

# WEBSITE CONTENT MANAGEMENT SYSTEM

It is no secret that dynamic content is the key to a successful website. Through extensive research we have discovered that the most important element to any website is having up-to-date content. The Ridgefield Group has developed our Content Management System — a powerful application to assist you in making your website easy and less costly to maintain.

*Our unique Content Management System will allow your business or organization with a website to manage their content with ease and efficiency.*

This completely browser-based solution enables website managers to access and update content through a Web browser. No client software to install, complex scripting to worry about, or programming languages to learn!

All authoring and publishing is done within the context of the page itself. It is not necessary to navigate to separate applications or to submit content through a complex content entry process. Multiple-user modes allow for various access control rights. Employees can control content for their specific functional areas (ie. News, Employment, Directories, Catalog, Sales, etc.). Site Administrators have global control.

**No web design experience is necessary and no complicated computer programming languages to learn... EVER!**

## This custom content interface gives you the functionality to:

- Add content as it happens, edit content as often as you want, and delete it with ease.
- Select the “Breaking News” option to allow a story to appear on the front page of your site. It will automatically disappear after a given period of time.
- Format your stories with the custom text editor with push button “hyper linking” of text, and color palette for choosing colors.
- Create and post any subject matter and to meet your organization’s needs.
- Our application is entirely password protected! Plus much, much more...!



Experience our full-functioning **online demo** at <http://www.familydemo.net>

Then contact **George Borden** directly at [1-888-743-4334](tel:1-888-743-4334) today for a free quote!

*“If you answer YES to any one of these questions, then you are a candidate for our content management system.”*

1. Does it take more than a few hours for a job posting, press release, news story, product page, support note, or other time-sensitive document to be posted to your web site.
2. Do all Web site changes grind to a halt if anyone in your organization goes on vacation or calls in sick?
3. Does any single group in your company always get top priority for content changes, delaying site changes for other groups?
4. Are groups within your company disenchanted with the Web site because it doesn't serve their needs within their timeframes?
5. Does it take weeks or months to make a simple global change to the company Web site, such as adding a new navigational element on every page?
6. Is your Web site larger than a few hundred pages?
7. Does your site need to be updated more than a few times each week?
8. Is the information architecture of your Web site slowly decaying, with broken links or broken images found throughout the site?
9. Does it take a protracted amount of time to redesign your Web site?
10. Do content contributor's work at more than one location?