CMS DEPLOYMENT AND DEVELOPMENT

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INTRODUCTION

Most commercial websites use content management systems to enable site owners to add and maintain website content - copy, images, promotions, offers, and landing pages. These tools are similar to those found in a word processor, require no advanced HTML or programming skills, and help organize the extensive amount of content found in a typical website.

We offer personalized CMS services that meet the evolving demands and trends of today's e-business. We have developed a diversified range of CMS solutions utilizng varying technologies (.NET, PHP, opensource, etc) for our clients worldwide. Prior to developing a CMS solution for you we will consult with you to identify your CMS needs and then offer a CMS solution tailor-made to your specific business needs. Our expert and experienced developers, from the selection of a CMS solution to the strategic deployment of the CMS solution, will work to develop the best CMS for you to capitalize on the benefits most valuable to your website and business.

At i-CTC, our goal is not only to effectively develop, deploy and maintain content rich websites but also to remove the need for ongoing, high-priced website maintenance. By hearing about our CMS experience and previous successful CMS implementations, you can be confident in our ability to accept and deliver even the most complicated projects.

WEB CMS DIVERSE INDUSTRIES

With our CMS solutions, we serve clients from diverse industries including:

- E-commerce Sites
- Intranets and Client Extranets
- Corporate Websites
- Community and Social Networking sites
- Blog & Forum sites
- Government & Non-profit Organizational Websites
- Interactive Web Applications

CMS Solutions for Business

Our CMS solutions are the best for your business:

- We know CMS, and have implmented and customized the vast majority of available CMS solutions
- We offer ready-to-use, customized and top notch solutions at optimum prices

- We create, edit and deploy CMS solutions which make content management easy for you
- We are here to give you most applicable solution, which absolutely fits the needs of your business
- We offer solutions that help reduce the costs of site maintenance, thus increase your site's efficiency
- We assist and train you in the deployment of content that does not require professional assistance, you can do it with ease on your own
- We assure high return on investment

Hosted Website Content Management

Once you have your site coded (see Coding Your Web Site with Quality for more on that topic), you need to choose how those coded web pages are going to be delivered. The first fork in the road is to choose between:

- A static web site, which means just storing the web pages as files on a web server and delivering them directly to the browser.
- A content management system (CMS), which stores the site's contents in a database and creates pages dynamically.

Static Sites: Simple But Limited

A static site is the simplest to create and launch, and the least expensive to host. But it is a poor choice for all but the simplest sites. In the past, static sites were very common, but today they are rarely the best approach. Among their many limitations, static sites:

- Generally cannot be updated without dealing directly with the HTML code, making them hard for anyone but the coder to maintain.
- Do not support blogs or RSS feeds, cutting off one of the easiest ways to add content regularly and improve search engine optimization.

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- Often require entry of the same content in multiple places, making it harder to update and often leading to inconsistencies within the site.
- Do not automatically create any pages, so every page on the site needs to be manually built.

Hosted vs. Self-Hosted CMS Choice

Assuming we've succeeded in dissuading you from putting up a static site, now you need to choose a content management system. There are literally hundreds of choices, but you can quickly narrow it down to a much smaller number.

The first big decision point is whether you are going to manage the software and its hosting yourself, or use a SaaS (software as a service) solution:

- A hosted (SaaS) CMS, such as Webvanta, LightCMS, SquareSpace, or Wordpress.com, is a self-contained solution that you manage via the web browser and is operated by a third party.
- A self-hosted CMS, such as WordPress, Drupal, Joomla!, or Expression Engine, is a body of software that you download from the source, and then modify, upload to a server (which you typically rent from a hosted company), and manage on your own.

If you are a developer at heart, rather than a designer, like to be able to modify the back-end code, and have a budget of at least a few thousand dollars per site, then self-hosted solutions can be a good choice. They are used for millions of sites, including many well-known ones.

The Growth of Hosted CMS Options

The option to use a hosted CMS is relatively new, and we believe it better serves the needs of designers and site owners who want to focus on the design and content of the site, not on the technology.

If you use a self-hosted CMS, you are responsible for all the code that runs the site, and this can be a nightmare when hacks occur (see, for example, WordPress Sites Hacked Again; Is Hosted CMS the Answer?). Even in the absence of such nightmare scenarios, using a self-hosted CMS inevitably means spending more time dealing with back-end code, software updates, and server management. You're exposed to much more of the full technology stack, and it's easy to get buried in details. With a hosted CMS, all that is taken care of for you.

In the past, most hosted CMS offerings were very limited in terms of design flexibility. Even today, few provide the flexibility to set up custom databases, so you can organize things like business listing and news items, and have pages automatically created for each item.

This gap is what led to the creation of Webvanta. We built Webvanta to provide all the ease-of-use and peace of mind that a hosted CMS brings, while at the same time offering all the power and flexibility designers need for top-tier business and information portal sites.