

Content Management System

A Content Management System (CMS) makes it easy for non-technical contributors to maintain and expand their website. A CMS uses software and a database to manage and organize website content. Once a visitor makes a request to the website, the CMS selects the correct content and displays it in a custom interface template.

Content Management System is a Microsoft asp.net based web based application for managing website content. It is having fully customized platform to utilize any sort of website template, which consists of Header, Left Panel, Right Panel, Main Content Area and Footer. Any amount of pages and navigational links can be created in website header and footer. It is having sophisticated HTML Editor for designing html pages using HTML Tools. This CMS also provide additional features to add Images, embed Videos (U tube) and Flash. Any Page is of two type either normal HTML pages or e-commerce enabled HTML Pages. For e-commerce enabled html pages Product Listing templates gets created as per customers requirements. Information for these product templates gets managed in Catalog Management where in all Product Categories and Product Information is managed in online SQL database. These Product templates get utilized for designing e-commerce enabled html pages, which are integrated with online shopping module. Payment gateway integration can be customized as per customer's choice. Using sophisticated control panel administrator of CMS can manage Content of pages with respect to SEO and Design changes and can do order tracking.

Key Benefits

- ✓ Separation of Design, Structure and Content
- ✓ Decentralized maintenance - Based on a common web browser. Editing anywhere, anytime removes bottlenecks.
- ✓ Designed with non-technical content authors in mind - People with average knowledge of word processing can create the content directly. No HTML knowledge needed.
- ✓ Configurable access restrictions - Users are assigned roles and permissions that prevent them from editing content which they are not authorized to change.
- ✓ Consistency of design is preserved - Because content is stored separate from design, the content from all authors is presented with the same, consistent design.
- ✓ Navigation is automatically generated and adjusted - Menus are typically generated automatically based on the database content and links will not point to non-existing pages.
- ✓ Content is stored in a database - Central storage means that content can be reused in many places on the website and formatted for any device (web browser, mobile phone/WAP, PDA, print).
- ✓ Dynamic content – Can be customized for Extensions like forums, polls, shopping applications, searching, news management are typically modules.
- ✓ Cooperation - Encourages faster updates, generates accountability for authored content (logs) and cooperation between authors.
- ✓ Content Changes - Open each page in full design mode and can add/edit/remove each part of Page.

- ✓ Content Security - Content publication can require user login with password.
- ✓ SEO Compatible – Takes care of mostly all common SEO compatibility guidelines.

Technology

- ✓ Microsoft Development Platform: C#, ASP.Net 3.5 Framework, AJAX, MS-IIS 6.0
- ✓ Database: MS SQL Server 2000
- ✓ Microsoft Documentation Platform: MS Projects, MS Word, MS Excel
- ✓ Adobe Designing Tools: Macromedia Dreamweaver, Photoshop, CorelDraw