# PINE VALLEY

## ASSOCIATES

# PVA Site Manager
Product Overview

# Challenges in Web Site Management

- Many site's content is not updated frequently
- Content updates require HTML knowledge and client software
- Static sites do not reflect dynamic business information
- Dynamic sites require specialized programming – repeated engagement of programming resources
- Content must pass "down" from content authors to technical resources, then back "up" for approval
- Little or no change management
- Difficult to enforce site standards and consistency

# Traditional Maintenance Models

- Outsourced to site development company
  - $ cost for each change – company may be reluctant to open the checkbook for each change
  - Timeline – the site development company's resources are devoted to many projects.  Your updates may not be performed in a timely manner.
  - Stability of company & company business objectives – they prefer to work on larger revenue projects.
  - Perception that this is low-satisfaction work – maintenance often not the best project for the company's employees.
  - Result is that minimal content maintenance is performed

# Traditional Maintenance Models

- In-house maintenance
  - Train staff in HTML software
  - Task falls to techie personnel who are already overloaded or to marketing communications who do not have programming skills
  - Company may not want to purchase specialized software for each content editor
  - Result is that minimal content maintenance is performed

# The CMS Solution

- A Content Management System (CMS) provides a structure for Web Site construction and maintenance
- Permits content authoring and updates by authorized users
- Often does not require software to be loaded on client computer
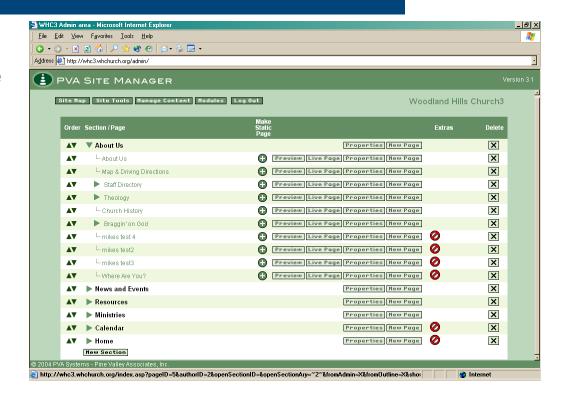- Provides consistency and robustness

# Interactive Features

- Additional features required on many interactive sites:
  - Advanced Search Engine
  - Forms
  - Database records for frequently changing information
  - Event Calendar
  - Discussion Groups
  - Email Lists
  - Visitor Statistics
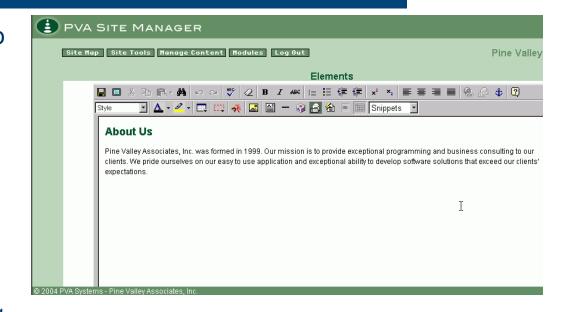
# PVA Site Manager Solution

- Full-featured Content Management System
- Additional interactive features
- Template-based page design – site presentation according to customer design
- Rapid Web Site prototyping
- Web Site design may be changed without loss of content
- Custom-developed functions easily incorporated into Web Site
- Maintenance performed through Internet browser
- May maintain and display database information on your Web Site

# PVA Site Manager Solution

- Static page generation for optimum performance, search engine effectiveness, and ability to bookmark pages

- No client software to buy

- Additional modules may be plugged into your Web Site to embellish its functionality

- A separate User License for each user is not required

# PVA Site Manager Solution

- Site map interface to edit/manage your site
- Easily find the page you want to change and click to edit
- Add new pages with just a click
- Reuse content in multiple places – changes replicate to all Web Pages

# PVA Site Manager Solution

- Easy-to-use text editor to update content—uses common word processing controls
- Can create links to other pages
- Can insert pictures onto web pages
- Can create e-mail forms
- Uses style sheets so that your Web Site has a consistent look throughout

# PVA Site Manager Solution

- Other modules available with PVA Site Manager:
  - Forms Pro – ability to manage work flow, client files, customer orders via a secure connection and Web Browser
  - Document Center – Ability to manage, upload and search documents
  - Members – Ability to allow privileged access to certain portions of the Web Site and more
- Custom-developed solutions are available as well

# Summary

The PVA Site Manager solution provides you with high-level of functionality in an easy-to-use package.  You will be able to update your site's content when you need to keeping your Web Site consistent with your changing business.  Your Web Site will have a consistent look through the use of templates.  And you will be able to leverage your Web Site budget when managing changes to your Web Site.