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THE QUELL GROUP
Integrated Brand Communications

Insights

Take back control
of your website.
(it's easier than you think)

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For many organizations, the function of maintaining or updating the company website has become a tedious and often neglected task. The company website may have been created years ago with an outside development partner or by an internal IT department with little to no strategic focus on marketing. Further, many sites lack critical features that

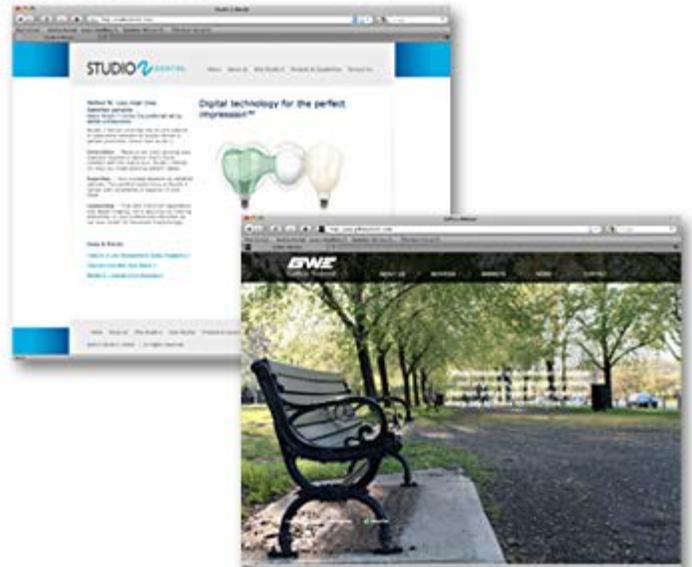
allow the ongoing management of content in order to keep the site fresh and relevant.

The solution is the integration of a content management system (CMS). A CMS covers the complete life cycle of the pages on your site, from providing simple tools to create the content, through to publishing and finally to archiving. It also provides the ability to manage the structural layout of the site, the appearance of the published pages and the navigation provided to the users.

While the idea of content-managed websites is not

The Quell Group has developed a variety of content-managed websites and provides training to help our clients take ownership and control of all their digital content. In addition, we also help to craft comprehensive digital strategies for search, social media and content syndication. Here are some examples of recently launched websites utilizing open-source CMS platforms:

Studio2Dental.com



GiffelsWebster.com

RaderFishman.com



ChasePlastics.com

new, content management is easier today with significant advancements in the technology and several open-source platforms such as Wordpress, Joomla and Drupal that include features previously found only in high-end, proprietary software solutions.



Keeping your site fresh and relevant is easier than ever. Here are the leading benefits to considering a CMS:

- **No technical skills needed** - There's no need to learn new software. You simply make the changes to your website online when you need to and then view the changes instantaneously.
- **Update your website from anywhere** - Updating your website is easy from anywhere in the world on any computer. Making corrections, adding text, inserting pictures or even uploading Word documents and PowerPoint presentations to your website is as easy as a few simple clicks.
- **More than one person can update the site** - Access levels allow multiple users to work on your website by giving them different permissions. This makes assigning "owners" to specific categories or content very easy.
- **Link Management** - Create links to internal pages and external websites quickly and easily.
- **Simplified Training** - The administrative interface is highly intuitive and makes training simple.
- **Code Mode** - For those with some programming skills, switching to code mode at the click of a button allows editing your HTML code directly from your browser.

For more information on how Quell can help you regain control of your digital brand, contact us today for a no-obligation point of view.

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