. After a few hours (or perhaps a few days), the change is made.

What if the organization had a Web CMS? Well, with the right permissions in place, users could make updates directly to the

Marketing needs to make website updates quickly and effortlessly.



sections of the site that they manage. No more submitting of requests and waiting hours or days for the update to happen. The people managing the content on a page become self-sufficient!



Scenario #2

YOUR TRAFFIC IS GROWING AND YOU'RE CONCERNED ABOUT WEBSITE PERFORMANCE.

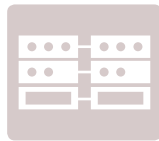
It's a great situation to be in, but a challenge nonetheless: traffic to your website is taking off. Unique visitors are increasing. You're producing fabulous content, which means that average pages per visit is also increasing.

It's all good, right? Well, because of all this site activity, average page load time is increasing and visitors are starting to grumble. If you don't act to resolve this, unique visitors and page views may start to plateau, as users abandon your poor-performing site.

Here's where a Web CMS may help. Many Web CMS solutions provide options to

increase website performance, such as page and module caching. This feature stores recently requested site content (and code) in "memory." The next time the same page is requested, the Web CMS serves up that page directly from its cache. And that's faster than having to regenerate the page from scratch.

This feature is smart enough to know when a page has changed. When that happens, it clears that page from its cache. And the next time that page is requested, the Web CMS serves up a fresh (updated) copy of the page.



Scenario #3

YOU WANT TO SCALE SERVER RESOURCES TO SUPPORT YOUR GROWING E-COMMERCE SITE.

Page caching is a good method for speeding the response time of your website. As you sustain even more growth, however, you'll soon hit up against another constraint: the bottleneck of serving your site from a single web server.

If your site performs poorly, you'll see page views and unique visitors plateau or decline.



If users abandon your slow-performing B2B website, you may lose future customers. If they abandon your e-commerce site, on the other hand, you'll lose revenue. How can you scale your server resources to meet growing demand?

Many Web CMS solutions provide a "webfarms" feature. With webfarms, you install the Web CMS software on two or more servers. The feature intelligently routes incoming website requests across the servers. So the incoming demand is no longer serviced by a single webserver; instead, it's distributed across a number of them.

Webfarms provide "cache synchronization" (across the servers in a webfarm) which preserves consistency in a site visit that spans more than one server.



Scenario #4

YOU WANT TO IMPROVE YOUR SITE'S SEO.

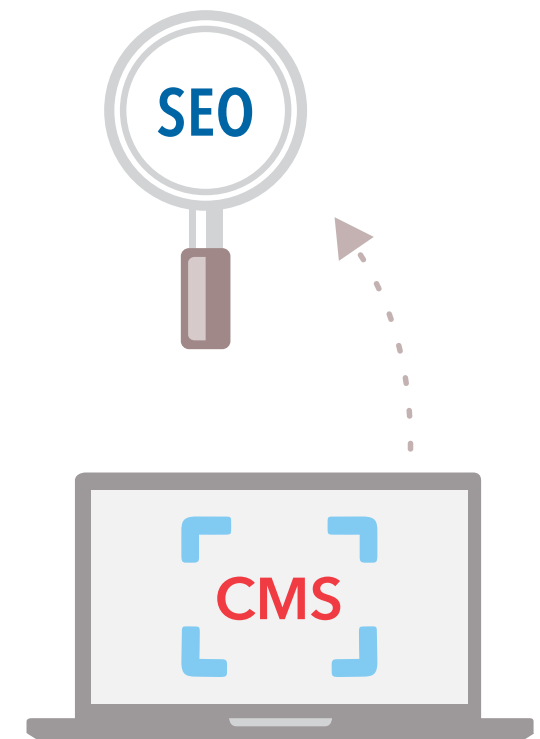
For Search Engine Optimization (SEO), the focus of a SEO strategist is ever changing. In

years past, we cared a lot about keywords, keyword density and link text. These days, the quality of site content is more important than ever.

That being said, URL management continues to be important for SEO. Some Web CMS solutions provide convenient and easy-to-use **SEO features** to manage URLs "at scale." Instead of manually managing the URL of each and every page on your site, Web CMS solutions help you apply re-write and re-redirect rules in an automated and intelligent fashion.

Just think of the time savings: if manually assigning a URL takes 5 minutes of time, then managing the 200 pages on your site takes 1,000 minutes (nearly 17 hours!) of time. Not to mention: the use of an automated tool is less error prone than having you hand-code URLs yourself.

A Web CMS can help you better manage the important task of SEO.





Scenario #5

YOU'RE ADDING CONTENT PRODUCERS AND NEED QUALITY CONTROL.

Earlier in this white paper, we referenced the need for website content owners to become self-sufficient. And while that starts with just one person, soon enough, an entire team (or teams) of content owners will come aboard to manage site content updates themselves.

While that's fine and dandy, you may find yourself needing to instrument quality control measures. With so many people updating the website, the chance of an innocent error increases. On an employee's bio, an innocent error is not the end of the world. On a pricing page, however, an error can result in lost revenue.

A Web CMS can help here, especially those that provide **granular permissions and workflow**. With granular permissions, site owners can create roles, and then assign creation, editing or deletion rights (on sections of the site) to particular roles. For example, the "Sales role" may have

permission to update the pricing section of the site, but no permission to update other areas.

With workflow, content updates can be reviewed by an approver before they go live on the site. The reviewer can approve the update and publish the page. Alternatively, the reviewer can reject the update and ask the requester to make specified changes.



Scenario #6

YOU'RE ADDING MORE PAGES AND SECTIONS, AND NEED TO MAINTAIN BRAND CONSISTENCY.

Think of any website you visit. The number of sections it has today is greater than when it first launched. That's the reality of websites: over time, they grow, rather than shrink. So let's say you're in growth mode and want to create two, three or perhaps five new sections of your site. Without a Web CMS, this can be challenging or time consuming.

With a Web CMS, you can create a page

Granular permissions and workflow are essential Web CMS features for a growing team of content contributors.



template for each new section. The page template defines the structure, layout and elements of a page and can be re-used across a section of the site (or, the entire site itself). They can also be made available to all (or selected) users of the Web CMS. In addition to saving time and effort, page templates ensure brand consistency. Design the template once, have it reviewed by your brand marketing team, then use it everywhere you want.



Scenario #7

YOUR CONTENT TEAM IS GROWING AND YOU WANT TO INSTITUTE CHANGE MANAGEMENT.

You're running an end-of-quarter pricing special, offering a 15% discount if customers purchase by next week. The deal will be announced tomorrow, but someone just published it to the website today. Wait! Who did that, asks the VP Sales (she's upset!). Without a Web CMS, it would be difficult for the Marketing team to provide an answer.

On the other hand, a Web CMS with version control can provide the answer, along with a simple solution. Marketing can determine the user who made the change, including the date and time it was published to the site.

In addition, Marketing can view a comparison of the current and previous versions, to see the specific changes that were applied (side note: as I've outlined above, this scenario calls for the workflow feature provided by a Web CMS!).

Here's the simple solution: you can easily "back out" to any of the previous versions of the page. So it's easy to undo the premature pricing special.

The answer: they save time and effort, while maintaining brand consistency.

The question: what makes page templates so useful?





Scenario #8

YOU WANT TO UPDATE YOUR SITE WITH A NEW LOOK AND FEEL.

Your website looked fine when you had 10 customers, but now you have 100. Visitors now expect more from your site. If your website doesn't provide the experience your target customer expects, you can lose credibility and future business.

You can always call a design agency and they can assemble a six-figure proposal to completely re-imagine your website. The other thing you could do is deploy a Web CMS. Most Web CMS solutions will come with a "default" set of skins (or themes). With minimal changes, you can use one of these themes to enhance the look and feel of your site.

Alternatively, you can shop around for third party (free or paid) themes provided by your Web CMS. Some Web CMS solutions have a marketplace of hundreds of themes you can choose from. Some are free, while others have a fixed price. The price you pay includes

the use of the theme, along with customer support.

Feel free to browse through the [themes available in The DNN Store](#).



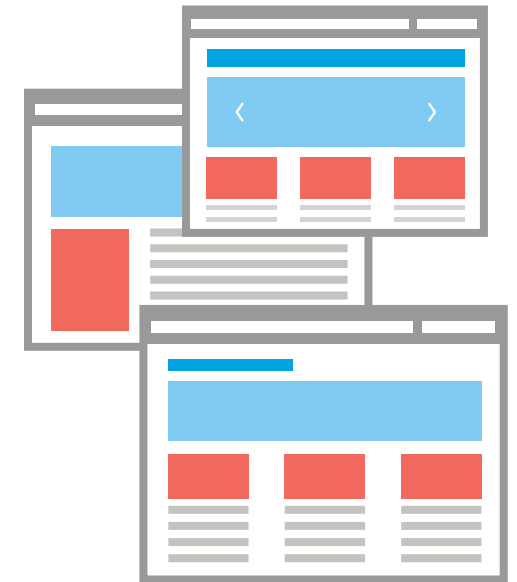
Scenario #9

YOU'RE LOSING VISITORS BECAUSE THEY CAN'T FIND WHAT THEY'RE LOOKING FOR.

As much as marketers like to think they've organized content super-intuitively, many times site visitors can't find what they're looking for. What happens when visitors can't find the information they want? That's right, they leave. Good luck getting them to come back!

How's the search feature on your site? Does it help users find the information they want? Try this: find a piece of content that's two or three levels deep on your site. Email your mom and ask her to find it on your site. If she fails, then consider how effective your on-page search is.

Need a new look on your website? We have a theme for you.



Many Web CMS solutions offer a search feature that comes with built-in “site crawlers.” It’s the job of these crawlers to find and index the pages of your site. Perhaps you don’t want particular documents or pages presented in search results? No problem. You can configure the crawlers to ignore particular pages, folders or document file types.

So deploy a Web CMS with a rich search feature, then invite Mom back to your site. We think her second visit will end with a better result. In the meantime, learn more about the [search feature in our CMS](#).



Scenario #10

YOU’RE MANAGING MORE THAN ONE WEBSITE.

What if you’re managing two, three or ten websites? You’d need to multiply your content management activities by two, three or ten. But you know that.

Some Web CMS solutions enable you

to manage multiple websites from one “instance” of the CMS software. This gives you a single place to manage these sites. And, with some CMS solutions, content can be easily shared across sites. Let’s say you’re a holding company and your web team manages the websites of five subsidiaries.

You can create a module of HTML with an “About Us” description that’s shared across all five of the subsidiary sites. Did you hire a new CEO? No problem. Just update the HTML module and it’s immediately reflected on all of the subsidiary sites.

Life just got easier.

Conclusion

A Web CMS can be a worthy investment in helping manage content and coordinate workflow.

If traffic to your site is growing, numerous Web CMS features (e.g. SEO, [caching](#), [webfarms](#), etc.) can help you optimize performance and scale for growth. And that’ll help keep traffic growing. If your website is not using a CMS, hopefully this post has given you one (or more!) reasons to think about doing so.

When managing multiple websites, a Web CMS can help tremendously.





About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. DNN products and technology are the foundation for 750,000+ websites worldwide. In addition to our commercial CMS and social community solutions, DNN is the steward of the DNN Platform Open Source Project.

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