

## Content Management Systems (CMS)

### An Overview

We have developed our Content Management System (CMS) to meet with business requirements and the evolving nature of the Internet. The system is based on the idea of allowing organisations to easily administer their own website, intranet, or extranet online without the need for additional software or technical knowledge. There are however numerous modules that can be used in combination with the creation of web pages that can add to the professionalism and effectiveness of the overall site. Users will be able to create web pages then add news, polls, documents etc. This can help to break up the content within web pages. See below for the various modules that are available to use with our CMS

#### Document Management Module

Our Document management module acts as a library for electronic documents (e.g. MS Word Files, Excel spreadsheets, PDF etc). Administrative users can be granted privileges to upload and delete documents from the Document library. Documents can be made available for either public or private download. The CMS document manager also includes a document archive for managing all retired documents.

#### Event Module

The Events module allows you to quickly enter and manage your diary of forthcoming events, ideal for meetings, trade shows or conferences. The event can be displayed for any length of time before and after its due date, expiring after the day, 5 days, 10 days or any other duration. Set start and end times and flag particularly important events to stand out from the rest. Each event can include various items within it which will also have date checking like the events have.

#### Gallery Module

The Gallery Module in the CMS allows collections of photos or images to be stored and displayed within a webpage. This functionality enables users to enter large numbers of photos or images within categories that can be displayed to site visitors.

#### Job Opportunities system

Features of the CMS Employment Module:

- Easy-to-use administration platform allows human resources staff to streamline and organize the hiring process.
- Efficiently add, edit, and delete employment openings and job categories, as well as review, manage, search and archive incoming resumes.

- Searchable job database makes the Employment Module ideal for organizations with multiple divisions and simple for applicants to find the positions they're looking for quickly.

#### Membership Admin Module

The membership module includes a login protected backend for customers or other people for which clients provide permission to enter. In this backend environment, businesses can provide resources and additional information for members where they can edit contact information or other advanced functionality. Any range of membership groups can be added to pages or to users, in order to give a powerful and customisable website.

#### Poll Module

A Poll provides functionality that can be used in both the CMS and eNews. Once created with simple form filling, polls can easily be entered into web pages and newsletter using components. They allow visitors to read a question and then vote for an answer for that question, for example 'what is your favourite colour?' Visitors will then be able to select any of the given responses and see the live results of the Poll (if chosen to be displayed). Within this functionality users can learn to create, edit and view Polls. Polls are often very beneficial as they give visitors a chance to give their own feedback on an issue. It also enables the user or administrator to have an idea of how many people are interested in a particular topic.

#### News Module

News is the most precious and perishable of business commodities. Ensuring the latest and relevant news features on a website is vital in ensuring online loyalty. The CMS News Module enables users to easily manage the features and articles that are to be incorporated within a website. The module has a series of powerful features that ensures news is visible to search engines and that visitors have access to both the latest features and the automatically generated news archives.

CMS News Module delivers:

- News validity date ranges - News items can be posted ahead of time and displayed for a specific time interval
- Auto-archiving - once an archive period has been set, news items will automatically move from the main news page to a news archive page. The archive is ordered by month via links rather than a form to allow search engines to index your past news stories

- Image association - Images can be associated within News Articles
- RSS feed - all articles posted to a specific news module can be available as an RSS formatted XML based news feed. RSS feeds provide a way for browsers to passively receive newly released content displayed as the full content itself or just a link to it, possibly with a summary.
- News can be pushed and pulled from one news module within a site to another to allow cross posting of articles

### Product Module

The Product module allows businesses to create a complete catalogue of products and/or services and can be used together with any e-commerce package. The CMS Products File module supports:

- Complete customisation of how the products are displayed on the category pages, the product listing pages and the product page itself.
- Create and display products just like any other content on your system

### Quicklinks Module

Quicklinks enable users to add links to other websites or internal web pages on the site. A user can enter any number of external or internal links where visitors just have to click on the link to bring up the webpage. Within this module users can also attach an external or internal link to an image so that when Internet users click on the image the corresponding webpage is displayed.

### XML Generator module

XML (Extensible Mark-up Language) allows information and services to be encoded with meaningful structure that computers and people can understand. XML is great for information exchange, and can easily be extended to include user-specified and industry-specified tags. We offer two components for the CMS:

XML generator for CMS web pages

XML generator for CMS News articles

Both will allow view of 'all' and the creation of xml file for specific pages. However, please bear in mind the potential for additional bandwidth costs e.g. higher cost for hosting.

### What next

For more information on how Travisbead can help your organization or clients communicate more effectively using the internet, please contact our sales department on +44 (0)1908 231401 or email us at [info@travisbead.com](mailto:info@travisbead.com).

### About Us

TravisBead is an ideas led design consultancy based in Central Milton Keynes, offering full service print and web design solutions to enhance and promote your business profile.

We focus on producing emotive work that communicates effective business-building messages in a professional, contemporary and attractive way, thus by design our clients become inspired to win the trust and acclaim of their customers.

Our diverse client base ranges from Blue Chip Companies other large commercial organisations, the public sector and a variety of SMEs.