INTERACTIVE MARKETING: Turchette's First Question

Turchette offers numerous interactive marketing services, such as website design/development, search engine optimization/management, digital advertising, email marketing and social media, to name a few. However, before we begin any digital marketing campaign, the first thing we ask our clients is usually, "When was the last time you updated your company website and was it built in a content management system?" Here's why we ask those questions and what it means.

A content management system (CMS) for a website is 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. The question our clients come back with most often is: "What are the real benefits of having one built or installed on our site?"

Here are 10 reasons to consider a content management system.

1. Control. You know your business best, and no one else knows what information and images matter most to you. A CMS provides direct control over the content on your web site.

2. Fresh content. Sites that update their content, even a little, on a regular basis gives the appearance your business is alive and active, plus you'll have search engines placing higher emphasis on fresh and new content.

3. Security. Lots of content management systems take your information and store it in a database system. Once there, access control mechanisms can restrict access to your content easily. When done correctly, that information is only accessible via the CMS, so you have better protection for your site's content from many common web site attacks.

4. Collaboration. A CMS can incorporate a work flow engine and facilitate your staff's collaborative efforts in editing, creating and approving content before it's published.

5. Ease. Once your CMS is set up, you're a lot more likely to add more content to the site since it's so easy. You'll have a more robust site with more pages. And each and every one of these new pages is likely to be

cataloged by the search engines, thereby resulting in higher rankings as well as additional opportunities to draw more traffic to your site.

6. Improved customer service. If your CMS has a public component that lets your customers contact you directly through your web site as opposed to e-mail, this provides an opportunity to integrate customer requests directly into you customer service systems. Thus, they can be handled more quickly and bypass e-mail systems.

7. Win-win. It is important to have a professional design and produce your site, however, refreshing its content is something you can certainly do yourself. This means the proper expertise is applied to each aspect of your successful web site.

8. More ways to communicate. Whether you're a small business looking to grow, a retailer with an on-line catalog, any business or organization seeking to maximize chances for success, or a writer looking for exposure, a CMS gives you new ways to communicate with your audience. This really helps since e-mail systems are becoming more and more clogged with junk mail, and your customers increasingly want to rely on the quality of information they can get directly from your web site without the worry of viruses, etc.

9. Fine tuning. A CMS allows you to alter your site in real time if you want, and those changes will improve your search engine rankings. It's then easier to stay on top of your success and make quick tweaks when needed to improve your site's effectiveness.

10. Save money. Over time, you'll save money versus paying someone, whether they're a staff member or an outside consultant or service when you do all changes and updates yourself. Whether you buy a system, have one built, or subscribe to a CMS service, they're a more cost-effective solution versus the alternative. A good CMS for your site normally isn't very expensive, but the cost of not using one is probably even higher.

If you have questions about how to make your website work better for your business or would like help with interactive marketing, please feel free to contact Jim Gorab at **973-227-8080 x36 or send us an inquiry at** **www.turchette.com/contact-us.**